



# IIBS

## INTERNATIONAL INSTITUTE OF BUSINESS STUDY

#75, Muthugadahalli, Jala Hobli, Bangalore North, Bangalore-562 157 (Near International Airport)

Following are the list corporates and number of students undergone internship in respective company:

Academic Year: 2021-2022

Sl. No	Name of the Company	No. of Students
01	Mythri Builders, Bangalore	01
02	Campalin Bangalore	03
03	Modern Architects for Rural India, Hyderabad	01
04	Star Fing, Bangalore	02
05	Kotak Mahindra Bangalore	01
06	Genworks Health Private Limited, Bangalore	02
07	Cuemath Private Limited, Bangalore	03
08	Kissan Parivar, Bangalore	02
09	SunTeachnology Integrators Private Limited, Bangalore	01
10	Vihasta Software Solutions Private Limited, Bangalore	01
11	Sky Walls Interiors, Vizag	01
12	Hirect, Bangalore	01
13	Rajapalayam Mills Limited, Rajapalayam, Tamil Nadu	01
14	Health Care Global Enterprises Limited, Bangalore	01
15	Macronix Screening Services Private Limited, Bangalore	04
16	Rastriya Ispat Nigam Limited, Vizag	01
17	Trade Bulls Securities Private Limited, Bangalore	02
18	Sunitha Impex Private Limited, Bangalore	01
19	Agrinnov Technologies Private Limited, Bangalore	01
20	Muthoot Fincorp Limited, Bangalore	01
21	Spencer's Retail Limited, Vizag	01
22	Teachnook, Bangalore	01
23	Keltech Energies Limited, Bangalore	02
24	Dognation, Bangalore	01

  
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25	Smarter Homes Technologies Private Limited, Bangalore	02
26	Dream Mithra Private Limited, Bangalore	01
27	ADD Edu Teach Private Limited, Hariyana	01
28	Cleaetax Private Limited, Bangalore	01
29	Secure Now Insurance Broker Private Limited, Bangalore	01
30	Team lease Education Foundation, Vadodara	01
31	PIN Click Property Management Pvt Limited, Bangalore	01
32	Ramanand Core Investment Company Pvt. Limited, vizag	01
33	Kesavarapu Ranganayakulu & Co Chartered Accountancy	01

Table: 7.1 List of corporates recruited the students for Industry Internship program in the year 2020-2021

### Academic Year: 2022-2023

Sl. No	Name of the Company	No. of Students
01	IMMENS SPHERE, HSR layout Bangalore	05
02	Metrix Lab, Cyber Pearl, Madhapur, Hyderabad	01
03	Aditya Goenka, Goenka Kachave LLP	04
04	Unacademy-Sorting Hat Technologies Pvt.Ltd	01
05	TEACHNOOK Edu Teach, HSR Layout, Bangalore	01
06	ADAMA India Private Limited, Sameerpet, Hyderabad	01
07	Cult Fit HealthCare Private Limited, HSR Layout, Bangalore	03
08	The Indian Hotels Company Limited, Mumbai	01
09	Ohmium Operations Private Limited, Bangalore	01
10	Bash Software Labs	01
11	MMF Infotech Technologies Private Limited, Indore	01
12	College Tips EdTech. Media Private Limited, Bhopal	01
13	The Affordable Organic Store Hyderabad	01
14	HayStack Marketing Services Private Limited, Indira Nagar	01
15	Fanplay Games and Media Private Limited	02

  
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16	DEXTERITY Edu Teach, Bangalore	07
17	Cozy living, Bangalore	01
18	ENKEI Wheels India Limited, Pune	01
19	SPAR Hypermarket, Bangalore	01
20	Vox Building Products Private Limited, Bangalore	01
21	Intent Farm- Walnut Folks groups, Bangalore	01
22	LernX Private Limited, Bangalore	01
23	Acmegrade Private Limited, Bangalore	04
24	Launzy Bangalore	01
25	SKLR Edu tech Private Limited, Bangalore	03
26	Vio LernX Private Limited, Rajasthan State	01
27	Pattabhi Agro Foods Private Limited, Kakinada	01
28	Muthoot Housing Finance, Kerala	01
29	World Vegetable Center, Pantancheruvu, Hyderabad	01
30	Oyedesi its My choice, Jayanagar, Bangalore	01
31	Density Exchange Bangalore	01
32	ILIFE India Bangalore	01
33	Valfin Advisory India Private Limited, Hyderabad	01
34	Bridge And Roof Co. (India) Ltd, Kolkata	01
35	FAMORE Solutions Private Limited, Bangalore	01
36	63IDEAS Infolabs Private Limited, Bangalore	02
37	Bulls & Bears Advisory Bangalore	01
38	Tech Analogy Private limited, Gurugram	01
39	Innoviar Solutions Private Limited	01
40	Clearsharp Technologies Private Limited, Bangalore	02
41	Dados Technologies Private Limited, Mumbai	01
42	A & S Co. Bangalore	01
43	Innobits Solutions Private Limited, Bangalore	01

  
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44	Career Craft Management Private Limited, Guntur	01
45	Aloft, Bangalore	01
46	Arconix	01
47	Advanta Enterprise Limited, Hyderabad	01
48	QA Solvers Private Limited, Hyderabad	01
49	SWAL Corporation Limited, Bangalore	02
50	MMRFC, Bangalore	01
51	ITC Limited- Paper Division, Bhadrachalam, Telangana State	01
52	Smart Homes Technologies Private Limited, Bangalore	01
53	Digitible Private Limited, Bangalore	01

Table: 7.2 List of corporates recruited the students for Industry Internship program in the year  
2022-2023

### Academic Year: 2023-2024

Sl. No	Name of the Company	No.of. Students
01	Star Fing, Bangalore	23
02	Internz Valley, Bangalore	52
03	Vrendraar IT Solutions Private Limited	14
04	ThinkLance EDTEchnology, Bangalore	17
05	Smart ED, Bangalore	04
06	NoBroker Technologies Solutions Private Limited	02
07	GMR Hyderabad	01
08	Social Bing, Pune	01
09	Neo Sales Bangalore	01
10	Plasmid, Bangalore	02
11	Swadesi Earthing, Pune	02
12	Bharathi Seeds Private Limited	02
13	Acclaim Motors Private Limited, Bangalore	01
14	iSqaure Soft, Bangalore	02

  
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15	AVA Intern EDUTECH Private Limited, Bangalore	01
16	Sahni Auto Private Limited, Vijayawada, AP State	01
17	Peel-Works, Mumbai	05
18	TradeShala, Bangalore	02
18	ADAMA Agriculture Company, AP State	01
19	Lotus Business Solutions - LBS	02
20	Code EdTeach Private Limited, Bangalore	01
21	Shiksha, Bangalore	01
22	HSL, Gandhi gram, Visakhapatnam, AP State	02
23	Scalar By Interview Bit, Bangalore	01
24	VIRGO Communications & Exhibition Pvt.Ltd	04
25	JODO Ambassador, Bangalore	01
26	DECATHLON Sports India, Bangalore	01
27	GAO Tek Inc, Bangalore	01
28	Angle One, Bangalore	02
29	Margin Sentiment Advisory Private Limited, Bangalore	01
30	Sri Sathya Agri Biotech Private Limited	01
31	HITEACHI Astemo India Pvt.Ltd, Bangalore	01
32	Bunny Bash India, Bangalore	01
33	Frogmen Immigration Services India Pvt. Limited, Cochin	01
34	Academor, Bangalore	01
35	63 IDEAS Infolabs Private Limited, Bangalore	01
36	Bulls & Bear Advisory, Bangalore	02
37	Synthetic Packers Private Limited, Bangalore	01
38	Basanth Assawa and Associates, Bagalkot	01
39	GRID Studio, Telangana	01
40	Waycool Foods and Products Private Limited, Chennai	01
41	Aspire Agri India Private Limited	01

  
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42	Tropical Ecology Private Limited, Hyderabad	01
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Table: 7.3 List of corporates recruited the students for Industry Internship program in the year 2023-2024

  
**DIRECTOR**  
**INTERNATIONAL INSTITUTE**  
**OF BUSINESS STUDY**  
#75 Muthugadahalli, Jala Hobli,  
Bengaluru North - 562157

26-Oct-2023

## LETTER OF EXPERIENCE

### TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Mr. Manoj** of International Institute of Business Study has undertaken dissertation in our organization on the topic “**A Study on Production Planning and Control Functions at Aquarelle India Pvt. Ltd**” between September 01,2023 and October 26,2023.

His conduct and work is very good.

We wish him all the very best in his future.

**AQUARELLE INDIA PVT LTD.,**

**MANAGER-HR & ADMIN**



  
**DIRECTOR**  
**INTERNATIONAL INSTITUTE**  
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**AQUARELLE INDIA PVT LTD**



# IIBS

*Redefining Leading Talents*

**INTERNATIONAL INSTITUTE OF BUSINESS STUDY**

**IV TRIMESTER REPORT OF INTERNSHIP**

**BATCH OF 2021 – 2023**

**A STUDY ON PRE-SALES DATA ANALYSIS  
INTERNSHIP REPORT**

**AT**

**QALARA**

*by*

**K NAGA SIVA SANKAR REDDY**

**21PGDM018**

**Email ID: [nagasivashankarreddy@gmail.com](mailto:nagasivashankarreddy@gmail.com)**

**Ph. No: 8008112731**

**IV TRIMESTER PGDM**


**Guide**

**Dr. SHAHID RAZA**

**Email ID: [syed@iibsonline.com](mailto:syed@iibsonline.com)**

**Ph. No: 9535511892**

Report of Internship submitted to the IIBS in partial  
fulfilment of the requirements of IV Trimester PGDM

  
DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#75 Muthugod, Halli, Jala Hobli,  
Bengaluru North - 562157



A STUDY ON "Consumer Satisfaction in B2B Market by indiamart"

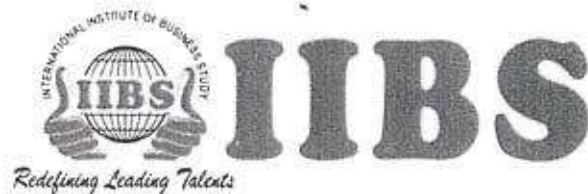


Master Thesis submitted in partial fulfillment of the requirements for the  
award of the Degree of

Post Graduate Diploma in

Of

INTERNATIONAL INSTITUTE OF BUSINESS STUDY



By

**NAME-KANAGANTI PRAVEEN**

REG NO – 21PGDM019

Under the Guidance of

**Prof. Mangala V Reddy**

INTERNATIONAL INSTITUTE OF BUSINESS STUDY

2021-2023

  
DIRECTOR  
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# IIBS

## INTERNATIONAL INSTITUTE OF BUSINESS STUDY

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**TRUST OFFICE :**  
# 119, KHB Main Road,  
Kankanagar, R.T.Nagar, Post,  
Bangalore, Karnataka 560032

Ref.No: IIBS/OC/035/2023

Date: October 31<sup>th</sup>, 2023

### CERTIFICATE OF ORIGINALITY

This is to certify that this internship Project Report on "The Impact of Research & Development at Namdhari Seeds." is an original work of Ms. M.C Deepthi bearing institution Register Number 21PGDM024 and is being submitted in partial fulfillment for the award of the 6<sup>th</sup> Trimester PGDM Examinations 2021-23 batch through International Institute of Business Study, Bangalore is our original work and not submitted to any other university or institution.

The report has not been submitted earlier either to this University/ Institution for the fulfillment of the requirement of any course of study. This student is guided by Ms. Mangala V Reddy who is the Faculty Guide as per the regulations of International Institute of Business Study, Bangalore.

SIGNATURE AND SEAL OF PRINCIPAL

**PRINCIPAL**  
International Institute of Business Study  
#75, Muthugadahalli, Bangalore North,  
Jala Hobli, Bangalore - 562157

**DIRECTOR**  
INTERNATIONAL INSTITUTE  
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#75 Muthugadahalli, Jala Hobli,  
Bangalore North - 562157

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Bangalore - 562157, Karnataka

**TRUST OFFICE :**  
# 119, KHB Main Road,  
Kankanagar, R.T.Nagar, Post,  
Bangaluru, Karnataka 560032

Ref No: IIBS/OC/030/2023

Date: October 27<sup>th</sup>, 2023

### CERTIFICATE OF ORIGINALITY

This is to certify that this internship Project Report on “**A Study on Income Tax Planning with respect to Individual Assessee.**” is an original work of **Mr. Shaik Mohammad Firoz** bearing institution Register Number **Z1PGDM040** and is being submitted in partial fulfillment for the award of the **6<sup>th</sup> Trimester PGDM Examinations 2021-23 batch** through **International Institute of Business Study, Bangalore** is our original work and not submitted to any other university or institution.

The report has not been submitted earlier either to this University/ Institution for the fulfillment of the requirement of any course of study. This student is guided by **Ms. Sushmitha TP** who is the Faculty Guide as per the regulations of **International Institute of Business Study, Bangalore.**

  
SIGNATURE AND SEAL OF PRINCIPAL

**PRINCIPAL**  
International Institute of Business Study  
#75, Muthugadahalli, Bangalore North,  
Jala Hobli, Bangalore - 562157.

  
**DIRECTOR**  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#75 Muthugadahalli, Jala Hobli,  
Bangaluru North - 562157

## CERTIFICATE

This is to certify that this project report on study on Mergers and Acquisition of Indian Banking system with special reference to State Bank of India is a Bonafide study of IIBs, carried out under my guidance and supervision.

Place: Bangalore

Date:



Signature of faculty Guide

Dr. SAMIYA MUBBEN




DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#75 Muthugaduballi, Jala Hobli,  
Bangalore North - 562157

CERTIFICATE BY CO-GUIDE

This is to certify that Ms. M.Yasaswi of International Institute of business study college , Has undertaken Master Thesis in our organization on the topic "*Consumer perception towards 7 up zero sugar*" between 03-08-2023 to 25-10 -2023 Her conduct and work is satisfactory is not good / satisfactory/Good/Excellent.



Signature 


  
**DIRECTOR**  
**INTERNATIONAL INSTITUTE**  
**OF BUSINESS STUDY**  
#75 Muthugadahalli, Jata Hobli,  
Bengaluru North - 562157

# upGrad Campus

A Division of upGrad Education Private Limited

This is to certify that Mr. Venkat Kumar of International Institute of Business Study, has undertaken dissertation in our organization on the topic “A study on elevating customer service quality at upGrad” between 16 -08-2023 and 24 -09-2023. His conduct and work is good.

(upGrad Campus Division)



Amit Mahensaria

Chief Executive Officer



DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#75 Muthugadahalli, Jala Hobli,  
Bengaluru North - 562157



Date: 14-10-2023

**TO WHOM SO EVER IT MAY CONCERN**

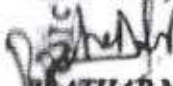
This is to certify that Mr. N.SHIVA RAMA KRISHNA bearing Roll No: 11PGDM030, PGDM, INTERNATIONAL INSTITUTE OF BUSINESS STUDY Has successfully completed project work on the topic "CAPITAL BUDGETING" from 11<sup>th</sup> SEPTEMBER 2023 to 11<sup>th</sup> OCTOBER 2023 in our organization under the guidance of Mr. PRATHAP NAIDU.

During this period, his work has been found satisfactory.

We wish him the very best in his future endeavor

Regards,

ITC Limited,

  
PRATHAP NAIDU

Branch Manager

  
DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#75 Muthugadatanalli, Jala Hobli,  
Bengaluru North - 562157

Address: 31, 2nd Floor, Sarojini Devi Road, Secunderabad H.O., Hyderabad - 500003

Phone: 040 - 27806915, 040 - 27806917, 040 - 27805650

Website: [www.itcibd.com](http://www.itcibd.com)

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**TRUST OFFICE :**  
# 119, KHB Main Road,  
Kankanagar, R.T.Nagar, Post,  
Bangalore, Karnataka 560032

Ref No: HBS/OC/033/2023

Date: October 31<sup>th</sup>, 2023

## CERTIFICATE OF ORIGINALITY

This is to certify that this internship Project Report on "An Evaluation of Rice Processing Industry in Warangal District of Telangana- A Case Study." is an original work of Ms. Chakilam Sudhishna bearing institution Register Number 21PGDM006 and is being submitted in partial fulfillment for the award of the 6<sup>th</sup> Trimester PGDM Examinations 2021-23 batch through International Institute of Business Study, Bangalore is our original work and not submitted to any other university or institution.

The report has not been submitted earlier either to this University/ Institution for the fulfillment of the requirement of any course of study. This student is guided by Dr. Nagaraja G.N who is the Faculty Guide as per the regulations of International Institute of Business Study, Bangalore.



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**PRINCIPAL**

**International Institute of Business Study**  
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Jala Hobli, Bangalore - 562157



**DIRECTOR**  
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**TRUST OFFICE :**

# 119, KHB Main Road,  
Kankanagar, R.T.Nagar, Post,  
Bangaluru, Kamataka 560032

Ref. No: IIBS/OC/045/2023

Date: December 11, 2023

### CERTIFICATE OF ORIGINALITY

This is to certify that this Final Year Project Report on "A Study on Performance Appraisal System" is an original work of Ms. Katreddy Lakshmi Parvathi bearing institution Register Number 21PGDM021 and is being submitted in partial fulfillment for the award of the 6<sup>th</sup> Trimester PGDM Examinations 2021-23 batch through International Institute of Business Study, Bangalore is our original work and not submitted to any other university or institution.

The report has not been submitted earlier either to this University/ Institution for the fulfillment of the requirement of any course of study. This student is guided by Prof. Mangala V Reddy

who is the Faculty Guide as per the regulations of International Institute of Business Study, Bangalore.

**SIGNATURE AND SEAL OF PRINCIPAL**

**DIRECTOR**  
**INTERNATIONAL INSTITUTE**  
**OF BUSINESS STUDY**  
#75 Muthugadahalli, Jala Hobli,  
Bangaluru North - 562157

CERTIFICATE BY CO-GUIDE

[Under The Seal and Signature]

This is to certify that **Mr. B.LEELARAM** of **INTERNATIONAL INSTITUTE OF BUSINESS**

**STUDY** College, has undertaken dissertation in our organization on the topic “*A Study on*

*Financial statement analysis Towards Satyabagi plastics Pvt Ltd, Bengaluru*”

between 18.8.23 TO 19.10.23 and His Conduct and work is Excellent.

  
Signature

  
DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#75 Muthugadahalli, Jata Hobli,  
Bengaluru North - 562157

**TO WHOM IT MAY CONCERN**

This letter is to certify that Mr. Naga Sivashankar Reddy, International Institute of Business Studies Bangalore, has successfully completed his dissertation Program with A Study of Tutor's Engagement and Student's Outcome at Cuemath.

His internship tenure was from 19<sup>th</sup> November 2023 –30<sup>th</sup> November 2023.

During his dissertation period, he demonstrated strong communication skills, has a commendable work ethic with a self-motivated attitude to learn & acquire new skills and engaged actively in all our team discussions.

We wish him the very best for all future endeavors!

**Nisha Popli**

Head Human Resource Officer



19<sup>th</sup> November 2023



**DIRECTOR**  
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Bengaluru North - 562157

**"A STUDY OF MUTUAL FUND AS AN INVESTMENT  
AVENUE AT TRADEBULL SECURITY PVT. LTD. IN  
BANGALORE"**



**Tradebulls**  
your TECH-BROKER

Dissertation submitted in partial fulfillment of the  
requirements for the award of the Degree of  
**Post Graduate Diploma in Management**

of

**International Institute of Business Study**



**IIBS**

By

**Debu Kar**

**21PGDM014**

Under the guidance of

**Dr. Samiya Mubeen**

**Assistant Professor**

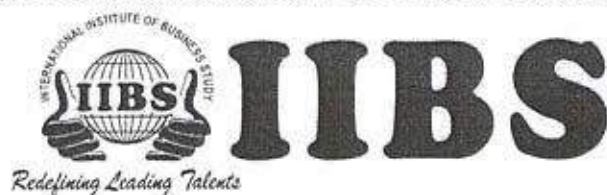
2021-2023

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Bengaluru North - 562157

**COMPREHENSIVE ANALYSIS OF HR PRACTICES IN RASHTRIYA  
ISPAT NIGAM LIMITED**



DISSERTATION SUBMITTED IN PARTIAL FULFILMENT OF THE  
REQUIREMENTS FOR THE AWARD OF THE DEGREE OF  
**Post Graduation Diploma in Management**  
At  
**International Institute of Business Studies**



By  
**Unnati Singh**  
Regd. No.: 21PGDM047  
Under the guidance of  
**Alka Saraf**  
**Professor**  
**2021-2023**

  
DIRECTOR  
INTERNATIONAL INSTITUTE  
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Bengaluru North - 562157

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Kankanagar, R.T.Nagar, Post,  
Bengaluru, Karnataka 560032

Ref No: IIBS/OC/026/2023

Date: October 27<sup>th</sup>, 2023

## CERTIFICATE OF ORIGINALITY

This is to certify that this internship Project Report on "A Study on the Impact of Stress Management and Coping Up Strategies at Q Ventures Pvt Ltd" is an original work of **Mr. Sheik Imran** bearing institution Register Number **21PGDM041** and is being submitted in partial fulfillment for the award of the **6<sup>th</sup> Trimester PGDM Examinations 2021-23 batch** through **International Institute of Business Study, Bangalore** is our original work and is not submitted to any other university or institution.

The report has not been submitted earlier either to this University/ Institution for the fulfillment of the requirement of any course of study. This student is guided by **Ms. Alka Gupta Saraf** who is the Faculty Guide as per the regulations of **International Institute of Business Study, Bangalore**.



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International Institute of Business Study  
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Jala Hobli, Bangalore - 562157



**DIRECTOR**  
**INTERNATIONAL INSTITUTE**  
**OF BUSINESS STUDY**  
#75 Muthugadahalli, Jala Hobli,  
Bengaluru North - 562157

**"A STUDY ON REAL ESTATE IN TODAY'S BUSINESS  
MARKET AND ITS FUTURE PROSPECTS"**



Dissertation submitted in partial fulfillment of the requirements for  
the award of the Degree of

**Post Graduate Diploma in Management**

**Of**

**International Institute of Business Study**



*By*

**Pavan Kodamanchili**

**21PGDM023**

Under the guidance of

**Prof. Sowmya**

**2021-2023**

**DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#75 Muthugodanahalli, Jala Hobli,  
Bengaluru North - 562157**

**"A STUDY ON EFFECTIVENESS OF RECRUITMENT AND  
SELECTION IN MYTHREE INFRA TECH PVT LTD"**



Dissertation submitted in partial fulfilment of the requirement for the award of the degree  
of  
**Post Graduate Diploma in Management**  
Of  
**International Institute of Business Study**



**IIBS**

*By*

**Kandikatla Jaya sir**  
**21PGDM020**

Under the guidance of

**PROF. MANGALA V REDDY**  
**Asst Professor**

**DIRECTOR**  
**INTERNATIONAL INSTITUTE**  
**OF BUSINESS STUDY**  
#75 Muthuguda, 4th Halli, Jajala Hobli,  
Bengaluru North - 562157



Certificate from Company Guide

**CERTIFICATE**  
OF COMPLETION

THIS CERTIFICATE IS AWARDED TO

**SAKSHI RANI**

of INTERNATIONAL INSTITUTE OF BUSINESS STUDIES has undertaken a dissertation in the organization on the topic "A STUDY ON MARKETING STRATEGIES WITH REFERENCE TO DUNZO" between 21-09-2023 to 21-10-2023. Her conduct and work is excellent and up to the mark.



**KABEER BISWAS**  
Founder

*Rh. Tiwari*  
**RAHUL KUMAR TIWARI**  
South Zonal Head

*T. Jankar*  
**DIRECTOR**  
**INTERNATIONAL INSTITUTE**  
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#75 Multhargal, H. H. Jata Hobli,  
Bengaluru North - 562157



Khasra No. 337, 1st Floor, Front Side, Sultanpur, New Delhi, Delhi 110030

## CERTIFICATE

This is to certify that Mr. **Tarun Saini** of **International Institute of Business Study, Bengaluru**, has under taken dissertation in our organization on the topic “ **A Study on Understanding Customer Satisfaction and Service Quality in Urban Company : A Marketing Research Study In Delhi NCR**” between 01-08-2023 and 15-09-2023. His conduct and work is Good.



Shubhi Srivastava  
Category Manager

*T. Saini*  
DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#75, Maragudra  
Bengaluru North - 560077

CERTIFICATE BY CO-GUIDE

This is to certify that Mr. B. Navadheer of International Institute of business study college, has undertaken Master Thesis in our organization on the topic "*Customers perception and satisfaction towards India Mart*" between 09-10-2023 to 30-11 -2023 His conduct and work is satisfactory is not good / satisfactory/Good/Excellent.



**Signature**



**DIRECTOR**  
**INTERNATIONAL INSTITUTE**  
**OF BUSINESS STUDY**  
#75 Mathugoddah, Jayahobli,  
Bengaluru North - 562157

DECLARATION BY THE STUDENT

I hereby declare that "**COMPREHENSIVE STUDY ON STRESS MANAGEMENT**" is the result of the dissertation to work carried out by me under the guidance of **Dr. T UMA DEVI** in partial fulfillment for the award of Post Graduate Diploma in Management by IBS College.

I also declare that this project is the outcome of my efforts and that it has not been submitted to any other university or Institute for the award of any other degree Diploma or Certificate.

Place: BANGLORE

*R. Naveen*  
Name: R. NAVEEN

Date: 31/oct/2023

Register Number: 21PGDM036

*T. Uma Devi*  
DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#75, Muttiah Street, Jeeva Hall,  
Bengaluru North - 562157

Certificate from Company Guide



32, VILLASIMON CHURCH, 3<sup>RD</sup> FLOOR, BRIDGE STREET, MADRAS - 600 018 EMAIL: INFO@FINETHREADSINDIA.COM

This is to certify that Mr. Tanmay Channe of International Institute of Business Study has undertaken dissertation in our organization on the topic "A Comprehensive study on consumer online shopping behavior for Unbound crew" between 01-08-2023 and 15-09-2023. His conduct and work is good.

DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#75, Muthuramalingam Street,  
Bengaluru - 560 017

Sincerely,

Rahul Ranjit Jha,  
Founder, Fine Threads India

For FineThreads

Proprietor

AN INTERNSHIP ON  
"ACCOUNTS AND ADMINISTRATION"  
CONCERNING  
INDUSTRIAL ENGINEERING CORPORATION



An internship report submitted to AICTE in partial fulfilment of the requirements for the award of the degree of

**POST GRADUATE DIPLOMA IN MANAGEMENT**

Submitted by  
**MANJUNATHA**  
(Regd.No:22PGDM069)

Under the guidance of

**Dr. T. Uma Devi**  
Associate Professor in  
Department of PGDM



**IIBS**

**INTERNATIONAL INSTITUTE OF BUSINESS STUDY**  
(AFFILIATED TO AICTE)  
**BENGALURU**

  
DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#75 Muthugadahalli, Jala Hobli,  
Bengaluru North - 562157



INTERNATIONAL INSTITUTE OF BUSINESS STUDY IV TRIMESTER  
REPORT OF INTERNSHIP  
BATCH OF 2022 – 2024

REPORT ON INTERNSHIP  
“ACCOUNTS & FINANCE” at  
RGS & ASSOCIATES AND KARMV & CO.

By

DEEKSHA SHARMA Reg No.:  
2022PGDM038 III TRIMESTER  
PGDM

Guide

~~Dr. S. SRINIDHI~~

*Prof. Srinidhi. U-S*

Report of Internship submitted to International Institute of Business Study in  
partial fulfillment of the requirements of III Trimester PGDM International Institute of  
Business Study  
Bangalore – 562 157

*T. J. J.*  
DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#75 Muthugadahalli, Jala Hobli,  
Bengaluru North - 562157

(Managed by Smt. B. Devi Educational and Charitable Trust)

**BENGALURU CAMPUS :**  
# 75, Muthugadahalli, Jaia Hobli,  
Bangalore North Taluk, Bangalore Urban District,  
Bangalore - 562157, Karnataka

**TRUST OFFICE :**  
# 119, KHB Main Road,  
Kankanagar, R.T.Nagar, Post,  
Bangaluru, Karnataka 560032

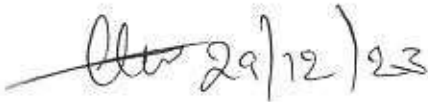
Ref. No: IBS/OC/056/2023

Date: December 29, 2023

## CERTIFICATE OF ORIGINALITY

This is to certify that this Internship Project Report on “**Organization Study and Recruitment at Iern-x**” is an original work of Mr. **Balaram** bearing institution Register Number **2022PGDM027** and is being submitted in partial fulfillment for the award of the **3<sup>rd</sup> Trimester PGDM Examinations 2022-24 batch** through **International Institute of Business Study, Bangalore** is our original work and not submitted to any other university or institution.

The report has not been submitted earlier either to this University/ Institution for the fulfillment of the requirement of any course of study. This student is guided by **Dr. T Uma Devi** who is the Faculty Guide as per the regulations of **International Institute of Business Study, Bangalore**.



**Signature of Faculty Guide**



**Signature & Seal of Principal**

**PRINCIPAL**  
International Institute of Business Study  
#75, Muthugadahalli, Bangalore North,  
Jaia Hobli, Bangalore - 562157

  
**DIRECTOR**  
**INTERNATIONAL INSTITUTE**  
**OF BUSINESS STUDY**  
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Bangaluru North - 562157





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BATCH OF 2022-2024  
INTERNSHIP REPORT ON STUDY

STRATEGIC INSURANCE SALES CAMPAIGN  
DEVELOPMENT

AT

# Bajaj Allianz

BY

BISWAJYOTI BHADRA

2022PGDM031

GUIDE

K.R.CHANDRAKALA MAM

Report of Internship submitted to International Institute of Business Study in partial fulfilment of the requirements of III Trimester PGDM

  
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Bengaluru North - 562157



*Redefining Leading Talents*

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**INTERNATIONAL INSTITUTE OF BUSINESS STUDY  
IV TRIMESTER REPORT OF INTERNSHIP  
BATCH OF 2022 – 2024**

**"INTERNSHIP REPORT BASED ON SALES OF  
PROPERTIES"  
AT  
'COZYLIVING'**



*by*

**PARTH BUDHIA**

**2022PGDM083**

**IV TRIMESTER PGDM**

**Guide**

Prof. Akriti Gupta

Report of Internship submitted to the International  
Institute of Business Study in partial fulfilment of the  
requirements of IV Trimester PGDM



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**International Institute of Business Study**

**Bangalore – 562 157**

**In partial fulfilment of the course-industry internship  
program - IIP of the post-graduate diploma in management**

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INTERNATIONAL INSTITUTE  
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Bengaluru North - 562157**

## INTERNSHIP CERTIFICATE

Date: 21-11-2023

This is to certify that Mr. Y Abhilash Reddy (Enrollment number 22PGDM147), a student of International Institute of Business Study, North Bengaluru specializing in PGDM has successfully completed a four-month internship from 21st July 2023 to 21st November 2023 at SmarterHomes Technologies Private Limited, Bangalore.

During the internship period, Abhilash closely worked as a part of the Marketing Team and participated in the completion of an internship program in Market Mapping for Smart (IoT) Water Meters. He demonstrated exceptional skills and strategies, along with a self-motivated attitude towards learning and adapting to new concepts.

We acknowledge his dedication, enthusiasm, and valuable contributions during his time with us. Abhilash's commitment to his tasks and his ability to work effectively within a team were noteworthy.

We wish him all the best for his future endeavors and are confident that he will continue to excel in his academic and professional pursuits.



*Anuradha Rautela*  
Anuradha Rautela  
Manager Human Resources  
SmarterHomes Technologies Private Limited  
www.smarterhomes.com  
Support: 7777 80 4646  
Email: support@smarterhomes.com

*[Signature]*  
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**INTERNATIONAL INSTITUTE OF BUSINESS STUDY**  
**III Trimester Internship Project Report**  
**Batch 2022-2024**

**A Study on ESSENCE OF AUDITING**  
**At**  
**CAREER CRAFT MANAGEMENT PVT. LTD.**



*CAREER CRAFT MANAGEMENT*

**Submitted by:**

**Sammata. Sa. Pramod**  
**REG:22PGDM109**

**Under the guidance of**

**Dr. Chandrakala K.R**

Report of internship submitted to International Institute of Business Study in partial fulfillment of the requirements of III Trimester PGDM

**International Institute of Business Study**

**Bangalore-562157**

  
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Bengaluru North - 562157



# IIBS

INTERNATIONAL INSTITUTE OF BUSINESS STUDY

III Trimester Internship Project

Batch of 2022-24

"A study on sales and Marketing Strategies of ENKEI wheels India Ltd.

At

ENKEI WHEELS INDIA LTD



Submitted by:

RASESHWARI GAIKWAD

REG:22PGDM046

Guide

Dr. G. N. Nagaraj

Report of internship submitted to International Institute of Business Study in partial fulfilment of the requirements of III Trimester PGDM

International Institute of Business Study

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1

  
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Bengaluru North - 562157



**INTERNATIONAL INSTITUTE OF BUSINESS STUDY  
INTERNSHIP REPORT**

**2022-2024**

**"A study on analysing the risk and return of selected unlisted stock market companies  
at unlisted stock at Bengaluru"**

**By**

**Rahul H K**

**2022PGDM094**

**Guide**

**Dr Samiya Mubeen**

Report of Internship submitted to International Institute of Business Study in partial  
fulfilment of the requirements of III Trimester PGDM

**International Institute of Business Study Bangalore-562157**

  
**DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#75 Muthugadahalli, Jala Hobli,  
Bengaluru North - 562157**



**INTERNATIONAL INSTITUTE OF BUSINESS STUDY**  
**III TRIMESTER REPORT OF INTERNSHIP**  
**BATCH OF 2022 - 2024**

**A STUDY ON**  
**DIGITAL MARKETING INTERN : A DATA – DRIVEN APPROACH**  
**AT**  
**BLUE CARBON TECHNOLOGIES**



**By**

**DEEPAK KUMAR**

**REG NO. 22PGDM039**

**III TRIMESTER PGDM GUIDE: Professor Manjunatha V**

**Report of Internship submitted to the IIBS in partial fulfilment**  
**of the requirements of III Trimester PGDM**



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**Bangalore – 562157**

  
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**Bengaluru North - 562157**

**B. Study Tours / Industry Visits:**

IIBS continuously encourages industry interaction with a wide cross section of companies in the industry. Industrial visit offers the students to understand the environment of companies, process and procedure of different companies.

Following are list of companies visited by IIBS students:

**Academic Year-2021-22**

Sl. No	Name of the Industry	Industry Sector	Place of Visit	No. of Std's
1	Akshaya Patra	NGO	Bengaluru	47
2	AMS Manufacturing Systems	Manufacturing	Bengaluru	45
3	Krishi Mela	Agriculture	GKVK-Bangalore	46
4	Yuken India	Manufacture	Kolar	43
5	Century Ply Ltd	Wood factory	Bangalore	43
6	UNIBICS Cookies Company	Biscuits	Bangalore	45



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hunger. It provides nutritious meals to children enrolled in public and state-aided schools. Additionally, Akshaya Patra aims to combat malnutrition and advocate for the right to education of children from socioeconomically disadvantaged backgrounds.

The objective of the Industry Visit to Akshaya Patra Foundation Factory:

1. To provide students with an understanding of how an organization such as Akshaya Patra operates.
2. To educate students about the various technological challenges that the food industry is currently confronted with.
3. To increase students' management knowledge.

**How Akshaya Patra was started:** His Divine Grace A. C. Bhaktivedanta Swami Prabhupada observed a group of children fighting with stray dogs over scraps of food one day while looking out a window in Mayapur, a village near Calcutta. This simple, yet heartbreaking incident inspired a commitment to ensure that no child within a ten-mile radius of the centre goes hungry.

#### **IIBS Students understanding the production process at Akshaya Patra**

Every day, the kitchen begins operation at approximately 5.30 a.m. We arrived at around 5.30 a.m. with the intention of learning about the automated cooking process used in mass production. The Akshaya Patra Foundation's officials greeted us with open arms. Mr Uday, Operations Manager, briefed us on their organisation, their mission, and how they have been constantly striving to achieve it. The tour was about



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# IIBS


## Attendance Sheet(Industrial Visit)

Date: 03-12-2021

Name of the Industry: Akshaya patra

Batch (PGDM):2021

Sl.No.	Name of the Student	Signature
1	Akash Gowda B M	Akash Gowda BM
2	Anjali Karwa	Anjali
3	Bandela Gangadhar	Bandela Gangadhar
4	Bathula Leela Ram	Bathula Leela
5	Bhukya Navadheer	Navadheer
6	Bogi Dileep Kumar	Bogi
7	Chakilam Sudhishna	Chakilam Sudhishna
8	Chakka Harsha Vardhan	Harshavardhan
9	Channe Tanmay	Channe
10	Chennupalli Pavan Teja Reddy	Pavan Teja Reddy
11	Cherukupalli Mrudu Manasa	
12	Chippada Jahnavasi	Chippada Jahnavasi
13	Chunchu Srikanth	Chunchu Srikanth
14	Damodara Kavya Priya	Kavya Priya
15	Debu Kar	Debu Kar
16	Dilip Kumar	Dilip K.
17	Induru Girishma	I. Girishma
18	Jonathan Anthony Lobo	Jonathan A
19	Kambala Naga Siva Sankar Reddy	K.N. Sankar
20	Kanaganti Praveen	Praveen
21	Kandikatla Jaya Sri	Kandikatla Jaya

  
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# IIBS

Redefining Leading Talents

## Attendance Sheet(Industrial Visit)

Date: 4/1/2022

Name of the Industry: VEGP10

Batch (PGDM): 2023 E

Sl.No.	Name of the Student	Signature
1	Aakanksha Patil	Aakanksha Patil
2	Abhishek Gautam	Abhishek Gautam
3	Agasuru Anusha	Agasuru Anusha
4	Ajay Kumar Bharti	Ajay Kumar Bharti
5	Akash Sachan	Akash Sachan
6	Akshay BR	Akshay BR
7	Aman Pal	Aman Pal
8	Archita Vaidya	Archita Vaidya
9	Ayush Soni	Ayush Soni
10	B Shravya	B Shravya
11	Bolla Venkata Narayana	Bolla Venkata Narayana
12	Boya Nandini	Boya Nandini
13	Chelpuri Pranitha	Chelpuri Pranitha
14	Deepak Vishwakarma	Deepak Vishwakarma
15	Devraj Singh	Devraj Singh
16	Deya Biswas	Deya Biswas
17	Gagan Yadav S	Gagan Yadav S
18	Ganji Chandu	Ganji Chandu
19	Guru Nagendra Vivek	Guru Nagendra Vivek
20	Hasthavaram Vijaya Sree	Hasthavaram Vijaya Sree
21	Iqura Hussain	Iqura Hussain

  
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Sl.No.	Name of the Student	Signature
22	Karan Singh	
23	Kasibhatla Reddy Lakshmi Harshitha	
24	Konda Lokesh Setti	
25	Konga Chaithanya	
26	Kumari Pratibha	
27	Kumara Nagasantharam Divya Bhashitha	
28	Kunjan Choudhury	
29	Kunti Gope	
30	Madhesh M	
31	Majjiga Vinay Chandra	
32	Mandadi Shashikiran Reddy	
33	Manvi Mahendra Meshram	
34	Mohan Sai Ganta	
35	Mulla Abdul Saleem	
36	Olive Nidhi Ekka	
37	Patan Mohammed Moinuddin Bajid Khan	
38	Piyush Kumar	
39	Poojashree B S	
40	Prakash Mundal	
41	Pranjal Anil Patil	
42	Sahil Khan	
43	Sanchari Maji	
44	Shaik Rubeena	
45	Shashank S Navalgund	
46	Shivam Raj	
47	Shriya Pillai	

  
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 #75 Muthurajkhalai Jala Hobli,  
 Bengaluru North - 562157

Sl.No.	Name of the Student	Signature
48	Singareddy Mounika	Mounika
49	Sushmita Mahagaonkar	Sushmita
50	Sweetie Champramary	Sweetie
51	Tushar Varshney	Tushar
52	U Lakshmi Priya	Lakshmi
53	V Shiva Kumar	Shiva
54	Vasu Chakali	Vasu
55	Vijaya Kumar Nandihal	Vijaya
56	Visarapu Leela Mani Sai Gopi Krishna	Leela
57	Yellamgari Devi Sri Prasad	Devi
58		
59		
60		

Faculty Co-ordinator:











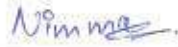
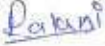



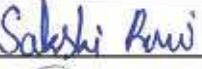


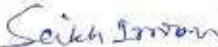

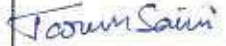


- 1 prof. srinidhi
- 2
- 3 prof. Balaji

Signature of PGDM Co-ordinator


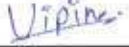




Signature of Academic Director

DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#75 Mullerjalahalli, Jalahalli,  
Bengaluru North - 562157

Sl.No.	Name of the Student	Signature
22	Katreddy Lakshmi Parvathi	
23	Kobagapu Veda Priya	
24	Kodamanchili Pavan	
25	M C Deepthi	
26	Mamatha	
27	Mandava Yasaswi	
28	Manoj M	
29	Marrikunta Kartheek Reddy	
30	Nadhamuni Venkata Rajesh	
31	Neelam Shiva Rama Krishna	
32	Nikhil G	
33	Nikita Karmakar	
34	Nimma Sahithi	
35	Palani Venkata Kumar	
36	Perumalla Bhanu Prakash	
37	Ramanathula Naveen	
38	Rollu Jaya Prakash Goud	
39	Sakshi Rani	
40	Saurav Joshi	
41	Shaik Mohammed Firoz	
42	Sheik Imran	
43	SKVV Satya Rishitha	
44	Subham Dutta	
45	Tarun Saini	
46	Tunga Divya	
47	Unnati Singh	

  
**DIRECTOR**  
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 Bengaluru North - 562157

Sl.No.	Name of the Student	Signature
48	Uppara Vinod Kumar	
49	Vipin Kumar	
50	Vuggina Vijaya Raju	

Faculty Co-ordinator:

- 1 Prof. mangala
- 2
- 3 Prof. Balaji

Signature of PGDM Co-ordinator

Signature of Academic Director



DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#75 Muthugadahalli, Jala Hobli,  
Bengaluru North - 562157

Akshaya Patra is funded by various corporate giants such as Tata, Infosys, the government, and various other industries. Interest earned on these deposits is reinvested in development. After five years of service, the principal must be returned. To accomplish this, we are establishing Akshaya Nidhi, a subsidiary of Akshaya Patra. It operates a canteen and earns revenue by providing meals to various corporations and other organisations

**IMPLEMENTATION OF THE MIDDAY MEAL SCHEME:** The Akshaya Patra Foundation, which has been successfully implementing its own school lunch programme in Karnataka since 2000, was contacted to provide testimony regarding the scheme's efficacy; as a result, the mandate to implement the Midday Meal Scheme was passed.

**Faculty Coordinators:**



1. **Dr. Anil Kumar. R,**



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## Academic Year-2022-23

Sl. No	Name of the Industry	Industry Sector	Place of Visit	No. of Std's
1	Akshaya Patra	NGO	Bangalore	140
2	AMS Manufacturing Systems	Manufacture	Bangalore	130
3	Krishi Mela	Agri-expo	Bangalore	130
4	Yuken India	Manufacture	Kolar	140
5	Emmvee Power Pvt. Ltd.	Solar energy	Bangalore	142
6	Grover Zampa Vineyards	Wine Industry	Bangalore	130
7	Indus Veg Pro	Vegetable	Chikkaballapura	126
8	BAMUL	Milk	Bangalore	132
9	SEBI	SEBI	Bangalore	103
10	IFAB	Flower auctions	Bangalore	95
11	KSIC	Silk Industry	Mysuru	139
12	Agri-Tech Expo	Agriculture	Bangalore	54

## Academic Year-2023-24

Sl. No	Name of the Industry	Industry Sector	Place of Visit	No. of Std's
1	IFAB	Flower auctions	Bangalore	175
2	VegPro	Food Processing Industry	Chikkaballapura, Bangalore	112
3	Integrated Food Park	Food Processing Industry	Thumkur	124
4	Unibics	Food Processing Industry	Bangalore	154
5	ID Fresh	Food Processing Industry	Bangalore	162
6	Indian Sweet House	Food Processing Industry	Bangalore	145
7	Emmvee Power Pvt Ltd	Solar Energy	Bangalore	126

  
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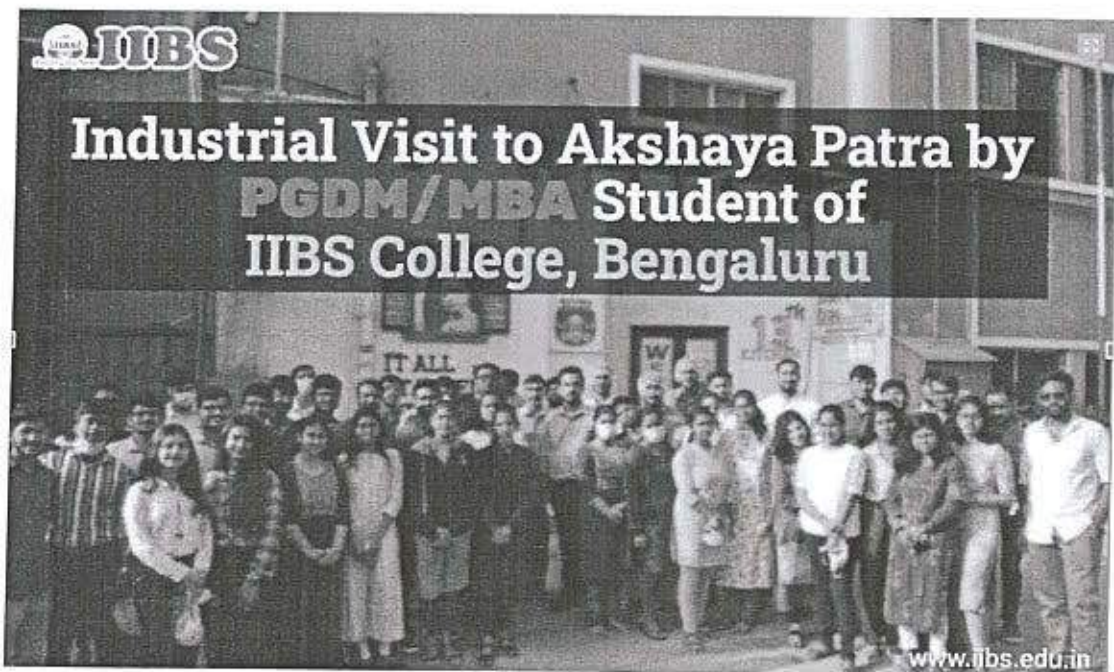
**Date:**03-10-2022

**Company Name:** Akshaya Patra

**Batch:** PGDM 2022-23

**No. of Students attended:** 140

International Institute of Business Studies, Airport Campus, Bengaluru, took students from the first semester PGDM, coordinated by Prof.Mangala V Reddy, Head, Management Skill Development and Research Centre, to Akshaya Patra on 3<sup>rd</sup> October 2022, as part of its ongoing efforts to integrate theoretical concepts with practical experiences. The factory was visited by a total of 140 students with Prof.Mangala V Reddy.



The Akshaya Patra Foundation is an Indian not-for-profit organization based in Bengaluru. The Foundation's Mid-Day Meal Program aims to eliminate classroom

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to begin, and prior to entering the area, we were given shoe and hair covers to wear.



The kitchen is designed in such a way that it takes advantage of gravity. It is three stories tall. The rice, dal, and vegetables are washed on the top floor and then passed through a channel to the second floor, where they are cooked in massive capacity drums. Additionally, all of the spices used to cook the vegetables and dal are poured from above.

A few important points learned by students during the visit to Akshay Patra were:

- Most employees are uninformed, so are taught methods of maintaining hygiene in the kitchen and time management.
- To manage traffic in order to arrive at your destination on time, use Google Maps to find the most convenient and shortest route and send vehicles based on that analysis and avoidance of routes with the most traffic signals.
- Transferring employees to other Akshaya Patra locations/branches is occasionally necessary, but it is largely dependent on the requirement.

To manage/retain employees: in addition to their salary, they receive additional benefits such as education for their children, medical assistance, and financial assistance for marriage. These enable them to maintain a connection with the organisation.

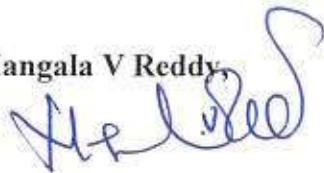
  
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Akshaya Patra is funded by various corporate giants such as Tata, Infosys, the government, and various other industries. Interest earned on these deposits is reinvested in development. After five years of service, the principal must be returned. To accomplish this, we are establishing Akshaya Nidhi, a subsidiary of Akshaya Patra. It operates a canteen and earns revenue by providing meals to various corporations and other organisations

**IMPLEMENTATION OF THE MIDDAY MEAL SCHEME:** The Akshaya Patra Foundation, which has been successfully implementing its own school lunch programme in Karnataka since 2000, was contacted to provide testimony regarding the scheme's efficacy; as a result, the mandate to implement the Midday Meal Scheme was passed.

**Faculty Coordinators:**

1. Prof. Mangala V Reddy



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# IIBS

Redefining Leading Talents

## Attendance Sheet(Industrial Visit)

Date: 03-10-2022

Name of the Industry: Akshaya Patra


Batch (PGDM):2022

Sl.No.	Name of the Student	Signature
1	Abhishek Kumar Jha	
2	Abhishek Singh	
3	Abhishek Srivastava	
4	Adurty Meghana	
5	Akshay Chhonker	
6	Algaskampeta Vyshnavi	
7	Amalanishanth N	
8	Aniket Sarkar	
9	Anil Jaiswal	
10	Anireddy Harshavardhan Reddy	
11	Anmol Gulati	
12	Anshuman Singh Chouhan	
13	Anuj Gupta	
14	Anurag Mishra	
15	Apala Kothari	
16	Arifa Khan	
17	Ashutosh Dubey	
18	Ashwin Kathail	
19	Avik Mandal	
20	Ayush Srivastava	
21	Ayushi Makwana	

  
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Bengaluru North - 562157



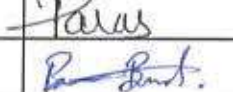
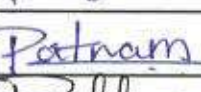
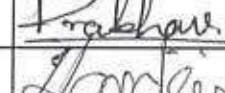
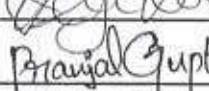
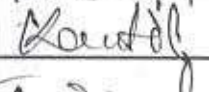
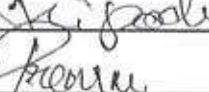
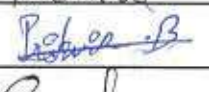
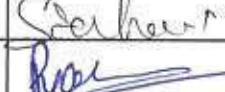
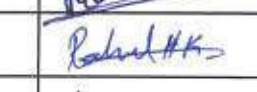
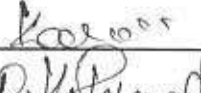
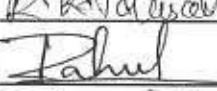


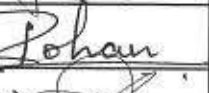

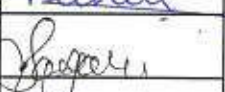




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Sl.No.	Name of the Student	Signature
22	Balada Balaram	Balada Balaram
23	Bandatmakuri Jaswanth Reddy	Bandatmakuri
24	Bhagwat Vivek Sudhakar	Sudhakar
25	Biswajyoti Bhadra	Biswajyoti
26	Bukka Kranthi Kumar	Bukka
27	Chegireddy Rameshreddy	Chegireddy
28	Chennamareddy Gari Chakradhar Reddy	Chennamareddy
29	Dampetla Aravind Yadav	Dampetla
30	Dasari Tarun Kumar	Dasari
31	Deb Kumar Sao	Deb Kumar
32	Deeksha Sharma	Deeksha
33	Deepak Kumar	Deepak
34	Deepak Raj Mehta	Deepak
35	Deepali Patel	Deepali
36	Dekhane Bhagyesh Dnyaneshwar	Dekhane
37	Devarakonda Venkata Datta Phanindra	Devarakonda
38	Duggishetty Archana	Archana
39	Elluru Bramhananda Reddy	Elluru
40	Gaikwad Raseshwari Dnyaneshwar	Gaikwad
41	Gandhi Varun Vikas	Gandhi
42	Gujjala Hemanthkumar	Gujjala
43	Gunjan Chaudhary	Gunjan
44	Harshit Aggarwal	Harshit Aggarwal
45	Hemaline R	Hemaline
46	Infand Ajay J	Infand
47	Jadhav Sridevi	Jadhav

  
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Sl.No.	Name of the Student	Signature
48	Jagadhatri Garnayak	Jagadhatri
49	Jayashree Shannigrahi	Jayashree
50	Jiban Barman	Jiban Barman
51	Jogadenu Sai Vishnu Dileep	Jogadenu Sai Vishnu Dileep
52	Kartavya Nepalia	Kartavya Nepalia
53	Kavita Kumari	Kavita Kumari
54	Komal Sharma	Komal Sharma
55	Kondayyagari Mounika	Kondayyagari Mounika
56	Kondepudi Raju	Kondepudi Raju
57	Kumari Akanksha	Kumari Akanksha
58	Kurapati Pravallika	Kurapati Pravallika
59	Mada Vamsi Krishna	Mada Vamsi Krishna
60	Maddiralla Sateesh Kumar	Maddiralla Sateesh Kumar
61	Mahajan Bhavesh Sunil	Mahajan Bhavesh Sunil
62	Mani Karrot	Mani Karrot
63	Manjunatha	Manjunatha
64	Mansi Singh	Mansi Singh
65	Master Kislay	Master Kislay
66	Mavireddy Bhavana	Mavireddy Bhavana
67	Milind Choudhary	Milind Choudhary
68	Mridul Jain	Mridul Jain
69	Muskan Sharma	Muskan Sharma
70	Namita Gupta	Namita Gupta
71	Narapureddy Siva Reddy	Narapureddy Siva Reddy
72	Niharika Choudhary	Niharika Choudhary
73	Nisarg Jain	Nisarg Jain

  
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Sl.No.	Name of the Student	Signature
74	Nossam Suresh Reddy	
75	Palacherla Sai Raj	
76	Paras Mittal	
77	Parth Budhia	
78	Patnam Priyanka	
79	Prabhav R.Nichat	
80	Prajnesh Gopalkrishna Hegde	
81	Pranjal Gupta	
82	Prem Kantilal Prajapath	
83	Premanshu Tripathi	
84	Prerana Ghosh	
85	Prithviraj B	
86	Priyanshu Sinha	
87	Rahul Bhatt	
88	Rahul H K	
89	Rahul Karowa	
90	Rahul Kumar Prasad	
91	Rahul Malaghan	
92	Raichandani Devansh Ravindra	
93	Rashmi	
94	Ravipati Venkata Ranga Reddy	
95	Rohan K Nandikol	
96	Rohit K Nandikol	
97	Ruhul Amin	
98	Sagar Dhingra	
99	Sagnik Ghosh	

  
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Sl.No.	Name of the Student	Signature
100	Sakshi Shreya	<i>Sakshi Shreya</i>
101	Samiksha Manik Mahant	<i>Samiksha</i>
102	Sammata Sai Pramod	<i>Sai Pramod</i>
103	Sanjana Verma	<i>Sanjana Verma</i>
104	Sanjay Pradhan	<i>Sanjay Pradhan</i>
105	Sara Pavan Kumar Goud	<i>Sara Pavan Kumar Goud</i>
106	Saurabh Kumar Singh	<i>Saurabh</i>
107	Sayed Muskan	<i>SAYED MUSKAN</i>
108	Shaik Hussain	<i>Shaik</i>
109	Shakti Upadhyay	<i>Shakti</i>
110	Shelke Poonam Ganpat	<i>Shelke Poonam</i>
111	Shrianshi Singh	<i>Shrianshi</i>
112	Shruti Mishra	<i>Shruti Mishra</i>
113	Shubham Goud	<i>Shubham Goud</i>
114	Shuvrodeep Pal	<i>Shuvrodeep Pal</i>
115	Smrity Sinha	<i>Smrity</i>
116	Soumili Roy	<i>Soumili Roy</i>
117	Souvik Guha	<i>Souvik Guha</i>
118	Souvik Mahata	<i>Souvik Mahata</i>
119	Srishty Srivastava	<i>Srishty Srivastava</i>
120	Suhas B Patil	<i>Suhas B Patil</i>
121	Sumadhu Neogi	<i>Sumadhu</i>
122	Suraj Sriram	<i>Suraj Sriram</i>
123	Suruchi Singhal	<i>Suruchi</i>
124	Surya Dev Soni	<i>Surya Dev Soni</i>
125	Susmita Hazra	<i>Susmita</i>

  
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Sl.No.	Name of the Student	Signature
126	Syed Humera Banu	
127	Syed Khasim Baba	
128	T Sai Sandeep	
129	Tajane Darshan Nitin	
130	Thippabattuni Showry Sowmya	
131	Thube Shubham Bandu	
132	Tirthankar Ghosh	
133	Tummala Giridhar	
134	Utkarsh Lawania	
135	Vaibhav Pandey	
136	Vanapalli Lakshminarayana Bharathkumar	
137	Vanipenta Syed Adil	
138	Vemesetty Abhay	
139	Vissamsetty Venkata Dhana Lakshmi	
140	Y Abhilash Reddy	
141	Yadama Thanvika Sri	
142	Yaragala Teja	
143	Yeddula Indrāja	
144	Yemireddy Anusha Reddy	
145	Yuvraj Tamang	
146	Anusha	

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Faculty Co-ordinator:

- 1
- 2
- 3

  
Signature of PGDM Co-ordinator

  
Signature of Academic Director

hunger. It provides nutritious meals to children enrolled in public and state-aided schools. Additionally, Akshaya Patra aims to combat malnutrition and advocate for the right to education of children from socioeconomically disadvantaged backgrounds.

The objective of the Industry Visit to Akshaya Patra Foundation Factory:

1. To provide students with an understanding of how an organization such as Akshaya Patra operates.
2. To educate students about the various technological challenges that the food industry is currently confronted with.
3. To increase students' management knowledge.

**How Akshaya Patra was started:** His Divine Grace A. C. Bhaktivedanta Swami Prabhupada observed a group of children fighting with stray dogs over scraps of food one day while looking out a window in Mayapur, a village near Calcutta. This simple, yet heartbreaking incident inspired a commitment to ensure that no child within a ten-mile radius of the centre goes hungry.

#### **IIBS Students understanding the production process at Akshaya Patra**

Every day, the kitchen begins operation at approximately 5.30 a.m. We arrived at around 5.30 a.m. with the intention of learning about the automated cooking process used in mass production. The Akshaya Patra Foundation's officials greeted us with open arms. Mr Uday, Operations Manager, briefed us on their organisation, their mission, and how they have been constantly striving to achieve it. The tour was about



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# IIBS

*Redefining Leading Talents*

#75, Muthugadahalli, Bangalore North, Jala Hobali, Bangalore – 562157

**Date:**15-05-2022

**Company Name:** Ace Manufacturing Systems, Peenya, Bengaluru

**Batch:** PGDM 2022-23

**No. of Students attended:** 130

With over 29 years of rich experience in the machine tools industry, AMS has emerged as one of the largest manufacturers of Machining Centers in India. It has a state of the art production and R&D center which comprises a passionate dynamic team focused on producing innovative and customized machining centers to customers across the globe



AMS offers products and services to customers in India and countries like China,

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Bengaluru North - 562157

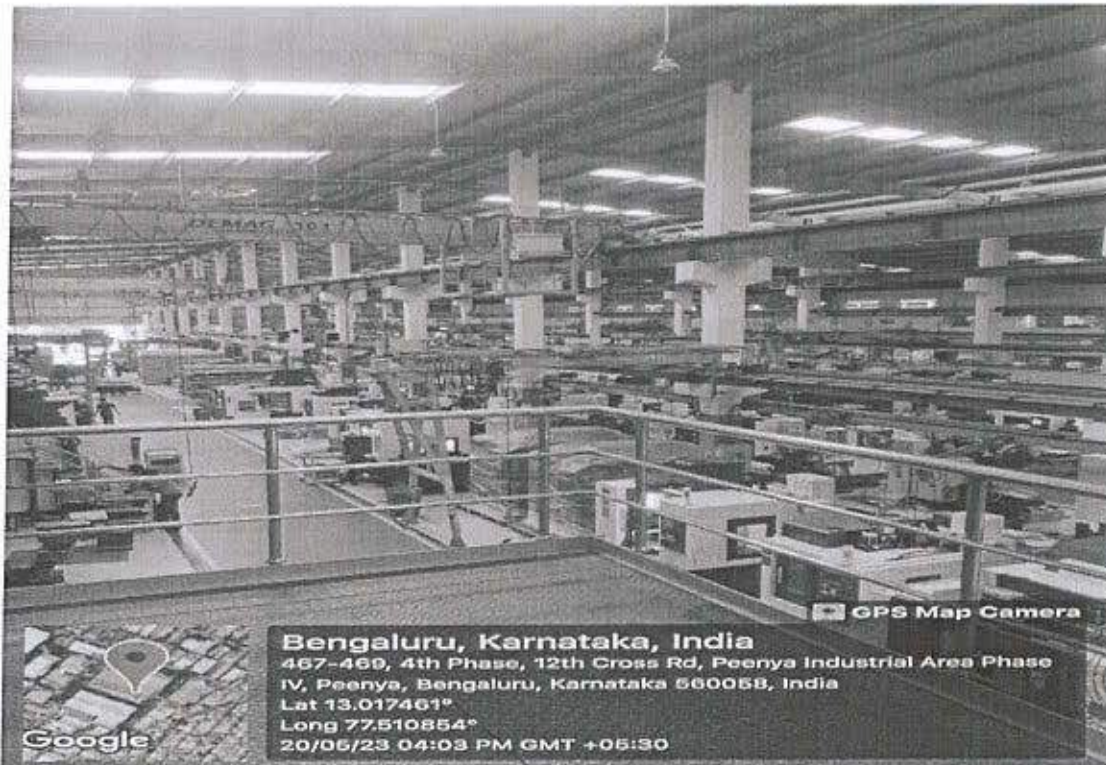
Russia, France, Mexico, South Korea, Thailand, Germany, Brazil, UAE, Turkey, Oman. AMS caters to the needs of the Automotive, Die & Mould, Medical, Aerospace, Education, Electronics, Power and Energy, Oil and Gas equipment manufacturing, General Engineering, Defence and other government sectors. It is also a single source supplier of machines to many Indian OEM manufacturers and large size component manufacturers.

With a fully-equipped manufacturing facility in Bengaluru and 41+ service centers spread across India, AMS ensures to offer prompt customer support. AMS manufactures the widest range of drill tap, vertical and horizontal machining centers. It covers the entire gamut of milling applications, from the simple to the most complicated operations. AMS also provides a turnkey option and tooling solutions



*T. Janak*


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On 15<sup>th</sup> Monday, Students of PGDM 2022-23 Batch left college from after finishing their class and lunch to AMS industry, which is located in Peenya industrial area in Bengaluru. Safety instructions were given by the industry professionals, same were followed by all the students in the premises of manufacturing unit. A talk was delivered by the company HR head about the HR policy of the organization and Operational division. After which, all the students were directed towards assembly line and observed the operational activities of the industry.

**Faculty Coordinators:**

1. Prof. Trupti Suryawanshi
2. Prof. Arun Kumar

  
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# IIBS

Redefining Leading Talents

## Attendance Sheet(Industrial Visit)

Date: 15-05-2022

Name of the Industry: AMS Manufacturing Systems

Batch (PGDM):2022

Sl.No.	Name of the Student	Signature
1	Abhishek Kumar Jha	R. Jha
2	Abhishek Singh	Abhishek S
3	Abhishek Srivastava	Abhishek Srivastava
4	Adurty Meghana	Adurty Meghana
5	Akshay Chhonker	Akshay Chhonker
6	Algaskampeta Vyshnavi	A. Vyshnavi
7	Amalanishanth N	Amala. N
8	Aniket Sarkar	Aniket Sarkar
9	Anil Jaiswal	Anil Jaiswal
10	Anireddy Harshavardhan Reddy	A. H. Reddy
11	Anmol Gulati	Anmol Gulati
12	Anshuman Singh Chouhan	Anshuman Singh. C.
13	Anuj Gupta	Anuj
14	Anurag Mishra	Anurag Mishra
15	Apala Kothari	Apala Kothari
16	Arifa Khan	Arifa Khan
17	Ashutosh Dubey	Ashutosh Dubey
18	Ashwin Kathail	Ashwin Kathail
19	Avik Mandal	Avik Mandal
20	Ayush Srivastava	Ayush Srivastava
21	Ayushi Makwana	Ayushi Makwana


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Bengaluru North - 562157

Sl.No.	Name of the Student	Signature
22	Balada Balaram	Balada
23	Bandatmakuri Jaswanth Reddy	Bandatmakuri
24	Bhagwat Vivek Sudhakar	Bhagwat
25	Biswajyoti Bhadra	Biswajyoti
26	Bukka Kranthi Kumar	Bukka
27	Chegireddy Rameshreddy	Ch.
28	Chennamareddy Gari Chakradhar Reddy	Chennamareddy
29	Dampetla Aravind Yadav	Dampetla
30	Dasari Tarun Kumar	Dasari
31	Deb Kumar Sao	Deb
32	Deeksha Sharma	Deeksha
33	Deepak Kumar	Deepak
34	Deepak Raj Mehta	Deepak
35	Deepali Patel	Deepali
36	Dekhane Bhagyesh Dnyaneshwar	Dekhane
37	Devarakonda Venkata Datta Phanindra	Devarakonda
38	Duggishetty Archana	Duggishetty
39	Elluru Bramhananda Reddy	Elluru
40	Gaikwad Raseshwari Dnyaneshwar	Gaikwad
41	Gandhi Varun Vikas	Gandhi
42	Gujjala Hemanthkumar	Gujjala
43	Gunjan Chaudhary	Gunjan
44	Harshit Aggarwal	Harshit
45	Hemaline R	Hemaline
46	Infand Ajay J	Infand
47	Jadhav Sridevi	Jadhav


  
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 Bengaluru North - 562157



Sl.No.	Name of the Student	Signature
48	Jagadhatri Garnayak	Jagadhatri Garnayak
49	Jayashree Shannigrahi	Jayashree
50	Jiban Barman	Jiban Barman
51	Jogadenu Sai Vishnu Dileep	Jogadenu
52	Kartavya Nepalia	Kartavya
53	Kavita Kumari	Kavita
54	Komal Sharma	Komal
55	Kondayyagari Mounika	Kondayyagari
56	Kondepudi Raju	Kondepudi
57	Kumari Akanksha	Kumari
58	Kurapati Pravallika	Kurapati
59	Mada Vamsi Krishna	Mada Vamsi Krishna
60	Maddiralla Sateesh Kumar	Maddiralla
61	Mahajan Bhavesh Sunil	Mahajan
62	Mani Karrot	Mani
63	Manjunatha	Manjunatha
64	Mansi Singh	Mansi
65	Master Kislay	Master
66	Mavireddy Bhavana	Mavireddy
67	Milind Choudhary	Milind
68	Mridul Jain	Mridul Jain
69	Muskan Sharma	Muskan
70	Namita Gupta	Namita
71	Narapureddy Siva Reddy	Narapureddy
72	Niharika Choudhary	Niharika
73	Nisarg Jain	Nisarg

  
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 Bengaluru North - 562157

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74	Nossam Suresh Reddy	
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76	Paras Mittal	
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78	Patnam Priyanka	
79	Prabhav R.Nichat	
80	Prajnesh Gopalkrishna Hegde	
81	Pranjal Gupta	
82	Prem Kantilal Prajapath	
83	Premanshu Tripathi	
84	Prerana Ghosh	
85	Prithviraj B	
86	Priyanshu Sinha	
87	Rahul Bhatt	
88	Rahul H K	
89	Rahul Karowa	
90	Rahul Kumar Prasad	
91	Rahul Malaghan	
92	Raichandani Devansh Ravindra	
93	Rashmi	
94	Ravipati Venkata Ranga Reddy	
95	Rohan K Nandikol	
96	Rohit K Nandikol	
97	Ruhul Amin	
98	Sagar Dhingra	
99	Sagnik Ghosh	

  
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Sl.No.	Name of the Student	Signature
100	Sakshi Shreya	Sakshi Shreya
101	Samiksha Manik Mahant	Samiksha Manik
102	Sammata Sai Pramod	Sammata Sai
103	Sanjana Verma	Sanjana Verma
104	Sanjay Pradhan	Sanjay Pradhan
105	Sara Pavan Kumar Goud	S.P. Kumar Goud
106	Saurabh Kumar Singh	Saurabh K.S
107	Sayed Muskan	Sayed Muskan
108	Shaik Hussain	Shaik Hussain
109	Shakti Upadhyay	Shakti Upadhyay
110	Shelke Poonam Ganpat	Shelke Poonam G
111	Shrianshi Singh	Shrianshi Singh
112	Shruti Mishra	Shruti Mishra
113	Shubham Goud	Shubham Goud
114	Shuvrodeep Pal	Shuvrodeep Pal
115	Smrity Sinha	Smrity Sinha
116	Soumili Roy	Soumili Roy
117	Souvik Guha	Souvik Guha
118	Souvik Mahata	Souvik Mahata
119	Srishty Srivastava	Srishty Srivastava
120	Suhas B Patil	Suhas B Patil
121	Sumadhu Neogi	Sumadhu Neogi
122	Suraj Sriram	Suraj Sriram
123	Suruchi Singhal	Suruchi Singhal
124	Surya Dev Soni	Surya Dev Soni
125	Susmita Hazra	Susmita Hazra

  
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Sl.No.	Name of the Student	Signature
126	Syed Humera Banu	Syed Humera B.
127	Syed Khasim Baba	Khasim B.
128	T Sai Sandeep	T. Sai Sandeep.
129	Tajane Darshan Nitin	Tajane Darshan.
130	Thippabattuni Showry Sowmya	T. Showry Sowmya.
131	Thube Shubham Bandu	Shubham Bandu.
132	Tirthankar Ghosh	Tirthankar Ghosh.
133	Tummala Giridhar	Tummala G.
134	Utkarsh Lawania	Utkarsh L.
135	Vaibhav Pandey	Vaibhav P.
136	Vanapalli Lakshminarayana Bharathkumar	V.L. Bharathkumar.
137	Vanipenta Syed Adil	V. Syed Adil.
138	Vemesetty Abhay	V. Abhay.
139	Vissamsetty Venkata Dhana Lakshmi	V. Venkata Dhana Lakshmi.
140	Y Abhilash Reddy	Y. Abhilash R.
141	Yadama Thanvika Sri	Y. Thanvika Sri.
142	Yaragala Teja	Y. Teja.
143	Yeddula Indraj	Y. Indraj.
144	Yemireddy Anusha Reddy	Y. Anusha Reddy.
145	Yuvraj Tamang	Yuvraj Tamang.
146	Anusha	Anusha.

Faculty Co-ordinator:

- 1
- 2
- 3

Signature of PGDM Co-ordinator

Signature of Academic Director

  
DIRECTOR  
INTERNATIONAL INSTITUTE  
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Bengaluru North - 562157

# INDEX

## List of Guest Lectures 2021-2022


Sl. No	Name of Guest Lecture	Topics	Year
01	Dr. Satya Siddarth Panda	Guest Lecture on Career Prospects	04.03.2021
02	Mr. Sajoeapen	Guest Lecture on Recent HR Trendz in Hindustan Unilever	14.09.2021
03	Mr. Avinash Reddy	Guest Lecture on Career Guidance Session	23.07.2021
04	Mr. Nigel Monterio	Guest Lecture on Career Guidance Session	23.07.2021
05	Ms. Sudha J M	Guest Lecture on Career Guidance Session	23.07.2021
06	Dr.B.C. Rao	Guest Lecture on Corporate Guidance Session	20.09.2021
07	Mr.T.S. Gulhati	Guest Lecture on EDP for Achieving and Sustaining Growth Session	21.05.2021
08	Mr. Mangesh Gawande	Guest Lecture on Placement Orientation Programme	24.07.2021

  
Principal – IIBS

Dr.M. Kethan

  
Director – IIBS

Dr. Tripuraneni Jaggaiah

  
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*Redefining Leading Talents*

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#75, Muthugadahalli, Bangalore North, Jala Hobali, Bangalore – 562157

Date:04.03.2021

Batch: PGDM 2022-24 Batch

Guest Speaker:Dr. Satya Sidhartha Panda

Industry Name: Certified Skill trainer

No. of Students attended:

### Guest Lecture on Career Aspects

A guest lecture was provided at IIBS for the New batch-2022 of students. To learn any subject, a pragmatic approach combined with theoretical understanding is essential. Students can learn more about the most recent information regarding opportunities for further education and employment, as well as the needs of the industry, through guest lectures. We invited **Dr. Satya Sidhartha Panda**, a certified life skills trainer and human resource executive, to help students learn beyond the classroom.

He has 15 years of experience as a result-driven creative professional and senior academician, and he has a proven track record of successfully leading a variety of teams in IT Consulting (US-based company BOB-Tech and its key accounts...Wipro Technology, Tata Interactive service, and Patni Computer, ABC World Wide), NGO, leading universities, education solutions providers, and skills development projects.

  
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Students learned about career options during a very informative and engaging session. **Prof. Narayan Prasad** concluded the session with a thank-you note.



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Date : 14-09-2021

Guest Name: Mr. Sajocapen

Batch: PGDM 2021

No. of Students attended:

Mr. Sajocapen HR of Hindustan Unilever, Interacted with IIBS PGDM Student at Bangalore Campus. Change initiatives are time-consuming and costly, significantly impacting an organization's drive toward success. An Interactive programme was organized by Dr. Samiya Mubeen, who invited **Mr. Sajocapen**, an **HR Specialist of Hindustan Unilever** to handle the session. He has illustrated an example of how Hindustan Unilever made a change in its structure and organization which is resulted to make a change in the market. There was a presentation session in which he assigned to each group one case let to drive new solutions and answer questions related to it.



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**The objectives of the session were**

- Understanding the impact of **change and preparing for impending changes.**
- Building and maintaining **good working relationships.**
- Getting **more creative** with change solutions.
- Gaining **increased confidence and motivation.**

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Date : 23.07.2021

Guest Name: **Mr. Avinash Reddy, Business Consultant**

Greene Step Technologies Pvt. Ltd.

**Mr. Nigel Monteiro, Finance Analyst**

Smart Pensions UK Ltd.

**Ms. Sudha J.M., Sr. HR Operations,**

Societe Generale

Batch: PGDM

No. of Students attended:

### Career Guidance Session

On 23rd July 2021, Mr. Avinash Reddy (Business consultant, Greene step Technologies Pvt Ltd), Mr. Nigel Monteiro (Finance Analyst, Smart Pensions UK Lid), Ms. Sudha JM (Sr HR Operations, Societe Generale) were invited to interact with students and they shared their experience in the corporate sector.



The speakers highlighted the importance of attending the various skill-based sessions in the college and how it helps to get placed in a well-known company. They emphasized that the students should polish their skills so as to equip the students with

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skill sets that are valued for professional growth in the corporate world. Students were informed of the different activities of the placement cell and how it would help them to bridge the gap from campus to corporate life.



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Date: 20-09-2021

Guest Name: Dr. B.C. Rao

CEO and MD, Kennametal India Pvt. Ltd.

Batch: PGDM

No. of Students attended:

### Corporate Guidenace by Leadership Coach Dr. B.C. Rao

Corporate Interface Team (CIT) 2021 held on 20th September 2021 at IIBS Airport campus Bangalore. The program was chaired by honorable chief guest **Dr. B.C. Rao, CEO & Managing Director, Kennametal India Pvt Ltd.** Along with him, the program was headed by **Dr. K Ramadas** Director (Academic), IIBS



1/5 Corporate Guidance by Leadership Coach Dr. B.C. Rao at IIBS

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The program started with a lighting of lamp by Chief Guest along with director and faculty members with an invocation song. The event continued with the addressing speech of our **Dean Prof. Kuldeep Sharma**, emphasizing the importance of corporate world and the management ethics. He spoke in details about the basic management principals governed by the corporate world, what is the essential prerequisites to be possessed by any candidate/ individuals to enter the corporate world.

  
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Next, the program went on with the addressing of director Dr. K Ramadas. He discussed on the 3C's necessary in a corporate world. i.e. **Commitment, Capability, and Confidence**. Any student who wants to join the corporate world must be capable of having a great deal of confidence to do his talk with commitment. They also suggested that working together as a team will add more value to the organization.

The program followed with the addressing of B.C. Rao who spoke in details about the importance of corporate interface team. He emphasizes the fact, how prepared an individual should be in the corporate, the corporate expectation and how to excel and move on in corporate life toward higher levels.

**The enlightened us about the three basic rules needed to move up in corporate life they are**

1. Digitization
2. Automation
3. Technology

He also discussed the fact that we have to stay updated with all these and to survive in the corporate lastly. He spoke about the value-added program and the activities of an individual must be possessed i.e., risk taking, ability of perception and being visible.

  
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Mr. T.S. Gulhati, made sure, the budding managers were thrilled. He shared his early experiences, and gave important notes, to be imprinted on the minds of the PGDM students of IIBS

The IIBS Bangalore airport campus, thus, held another eminent person from the business, who could guide the B-school students, and set them in the right path. The vigorous Question and Answer round, was interactive, and Mr. T.S. Gulhati, made sure he answered every question with a tinge of belongingness, and personal experience.

Mr. Gulhati started his business career by establishing SONAROME which is now the best Indian company in the field of flavour and fragrances. Mr. Gulhati has taught at Bhavan's college; Administrative Staff Training College, Hyderabad and has been visiting faculty at IIM Bangalore. Mr. Trilok Singh Gulhati started his career with Hindustan Unilever as a salesman.

Later he was Regional Manager in Gabriel India, followed with his stint with SIEMENS INDIA where he handled sales of Electric cables, Motors etc. He was National Sales Manager with Warner Lambert and was responsible for Launch of Chiclets and Halls Mentholypus in India. He then moved to Reckitt & Colman where he was responsible for successful launch of Disprine.



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Date : 14-09-2021

Guest Name: Mr. Sajoeapen

Batch: PGDM 2021

No. of Students attended:

Mr. Sajoeapen HR of Hindustan Unilever, Interacted with IIBS PGDM Student at Bangalore Campus. Change initiatives are time-consuming and costly, significantly impacting an organization's drive toward success. An Interactive Programme was organized by Dr. Samiya Mubeen, who invited **Mr. Sajoeapen**, an **HR Specialist of Hindustan Unilever** to handle the session. He has illustrated an example of how Hindustan Unilever made a change in its structure and organization which is resulted to make a change in the market. There was a presentation session in which he assigned to each group one case let to drive new solutions and answer questions related to it.



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**The objectives of the session were**

- Understanding the impact of **change** and preparing for impending changes.
- Building and maintaining **good working relationships**.
- Getting **more creative** with change solutions.
- Gaining **increased confidence and motivation**.

  
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Date : 24-07-2021

Guest Name: Mr. Mangesh Gawande, CEO at QDigi Services. Ltd.

Batch: PGDM

No. of Students attended:

Placement Orientation Program by Mr. Mangesh Gawande, CEO at  
QDigi Services.Ltd.



On 24th July 2021, IIBS conducted a Placement Orientation Program for the PGDM students held at the IIBS Bangalore Campus. Placement is the process of fitting the selected students the right job or place.

It is the dream of every student to get placed in a top organization visiting the campus for final placements. Keeping this key aspect into consideration, it is realized that building competencies are pivotal for the young talents to enhance their

  
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employability skills and achieve a good career path. Along with subject expertise, development of a holistic personality is also necessary.

To meet out these requirements and to teach how to prepare the students to get an internship and final placement, IIBS has invited Mr. Mangesh Gawande to conduct a placement orientation session. The session was an attempt to prepare the students for the internship and the upcoming placement processes. This session thoroughly energized the students to face the stresses of the placement process with a positive attitude and get a good placement in a good company.

**The objectives of the session were;**

1. To recognize the core competencies of the students
2. To train the students to meet the expectations of the industry.
3. To build confidence in students and develop the right attitude in them.
4. To enhance their communication skills.

  
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The speaker introduced the automotive industry before discussing the many job roles that are available in this industry. He has described the skill sets needed to succeed in the auto industry. The automotive sectors allow for careful mentoring of recent graduates through their graduate programmes. The automotive industrial sector provides a wide range of internationally recognized job options. The leading position automakers have acquired in providing young graduates with global job prospects is one factor contributing to the industry's lasting popularity. The speaker provided tips and strategies for acing interviews and landing a dream job. He emphasized the necessity to enhance technical, soft, and resume writing skills. He described how to interact with clients and customers. Knowing current events is much more crucial for passing competitive interviews by describing real-world scenarios.

The session was concluded by the speaker informing the students that there are more than 50 openings in companies across various industries for one student. It was a learning session for the students where they learned more about the skill sets needed to pass competitive exams as well as the talents needed in the automotive industry for the placement season of 2023.

  
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## List of Guest Lectures 2022-2023

Sl. No	Name of Guest Lecture	Topics	Year
01	Mr. Sunil	A Guest Lecture on Connected to Corporate	23.02.2022
02	Mr.R. Mohammed Ifran	A Guest Lecture on Corporate Mentoring Sessions	12.01.2022
03	Mr. Pavan Kumar	A Guest Lecture on Corporate Mentoring Sessions on Career in Business Analytics	07.12.2022
04	Mr. Paniraj Murthy	A Guest Lecture on Job Opportunities	11.05.2022
05	Dr. Satya Sidhartha Panda	Guest Lecture on Career Prospects	04.03.2022
06	Mr.N. Vaghul	Guest Lecture on BFSI	17.12.2022
07	Mr. Praveen AM	Guest Lecture on Career opportunities in Mutual Fund Industry and Tips of Crack Interview for Placement Session 2022	10.11.2022
08	Mr. Naveen Kumar	An Interaction Session on POP Programme	31.08.2022
09	Mr. Havyas KS	Online Guest lecture on Hydroponics	25.05.2022
10	Mr. Narappa Reddy	Guest Lecture on Entrepreneurships – Awaken the Entrepreneur in YOU	28.03.2022
11	Mr. Manu P Kulkarni	Guest Lecture on Career Opportunities on Automobile sector for Placement Session	31.09.2022
12	Dr.K.T. Vijaya Kumar	Guest Lecture on Conservating Honey Bee	25.08.2022

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Date: 23-02-2022

Guest Name: Mr. Sunil, CEO

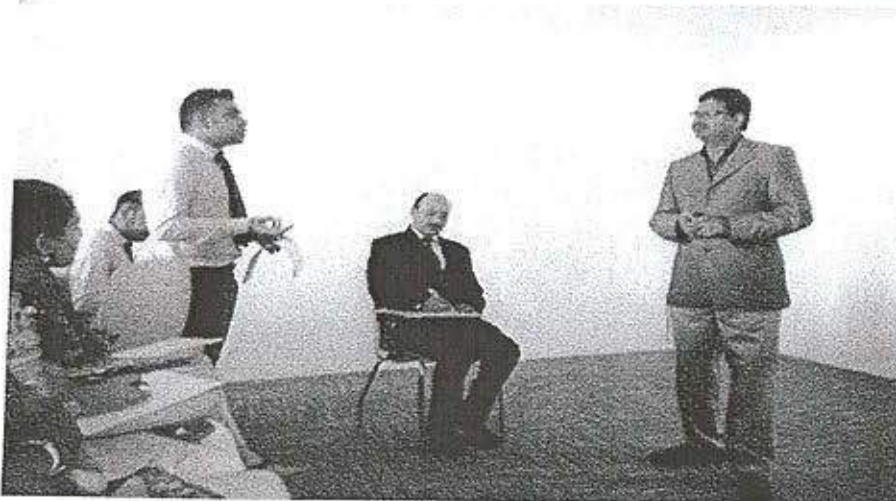
GreeneStep- Career Counselling

Batch: PGDM

No. of Students attended:

### Connected Corporate - Career Counselling by Mr. Sunil

On 23 Feb 2022, IIBS has organized a guest lecture on "Connected Corporate". The speaker of the lecture was Mr. Sunil Kumar, founder and CEO of Green step. The company is a Bangalore based company that has specialized in developing software for small and medium business companies all over the world. Mr. Sunil Kumar has been in the composite Industry for the past 20 years working exclusively in software industry. He is an alumnus of IIM Ahmadabad.



In the lecture Mr. Sunil discussed about industrial working in the past, present and future. He also informed us about the change that has come in the working of

  
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industry and most of the new companies going to service sector. He also informed us about "Collaborated competitors that is going to happen in the near future.

He also shared his experience that quality, time, budget and technology are the prime requirements of today's world. He explained us what is the meaning of company, corporate, organization, enterprise and setup and shared his views on various roles of management, employee, system structure, process, product and services and customer is an organization The Introduced the and attitude which we need for the success like communication, skills, aptitude and discipline and add value to company with our existance.

The session ended with the explanation of the questions, how can we collaborate and become part of this connected world. Overall, an enriching experience from the CEO of GreeneStep, Bengaluru.

  
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Date:12.01.2022

Batch: PGDM 2022-23 Batch


Guest Speaker: Mr. R. Mohammed Irfan

Industry Name: Founder of Skill Drivers

No. of Students attended:

Mr. R Mohammed Irfan conducted Corporate Mentoring Session on “Public Speaking is Easy” for IIBS- PGDM students in Bangalore. He is a Panel Member of the Recruitment Process in Top Mincees such as Accenture, Wipro and Google...and he is having fifteen years of Corporate Experience and Published a Book “Public Speaking IS easy”.it was a great learning opportunity for students as they got detailed information on Inspiration, Preparations, Actions and Gratitude. The Two hours long Session was informative, conceptual and had a practical sense of relatability. In First Session is Mainly Based on believing in your Dreams, Build the Belief and the session is all about the tools and strategies used for public speaking and the third session is all about kaizen.



  
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Then speakers highlighted the importance of attending the various skill-based sessions in the college and how it helps to get placed in a well-known company. They emphasized that the activities of IBS are designed so as to equip the students with skill sets that are valued for professional growth in the corporate world. Students were informed of the different activities of the placement cell and how it would help them to bridge the gap from campus to corporate life and then followed by a Q and A.

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Date:07-12-2022

Batch: PGDM 2022-23 Batch

Guest Speaker: Mr. Pavan Kumar AG (Staff SDET, NET SKOPE, EX-Navi,  
Nutanix Calm Acq, Akamai, IBM Labs)

No. of Students attended:

Corporate Mentoring session on career in Business Analytics

International Institute of Business Study has Organized a Corporate Mentoring Session “Career In Business Analytics” in Seminar Hall 1, IIBS Airport Campus on 7th December 2022 From 2.30 p.m to 5 p.m.



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**Prof. Manoranjan HP, Placement Officer of IIBS** bring the voice of corporate mentoring session on business Analytics with **Mr. Pavan Kumar AG (Staff SDET, NET SKOPE, EX-Navi, Nutanix [Calm Acq, Akamai, IBM Labs])** and students from IIBS Bangalore, as highlight the business Analytics role and responsibilities.

The Speaker **Mr. Pavan Kumar A G** Covers the Following Areas:

**The future of the business Analytics industry.** : See where the industry is going and the aspects of business Analytics that will become more prominent in the coming years, there is no fixed method to start a career in business analytics. However, taking up the PGP Data Science and Business Analytics Course by Great Learning can be a great start.

### **Languages Required for Business Analytics: python, Tableau, SQL, R**

**Python:-** Python has a very regular syntax as it stands out for its general-purpose characteristics. it is the ability to create and manage data structures quickly, Python alone is sufficient to apply data science in some cases. Tableau – Tableau is the most popular and advanced data visualization tool in the market. Tableau is an end-to-end data analytics platform that allows you to prep, analyze, collaborate, and share your big data insights.

**R:** R is very important in data science because of its versatility in the field of statistics. The “R” name is derived from the first letter of the names of its two developers, Ross Ihaka and Robert Gentleman is powerful and faster than other languages. Statistical Language – R used in biology, genetics as well as in statistics is open-source software and is completely free to use making it easier for individual professionals or students starting out to learn.

**SQL:** SQL is the top requirement to excel in the field of data science’s data analysts write scripts to analyze data and perform specific data queries’ for data analysis refers to the database querying language’s ability to interact with multiple databases at once, as well as its use of relational databases.

### **Learning and Importance of Business Analytics**

These are the one’s who will work with **CEO's** and **CTO's** and it was good we can come to know that what all the certificate courses we have to do before taking business analytics, and how business analytics is important, how much the value is in society, how the business analytics is matching trend, And finally, business analytics is ruling IT companies Uses of business Analytics, block chain, and supply chain performance.

**Challenges:-** Business analytics can be possible only on a large volume of data. It is sometimes difficult to obtain a large volume of data and not question its integrity.

**Job opportunities:** A massive demand in the job market (both in India and internationally), Business Analytics careers are the ideal choice for learners.

According to Glassdoor, the starting salary for Business Analyst in India could be 3.42 lacs INR and can go up to 10 lacs. The highest cluster of these jobs is In Delhi NCR, followed by Bangalore, then Mumbai, and then Chennai, followed by other cities.

**Job Roles in data science:** Data analyst, big data engineer, I analyst, machine learning engineering, Data scientist. Financial Analysis, Marketing Analysis, Sales Analysis, Product Cycle Management, Client Services, Human Resources. Business model analysts, they work with strategic management.

**Business Developer:** They analyze the scope for business expansion, weighing additional opportunities

**Systems analyst:** This is an IT extension role where a Business Analyst works with technological requirements and business rules associated with them.

**Process designers:** The Business Analysts who are process designers extensively work with process workflows of business operations.

Companies', **Accenture, Wipro, Tech Mahindra, HCI technologies, TCS, Capgemini.**

**Conclusion:** - A Finally Speaker Conclude with A Management Scope in a Business Analytics Followed by the Q and A. An Event Is organized by the **Training and Placement Department of IIBS**



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Date : 11-05-2022

Guest Name: Mr. Paniraj Murthy, CEO and Director

Next Step Logistics Management Pvt. Ltd.

Batch: PGDM

No. of Students attended:

### Guest lecture on Job Opportunities by Mr. Paniraj Murthy

The guest lecture was organized on the topic "Emerging trends and job opportunities in operations and supply chain management" for students of PGDM program on 11th May, 2022. Mr. Paniraj Murthy was the resource person for the day; he is CEO and director of Next step logistics Management Pvt. Ltd. Supply chain and logistics operations are the fulcrum of a business as they are the platform through which manufactured goods are delivered to the customer in time.



SCM operations form a vital part of business as they not only influence the efficiency of a business but also can be a cost-cutting center if mobilized effectively

  
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in an organization set up. Intense competition in the job market, industry volatility which behest the companies to look for a talent who can multitask and who possess certification, credentials with exposure to industry practices has made the students think out of a box when it comes to specialization, career option, exploring un catered industry etc..

Guest lecture by Mr. Paniraj on operation and SCM mainly focused and attempted to answer these questions. Speaker gave a gist of supply chain industry, job opportunities in future and key skills to be possessed to get an employment opportunity in the sector.

#### OBJECTIVE OF GUEST LECTURE

- ✓ To apprise students about supply chain management industry
- ✓ To give input about various skills required to enter the industry
- ✓ To provide a glimpse of opportunity in the logistics industry and career growth etc.,



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Date:04.03.2022

Batch: PGDM 2022-24 Batch

Guest Speaker:Dr. Satya Sidhartha Panda

Industry Name: Certified Skill trainer

No. of Students attended:

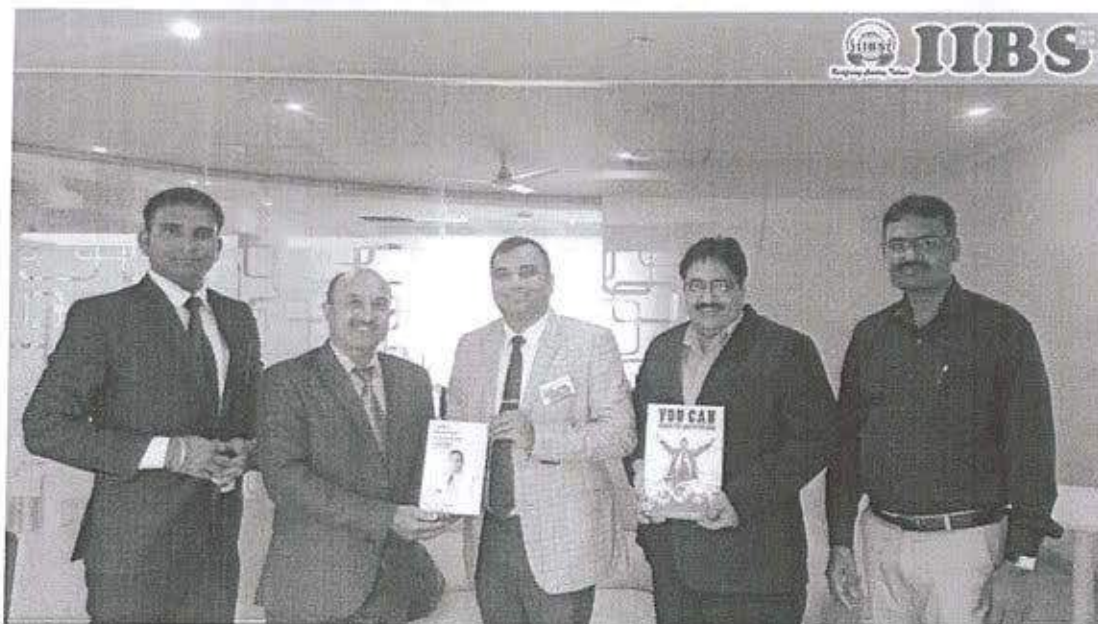
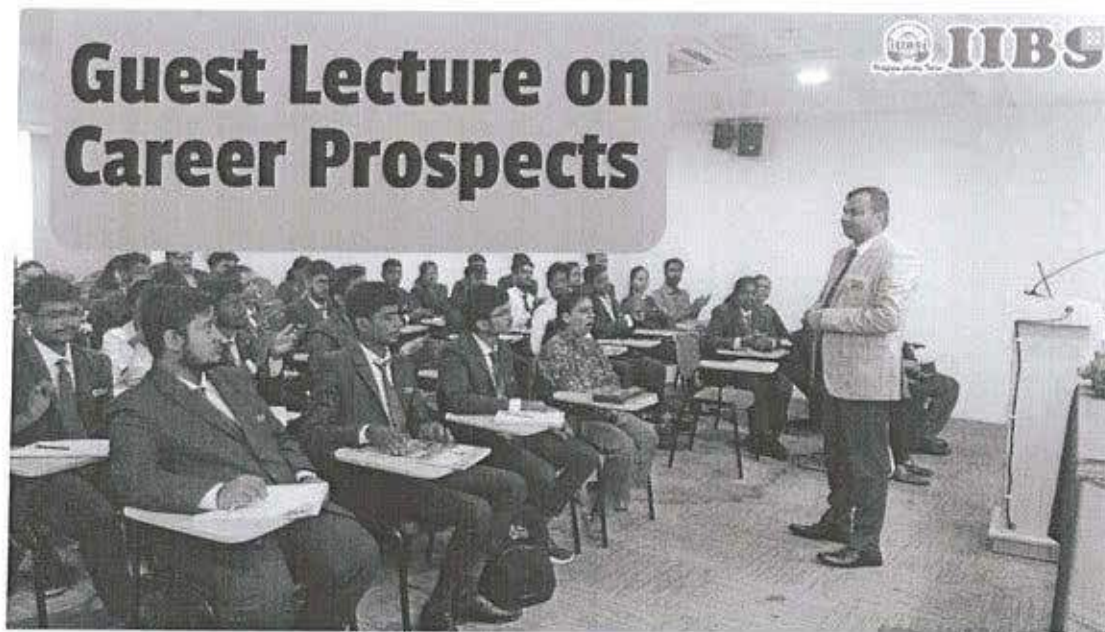
### Guest Lecture on Career Aspects

A guest lecture was provided at IIBS for the New batch-2022 of students. To learn any subject, a pragmatic approach combined with theoretical understanding is essential. Students can learn more about the most recent information regarding opportunities for further education and employment, as well as the needs of the industry, through guest lectures. We invited **Dr. Satya Sidhartha Panda**, a certified life skills trainer and human resource executive, to help students learn beyond the classroom.

He has 15 years of experience as a result-driven creative professional and senior academician, and he has a proven track record of successfully leading a variety of teams in IT Consulting (US-based company BOB-Tech and its key accounts...Wipro Technology, Tata Interactive service, and Patni Computer, ABC World Wide), NGO, leading universities, education solutions providers, and skills development projects.

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The guest speaker's speech was on the subject of career prospects and interview guidance. More than anything else, he emphasizes the abilities needed to succeed in the corporate world. At 10.45 AM, the session officially started. The value of having a life plan and how to set goals was emphasized to the students. He spoke about establishing both professional and personal objectives. even emphasized how crucial it is to attend the various skill-based sessions and how doing so can help one land a job at a reputable company.

The speaker explained to the audience the importance of knowing how to use one's individual talents, skills, values, and other internal resources in order to

  
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accomplish goals. The students really liked it. He talked about establishing both personal and professional goals. He claimed that the majority of students are unaware of its significance. They had a lot of questions, and Dr. Panda answered them all while giving the IIBS Library a few copies of two of his most recent best sellers. He also agreed to give IIBS students an 80% discount on their books.

Students learned about career options during a very informative and engaging session. **Prof. Narayan Prasad** concluded the session with a thank-you note.



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Date:17-11-2022

Batch: PGDM 2022-23 Batch

Guest Speaker:Mr N Vaghul, Chairman ICICI,

Industry Name: ICICI Bank

No. of Students attended:

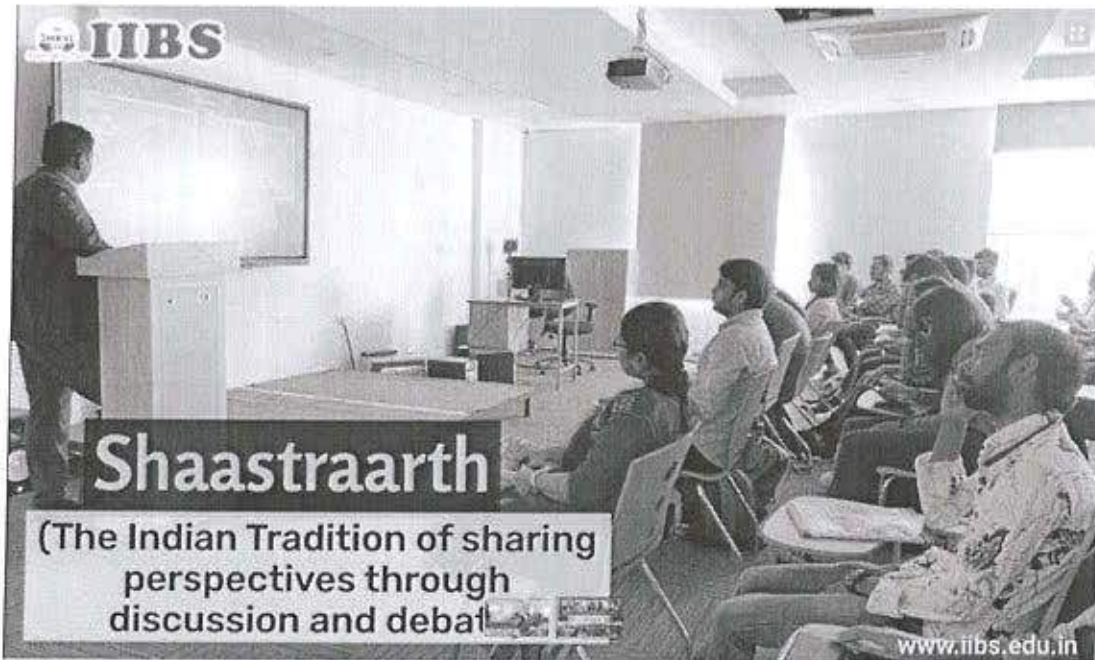
**Panel discussion on BFSI(Banking, Financial Services, and Insurance)Industries  
work Culture From ICICI Bank.**

International Institute of Business Study participated in a BFSI (Banking, Financial Services, and Insurance) Panel Discussion "Shaastraarth (the Indian Tradition of sharing perspectives through discussions and debate) organized by ICICI Bank " on 17th November 2022 From Morning 10 AM to 3 P.M.

The First Inauguration session BY the ICICI Formal Chairman Mr N Vaghul, Sir has given a Brief Introduction to the students about how the BFSI Sector Company will work and workflow of BFSI Company Sector.

The second Session is "Emergence of Workplace Collaboeracy: The Way Ahead" The panel member for the session is Mr Atul Arora, ICICI Bank, MR.Rajiv R.CHRO.Ramco System, Mrs Rohini Seth.CHRON.Jubilant Bhartia Group, Mrs Sapna Purohit.SVP and Head HR.Sun Pharma. The session is all about the Equal treatment of Employees, Building Empathy, Foggy Standards and Group incentives.

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The third session is “Innovation and Risk Appetite: Finding the Right Balance” the Panel Member for the session is “Mr Rajesh Rai.ICICI Bank, Mr Amitac Mukherjee.Head of Corporate And Human Resource. ITC Group, Mr Rajeswar Tripathi.CHRON.Auto and Farm Sector.Mahindra and Mahindra Limited, Mr Ravi Kyran CHRO.Bajaj Auto Ltd, Mr.Vikram Tandon. Group CHRO, Adani Group” and session is about the various Kinds of liquidity and Marketing Risks .what the strategic we are implementing with respect to Managers.

*T. J. Jay*  
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The last Session is "Digital Trail Blazers-Reimagining business in an unpredictable world" the panel member for the session are Mr.yam Upadhyay, ICICI Bank, Mr Abhishek Kumar.Head of People.Ericson Global Services, Mrs Ruchi Parulekar.Chief HR Officer.Roche Products India, Mr Sanjev Vaid.Head-Rewards and Employment Natwest. Mr Yashwanth Mahadik. President-GlobalHR.Lupin Global..and the session is about the Digital Trailblazers such as the future of banking, the role of digital transformation, and financial institutions' pressure to create superior digital solutions.

**And Event Is Organized by The IBS Training and Placement Department.**



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*Redefining Leading Talents*

# IIBS

#75, Muthugadahalli, Bangalore North, Jala Hobali, Bangalore – 562157

**Date:** 10-11-2022

**Batch:** PGDM 2022-23 Batch

**Guest Speaker:** Mr. Praveep A.M.




**Industry Name:** N.J. Invest Pvt. Ltd.

**No. of Students attended:** 46

For the PGDM 2021 batch students, the IIBS Placement Department has organized an HR Interaction Session on the 3rd day of POP 2022. Mr. Pradeep A.M, Manager Hr In N.J India Invest Pvt Ltd, served as the session's resource person. The main objective of the seminar was to offer assistance with the placement season in

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2023.

 <b>IIBS</b> <i>Religiously Leading Talents</i>	<b>International Institute of Business Study</b> #75, Muthugadahalli, Bangalore North Jala Hobli, Near International Airport, Bangalore-562157
	<b>A workshop on "Career Opportunities in Mutual Fund industry" &amp; "Tips of Crack interview for Placement Season 2023"</b>
	<b>For PGDM 2021-23 Batch</b>
	<b>10th November 2022 @ 10.00a.m</b>
	<b>Praveen A M</b> Manager-HR - NJ India Invest pvt ltd (Karnataka, Tamil Nadu, Andra Pradesh, Telangana and Goa)
<b>Venue : Seminar hall-1, IIBS Airport Campus, Bengaluru</b>	<b>CHIEF PATRONS</b> Prof. Kuldeep Sharma Director Dr. Samiya Mubeen Principal-PGDM <b>EVENT CO-ORDINATORS</b> Prof Manoranjan H P Placement officer

The Program was coordinated by prof. Manoranjan, Placement Officer at IIBS.

Mr. Pradeep is an HR Manager with 16 years of experience from NJ, India, and is currently in charge of recruitment in South India. The speaker began the presentation by providing a brief overview of the N. J. organization before moving on to discuss the benefits and drawbacks of mutual funds in real-world situations. He has described the steps involved in investing in mutual funds, including How, Where, and When to

  
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Invest.



The mutual fund business, one of the sectors with the highest growth, is currently engaged in the capital market. Young people can choose from a variety of careers in the mutual fund industry, regardless of their academic specialization. Graduates from the humanities, sciences, and business can readily find employment in this attractive and expanding industry. Additionally, the entry of private companies and other financial institutions into the mutual fund markets has expanded the range of jobs available in this industry. Being an HR professional, the speaker discussed the abilities needed for students to succeed in interviews as well as the job roles and packages that organizations. Speaker then emphasized the importance of the psychometric test and the soft skills needed to succeed in interviews. He informed the pupils that the current situation calls for an excellent placement plan.

Basically, you need a mix of expertise, self-assurance, soft skills, and leadership traits to ace interviews and land your dream job. Particularly in the current environment, where many MBA graduates lack the necessary skill set to find employment due to a dearth of industry-required talent. Therefore, in this situation, having a solid interview preparation technique is crucial to landing a fantastic job.

The session was concluded with a one-on-one interaction between students and a resource person.

  
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*Redefining Leading Talents*

# IIBS

#75, Muthugadahalli, Bangalore North, Jala Hobali, Bangalore – 562157

Date:31-08-2022

Batch: PGDM 2021-23 Batch and PGDM Batch 2022-24

Guest Speaker:Mr. Naveen Kumar

Industry Name: CEO of Growth Consultant

No. of Students attended: 160

For the PGDM 2022 batch of students, IIBS has organized a CEO Interaction Session as part of the POP Programme. Mr. Naveen Kumar, the CEO of Growth Consultant, served as the resource. The session's major goal was to assist the students in getting a better placement.

Growth Consulting was founded by Naveen, who is also its lead consultant. His commercial leadership experience spans more than 29 years, 24 of which were principally spent consulting for three sizable organizations. Naveen has the capacity to offer clarity to individuals and teams, use his hands-on approach to quickly develop and effectively execute strategy, and serve as the Practice Head for "Leadership Transformation" and "Performance Management."

  
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The speaker states that recruiters are constantly seeking to purchase the services of candidates. The students should therefore be prepared to market their services. For this, students should be able to create a resume that accurately represents the caliber of the services they aspire to provide. It shouldn't be copied and pasted from another source. Fairness is required because the truth on the resume will change when you respond to interview questions.

Conceptualize your ideas so you can effectively explain them during interviews. Be yourself and be genuine while speaking. Your ability to communicate depends on how well you plan. Create mock interviews and practice them with each other. According to the vision, the questions would be arranged and practiced. You must maintain a goal and constantly assess where you stand now and then in a few years.

*P. Janki*  
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Be clear about the sector in which you are interested in working and choose the companies within that industry that you want to work for. To reach the peak of CTC, students' choices must priorities building their brands and earning money. And to create a quick movement, add it to the regression analysis. The academic record and skill set matching to depend on the job's profile. Even recruiters will reject an applicant with low aspirations, even if they have strong academic credentials.

The students learned a lot from the experience. A one-on-one conversation was held after the workshop. The resource person also discussed his experiences as an HR consultant during that time. He gave the students advice on how to write their resumes and get ready for interviews.

  
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# IIBS

#75, Muthugadahalli, Bangalore North, Jala Hobali, Bangalore – 562157

Date:25-08-2022

Batch: PGDM Batch 2022-24

Guest Speaker:Mr. Havyas K S

Industry Name: CEO of Beegle Agritech

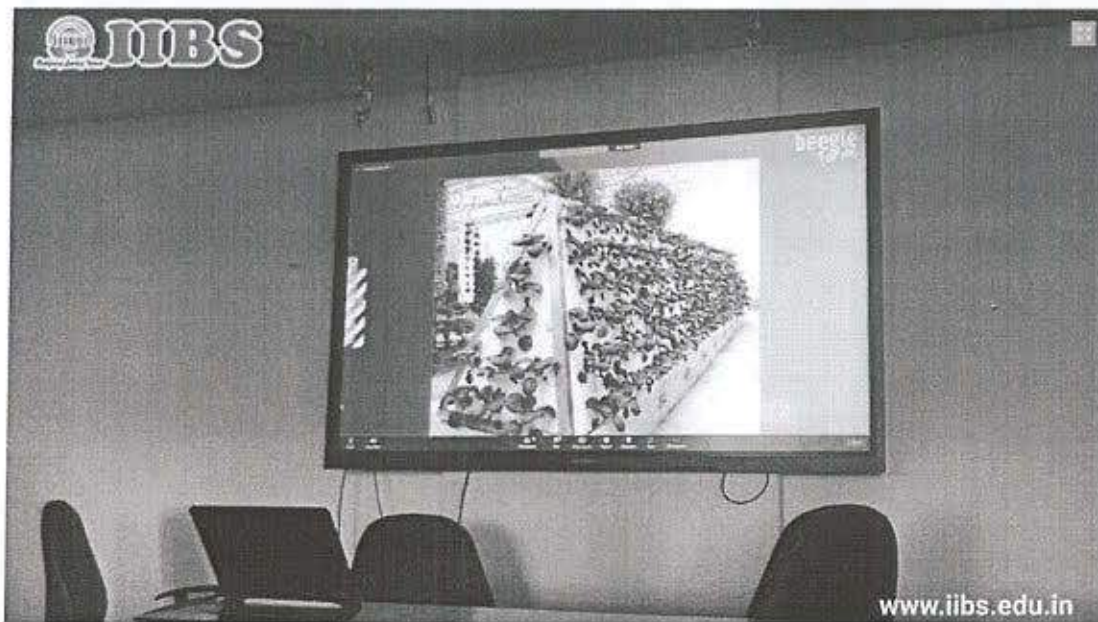
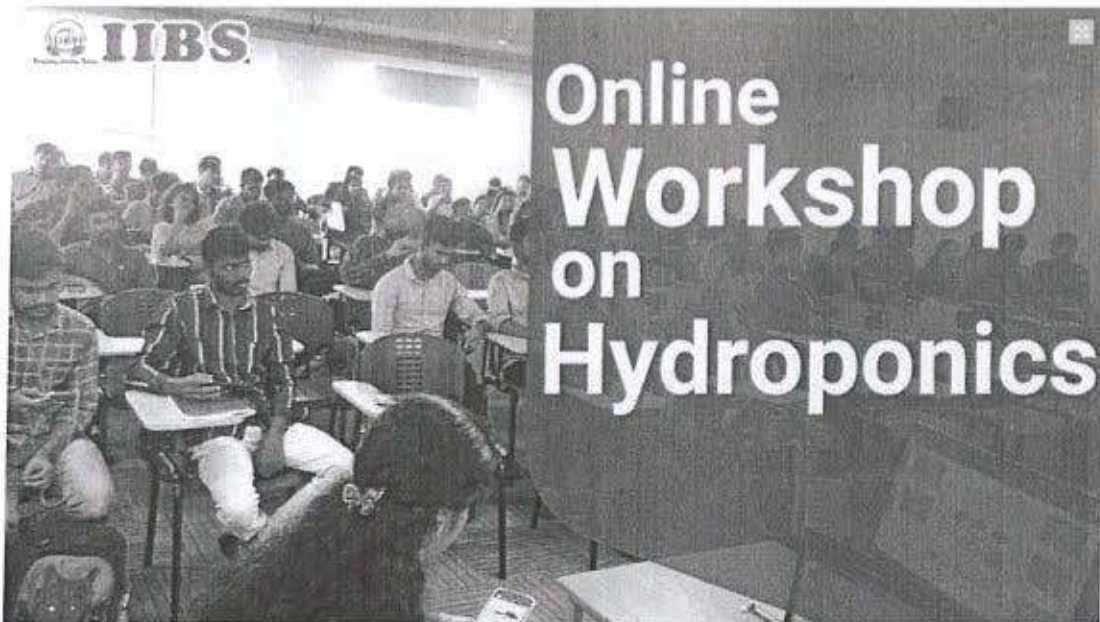
No. of Students attended: 140

### Online Workshop on Hydroponics

For the New Batch students of the 2022 batch, IIBS organised an online workshop on hydroponics. **Prof. Mangala V. Reddy, Prof. Archana, Y. C., and Dr. G. N. Nagaraja** coordinated the event. **Mr. Havyas K S, CEO, and co-founder of Beegle Agritech** served as the resource person. At 3:30 pm, the workshop began in earnest in Seminar Hall 2.

The speaker holds a Bachelor of Science in Agricultural Marketing from Bengaluru's University of Agricultural Sciences and an MBA in **Entrepreneurship** from Ahmedabad's Entrepreneurship Development Institute. While pursuing his **MBA**, Mr. Havyas began his start-up career in 2019, and for the past two years, Beegle Agritech has been at the forefront of providing farmers with cutting-edge Agritech solutions.

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The resource person has covered every aspect of hydroponics. Plants can be grown indoors using the hydroponics technique without the need for soil. Plants receive all of their nutrition through a nutrient solution that is delivered to their roots, as opposed to drawing the mineral minerals required for growth from the soil.

Growing several plants in a large-scale commercial enterprise up to a modest collection of herbs in a kitchen is all possible with hydroponics. Hydroponic growth is extremely advantageous for people who have little or no outdoor space, such as city dwellers, apartment dwellers, or renters who are unable to have an outdoor garden.

  
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- Cutting-edge greenhouses that are climate-controlled, together with cutting-edge horticulture and engineering methods, are used to maximise crop yield, crop quality, and food safety all year long.
- Businesses employ growing beds that can be stacked vertically up to five stories high. These beds use less than 1% of the space needed for conventional growing, which is valuable in highly populated urban areas.

Produce cultivated hydroponically is grown in nutrient-rich water devoid of pesticides, collected once a week, and supplied to retail locations in a matter of hours. Living lettuce gets its name from the fact that the roots are still present, extending its shelf life.

Hydroponic produce is harvested a few hours before it is served, thanks to the use of artificial intelligence and data analytics software by hydroponic companies to measure key variables that aid in food and agricultural planning. Urban hydroponic farms' close proximity to customers enables businesses to obtain a longer shelf life.

Hydroponic produce is more nutritious, fresher, and has a longer shelf life, all of which contribute to a healthy ecology. Additionally, the controlled growing system makes it possible to produce food WITHOUT the use of ANY hazardous chemicals and is 100% residue free. This technology aids in the conservation of precious water, land, and labour resources.

Even though there are other metabolic pathways involved in plant growth, water, sunshine, and vital nutrients are the three major factors that drive plant growth. In a conventional garden, the soil holds the plant in place and serves as a storage area for nutrients and water. By giving the plant's roots a nutrient-rich aqueous solution that keeps them hydrated and fed while additional lighting options simulate sunlight, a hydroponics system eliminates the need for soil.

In a hydroponics growing system, plants are either cultivated in a soil-free medium like coconut coir, rock wool, LECA, vermiculite, or perlite, or they are suspended directly in the aqueous solution. Either an active system or a passive system is used to provide the nutritional solution to the plant's roots.

  
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Passive systems lack pumps and moving parts, whereas active systems use pumps to circulate and aerate nutrient solutions, delivering the nutrients to the plant's root zone for uptake. Through flooding, gravitational force, or capillary action, the nutrient solutions are delivered to the root zone.

The session was really informative and interesting. Each and every student engaged in conversation with the resource person and actively participated in the session.



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*Redefining Leading Talents*

# IIBS

#75, Muthugadahalli, Bangalore North, Jala Hobali, Bangalore – 562157

Date:28-03-2022

Batch: PGDM 2021-23 Batch and PGDM Batch 2022-24

Guest Speaker:Mr. Narappa Reddy, H, Founder

Industry Name: Edu-Skill Harvest Institute, Yoga2Health

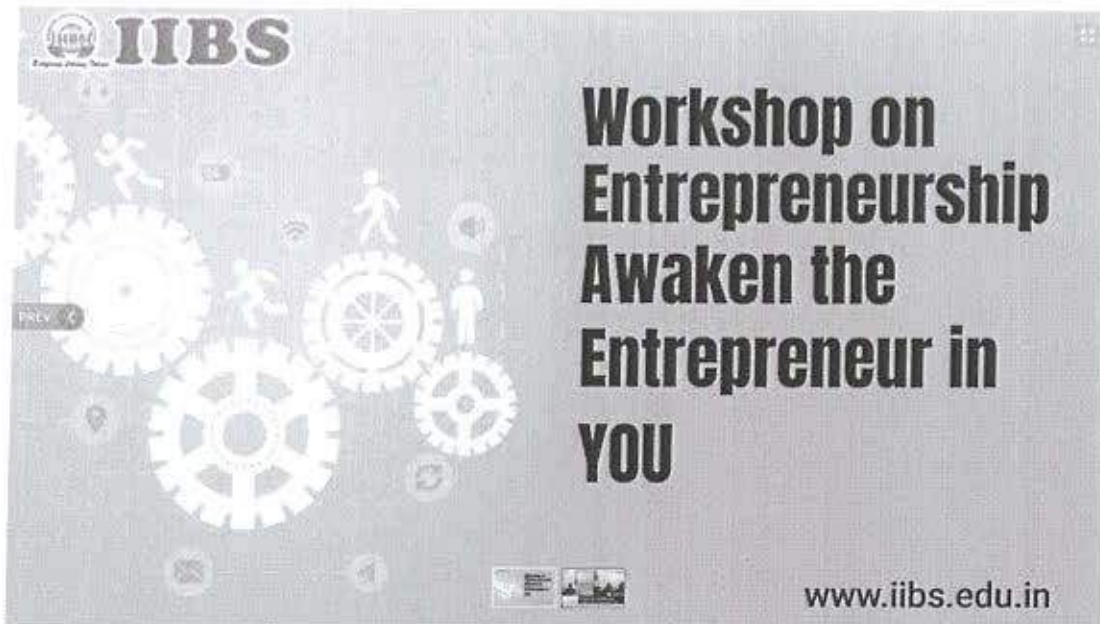
No. of Students attended: 40

### Workshop on Entrepreneurship- Awaken the Entrepreneur in You

The development of entrepreneurship is increasingly important in many facets of economic growth. New businesses and innovative start-ups stimulate the economy. New businesses and innovative start-ups stimulate the economy. IIBS organized the entrepreneurship programme "Awaken Entrepreneur in You" for PGDM students in 2022. The programme focuses on how to impart entrepreneurial development to participants using fundamental and advanced methodologies.

Prof. Susmitha and Dr. Syed Shahid Raza coordinated the event. Mr. Narappa Reddy H, Founder, Edu-Skill Harvest Institute, Yoga2Health served as the workshop's resource person. The program started at 9.30 AM in the campus Seminar Hall.

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The speaker gave a brief introduction to entrepreneurial skills. Entrepreneurship is the process of establishing a firm, usually as a start-up, that is built around a cutting-edge product, procedure, or service. The terms "entrepreneur" and "small business" are frequently used interchangeably. While most entrepreneurial endeavors begin as a small firm, not all small businesses fall within the definition of entrepreneurship.

He has presented a status report and discussed the reasons why, even after 75 years of freedom, entrepreneurship has not taken off in India. He clarified how government restrictions caused Tata & Birla's slow growth. He provided views on

  
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government and privatization brain drain policies. The instructional approach and course flow were;

- Survey - to find out how many people have strong intentions to become an Entrepreneur.
- Indian Brands and its stories (how the idea was struck, executed, challenges, innovations, etc.,)
- Traits of Entrepreneur
- Intrapreneurship and Entrepreneurship
- Discussion on "Stay Hungry Stay Foolish" and "Follow every rainbow" – books on entrepreneurship
- Discussion on videos of "Shark Tank USA series and Indian series"

End of the session a few videos of following the entrepreneurs/products were played:

1. Tru Tech Web P Ltd – Drones operated through Artificial Intelligence
2. Real Padman Mr.Arunachalam Muruganandam (Inventor of inexpensive sanitary pads)
3. Rest in Pee – a solution for travelers, women, and age-old
4. TVS Factory has a forest inside – an example of sustenance

A Q&A session followed the presentation. The students were really engaged and capable of responding to most queries. A follow-up session would be held to discuss the book "Stay Hungry, Stay Foolish" to reinforce the lessons learned and lay the foundation of entrepreneurship.

  
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*Redefining Leading Talents*

# IIBS

#75, Muthugadahalli, Bangalore North, Jala Hobali, Bangalore – 562157

Date:31-08-2022

Batch: PGDM 2021-23 Batch and PGDM Batch 2022-24

Guest Speaker:Mr. Manu P Kulkarni, HR Manager

Industry Name:Citroen Bengaluru

No. of Students attended: 45

**Workshop on “ Career Opportunities on Automobile Sector for Placement**

**Season 2023**

The IIBS Placement Department organized HR Interaction on Day 4 of the POP Programme. The resource person was Mr. Manu P Kulkarni, HR Manager at Citroen Bengaluru. Understanding Career Opportunities In Automobile Sectors With Current Trends in a Market is the main objective of the workshop. Mr. Manu P. Kulkarni has more than 20 years of experience as a human resources manager in the automotive industry. He worked for companies including Nexon, Ford, and Hyundai in the automotive industry.



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# IIBS

**#75, Muthugadahalli, Bangalore North, Jala Hobali, Bangalore – 562157**

**Date:31-08-2022**

**Batch: PGDM 2021-23 Batch and PGDM Batch 2022-24**

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**Industry Name: CEO of Growth Consultant**

**No. of Students attended: 160**

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The speaker states that recruiters are constantly seeking to purchase the services of candidates. The students should therefore be prepared to market their services. For this, students should be able to create a resume that accurately represents the caliber of the services they aspire to provide. It shouldn't be copied and pasted from another source. Fairness is required because the truth on the resume will change when you respond to interview questions.

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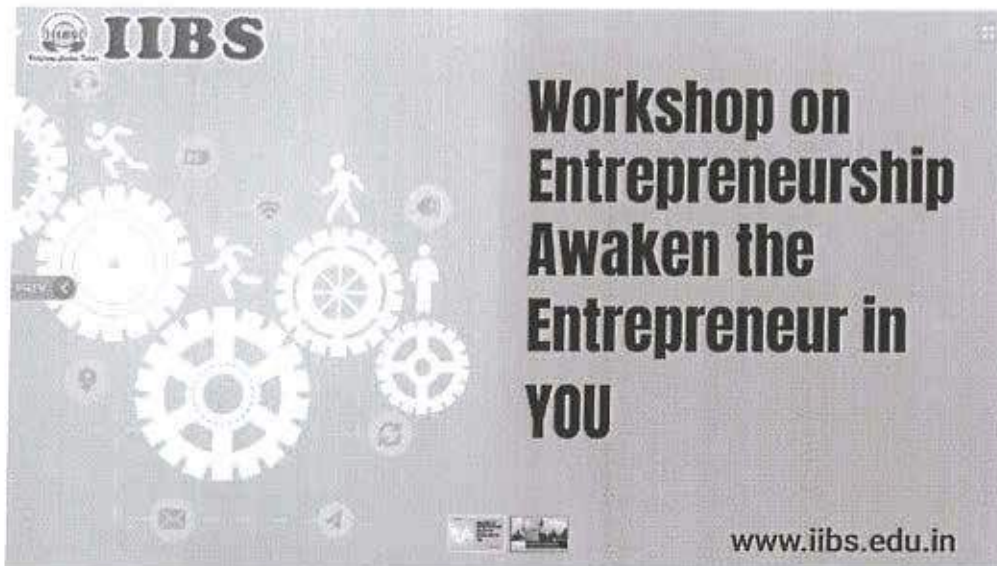
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*T. J. James*

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*Redefining Leading Talents*

# IIBS

#75, Muthugadahalli, Bangalore North, Jala Hobli, Bangalore – 562157

Date: 25-08-2022

Batch: PGDM Batch 2022-24

Guest Speaker: Mr. Havyas K S

Industry Name: CEO of Beegle Agritech

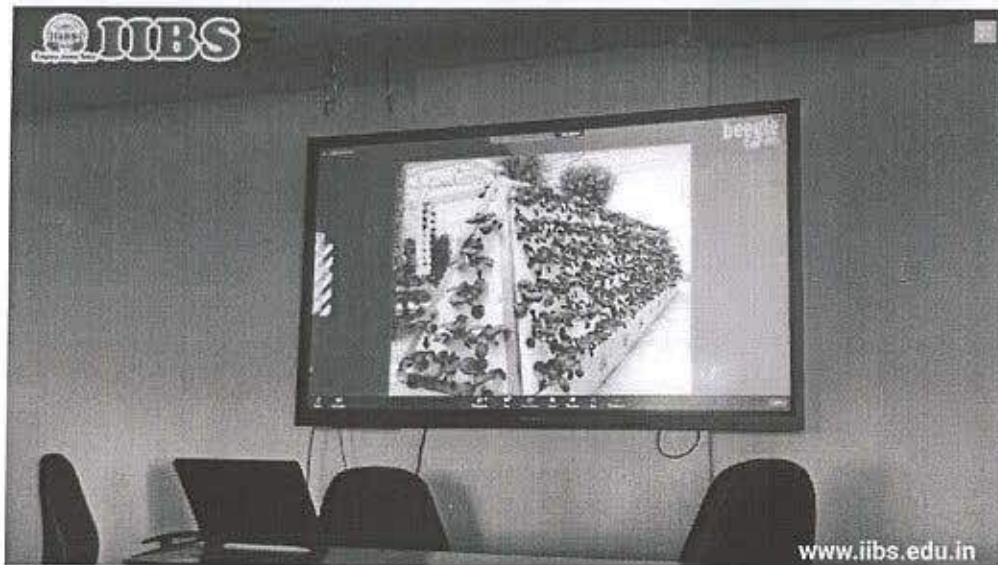
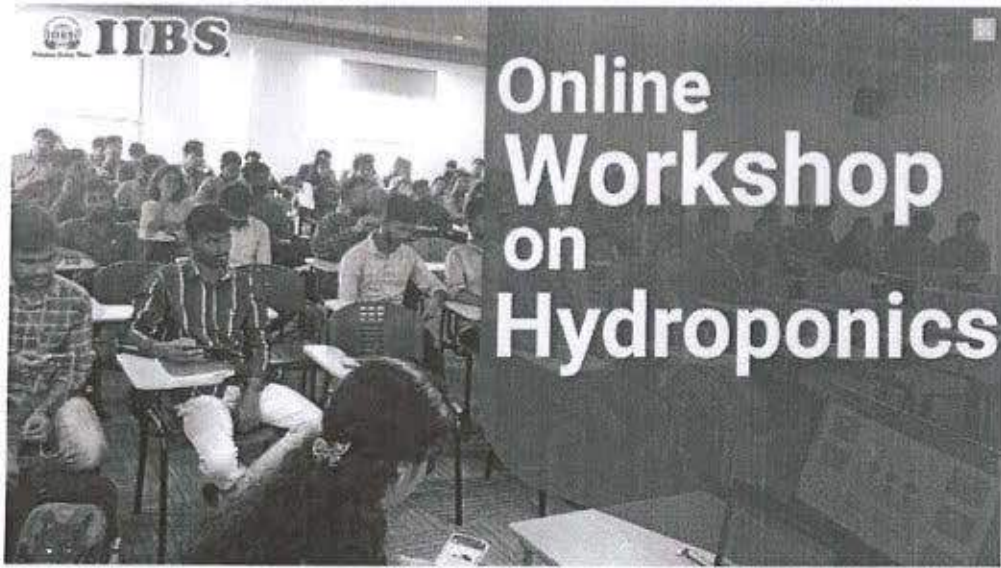
No. of Students attended: 140

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The resource person has covered every aspect of hydroponics. Plants can be grown indoors using the hydroponics technique without the need for soil. Plants receive all of their nutrition through a nutrient solution that is delivered to their roots, as opposed to drawing the mineral minerals required for growth from the soil.

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*Redefining Leading Talents*

# IIBS

#75, Muthugadahalli, Bangalore North, Jala Hobali, Bangalore – 562157

**Date:** 10-11-2022

**Batch:** PGDM 2021-23 Batch

**Guest Speaker:** Mr. Pradeep A.M.



**Industry Name:** N.J. Invest Pvt. Ltd.

**No. of Students attended:** 46

For the PGDM 2021 batch students, the IIBS Placement Department has organized an HR Interaction Session on the 3rd day of POP 2022. Mr. Pradeep A.M, Manager Hr In N.J India Invest Pvt Ltd, served as the session's resource person. The main objective of the seminar was to offer assistance with the placement season in

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Bengaluru North - 562157

2023.

 <b>IIBS</b> <i>Redefining Learning Models</i>	<b>International Institute of Business Study</b> #75, Muthugadahalli, Bangalore North Jala Hobli, Near International Airport, Bangalore-562157
	<b>A workshop on "Career Opportunities in Mutual Fund industry" &amp; "Tips of Crack interview for Placement Season 2023"</b>
	<b>For PGDM 2021-23 Batch</b>
	<b>10th November 2022 @ 10.00a.m</b>
<b>Praveen A M</b> Manager-HR - NJ India Invest pvt ltd (Karnataka, Tamil Nadu, Andra Pradesh, Telangana and Goa)	<b>CHIEF PATRONS</b> <b>Prof. Kuldeep Sharma</b> Director <b>Dr. Samiya Mubeen</b> Principal-PGDM
<b>Venue : Seminar hall-1, IIBS Airport Campus, Bengaluru</b>	<b>EVENT CO-ORDINATORS</b> <b>Prof Manoranjan H P</b> Placement officer

The Program was coordinated by prof. Manoranjan, Placement Officer at IIBS.

Mr. Pradeep is an HR Manager with 16 years of experience from NJ, India, and is currently in charge of recruitment in South India. The speaker began the presentation by providing a brief overview of the N. J. organization before moving on to discuss the benefits and drawbacks of mutual funds in real-world situations. He has described the steps involved in investing in mutual funds, including How, Where, and When to

  
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Invest.



The mutual fund business, one of the sectors with the highest growth, is currently engaged in the capital market. Young people can choose from a variety of careers in the mutual fund industry, regardless of their academic specialization. Graduates from the humanities, sciences, and business can readily find employment in this attractive and expanding industry. Additionally, the entry of private companies and other financial institutions into the mutual fund markets has expanded the range of jobs available in this industry. Being an HR professional, the speaker discussed the abilities needed for students to succeed in interviews as well as the job roles and packages that organizations. Speaker then emphasized the importance of the psychometric test and the soft skills needed to succeed in interviews. He informed the pupils that the current situation calls for an excellent placement plan.

Basically, you need a mix of expertise, self-assurance, soft skills, and leadership traits to ace interviews and land your dream job. Particularly in the current environment, where many MBA graduates lack the necessary skill set to find employment due to a dearth of industry-required talent. Therefore, in this situation, having a solid interview preparation technique is crucial to landing a fantastic job.

The session was concluded with a one-on-one interaction between students and a resource person.

  
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Date: 12.01.2022

Batch: PGDM 2021-23 Batch

Guest Speaker: Mr. R. Mohammed Irfan

Industry Name: Founder of Skill Drivers

No. of Students attended:

Mr. R R.mohammed Irfan conducted Corporate Mentoring Session on “Public Speaking is Easy” for IIBS- PGDM students in Bangalore. He is a Panel Member of the Recruitment Process in Top Mncs such as Accenture, Wipro and Google...and he is having fifteen years of Corporate Experience and Published a Book “Public Speaking IS easy”.it was a great learning opportunity for students as they got detailed information on Inspiration, Preparations, Actions and Gratitude. The Two hours long Session was informative, conceptual and had a practical sense of relatability. In First Session is Mainly Based on believing in your Dreams, Build the Belief and the session Session is

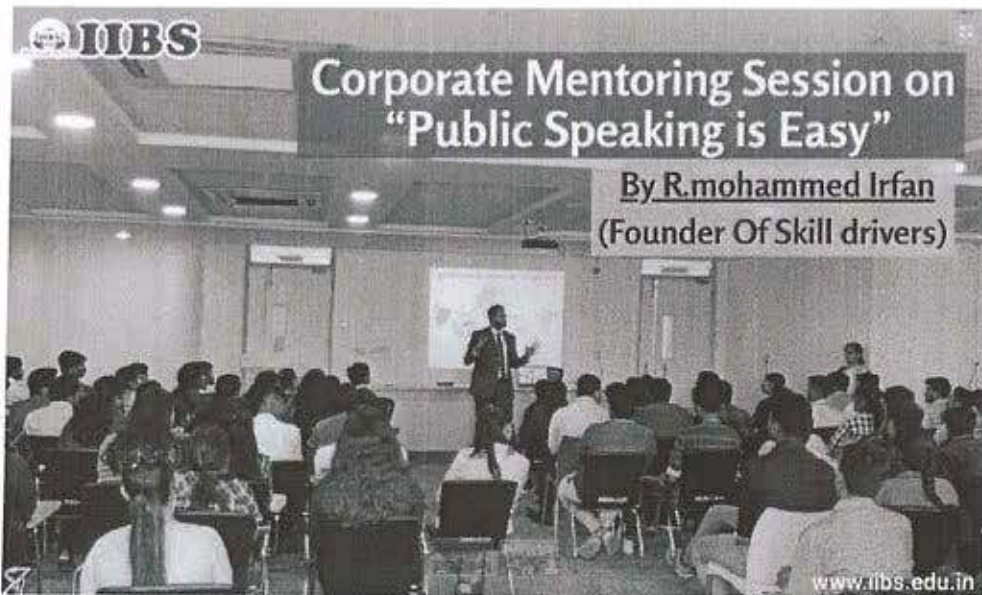


all about the tools and strategies used for public speaking and the third session is all about kaizen.

*T. Jany*

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Then speakers highlighted the importance of attending the various skill-based sessions in the college and how it helps to get placed in a well-known company. They emphasized that the activities of IIBS are designed so as to equip the students with skill sets that are valued for professional growth in the corporate world. Students were informed of the different activities of the placement cell and how it would help them to bridge the gap from campus to corporate life and then followed by a Q and A.

  
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## ABOUT IIBS

International Institute of Business Study (IIBS) Bangalore is one of the topmost B-schools in India. It employs unparalleled education methodologies raising the standards of management education on par with excellence.

Over the years, with dedicated commitment and perseverance IIBS has established itself as one of the premium management institutes in Bangalore.

## World Honey Day

World Honey Bee Day is a global celebration dedicated to the conservation of honey bees. On this day, we recognize the importance of honey bees and their contribution to our food system. Honey bees are responsible for pollinating crops and producing honey, which is a valuable source of nutrition.

**Guest talk on "Conservating Honey Bee"**  
**By Dr. K. T. Vijaya Kumar**  
Agricultural Scientist and Bee Expert

Since bees are essential to protect biodiversity in nature, we need to save and conserve bee population. For this, we need to protect bee habitats by protecting jungles and planting more bee-friendly flora in city areas.



*T. J. J. J.*  
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## Agenda

- Inaugural of Agri-club
- Key Note Delivery
- Welcoming of Guests
- Introduction to World Honey Day
- Guest Talk
- Activity
- Vote of thanks



## ORGANISING COMMITTEE

### CHIEF ADVISOR

Prof. Kuldeep Sharma  
Dr. Samiya Mubeen



### ADVISORS

Dr. G. N. Nagaraja  
Prof. Mangala. V. Reddy  
Prof. Archana Y C

### STUDENT CO-ORDINATORS

Mr. Syed Khasim Baba  
Mr. Vemesetty Abhay  
Mr. Jaswanth Reddy



### VENUE

Seminar Hall 1

### CONTACT DETAILS

9391627476  
9010517205  
[agriclub.iibs@gmail.com](mailto:agriclub.iibs@gmail.com)



# IIBS

# Agri Club



August 25, 2022

#75, Muthugadahalli,  
Bangalore North Jala Hobli,  
Begur, Bengaluru  
Karnataka 562157

[www.iibsonline.com](http://www.iibsonline.com)



*P. J. Jones*

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Redefining Leading Talents

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## International Institute of Business Study

PGDM Invites you to the inaugural of Agri-club  
&  
Guest Talk on "World Honey Day"

Date: 25-08-2022

Venue: Seminar Hall 1

Timings	Activity
2:30 to 3:00 PM	Inauguration of Agri-Club Dr. Jay Prakash, Chairman Prof Kuldeep Sharma, Director-Academic Dr. Samiya Mubeen, Principal – PGDM Dr. G. N. Nagaraj, Professor – PGDM
3:00 to 3:30 PM	Key Note Delivery Dr. G. N. Nagaraja Importance and Significance of Agri-club
3:30 to 3:45 PM	Welcoming of Guests Introduction to World Honey Day Student
3:45 to 4:30 PM	Guest Talk Dr. K. T. Vijaya Kumar Agriculture Scientist & Bee Expert
4:30 to 4:45 PM	Vote of Thanks
4:45 PM onwards	Activities for the students

  
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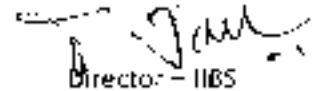
# INDEX

## List of Guest Lectures 2023-2024


Sl. No	Name of Guest Lecture	Topics	Year
01	Mr. Krishna Raju	A Guest Lecture on Corporate Talk- An Interactive Session	01.02.2023
02	Dr.D.S. Yadav	A Guest Lecture on The Fertilizer Orientation Programme	28.01.2023
03	Mr. Ragavendra	A Guest Lecture on TQM	24.01.2023
04	Mr. Manu P Kulkarni	A Guest Lecture on Career Opportunities on Automobiles	31.08.2023
05	Mr. Vamsai Krishna Raju	A Guest Lecture on Alma Matters	11.02.2023
06	Mr. Anil Kumar Gajaga Krishnappa	A Guest Lecture on Restriction to Nutrient Use in Organic Farming and Certification and Export Procedure	20.03.2024
07	Dr. Nidhi Verma	A Guest Lecture on enhancing digital Marketing ROI through Market Intelligence	08.08.2024
08	Mr.T. Madhusumar	A Guest Lecture on Awareness Programme on Innovation and Entrepreneurship	15.05.2024
09	Mr.G. Vasa	A Guest Lecture on Awareness Programme on Innovation and Entrepreneurship	15.05.2024

  
Principal - IBS

**Dr. M. Keerthi**  
**PRINCIPAL**  
International Institute of Business Study  
A/5, M. Nagarajamall, Bengaluru North,  
Kala Road, Bangalore - 562157

  
Director - IBS

**Dr. Tripuraneni Jagalah**

  
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# IIBS

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Date: 01-02-2023

Batch: PGDMM Batch 2022-24

Guest Speaker: Mr. Krishna Raju, Manager

Industry Name: Automation Anywhere

No. of Students attended: 130

## Corporate Talk - An Interactive Session

For PGDMM students from the 2022 batch, a guest lecture was held in Seminar Hall 1 on campus. Dr. Bhaskar Reddy, Academic Director, and Dr. Senniya Mubeen inaugurated the programme. Together with the faculty coordinator Prof. Narayan Prasad, *Marketing Pavilion*, the marketing club of IIBS, organised and carried out the entire event. The club's motto is "Connect with creation." The manager of Automation Anywhere, Mr. Krishna Raju, served as the program's chief guest.



  
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Corporate Talk - An Interactive Session | MBA in Operations Management in Bangalore

Mr. Krishna Raja is the Alumni of IBS and leading the Academic Alliances program and Training partners globally at Automation Anywhere and is based in Bangalore, India. With a real love for sales strategy and a strong focus on customer satisfaction, he has built rewarding partnerships that have benefited business growth and has a proven track record of creating systems that increase revenue. He loves motorcycling, adventure sports, and travel, and he thinks that if we let it, technology may become the "Engine" that propels education forward further and faster than ever.

The speaker expressed his gratitude and happiness at the opportunity to speak with aspiring Corporates and entrepreneurs. He gave a brief introduction and described his two-year journey at IBS to the students. He admitted that despite having many chances with large companies after graduating from IBS, he chose a start-up instead because he thought doing so would allow him to develop and learn more while also better utilizing his strengths and skills sets. The following points were more heavily emphasized throughout the highly participatory session:

  
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# IIBS

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Date: 28-01-2023

Batch: PGDM Batch 2022-24 and PGDM Batch 2021-23

Guest Speaker: Dr. D.S. Yadav

Industry Name: The Fertilizer Association of India

No. of Students attended: 40

### The Fertilizer Orientation Programme

The Fertilizer Orientation Programme was conducted by the Fertilizer Association of India's southern region in collaboration with the GPS Institute of Agricultural Management, Peenya, Bengaluru. The programme was inaugurated by the Dean of GPS institute of Agricultural management at 9:30 AM.

The session started with the speech of Dr. D.S. Yadav who shared his experience in the fertilizer industry and the importance of fertilizers in agriculture, and their roles. The over session went very well and very informative one.

  
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THE FERTILIZER ASSOCIATION OF INDIA  
SCHEME 2016  
in Collaboration with  
**GPS INSTITUTE OF  
AGRICULTURAL MANAGEMENT**  
INDIAN INSTITUTE OF MANAGEMENT - BANGALORE

We are cordially inviting you for the

# FERTILIZER ORIENTATION PROGRAMME

on 28th January 2023 (Saturday)

VENUE: AUDITORIUM, GPSIDAM, PEENYA, BENGALURU.

## PROGRAMME SCHEDULE

08.00 - 08.30	Registration	13.45 - 14.15	Market Development Activities
08.30 - 09.30	Integral Session	14.15 - 14.45	Inventory Management and Warehousing
09.30 - 10.00	Technical Session	14.45 - 15.15	Direct Transfer of Fertilizer Subsidy to Farmers - Issues and Concerns
10.00 - 10.30	Fertilizer Scenario, Policy and its Impact on Soil Health and Balanced Fertilization	15.15 - 15.45	Fertilizer Imports - Operations
10.30 - 11.00	Manufacturing Process of Fertilizers	15.45 - 16.05	Promotional Programmes organized by Fertilizer Industry
11.00 - 11.30	Logistics Operations in Fertilizer Industry - Dealer Net Work Development	16.05 - 16.30	Legal aspects under FOD and EDA for fertilizer marketing and distribution
11.30 - 11.45	Financial Aspects of Marketing	16.30 - 17.00	Valedictory Session and Vote of Thanks
11.45 - 12.00	How Generation Fertilizers - Mono then	17.00 - 17.15	Tea
12.00 - 12.30	Side of Fertilizers through PDS Machines	Note: Certificate of Participation will be issued to all the students who will be attending the programme.	
12.30 - 13.00	Marketing Research and Business Intelligence		
13.00 - 13.45	LUNCH BREAK		

RSVP  
Dr. Prashanth K M  
Mob: 9964043468



**GPS INSTITUTE OF AGRICULTURAL MANAGEMENT**  
81, Indira Institute Complex, Peenya Industrial Estate, Peenya 1 Stage, Bangalore - 560 091.  
T: 003-952 2043 C: 91 73222 51111 E: [info@gpsidam.org](mailto:info@gpsidam.org) [www.gpsidam.org](http://www.gpsidam.org)

*T. Sankar*  
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Bangalore North - 560 052



The main agenda of the orientation programme is to know the scenario of fertilizers, their policy, manufacturing process, logistics operations involved in the fertilizer industry financial aspects, new generation fertilizers like nano fertilizer, inventory management, sales of fertilizer subsidies and legal aspects.

The highlight was on the Market development activities and Direct transfer of Fertilizer Subsidy to farmers. We also learnt about the legal aspects of PCO and ECA for fertilizer marketing and distribution so that it will be useful when we start our distribution centre.

*V. Chaitanya*  
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We were given insights on how the process of fertilizer manufacturing takes place and how to set up the plant and what are all the mandatory things to be taken into consideration under dos and don'ts.

The overall orientation programme was very informative once we came to know about the fertilizer manufacturing process, the operation involved behind the transportation of fertilizers from one place to another (logistics), financial aspects of marketing, new generation fertilizer - nano urea, and the session ended at 05:00 pm. the vote of thanks given by Mr VVN Murthy



13

A handwritten signature in black ink, appearing to read "T. J. Jayaram".

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# IIBS

*Redefining Leading Talents*

475, Muthuguballi, Bangalore North, Jala Hobli, Bangalore - 562157

Date: 24-01-2023

Batch: PGDM 2021-23 Batch and PGDM Batch 2022-24

Guest Speaker: Mr. Raghavendra

Industry Name: MD of Toyota Motors in Saudi Arabia

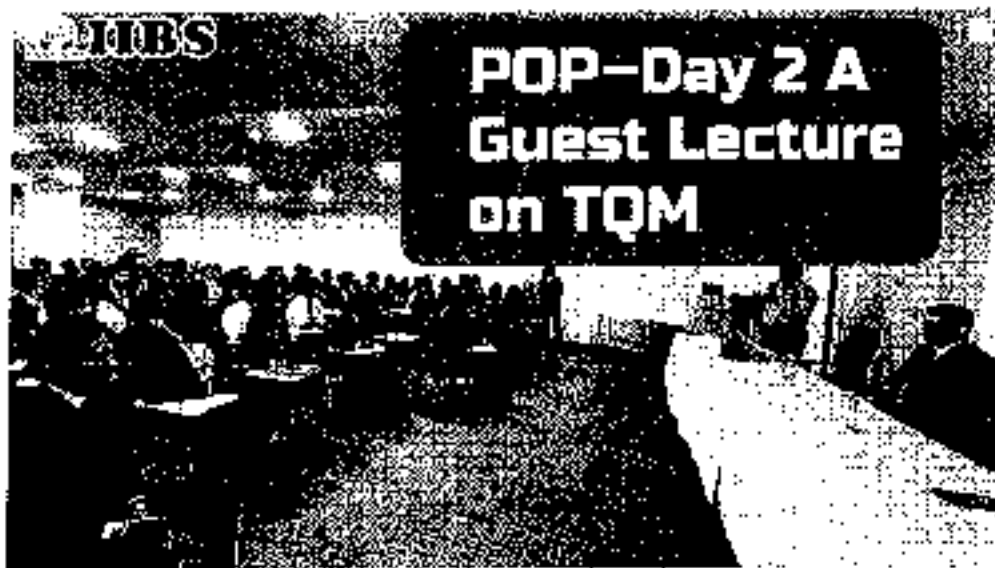
No. of Students attended: 165

Guest Lecture on Total Quality Management

For students in the PGDM 2021 batch and 2022 Batch, a Guest Lecture was held on the second day of the POP Program. The speaker for the programme was Mr. Raghavendra, a former managing director of Toyota Motors in Saudi Arabia, and the topic of the guest lecture was quality management systems.

The speaker has 30 years of quality and operational experience in three multinational corporations, including 10 years as quality and operations manager for General Motors' Delphi Automotive System, 4 years as assistant vice president for the training and implementation of Six Sigma Black Belt and Master Black Belt across GE Business, and 17 years as senior general manager for implementing Lean and Six Sigma in operations across Toyota Distributions.

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He discussed the usage of quality control and quality systems by manufacturing companies all over the world, particularly notably Toyota Motors of Japan. The following QMS subjects were covered by him: TQM, Six Sigma, Kaizen, Kanban, Lean Manufacturing, JIT Management, and QC, SQC, and TQM. By introducing TQM, the speaker enabled the students to re-frame their way of thinking. Consumers are willing to pay more for quality. He has provided an overview of the development of quality by emphasizing Six Sigma and lean sigma.

He's described PDCA. The acronym PDCA (Plan, Do, Check, Act) is related to W. Edwards Deming, who is widely regarded as the originator of contemporary quality assurance.

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Bengaluru No. 6 - 560157

Deming changed PDCA to "Plan, Do, Study, Act" (PDSA) later in his career because he believed that "check" placed more emphasis on inspection than analysis. The know-how transfer process model and other models were made using the PDSA cycle.

Total quality management (TQM) is a broad philosophy that steadily enhances a company's operations. Every employee and business partner participating in the process applies through process analysis to achieve this. TQM is typically implemented at the tactical, front-line level, where production, support staff, and low-level managers play a significant role. Several tools are available to support a TQM endeavor, such as

- Benchmarking
- Failure analysis
- Plan-do-check-act (PDCA) cycle
- Process management
- Product design control
- Statistical process control

A Q&A session followed the presentation to end it. For the senior PGDM students who are about to enter the corporate world, it was a really helpful workshop.

  
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# IIBS

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#75, Muthugudahalli, Bangalore North, Jala Hobali, Bangalore - 562157

Date: 31-08-2023

Batch: PGDM 2021-23 Batch and PGDM Batch 2022-24

Guest Speaker: Mr. Manu P Kulkarni, HR Manager

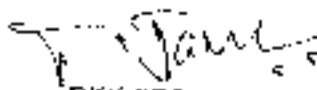
Industry Name: Citizen Bengaluru

No. of Students attended: 45

**Workshop on "Career Opportunities on Automobile Sector for Placement  
Season 2023"**

The IIBS Placement Department organized HR Interaction on Day 4 of the POP programme. The resource person was Mr. Manu P Kulkarni, HR Manager at Citizen Bengaluru. Understanding Career Opportunities In Automobile Sectors With Current Trends in a Market is the main objective of the workshop. Mr. Manu P. Kulkarni has more than 20 years of experience as a human resources manager in the automotive industry. He worked for companies including Nexon, Ford, and Hyundai in the automotive industry.

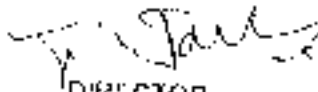


  
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Bengaluru North - 562157



The speaker introduced the automotive industry before discussing the many job roles that are available in this industry. He has described the skill sets needed to succeed in the auto industry. The automotive sectors allow for careful mentoring of recent graduates through their graduate programmes. The automotive industrial sector provides a wide range of internationally recognized job options. The leading position automakers have acquired in providing young graduates with global job prospects is one factor contributing to the industry's lasting popularity. The speaker provided tips and strategies for acing interviews and landing a dream job. He emphasized the necessity to enhance technical, soft, and resume writing skills. He described how to interact with clients and customers. Knowing current events is much more crucial for passing competitive interviews by describing real-world scenarios.

The session was concluded by the speaker informing the students that there are more than 50 openings in companies across various industries for one student. It was a learning session for the students where they learned more about the skill sets needed to pass competitive exams as well as the talents needed in the automotive industry for the placement season of 2023.

  
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# IIBS

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Date: 11-02-2023

Guest Speaker: Vamsi Krishnam Raju (Alumnus)

Batch: PGDM 2022


No. of Students attended: 54

Each alumnus has the chance to engage in a fruitful relationship with the alumnus and the present student who is ready to learn from them about their industry, career path, and outlook. In order to do this, IIBS schedules mentoring by Alumni for the students. For the Management students in the 2022 batch, IIBS placement department has organized an alumni interaction session.



The session began in the lecture hall on February 11th, 2023, in the morning. Mr. Vamsi Krishnam Raju has been invited by the Placement Cell. Prof. Manoranjan, the placement officer, coordinated the session.

The IIBS Alumni Association is presided over by Mr. Vamsi Krishnam Raju. He was a student of the PGDM 2018 class, and after working for a number of companies, he is currently employed at JSW as the City Head of Marketing. The focus of the session was on developing a successful career.


  
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The speaker's talk was quite inspirational. The interaction was created to educate and inspire the students to explore the suitable occupations in a positive manner.



The alumnus shared his IBS journey with the students and educated them about the certifications they must complete in accordance with their areas of concentration, such as finance, marketing, human resources, business Analytics, operations, etc. He assisted the students by answering their questions about internships and jobs, and he also shared some of his experiences with the market conditions and hiring practices now in use by businesses.

The students got a positive push and a confidence boost from this mentoring from alumni. Students also receive better ideas about how to shape their skill sets to accomplish their objectives. A Q&A session and one-on-one interaction marked the session's conclusion. Students participated actively in the programme as seen by the variety and breadth of the questions they asked.

  
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# IIBS

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Date: 01-02-2023

Batch: PGDM Batch 2022-24

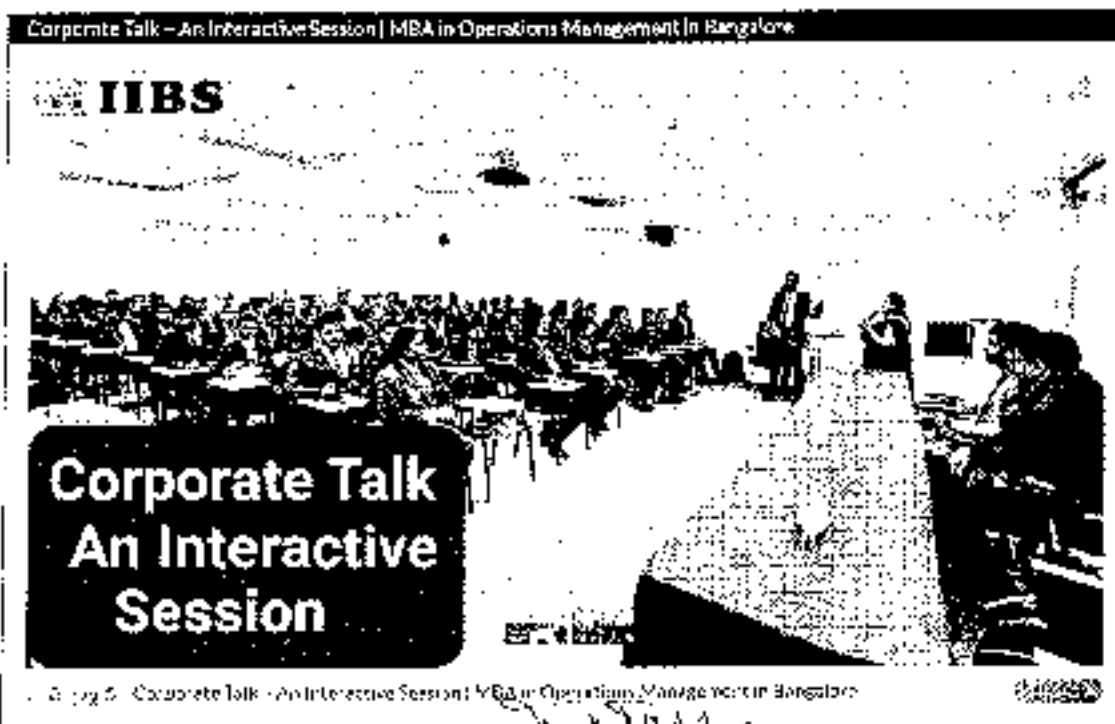
Guest Speaker: Mr. Krishna Raju, Manager

Industry Name: Automation Anywhere

No. of Students attended: 130

## Corporate Talk - An Interactive Session

For PGDM students from the 2022 batch, a guest lecture was held in Seminar Hall I on campus. Dr. Bhaskar Reddy, Academic Director, and Dr. Samiya Muheen inaugurated the programme. Together with the faculty coordinator Prof. Narayan Prasad, *Marketing Pavilion*, the marketing club of IIBS, organised and carried out the entire event. The club's motto is "Connect with creation." The manager of Automation Anywhere, Mr. Krishna Raju, served as the program's chief guest.



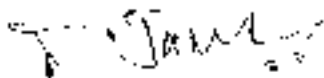
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Bangalore North - 562157



Corporate Talk - An Interactive Session | MBA in Operations Management in Bangalore

Mr. Krishna Raju is the Alumni of IBS and heading the Academic Alliances program and Training partners globally at Automation Anywhere and is based in Bangalore, India. With a real love for sales strategy and a strong focus on customer satisfaction, he has built rewarding partnerships that have benefited business growth and has a proven track record of creating systems that increase revenue. He loves motorcycling, adventure sports, and travel, and he thinks that if we let it, technology may become the "Engine" that propels education forward farther and faster than ever.

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# IIBS

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Date:28-01-2023

Batch: PGDM Batch 2022-24 and PGDM Batch 2021-23

Guest Speaker:Dr. D.S. Yadav

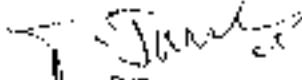
Industry Name: The Fertilizer Association of India

No. of Students attended: 40

### The Fertilizer Orientation Programme

The Fertilizer Orientation Programme was conducted by the Fertilizer Association of India's southern region in collaboration with the GPS Institute of Agricultural Management, Peenya, Bengaluru. The programme was inaugurated by the Dean of G.P.S Institute of Agricultural management at 9:30 AM.

The session started with the speech of Dr D.S. Yadav who shared his experience in the fertilizer industry and the importance of fertilizers in agriculture, and their roles. The over session went were well and very informative one.

  
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THE FERTILIZER ASSOCIATION OF INDIA  
 IN COLLABORATION WITH

GPS INSTITUTE OF  
 AGRICULTURAL MANAGEMENT  
 (BE ANS) (REG. NO. 500015/2015) (A-10) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T) (U) (V) (W) (X) (Y) (Z)

We are cordially inviting you for the

# FERTILIZER ORIENTATION PROGRAMME

on 28th January 2023 (Saturday)

VENUE: AUDITORIUM, GPSIDAM, PEENYA, BENGALURU.

## PROGRAMME SCHEDULE

08.30 - 09.00	Registration	13.45 - 14.15	Market Development Activities
09.00 - 09.30	Inaugural Session	14.15 - 14.45	Inventory Management and Warehousing
09.30 - 10.00	Technical Sessions	14.45 - 15.15	Direct Transfer of Fertilizer Subsidy to Farmers - Issues and Concerns
10.00 - 10.30	Fertilizer Science, Policy and its Impact on Soil Health and Nutrient Fertilization	15.15 - 15.45	Fertilizer Imports - Operations
10.30 - 11.00	Manufacturing Process of Fertilizers	15.45 - 16.05	Promotional Programmes organized by Fertilizer Industry
11.00 - 11.30	Logistics Operations in Fertilizer Industry Dealer Network Development	16.05 - 16.30	Legal aspects under FCD and FCA for fertilizer marketing and distribution
11.30 - 12.00	Financial Aspects of Marketing	16.30 - 17.00	Valedictory Session and Vote of Thanks
12.00 - 12.30	New Generation Fertilizers - Nano Urea	17.05 - 17.35	Tea
12.30 - 13.00	Safe of Fertilizer through P+S Machines		
13.00 - 13.45	Marketing Research and Business Intelligence		
	LUNCH BREAK		

Note: Certificate of Participation will be issued to all the students who will be attending the programme.

RSVP

Dr. Prashanth K M

Mob: 9964043468



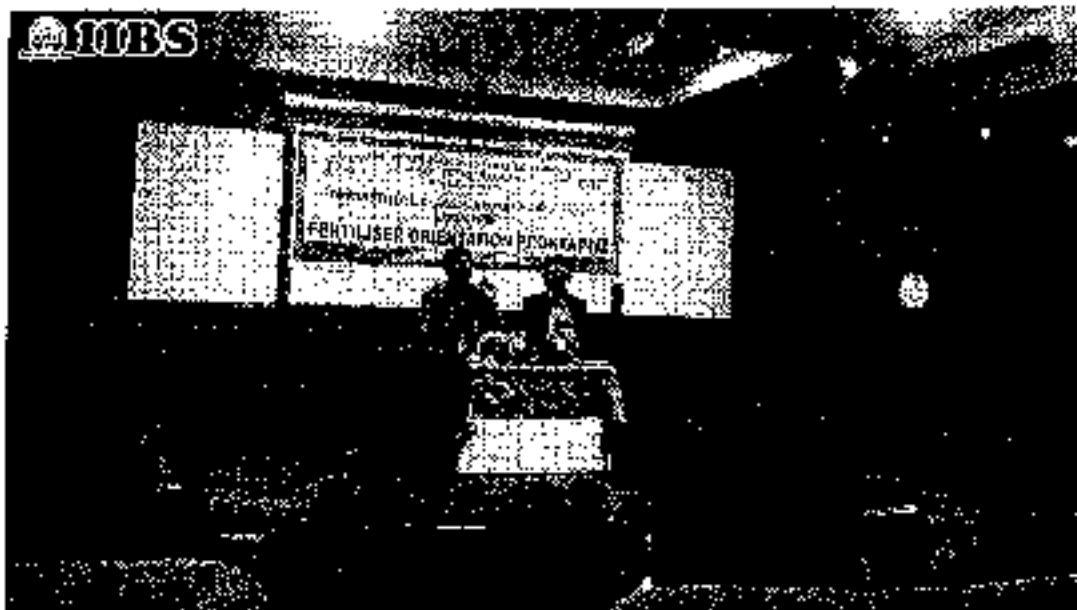
Scan QR code to register

## GPS INSTITUTE OF AGRICULTURAL MANAGEMENT

A1 Techno Park Complex, Peenya Industrial Estate, Peenya, 560010, Bengaluru - 560010.  
 T: 080-2972 1540 E: 011 29222 5111 | Email: [admission@gpsiam.ac.in](mailto:admission@gpsiam.ac.in) | [www.gpsiam.ac.in](http://www.gpsiam.ac.in)


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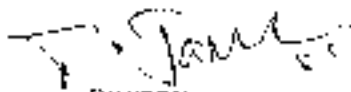
The main agenda of the orientation programme is to know the scenario of fertilizers, their policy, manufacturing process, logistics operations involved in the fertilizer industry financial aspects, new generation fertilizers like nano fertilizer, inventory management, sales of fertilizer subsidies and legal aspects.

The highlight was on the Market development activities and Direct transfer of Fertilizer Subsidy to farmers. We also learnt about the legal aspects of FCO and FCA for fertilizer marketing and distribution so that it will be useful when we start our distribution centre.

  
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We were given insights on how the process of fertilizer manufacturing takes place and how to set up the plant and what are all the mandatory things to be taken into consideration under dos and don'ts.

The overall orientation programme was very informative once, we came to know about the fertilizer manufacturing process, the operation involved behind the transportation of fertilizers from one place to another (logistics ), financial aspects of marketing, new generation fertilizer -nano urea, and the session ended at 05.00 pm, the vote of thanks given by Mr V.V.N Murthy.

  
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# IIBS

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Date: 24-01-2023

Batch: PGDM 2021-23 Batch and PGDM Batch 2022-24

Guest Speaker: Mr. Raghavendra

Industry Name: MD of Toyota Motors in Saudi Arabia

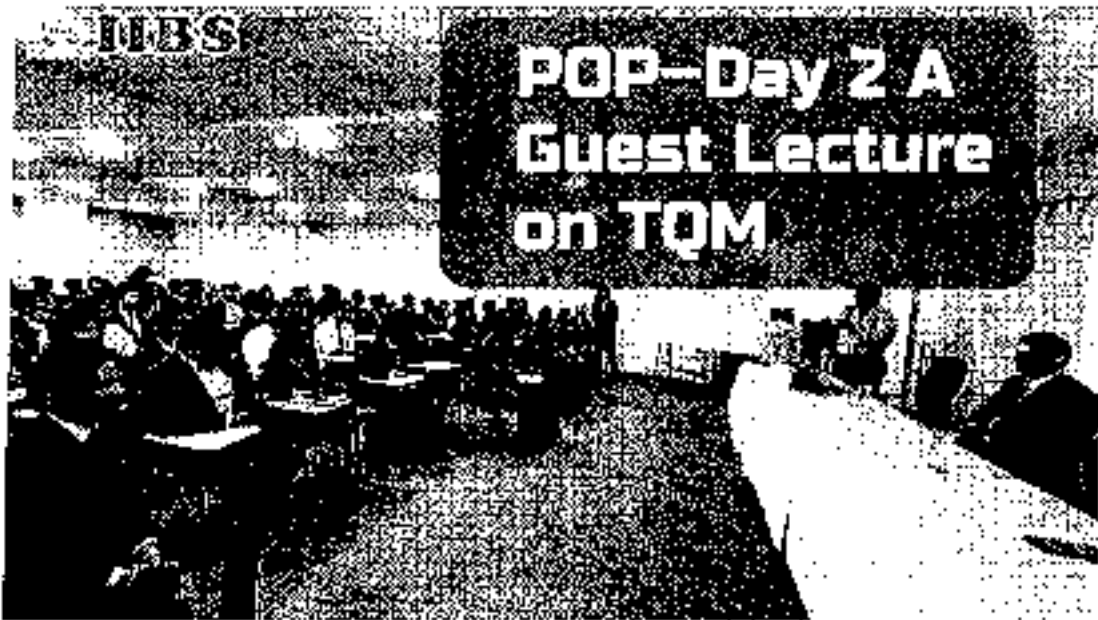
No. of Students attended: 165

### Guest Lecture on Total Quality Management

For students in the PGDM 2021 batch and 2022 Batch, a Guest Lecture was held on the second day of the POP Program. The speaker for the programme was **Mr. Raghavendra**, a former managing director of Toyota Motors in Saudi Arabia, and the topic of the guest lecture was quality management systems.

The speaker has 30 years of quality and operational experience in three multinational corporations, including 10 years as quality and operations manager for General Motors' Delphi Automotive System, 4 years as assistant vice president for the training and implementation of Six Sigma Black Belt and Master Black Belt across GE Business, and 17 years as senior general manager for implementing Lean and Six Sigma in operations across Toyota Distributions.

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He discussed the usage of quality control and quality systems by manufacturing companies all over the world, particularly notably Toyota Motors of Japan. The following QMS subjects were covered by him: TQM, Six Sigma, Kaizen, Kanban, Lean Manufacturing, JIT Management, and QC, SQC, and TQM. By introducing TQM, the speaker enabled the students to re frame their way of thinking. Consumers are willing to pay more for quality. He has provided an overview of the development of quality by emphasizing Six Sigma and lean sigma.

He's described PDCA. The acronym PDCA (Plan, Do, Check, Act) is related to W. Edwards Deming, who is widely regarded as the originator of contemporary quality assurance.


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Deming changed PDCA to "Plan, Do, Study, Act" (PDSA) later in his career because he believed that "check" placed more emphasis on inspection than analysis. The know-how transfer process model and other models were made using the PDSA cycle.

Total quality management (TQM) is a broad philosophy that steadily enhances a company's operations. Every employee and business partner participating in the process applies thorough process analysis to achieve this. TQM is typically implemented at the tactical, front-line level, where production, support staff, and low-level managers play a significant role. Several tools are available to support a TQM endeavor, such as

- Benchmarking
- Failure analysis
- Plan-do-check-act (PDCA) cycle
- Process management
- Product design control
- Statistical process control

A Q&A session followed the presentation to end it. For the senior PGDM students who are about to enter the corporate world, it was a really helpful workshop

  
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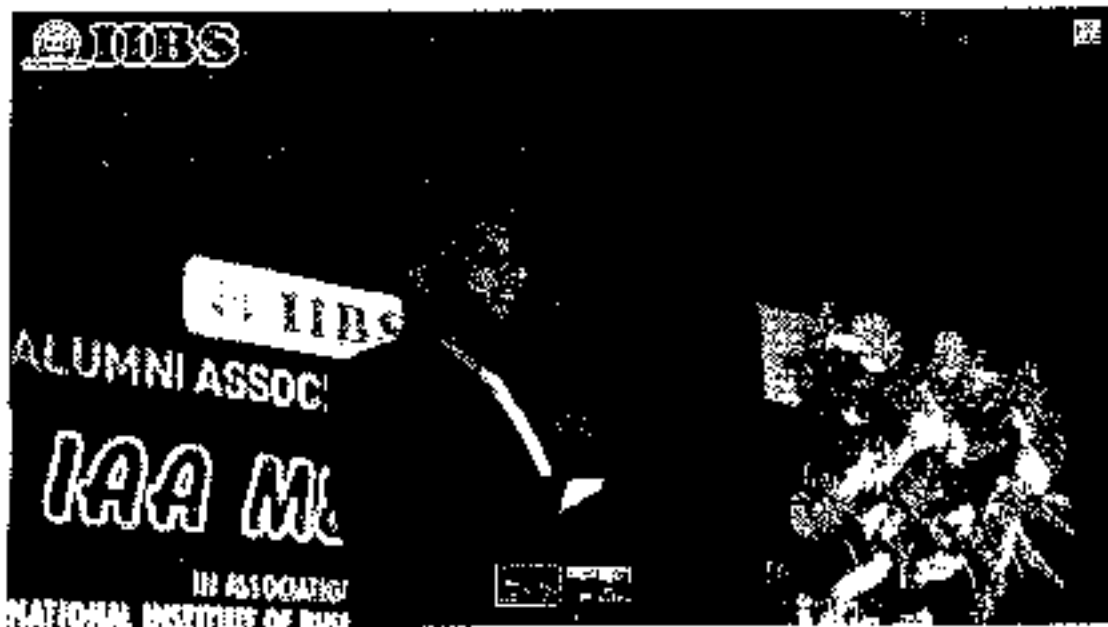
Date: 11-02-2023

Guest Speaker: Vamsi Krishnam raju (Alumnus)

Batch: PGDM 2022

No. of Students attended: 54

Each alumnus has the chance to engage in a fruitful relationship with the alma mater and the present student who is ready to learn from them about their industry, career path, and outlook. In order to do this, IIBS schedules mentoring by Alumni for the students. For the Management students in the 2022 batch, IIBS placement department has organized an alumni interaction session.



The session began in the lecture hall on February 11th, 2023, in the morning. Mr. Vamsi Krishnam Raju has been invited by the Placement Cell. Prof. Manurajjan, the placement officer, coordinated the session.

  
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The IBS Alumni Association is presided over by Mr. Vamsi Krishnam Raju. He was a student of the PGDM 2018 class, and after working for a number of companies, he is currently employed at JSW as the City Head of Marketing. The focus of the session was on developing a successful career.

The speaker's talk was quite inspirational. The interaction was created to educate and inspire the students to explore the suitable occupations in a positive manner.



The alumnus shared his IBS journey with the students and educated them about the certifications they must complete in accordance with their areas of concentration, such as finance, marketing, human resources, business Analytics, operations, etc. He assisted the students by answering their questions about internships and jobs, and he also shared some of his experiences with the market conditions and hiring practices now in use by businesses.

The students get a positive push and a confidence boost from this mentoring from alumni. Students also receive better ideas about how to shape their skill sets to accomplish their objectives. A Q&A session and one-on-one interaction marked the session's conclusion. Students participated actively in the programme as seen by the variety and breadth of the questions they asked.

  
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# IIBS

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## Guest Lecture on : Restrictions to Nutrient Use in Organic Farming and Certification & Export Procedure

**Date : 20-03-2024**

**Time : 11AM to 1PM**

**CHIEF PATRON :**

**Dr. Tripuraneni Jaggaiah**  
Principal & Director -IIBS



**Event Co -Ordinator's**  
**Agri Club**

**Resource Person:**

**ANIL KUMAR GAJAGA KRISHNAPPA**  
Manager - Projects  
International Competence Centre for  
Organic Agriculture (ICCOA), Bengaluru,  
India

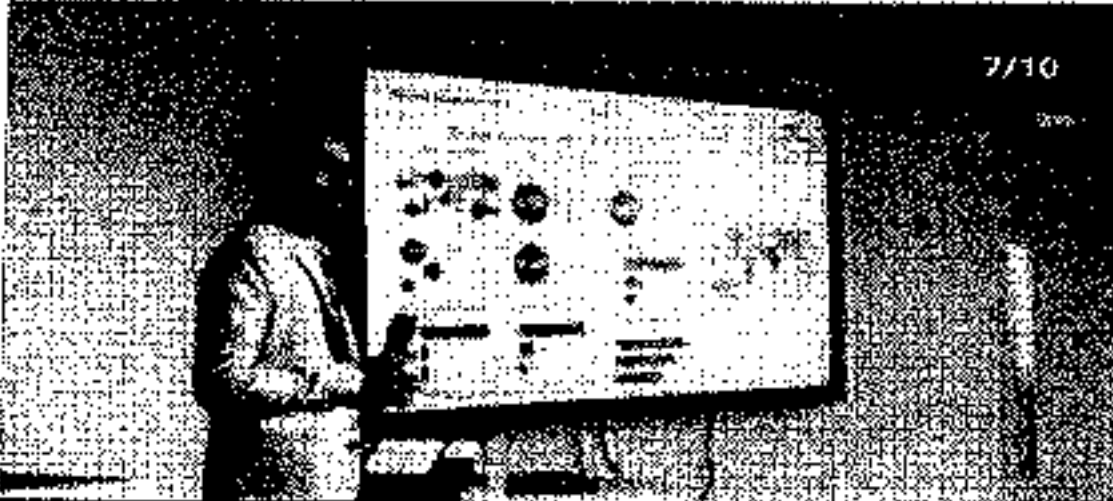
**Venue:**

**IIBS Seminar hall -1**


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Bengaluru, North - 562157



5/10



7/10



### Global Trends in Organic Industry

**6 Features of Organic 3.0**

- 1. Sustainability of resources
- 2. Better products
- 3. Transparency & traceability
- 4. Better employment
- 5. Health and safety


Project 10000 min

↓

Project 10000 min

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 475 Midnapore St., 7th Fl.,  
 Bangalore 560 025

Topic: Restrictions to Nutrient use in Organic Farming and Certification A typical procedure

Date: 20th March 2024

Time: 11 AM to 1 PM

Venue: IIBS Airport Campus.

We'll be sharing you the local on on whatsapp to reach our college.

**Mangala V Reddy**

Assistant Professor

International Institute of Business Study



Airport Campus, Kothaguda Road

Bengaluru - 562157

*Mangala V Reddy*  
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Anil Kumar Gajaga Krishnappa is a dedicated professional with a strong background in agricultural sciences. He completed his Masters in Agricultural Sciences in Tropics and Subtropics from the University of Hohenheim, Germany, where he was honored with the prestigious Prebuddha Overseas Scholarship, sponsored by the Ministry of Social Welfare, Govt. of Karnataka, India. Anil's academic excellence was further recognized with the Best College President Award by the All India Agricultural Student Association (AIASA) for his remarkable leadership while serving as the College President during his undergraduate years at the University of Agricultural Sciences Bangalore.

Anil's professional journey has taken him across international borders, where he has contributed significantly in various projects aimed at promoting sustainable agriculture. As the Manager - Projects at the International Competence Centre for Organic Agriculture (ICCOA) in Bengaluru, India, Anil plays a pivotal role in overseeing initiatives focused on advancing organic farming practices. His stint as an Interim Project Coordinator at IFDAM Organics International in Bonn, Germany, allowed him to delve deeper into capacity development projects, demonstrating his versatility and adaptability in different organizational contexts. Furthermore, Anil's hands-on experience as a Master Trainee at the Research Institute of Organic Agriculture (FiBL) in Frick, Switzerland, equipped him with valuable insights into farming system comparison trials and data-driven approaches to improve livestock breeding goals. His master's thesis, conducted in collaboration with the International Livestock Research Institute and Prabhat Dairy Pvt. Ltd, India, emphasized the significance of data and digitization in enhancing animal breeding practices and fostering sustainable growth in the Indian dairy sector.

Beyond his professional endeavours, Anil has consistently demonstrated his commitment to community service through various leadership roles and volunteer activities. His engagement as a Cabinet Member of the International Cooperation Cell at AIASA and as a Deputy Student Member of the Student Parliament at the University of Hohenheim reflects his dedication to fostering collaboration and driving positive change within academic and international cooperation spheres. With a blend of academic achievements, international exposure, and a passion for sustainable agriculture, Anil Kumar Gajaga Krishnappa stands poised to make impactful contributions to the advancement of agricultural practices and rural development initiatives.

  
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## Industrial Expert Guest Lecture Report

**Title:** Enhancing Digital Marketing ROI Through Market Intelligence

**Date:** 8th June 2024

**Time:** 10:30 AM to 12:30 PM

**Venue:** HBS Seminar Hall - 1

**Guest Speaker:** Dr. Nidhi Verma, Market Intelligence Analyst at Osser, New Delhi

**Audience:** PGDM Students

### Event Coordination:

- Dr. Trijurneni Jaggaiah, Academic Director
- Dr. Kethan M. IQAC Coordinator
- Dr. Arun, PGDM Coordinator (Unaffiliated)
- Prof. Shrinidhi V S (Organizer)

### Introduction

The Industrial Expert Guest Lecture titled "Enhancing Digital Marketing ROI Through Market Intelligence" was conducted at HBS Seminar Hall - 1 on 8th June 2024. The lecture was delivered by Dr. Nidhi Verma, a renowned Market Intelligence Analyst at Osser, New Delhi. This session was organized specifically for PGDM students to impart knowledge on the significance of market intelligence in optimizing digital marketing returns on investment (ROI).

### Guest Speaker Profile

Dr. Nidhi Verma is an accomplished Market Intelligence Analyst at Osser, New Delhi. With her extensive experience in market intelligence and digital marketing strategies, Dr. Verma has significantly contributed to strategic decision-making and marketing optimization. Her expertise in data analytics, consumer behavior analysis, and market trend analysis has established her as a notable expert in the field of digital marketing.

### Session Overview

The session began at 10:30 AM with an introduction by Dr. Arun, PGDM Coordinator, who welcomed Dr. Nidhi Verma and provided an overview of her professional background and the relevance of the topic to the students.

### Key Highlights of the Lecture:

- 1. Understanding Market Intelligence:**
  - Dr. Verma explained the concept of market intelligence and its critical role in shaping digital marketing strategies. She emphasized the need for accurate data collection and analysis to understand market dynamics and consumer behavior.
- 2. Optimizing Digital Marketing ROI:**
  - She highlighted how leveraging market intelligence can significantly enhance digital marketing ROI. By utilizing data-driven approaches, businesses can

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make informed decisions, target the right audience, and optimize their marketing efforts.

**3. Tools and Techniques:**

- o Dr. Verma discussed various tools and techniques used in market intelligence, such as competitive analysis, customer segmentation, and trend analysis. She demonstrated how these tools can be applied to gather actionable insights and improve marketing performance.

**4. Case Studies and Real-World Examples:**

- o To provide practical insights, Dr. Verma presented several case studies where market intelligence played a crucial role in boosting digital marketing ROI. These real-world examples helped students understand the practical applications of theoretical concepts.

**5. Interactive Q&A Session:**

- o The lecture concluded with an engaging Q&A session. Students actively participated, asking questions related to market intelligence, digital marketing strategies, and career advice. Dr. Verma addressed each query with detailed explanations and valuable insights.


**Conclusion**

The guest lecture was a resounding success, providing PGDM students with a comprehensive understanding of how market intelligence can enhance digital marketing ROI. Dr. Nidhi Verma's expertise and engaging presentation style kept the audience captivated throughout the session. The event was instrumental in bridging the gap between academic knowledge and industry practices.

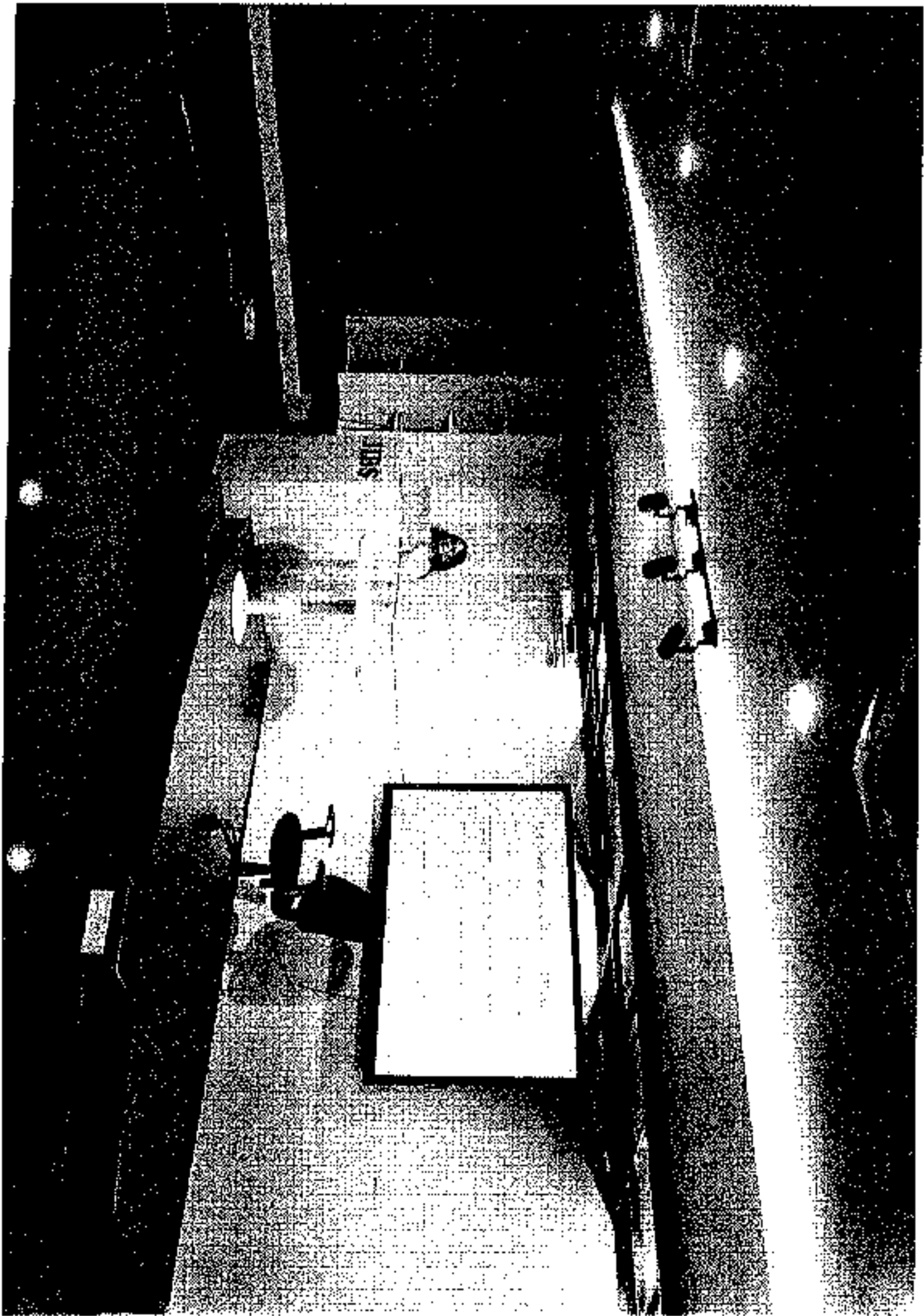
Dr. Kethan M. IQAC Coordinator, and Dr. Trijanneni Jaggaiah, who were present in the session, expressed their gratitude to Dr. Verma for sharing her valuable knowledge and experience. They also acknowledged the efforts of Dr. Arun in coordinating the event and ensuring its smooth execution.

Prof. Shrinidhi V S, the organizer of the event, concluded the lecture with a vote of thanks, leaving the students motivated and better equipped to apply market intelligence in their future careers.

**Report Prepared by: Prof. Shrinidhi V S**  
Assistant Professor, HBS College Bangalore

  
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# Digital Marketing : Return on Investment through Market Intelligence



Presented By:

Dr. Nidhi Verma

IIBS

*7.5 Jan 1971*

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## Awareness Programme on **INNOVATION AND ENTREPRENEURSHIP**

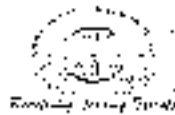
15<sup>th</sup> & 16<sup>th</sup> May 2024, 10.00: Seminar Hall I, IIBS



International Institute of Business Study, Bangalore, in collaboration with NSIC, is hosting a spectacular two-day event, Awareness Programme on Innovation and Entrepreneurship on 15<sup>th</sup> and 16<sup>th</sup> May 2024 at Seminar Hall I, IIBS. The main objective of the event was to create awareness among the students about various facts of entrepreneurship and also to educate the participants on entrepreneurship as an alternative career option.

*S. Devi*  
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## Awareness Programme on **INNOVATION AND ENTREPRENEURSHIP**

15<sup>th</sup> & 16<sup>th</sup> May 2024: 10:30: Seminar Hall I, IIBS

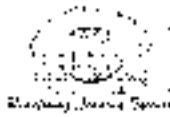
The event was presided over and inaugurated by Dr. T. Jaggiah, Director and Principal-IIBS. In his address, he mentioned various superlatives of India about entrepreneurship and how students can crack those opportunities and convert their ideas into startups. We firmly believe that India will develop all the requisite national strengths that will make it a leading power in the times to come, stated Dr. T. Jaggiah.

The Guests for the event were Mr. T. MUTHUKUMARAN, Deputy Manager (Tech) &amp; Certified Energy Auditor-NSIC-Technical Services Centre (A Govt. of India Enterprise Under Ministry of MSME), Hyderabad, Mr. G. Vasu, Consultant - NSIC-Technical Services Centre, Dr. M. Kethan, Director - PGDM, Dr. A. Arunkumar, Coordinator - PGDM and Dr. A. Jayappan, Convener Incubation Centre and Institute's Innovation Council (IIC-IIBS) were also present at the event. A total of 250 participants took part in the event.

### Plenary Session I: Introduction to NSIC and Schemes for MSMEs and Startups

"There are many ecosystem enablers that are working for developing and creating awareness about entrepreneurship and NSIC is one of them. When you have new technologies that come up, they create a disruption that creates an opportunity for new players to enter and grow. NSICs provide a comprehensive range of services and support mechanisms are instrumental in addressing the diverse needs of MSMEs. By facilitating access to finance, technology, markets, and skilled manpower, NSIC plays a pivotal role in enhancing the competitiveness and sustainability of MSMEs, thereby contributing significantly to economic growth and employment generation in India. Mr. T. MUTHUKUMARAN, Deputy Manager (Tech) & Certified Energy Auditor-NSIC-Technical Services Centre, Hyderabad while addressing the session on Introduction to NSIC and Schemes for MSMEs and Startups.

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## Awareness Programme on **INNOVATION AND ENTREPRENEURSHIP**

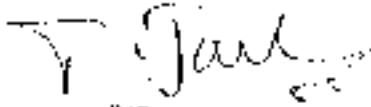
15<sup>th</sup> & 16<sup>th</sup> May 2024; 10:00: Saturday Hall I, IIBS

### **Session II- Motivation, Qualities and Factors, Barriers to becoming an entrepreneur**

Becoming an entrepreneur involves a combination of motivation, inherent qualities, supportive factors, and overcoming significant barriers. Understanding these aspects can help aspiring entrepreneurs prepare better and increase their chances of success in the competitive business landscape said Mr. G. VASU, Consultant, NSIC Hyderabad while addressing the session on Introduction to NSIC and Schemes for MSMEs and Startups

### **Conclusion**

The Entrepreneurship Awareness Programme by NSIC was a resounding success, achieving its goal of inspiring and equipping aspiring entrepreneurs with the necessary knowledge and tools. The positive feedback and active engagement from participants underscored the programme's impact. IIBS plans to continue such initiatives to support and nurture the next generation of entrepreneurs.

  
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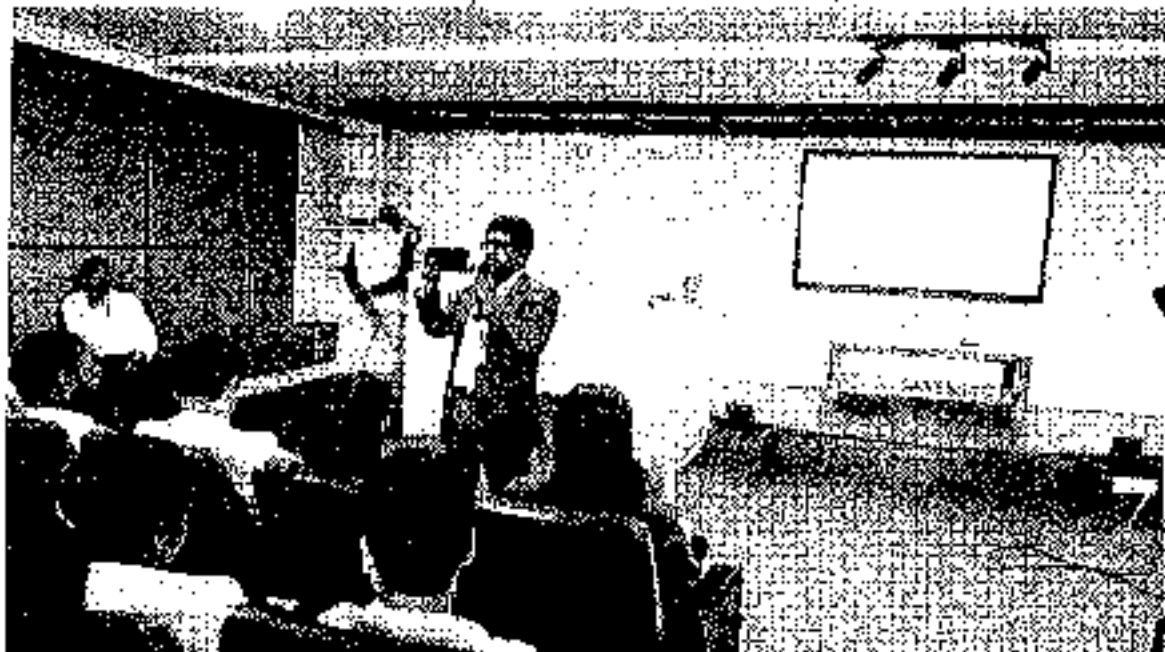
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## Awareness Programme on **INNOVATION AND ENTREPRENEURSHIP**

15<sup>th</sup> & 16<sup>th</sup> May 2024, 10:00, Seminar Hall I, IIBS



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## Awareness Programme on **INNOVATION AND ENTREPRENEURSHIP**

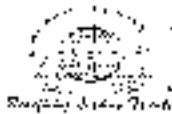
15<sup>th</sup> & 16<sup>th</sup> May 2024, 10:00: Seminar Hall 1, IIBS

### Programme Schedule

#### INAUGURATION

10. 00 - 10. 05 hrs	Welcome Address	Dr. A. Arunkumar Co-coordinator - PGDM
10. 05 - 10. 10 hrs	Thematic Address	Dr. M. Kethan Coordinator - PGDM
10. 10 - 10. 15 hrs	Presidential Address	Dr. Jay Prakash Chairman - IIBS
10. 15 - 10. 20 hrs	Inaugural Address	Dr. T. Jaggalah Director and Principal- IIBS
10. 20 - 10.25 hrs	Special Address	Mr. T. MUTHUKUMARAN Deputy Manager (Tech) & Certified Energy Auditor- NSIC-Technical Services Centre (A Govt of India Enterprise Under Ministry of MSME), Hyderabad- 62
10. 25 - 10. 30 hrs	Keynote Address	Mr. G. Vasu Consultant - NSIC-Technical Services Centre (A Govt of India Enterprise Under Ministry of MSME), Hyderabad- 62
10. 30- 10.35 hrs	Vote of Thanks	Dr. A. Iyappan

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## Awareness Programme on **INNOVATION AND ENTREPRENEURSHIP**

15<sup>th</sup> to 16<sup>th</sup> May 2024: 10:00: Seminar - Hall 1, IIBS

		Convener- Incubation Centre and Institute Innovation Council (IC-IIBS)
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10.35- 10.45 hrs **Tea Break**

10.45 - 12.00 hrs	Session on "Introduction to NSIC and Schemes offered by Mr. T. MUTHUKUMARAN
12.00 - 13.00 hrs	Session on "Motivation, Qualities and Factors, Barriers to become an entrepreneur" by Mr. G. VASU
13.00 - 14.00 hrs	Lunch Break
14.00 - 15.00 hrs	Startup Fund Skills by Mr. G. VASU
15.00 - 15.15 hrs	Tea Break
15.15 - 16.15 hrs	Startup Success Story by Mr. T. MUTHUKUMARAN
16.15 - 17.00 hrs	MSME / Udyam Registration Process
17.00 - 17.05 hrs	National Anthem



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*Redefining Leading Talents*

# IIBS

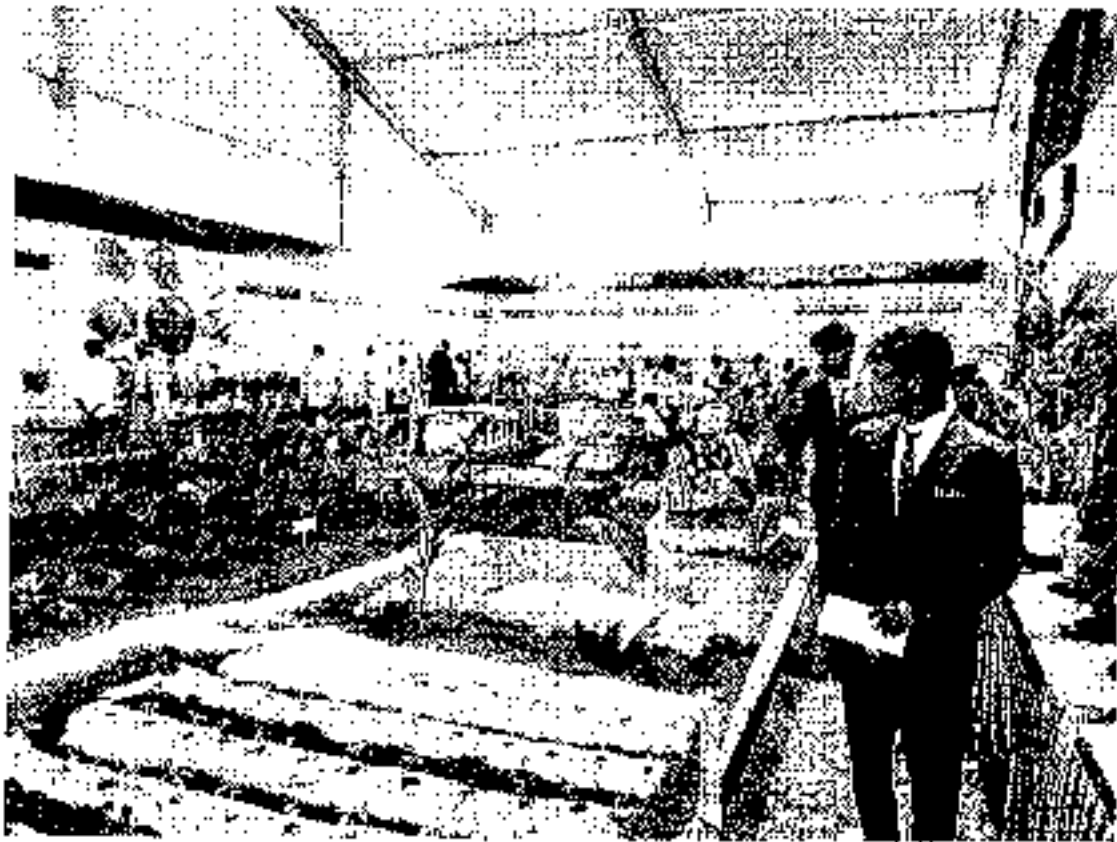
**Report of the visit of PGDM section 'A' and section 'B' to  
KRISHIMELA-2022 at University of Agricultural Sciences(UAS),  
GKVK, Bengaluru on 3<sup>rd</sup> and 4<sup>th</sup> of November 2022  
(From 10.30 AM to 3.00 PM)**

The University of Agricultural Sciences, Bengaluru in collaboration with the Government, private and public sector units, was organized Krishimela from 3<sup>rd</sup> to 6<sup>th</sup> November, 2022 at GKVK campus Bengaluru. As part of this mega event, Agricultural Exhibition will be held to showcase the latest technologies of agriculture and allied areas for the benefit of the farming community.

It provides an opportunity for research and development institutes, development departments, agricultural universities, agri input agencies, premier seed companies, agricultural machinery manufacturer, animal husbandry sector, Agri entrepreneurs, publishers related to agriculture and NGOs striving for the rural livelihood to showcase their technologies, activities and products to the farming community visiting from different parts of Karnataka and neighbouring states. Honourable Ministers, policy makers, CEOs, NGOs, Extension personnel and general public will be visiting the exhibition.



*P. C. RAMESH*  
P. C. RAMESH, IIBS  
405/4A/1, 1st Floor, 4th Stage  
Bengaluru South - 562157



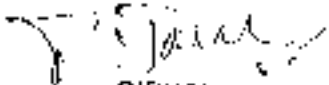
This year, UAS had focused on 'Startups in agriculture'. The main attraction of the mela this year was nearly thirty businesses in industries such as food processing, tissue culture, crop protection, precision agriculture, Agri-drones, Marketing and supply chain. Over 1.5 lakh visitors went to learn about the latest innovations in agriculture.

The topic of 'Innovation in Agriculture' for Kishki Mela 2022 was highly acknowledged, with exhibitors presenting various technology. In locations where electricity is only available for a few hours or not at all, solar-powered inverters and water pumping devices can be very beneficial to farmers. South India is also seen for its adoption of drones in the agro-industry for the 2022 budget.

Boogle Agritech, a firm located in Bangalore, has been renting out drones for mapping, surveying, image processing, as well as analyzing crop health, crop count and yield.

IIBS, PCDM students visited various stalls of agriculture and allied areas and interacted with Agro-Industry experts. Students have got the exposure to the latest agricultural technologies, Agri-startups, role of Agripreneurs.

Faculty Coordinators:

  
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4/25, 4th Floor, 100 Feet, Jyoti Hotel  
Channarayana Nagar - 562157

3<sup>rd</sup> Nov, 2022

1. Dr. G.N. Nagaraja
2. Prof. Archana Y.C.

4<sup>th</sup> Nov, 2022

1. Prof. Narayan Prasad
2. Prof. Mangala V Reddy

( )

( )

  
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#75 Mahatma Jyoti Ba. Jala Hosa,  
Bengaluru North - 562157





# IIBS

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DATE: 24-11-2022

## ATTENDANCE SHEET FOR INDUSTRIAL VISIT - YUKEN INDIA PVT. LTD

SL. NO.	NAME OF THE STUDENT	CONTACT NUMBER
1	Abhishek Srivastava	7610069213
2	Adarsh Meghana	9493837949
3	Akshay Chhonker	9520285051
4	Aniket Sarkar	7980866183
5	Anireddy Harshavardhan Reddy	8346038262
6	Anshuman Singh Choudhan	7357779666
7	Arunj Gupta	7357511998
8	Anurag Mishra	8603722418
9	Ayala Kothari	9109939866
10	Ariha Khan	8617609012
11	Ashutosh Kumar	7677753520
12	Ashwin Kathari	6240569460
13	Apushi Makwanz	9669039503
14	Bandamkuri Jaswanth Reddy	6303173802
15	Balka Kranthi Kumar	7674977061
16	Chegireddy Rameshreddy	8638009687
17	Chennamareddy Gari Chakrabhar Reddy	7981927866
18	Dampeta Aravind Yadav	9382489843
19	Deepak Kumar	6203230799
20	Devarakonda Venkata Datta Phaniadri	91140590836
21	Duggishetty Archana	8297998414
22	Gaikwad Raseshwari Dnyaneshwar	9021365741

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#11, 12th Floor  
Chennai, India - 600017

SL.NO.	NAME OF THE STUDENT	CONTACT NUMBER
23	Ganesh Varun Vikas	8600811919
24	Harshit Aggarwal	0130211212
25	Jogadenu Sai Vishnu Dileep	8208377483
26	Romil Sharma	7278226382
27	Madia Vamsi Krishna	6301568017
28	Mansi Singh	7985852771
29	Master Kislay	8178105407
30	Mavireddy Bhavana	6300929433
31	Milind Choudhary	8428183687
32	Mridul Jain	9131259069
33	Muskan Sharma	6201488274
34	Naragureddy Siva Reddy	7780434028
35	Niharika Choudhary	7063932623
36	Nisarg Jain	8889929051
37	Nossani Suresh Reddy	7013721990
38	Paras Mittal	8527041713
39	Parth Budhia	9176033935
40	Praanesh Gopalkrishna Hegde	8762150192
41	Pranjal Gupta	6203612025
42	Prithviraj B	7829254487
43	Rahul Karwa	7004339770
44	Reichandani Devansh Ravindra	9284511202
45	Ravipati Venkata Ranga Reddy	9177583496
46	Sagar Dhangra	9711937604
47	Sakshi Shreya	6205972958
48	Sanjana Verma	9690930816
49	Sanjay Pradhan	9717313425
50	Sara Pavar Kumar Goyal	9603691620
51	Saurabh Kumar Singh	7014212319

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 279/10/1, Sector 10, Gurgaon,  
 Haryana, India - 122001

SL. NO.	NAME OF THE STUDENT	CONTACT NUMBER
52	Shriya Kumari	7541931765
53	Sirianshi Singh	9109578438
54	Shruti Mishra	9696322538
55	Shuvrodeep Pal	7278367761
56	Prishya Srivastava	6205396467
57	Sumadha Neogi	7044887072
58	Suruchi Singhal	7742250739
59	Syed Hamera Banu	8186819774
60	Syed Khasim Baba	9182360357
61	Tirthankar Gansh	9748576399
62	Utkarsh Lawabla	8690262277
63	Vaibhav Pandey	8797530920
64	Vandgalli Lakshminarayana Bharathkumar	6305021653
65	Van parla Syed Avil	7032740427
66	Vennisetty Abhay	9391627476
67	Vissamsetty Venkata Dhana Lakshmi	6305246485
68	Y Abdulash Reddy	6302891775
69	Yemireddy Anasha Reddy	8309974817

Dr. Samiya Mubeen  
Principal

Prof. Kuldeep Sharma  
Director

*T. J. J.*

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Training of P.T. - 5 - 20/01/2000  
 28/2/22

Industrial visit to S.F.P.T.

Prof. D. Anant f. Prof. G. Karanada

Sl. No.	Name	Roll No.
1.	Devansh Kanchandani	
2.	Tirumalesh Babu	
3.	Acharya Duggishetty	
4.	Kabul Karwa	
5.	Anubhan Singh Choudhary	
6.	M. S. Reddy	
7.	Ashwika	
8.	Ajaya	
9.	Master	
10.	Chinnava	
11.	Sakshi	
12.	Srinidhi	
13.	Mansi	
14.	Anurag	
15.	Bhara	
16.	Sanjana	
17.	A. S. Anwar	
18.	Anusha	
19.	Bhishali	
20.	Ravi	
21.	Harsha	
22.	Siva	
23.	M. S. Reddy	
24.	Bhishali	
25.	Ranga	
26.	Parth	
27.	Abhinav	
28.	Pallabangal	
29.	Parth	
30.	Vaibhav	
31.	Akshay	
32.	Prithvi	
33.	Deepak	
34.	Pharandora	
35.	Sanjay	
36.	Harshit	
37.	Brajesh	

Prof. D. Anant  
 Prof. G. Karanada




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 Bangalore - 560027



# Industrial - Agri Business Visit - Exhibition

26/08/2022

Expt. No.	Attendance	Date	Page No.
1.	Archana Duggishetty	26/8/22	
2.	Khalim Baba		
3.	Anusha Reddy		
4.	Akhay		
5.	Phasindra		
6.	Shiva		
7.	visbanu		
8.	Ashwanth		
9.	Rasheem		
10.	Sanjana		
11.	Sriyanshi		
12.	Pavani		
13.	Rahul		
14.	Mansi		
15.	Anshuman		
16.	Milind		
17.	Shruvank		
18.	Bharat		
19.	Jashwanth		
20.	Arifa		
21.	Sumudha		
22.	Sanjay		
23.	Abhishek		
24.	Apala		
25.	Niharika		
26.	Aarika		
27.	Sagar		
28.	Saurabh		
29.	Kamal		
30.	Pranjal		
31.	Devanshi		
32.	Akhilash		
33.	Kranthi		
34.	Ramesh		
35.	Ranga		
36.	Arunod		
37.	Suresh		
38.	Meghana		
39.	Dhanalakshmi		
40.	Prajnesh		
41.	Nisarg		
42.	Akhay		
43.	Mridul		
44.	Tirthankar		
45.	Hemera		
46.	Parth		
47.	Valishan		
48.	Arunj		
49.	Muskan		
50.	Harshit		
51.	Master		
52.	Shruthi		
53.	Deepak		
54.	Sakshi		

  
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 Bengaluru North - 562157

Teacher's Signature

S.No	Name	Mobile	Sign
1	V.S. ADHI	9842740127	Adhi
2	B. Jaganatha Reddy	6503175802	Jagan
3	Vijaya Bhavathi Kumari	6305027653	Bhavathi
4	Atyasha Jagananna	9842740127	Jagan
5	Ranjay Prudhyan	9718313425	Ranjay
6	Manu	9718604212	Manu
7	Sanjay Prudhyan	9842740127	Sanjay
8	A. Kiran	9842740127	Kiran
9	V. Dhana Lakshmi	9842740127	Dhana
10	S. Lakshmi Reddy	9842740127	Lakshmi
11	K. Lakshmi Reddy	9842740127	Lakshmi
12	M. Kumar Prudhyan	9842740127	Kumar
13	A. Prudhyan	9842740127	Prudhyan
14	Dr. Prudhyan	9842740127	Prudhyan
15	Dr. Prudhyan	9842740127	Prudhyan

Subject : Weekly visit Attendance report.

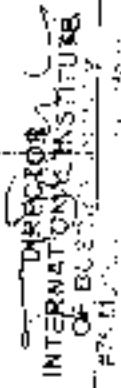
Date 19/7/2022

Co-ordinated by : Prof. Nagaraj F. Srinivasan.

# Winery Industrial visit, 19.07.22 Grover Zafrpa Vineyards

S.NO	Subm't Date	Name	Gender	E-Mail	Mobile Number	Are you 21 years old?	Mode of transport to Grover Zafrpa Vineyards.	Share your learning experience in less than 100 words.
1	26-07-2022	Ayushi Makwana	Female	makwanayushi250@gmail.com	9869038503	Yes	College Bus	It was a great experience visiting Grover Zafrpa vineyards as it was my first time visiting any vineyard because being a non alcoholic person. Never thought of that there I learned about the various process which was very knowledgeable and also we got the opportunity to taste it that was a great great experience.
2	26-07-2022	Sagar Dhingra	Male	sagardhingra420@gmail.com	9711937604	Yes	College Bus	I had learnt lot about wine that now wine is made and how it is produced and a lot more.
3	26-07-2022	Kamal sharma	Female	ks673701@gmail.com	7276276362	Yes	College Bus	Got amazing knowledge of production from visit to woman who used great learning experience.

**DR. VIKTOR**  
**INTERNATIONAL INSTITUTE**  
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 #19 Bafra, Odisha - 751003,  
 Bhubaneswar - 751003



P. No. 19, Bafra, Odisha - 751003  
 Bhubaneswar - 751003



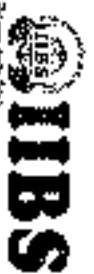


S.NO	Submit Date	Name	Gender	E Mail	Mobile Number	Are you 21 years old?	Mode of Transport to Grover Zaskia Vineyards.	Share your learning experience in less than 100 words.
23	26-07-2022	Syed Khasim babu	Male	syedkhasimnabakhan786@gmail.com	9192560357	Yes	Car, 2008 Bus	<ul style="list-style-type: none"> <li>It's great</li> <li>experience and</li> <li>came to know</li> <li>how vineyard</li> <li>functions, how</li> <li>vine is prepared</li> <li>from grapes and</li> <li>processes</li> <li>involved behind it</li> <li>. Other unknown</li> <li>such as</li> <li>harvesting sorting</li> <li>crushing,</li> <li>fermenting,</li> <li>yeast, bottling</li> <li>and labelling, we</li> <li>have learned these</li> <li>is great</li> <li>unforgettable</li> <li>experience.</li> <li>They are fruitful</li> <li>when students in</li> <li>their class. These</li> <li>was some what</li> <li>hard, but vine</li> <li>making process</li> <li>made me most</li> <li>excited, and few</li> <li>questions by</li> <li>Dr. Nagaraj sir</li> <li>about spreading</li> <li>wine made us</li> <li>little more</li> <li>interesting.</li> </ul>

  
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# INTERNATIONAL INSTITUTE OF BUSINESS STUDY



#75, Muthugadahalli, Jala Hobli, Bangalore North, Bangalore -562 157

Industrial Visit Report - IIBS, Bangalore

DOV : 13-05-2023 Name of the College : IIBS, Bangalore (PGDM Third & Fifth Trimesters)

SL No.	College Reg. No. / I.D Card No.	Visitor's Name	Section	COVID-19 Vaccination (1st & 2nd Dose : Yes / No)	Blood Group	Signature	Signature
1	22PGDM069	Manjunatha	3T - A	Yes	O+	<i>[Signature]</i>	<i>[Signature]</i>
2	22PGDM085	Prabhav R Nichat	3T - A	Yes	B-	<i>[Signature]</i>	<i>[Signature]</i>
3	22PGDM044	Archana Duggishetty	3T - A	Yes	O+	<i>[Signature]</i>	<i>[Signature]</i>
4	22PGDM070	Mansi Singh	3T - A	Yes	O+	<i>[Signature]</i>	<i>[Signature]</i>
5	22PGDM128	Sumadhu Neogi	3T - A	Yes	O+	<i>[Signature]</i>	<i>[Signature]</i>
6	22PGDM060	Komal Sharma	3T - A	Yes	B+	<i>[Signature]</i>	<i>[Signature]</i>
7	22PGDM087	Pranjal Gupta	3T - A	Yes	O+	<i>[Signature]</i>	<i>[Signature]</i>
8	22PGDM041	Deepali Patel	3T - A	Yes	B+	<i>[Signature]</i>	<i>[Signature]</i>
9	22PGDM036	Dasari Tarun Kumar	3T - A	Yes	B+	<i>[Signature]</i>	<i>[Signature]</i>
10	22PGDM079	Nisarg Jain	3T - A	Yes	B+	<i>[Signature]</i>	<i>[Signature]</i>
11	22PGDM118	Shiranshi Singh	3T - A	Yes	O+	<i>[Signature]</i>	<i>[Signature]</i>
12	22PGDM058	Kartavya Nepalia	3T - A	Yes	B-	<i>[Signature]</i>	<i>[Signature]</i>
13	22PGDM148	Tharvika	3T - A	Yes	B+	<i>[Signature]</i>	<i>[Signature]</i>
14	22PGDM093	Rahul Bhatt	3T - A	Yes	A+	<i>[Signature]</i>	<i>[Signature]</i>
15	22PGDM002	Abhishek Singh	3T - A	Yes	O+	<i>[Signature]</i>	<i>[Signature]</i>
16	22PGDM142	Vaibhav Pandey	3T - A	Yes	A+	<i>[Signature]</i>	<i>[Signature]</i>
17	22PGDM042	Bhagyesh Dekhane	3T - A	Yes	B-	<i>[Signature]</i>	<i>[Signature]</i>
18	22PGDM139	Tirthankar Ghosh	3T - A	Yes	B+	<i>[Signature]</i>	<i>[Signature]</i>
19	22PGDM078	Niharika Choudhary	3T - A	Yes	A+	<i>[Signature]</i>	<i>[Signature]</i>
20	22PGDM125	Souvik Mahata	3T - A	Yes	A+	<i>[Signature]</i>	<i>[Signature]</i>
21	22PGDM100	Rashmi	3T - A	Yes	O+	<i>[Signature]</i>	<i>[Signature]</i>
22	22PGDM123	Soumitra Roy	3T - A	Yes	O+	<i>[Signature]</i>	<i>[Signature]</i>

23	22PGDM030	Vivek Bhagwat	3T - A	Yes	O+		
24	22PGDM013	Anil Jaishwal	3T - A	Yes	O+		
25	22PGDM077	Siva Reddy	3T - A	Yes	B1		
26	22PGDM014	A. Harshvardhan Reddy	3T - B	Yes	O+ve		
27	22PGDM015	Anmol Gulati	3T - B	Yes	B+ve		
28	22PGDM016	Anshuman Singh Chaudhan	3T - B	Yes	A+ve		
29	22PGDM017	Anuj Gupta	3T - B	Yes	AB+ve		
30	22PGDM019	Apala Kothari	3T - B	Yes	B+ve		
31	22PGDM021	Ashutosh Dubey	3T - B	Yes	B-ve		
32	22PGDM027	B. Balaram	3T - B	Yes	O+ve		
33	22PGDM028	B. Jaswanth Reddy	3T - B	Yes	A+ve		
34	22PGDM031	Biswajyoti Bhadra	3T - B	Yes	B+ve		
35	22PGDM033	Ch. Ramesh Reddy	3T - B	Yes	O+ve		
36	22PGDM037	Deb Kumar Sao	3T - B	Yes	B+ve		
37	22PGDM039	Deepak Kumar	3T - B	Yes	O+ve		
38	22PGDM053	I. Sri Devi	3T - B	Yes	B+ve		
39	22PGDM056	Jiban Barman	3T - B	Yes	A+ve		
40	22PGDM059	Kavita Kumari	3T - B	Yes	AB+ve		
41	22PGDM065	M. Vamsi Krishna	3T - B	Yes	AB+ve		
42	22PGDM073	Milind Chaudhary	3T - B	Yes	A+ve		
43	22PGDM074	Mridul Jain	3T - B	Yes	A+ve		
44	22PGDM075	Muskan Sharma	3T - B	Yes	O+ve		
45	22PGDM076	Namrata Gupta	3T - B	Yes	O+ve		
46	22PGDM080	N. Suresh Reddy	3T - B	Yes	O+ve		
47	22PGDM082	Paras Mittal	3T - B	Yes	A+ve		
48	22PGDM088	Prem Prajapati	3T - B	Yes	A+ve		
49	22PGDM097	Rahul Mataleghan	3T - B	Yes	B+ve		
50	22PGDM099	Devansh Raichandani	3T - B	Yes	B+ve		
51	22PGDM105	Sagar Srivastava	3T - B	Yes	B+ve		
52	22PGDM106	Sagnik Ghosh	3T - B	Yes	O-ve		
53	22PGDM107	Sakshi Shreya	3T - B	Yes	O+ve		

54	22PGDM108	Smitesha Mahant	3T - B	Yes	B+ve		
55	22PGDM111	Sanjay Pradhan	3T - B	Yes	A+ve	Sanjay Pradhan	Sanjay Pradhan
56	22PGDM113	Saurabh Kumar Singh	3T - B	Yes	A+ve		
57	22PGDM115	Shrik Hussain	3T - B	Yes	A+ve	Shrik Hussain	Shrik Hussain
58	22PGDM119	Shruti Mishra	3T - B	Yes	O+ve		
59	22PGDM129	Suraj Sriram	3T - B	Yes	B+ve		
60	22PGDM134	Syed Khassim Baba	3T - B	Yes	B+ve		
61	22PGDM137	T. Showry Sowmya	3T - B	Yes	O+ve		
62	22PGDM138	Shubhara Thube	3T - B	Yes	O+ve		
63	22PGDM140	T. Giridhar	3T - B	Yes	A+ve		
64	22PGDM146	V. V. Dhona Lakshmi	3T - B	Yes	O+ve	V. V. Dhona Lakshmi	V. V. Dhona Lakshmi
65	22PGDM151	Y. Anusha Reddy	3T - B	Yes	O+ve		
66	Emp. Id : 1168	Prof. Archana Y C	PGDM Faculty	Yes	A+ve		
69	Emp. Id : 1227	Prof. Arun Kumar	PGDM Faculty	Yes	B+ve		

27 JAN 2023

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KARNATAKA, INDIA

Signature of T. Showry Sowmya

Sl. No.	College Reg. No. / I.D Card No.	Visitor's Name	Section	COVID-19 Vaccination (1st & 2nd Dose : Yes / No)	Blood Group
1	21PGDM001	Anjali Karwa	ST - Mktg	Yes	A+
2	21PGDM008	Channe Tamray	ST - Mktg	Yes	A+
3	21PGDM010	Cherukupalli Mirudu Manasa	ST - Mktg	Yes	B-
4	21PGDM017	Jonathan Anthony Lobo	ST - Mktg	Yes	A+
5	21PGDM023	Kodamanthi Pavan	ST - Mktg	Yes	B+
6	21PGDM026	Mandava Yasaswi	ST - Mktg	Yes	A-
7	21PGDM027	Manoj M	ST - Mktg	Yes	A+
8	21PGDM034	Palani Venkata Kumar	ST - Mktg	Yes	A+
9	21PGDM038	Sakshi Rani	ST - Mktg	Yes	B+
10	21PGDM044	Subham Durta	ST - Mktg	Yes	B+
11	21PGDM045	Tarun Saini	ST - Mktg	Yes	B+
12	21PGDM048	Vuggina Vijaya Raju	ST - Mktg	Yes	B-
13	21PGDM011	Chippada Jahnasri	ST - Mktg	Yes	A+
14	21PGDM016	Induru Girishma	ST - Mktg	Yes	O+
15	21PGDM019	Kanaganti Praveen	ST - Mktg	Yes	AB+
16	21PGDM035	Perumalla Bhanu Prakash	ST - Mktg	Yes	B-
17	21PGDM018	K. Naga Shivashankar Reddy	ST - Mktg	Yes	O-
18	21PGDM047	Umathi Singh	ST - Mktg	Yes	O+

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 Email: iibm@iibm.edu.in



**INTERNATIONAL INSTITUTE OF BUSINESS STUDY**

#75, Muthugadahalli, Jala Hobli, Bangalore North, Bangalore-562 157 (Near International Airport)

**LIST OF SUMMER PROJECTS DONE BY IIBS STUDENTS: INTERNAL GUIDE AND INDUSTRY EXPERT 2020-2022**

Sl.No.	Roll No. of student	Name of the Student	Title of Project	Internal Guide	Industry Expert
1.	20PGDM001	Aakash Verma	A Study on Marketing and Sales Promotion Strategy at Puja Bricks Private Limited	Prof. Manoranjan HP	Dr. Chetan Bajaj
2.	20PGDM003	Addala Sai Teja	A Study on Backup Support for Small Grocery Retailers through E Commerce Platform in India	Prof. Manoranjan HP	Dr. Chetan Bajaj
3.	20PGDM004	Bhavana K L	Startup Building BADIDUKKAN	Dr. Anil Kumar R	Dr. Chetan Bajaj
4.	20PGDM005	Byreddy Dhanush Reddy	A Study On "Promotional Strategies for Electric Vehicles in Bangalore" (Two Wheelers and Four Wheelers)	Prof. Manoranjan HP	Dr. Chetan Bajaj
5.	20PGDM006	Chinnapolu Anil Kumar	A Study on Impact of Covid-19 Fast Food in Kolkata	Prof. Manoranjan HP	Mr. SV Jatti
6.	20PGDM007	Durgesh Prasad Das	A Study on Market Potential of Tata AIG Insurance	Prof. Manoranjan HP	Mr. SV Jatti
7.	20PGDM008	Jaajitha C	A Study on Issues and Implications of Online Food Ordering	Prof. Manoranjan HP	Mr. SV Jatti
8.	20PGDM009	John Neslin Sam J S	"A study on Employee Engagement strategies on acoustic industry"	Prof. Manoranjan HP	Mr. SV Jatti
9.	20PGDM010	Kajal Kumari	A Study on Employee Job Satisfaction	Prof. Manoranjan HP	C.A. Ajay Chowdary

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10.	20PGDM011	Kala Vinay	A Study on Employee Perspective about Effectiveness of E Employee Engagement Activities with Reference to Benchire Company	Prof.Manoranjan HP	CA. Ajay Chowdary	B
11.	20PGDM012	Kiladi Vinay Kumar	A Comparative Study on Consumer Preference towards Cafe Coffee Day and Star Bucks In India	Dr. Anil Kumar R	CA. Ajay Chowdary	B
12.	20PGDM013	Kotha NV Saikumar	A Study on Strategies used by Byju's in Bangalore	Dr. Anil Kumar R	CA. Ajay Chowdary	B
13.	20PGDM014	Kratika Jain	A Study on Evaluating Viable Business Models as Market Entry Strategy	Prof.Sushmitha TP	Dr. Mahesh Pavan	
14.	20PGDM015	Minal Dhote	A Study on Financial Performance of Arcatron Mobility Private Limited	Prof.Sushmitha TP	Dr. Mahesh Pavan	
15.	20PGDM016	Nalgonda Mounika	A Study on Crypto Currency and Analysis of Growth of Ethereum and its Future	Prof.Sushmitha TP	Dr. Mahesh Pavan	
16.	20PGDM017	Neha Bharti	A Study on Customer Churn Analysis	Dr. Anil Kumar R	Dr. Mahesh Pavan	
17.	20PGDM018	Nitish Dobriyal	A Study on Discounting Bill Facility – Credit on Incred Bangalore	Dr. Mubeen Samiya	Mr. Vivek Prakash	
18.	20PGDM019	R Anirudh	A Study on Measuring and Analyzing of Accounts Payable and Receivables	Dr. Mubeen Samiya	Mr. Vivek Prakash	
19.	20PGDM020	Ritika Kumari	A Study on Promotional Techniques of Aditya Birla Sunlife Insurance	Prof.Narayana Prasad	Mr. Vivek Prakash	
20.	20PGDM021	Rituparna Patel	A Study on Advantages of Landing Page in Digital Marketing	Prof.Narayana Prasad	Mr. Vivek Prakash	
21.	20PGDM022	Saket Kumar	Macro-Economic Factors and Its Impact on Capital Market Movements: A Study of Nifty-50	Dr. Mubeen Samiya	Dr. Ranganathan Sourirajan	
22.	20PGDM023	Sakshi Bhadani	Share Price Pattern in Selected FMCG Sector in Bangalore	Prof.Narayana Prasad	Dr. Ranganathan Sourirajan	



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23.	20PGDM024	Srimanta Saha	A Study on Impact of Digital Marketing on Tea Consumer Behaviour Kanan Devan Hills Plantation Company Private Limited	Prof.Narayana Prasad	Dr. Ranganathan Sourirajan
24.	20PGDM025	Thilbertta Dorine P	A Study on Employee Engagement Strategies on Health Care Industry	Prof.Manoranjan HP	Dr. Ranganathan Sourirajan
25.	20PGDM026	Thota Arun	A Comparative Study on Consumer Behaviour towards Online and Offline Grocery Buying	Prof.Narayana Prasad	Dr. Ranganathan Sourirajan
26.	20PGDM027	Vishal Yadav	A Study on Measuring and Analyzing of Tax Literacy in Clear Tax in Bangalore	Dr. Samiya Mubeen	Dr. Ranganathan Sourirajan

  
Principal - IIBS

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Director-IIBS

  
**DIRECTOR**  
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STUDY VI TRIMESTER REPORT OF

DISSERTATION

BATCH OF 2020 – 2022

A STUDY ON MARKETING & SALES PROMOTION STRATEGY AT PUJA BRICKS PVT LTD.  
DISSERTATION REPORT

By

AAKASH VERMA – 20PGDM001

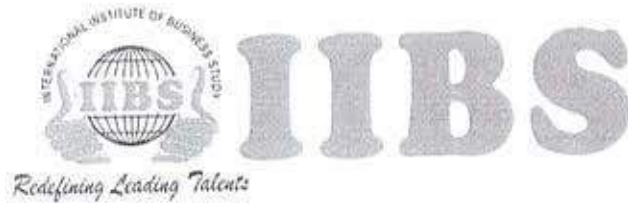
VI TRIMESTER PGDM

Guide

.....  
Report of Dissertation submitted to the IIBS in  
partial fulfillment of the requirements of VI  
Trimester PGDM

  
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Bengaluru North - 562157

A STUDY ON BACKUP SUPPORT FOR SMALL GROCERY RETAILERS  
THROUGH E COMMERCE PLATFORMS IN INDIA



Dissertation submitted in partial fulfilment of the requirements  
for the award of the  
Degree of  
Post-Graduation Diploma in  
Management of

**International Institute of Business Study**

*By*

**Name – Addala Sai Teja**

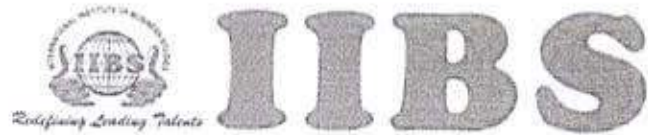
**Reg. No- 20PGDM003**

*Under the guidance of*

**Prof. Manoranjan H P**

  
**DIRECTOR**  
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INTERNATIONAL INSTITUTE OF BUSINESS STUDY  
V TRIMESTER  
Start-Up learnings

## BadiDukkan

BATCH OF 2020 – 2022

Dissertation Project on Startup Building

BADIDUKKAN

By

Bhavana K L

20PGDM004

V TRIMESTER PGDM

Guide

Prof. Anil Kumar K

International Institute of Business Study



  
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Bengaluru North - 562157

A STUDY ON  
"MARKETING TACTICS FOR ELECTRIC VEHICLES IN BANGALORE"  
(Two wheelers and four wheelers)



Dissertation submitted in partial fulfilment of the requirements  
for the award of the  
Degree of  
Post-Graduation Diploma in  
Management of

**International Institute of Business Study**

*By*

**Name – C. Anil Kumar**

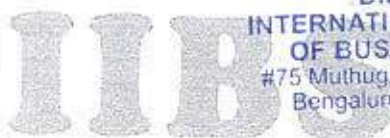
**Reg. No- 20PGDM006**

*Under the guidance of*

**Prof. Manoranjan H P**

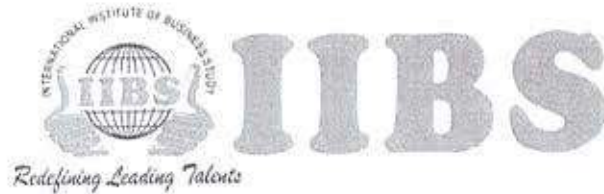


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Bengaluru North - 562157**

**“A Study on Strategies used by BYJU’s in Bengaluru”**



Dissertation submitted in partial fulfilment of the requirements

for the award of the

Degree of

Post-Graduation Diploma in

Management of

**International Institute of Business Study**

*By*

**Name – Kotha nv Saikumar**

**Reg. No- 20PGDM013**

*Under the guidance of*

**Prof. Anil Kumar**



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Dissertation Report  
On  
**EVALUATING VIABLE BUSINESS MODELS AS MARKET  
ENTRY STRATEGY**



Apollo Hospitals Enterprise Limited

Bangalore

Dissertation submitted in partial fulfillment of the requirements for the award of  
the Degree of

**Post Graduate Diploma in Management**

Of

**International Institute of Business Study**



By

**KRATIKA JAIN**

Reg. No. 20PGDM014

Under the guidance of

**PROF. SUSMITHA TP**

(Designation)

2020-2022

  
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Bengaluru North - 562157



Dissertation Report  
On  
FINANCIAL PERFORMANCE  
OF  
ARCATRON MOBILITY PRIVATE LIMITED



Dissertation submitted in partial fulfillment of the requirements for the award of the Degree of  
POST GRADUATION DIPLOMA IN MANAGEMENT  
OF  
INTERNATIONAL INSTITUTE OF BUSINESS STUDY



*By*

Name: Minal Dhote

Reg No. 20PGDM015

Under the Guidance of

Name of Guide: Prof. Sushmita TP

Designation of Guide:

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2020-2022**

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award of the  
Degree of post-graduation diploma in management

**A STUDY ON CRYPTOCURRENCY AND ANALYSIS OF GROWTH  
OF ETHEREUM AND ITS FUTURE**

*By*

**NAME: - MOUNIKA NALAGONDA**

**Reg No: - 20PGDM016**

**Under the guidance of: -**

**Prof Susmitha TP**

A handwritten signature in green ink, appearing to read 'Susmitha TP', is written over the printed name of the director.

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Bengaluru North - 562157**

A Study on "DISCOUNTING BILL FACILITY- CREDIT" in InCred  
Bangalore

**incred!**

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Dissertation submitted in partial fulfilment of the requirements for the  
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Post Graduate Diploma in Management

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International Institute of Business Study



By

Nitish Dobriyal

20PGDM018

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Under the guidance of

Dr. Samiya Mubeen

Batch 2020-2022

**A STUDY ON MEASURING AND ANALYZING OF ACCOUNTS PAYABLE IN CLEAR TAX IN  
BENGALURU**

Dissertation Submitted in partial fulfillment of the requirements for the award for the  
degree of

**POST GRADUATE DIPLOMA IN MANAGEMENT  
Of  
International Institute of business Study**



*By:*

**R ANIRUDH**

**Reg No: 20PGDM019**

**Under the Guidance of**

**Dr. SAMIYA MUBEEN**

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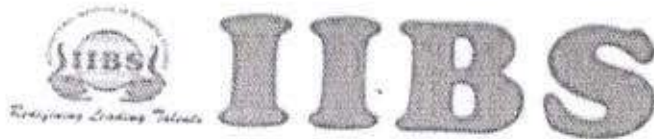
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**BATCH 2020-2022**

**A STUDY ON MEASURING AND ANALYZING OF ACCOUNTS PAYABLE IN CLEAR TAX IN  
BENGALURU**

**Dissertation Submitted in partial fulfillment of the requirements for the award for the  
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**POST GRADUATE DIPLOMA IN MANAGEMENT  
Of  
International Institute of business Study**



*By:*


**R ANIRUDH**

**Reg No: 20PGDM019**

**Under the Guidance of**

**Dr. SAMIYA MUBEEN**

**BATCH 2020-2022**

  
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A PROJECT ON  
"PROMOTIONAL TECHNIQUES OF ADITYA BIRLA SUNLIFEINSURANCE"  
ON



Dissertation submitted in partial fulfillment of the requirements for award of  
the Degree of

Post Graduate Diploma in Management

of

International Institute of Business Study



By

Name- Ritica Kumari

Reg. No.

20PGDM020

Under the guidance of

Name of guide -Narayan Prasad

Batch-(2020-2022)

  
DIRECTOR  
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**“STUDYING THE ADVANTAGES OF A LANDING  
PAGE IN DIGITAL MARKETING”**

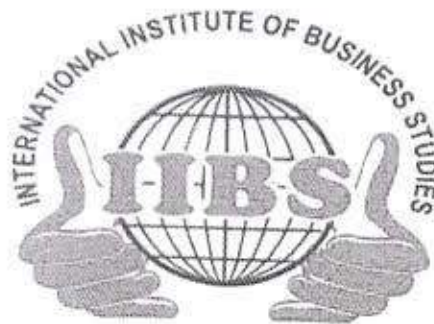
Synopsis submitted in partial fulfilment of the requirements for the award of  
the degree

of

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**OF**

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By

RITUPARNNA PATEL

20PGDM021

Under the guidance

of

PROF. NARAYAN PRASAD

Professor

PGDM DEPARTMENT

  
DIRECTOR  
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Bengaluru North - 562157

INTERNATIONAL INSTITUTE OF BUSINESS STUDIES

**MACRO ECONOMIC FACTORS AND ITS IMPACT ON CAPITAL  
MARKET MOVEMENTS: A STUDY OF NIFTY-50**

Dissertation submitted in partial fulfilment of the requirements for the award of the  
Degree of

**Post Graduate Diploma in Management of  
International Institute of Business Study**



**IIBS**

*By*


Name- Saket Kumar  
Reg No-20PGDM022

**Under the guidance of  
Dr. Samiya Mubeen  
Designation Batch 2020-2022**

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# SHARE PRICE PATTERN IN SELECTED FMCG SECTOR IN BANGALORE

Dissertation submitted in partial fulfilment of the requirements for the  
award degree of

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Of

International Institute of Business Study



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By,

**Name: Sakshi Bhadani**

Reg No: 20PGDM023

Under the guidance of

Prof. Narayan Prasad

A handwritten signature in blue ink, appearing to read 'T. Janki', is written over the printed name of the Director.

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IMPACT OF DIGITAL MARKETING ON TEA CONSUMER BEHAVIOUR

KANAN DEVAN HILLS PLANTATION COMPANY (P.) LTD



Dissertation submitted in partial fulfillment of the requirements  
for the award of the Degree of

Post Graduate Diploma in Management of International Institute of Business Studies



SRIMANTA SAHA  
PGDM024

  
DIRECTOR  
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Bengaluru North - 562157

Under the guidance of

PROF. NARAYAN PRASAD

DESIGNATION

2020-2022

"A STUDY ON EMPLOYEE ENGAGEMENT STRATEGIES ON HEALTHCARE  
INDUSTRY"



Dissertation submitted in partial fulfilment of the requirements for the award of the  
Degree of

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International Institute of Business Study



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By

Name: Thilbertta Dorine P

Reg. No. 20PGDM015

Under the guidance of

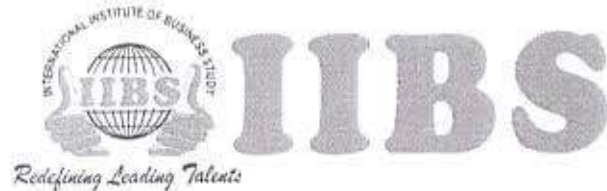
Prof. Manoranjan H P

A handwritten signature in green ink, appearing to read 'T. Janu'.

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Bengaluru North - 562157

2020 - 2022

**"A COMPARATIVE STUDY ON CONSUMER BEHAVIOUR TOWARDS ONLINE AND OFFLINE GROCERY BUYING"**



Dissertation submitted in partial fulfilment of the requirements  
for the award of the  
Degree of  
Post-Graduation Diploma in  
Management of

**International Institute of Business Study**


*By*

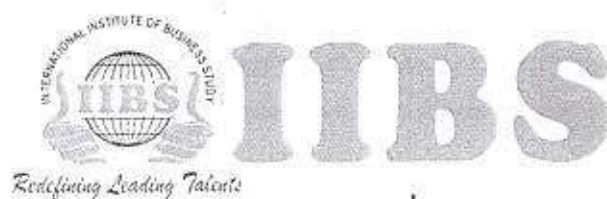
Name – THOTA ARUN

Reg. No- 20PGDM026

*Under the guidance of*

**Prof. NARAYAN PRASAD**

  
DIRECTOR  
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**A study on measuring and analyzing of tax  
literacy in clear tax in Bengaluru**

**POST GRADUATE DIPLOMA IN MANAGEMENT  
Of  
IIBS BANGALURU**

By:

Name: VISHAL YADAV

Reg No: 20PGDM027

Under the Guidance of

Dr Samiya Mubeen



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**IIBS BANGALURU**

2020 – 2022



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The Board would constitute of Intellectuals, Academicians, Industrialists members of honour and repute from all disciplines and domains to give a fresh outlook and perspective into academics to deliver world class education.


SN	NAME	DESIGNATION	COMPANY
01	Mr. Srinivas Ganga	CMO	Amara Raja Batteries Ltd.
02	Mr. Vivek M. Dipali	Product Development	Oracle India Pvt. Ltd
03	Dr. LalnaSangolkar	Medical practioner&Public Relation	Academic Advisory – IIBS, Bangalore
04	Mr. HirendraBadhiye	Vice President-HR	Northern Operating Services Pvt. Ltd
05	Amit Kumar Gupta	Head Material Management	Havells India Limited
06	Mr. Sunil Kumar	CEO & Product Director	Greene Step
07	Mr. Abhishek Mandal	Co-Founder & COO	Sprink.online
08	Mrs. Meena Kumari	Academic Consultant	British Conciliate
09	Mr. RiteshManwatkar	Consultancy &amamp; Management	Accenture India
10	Mr. Manish Kumar	CEO	Enaviya Information Technologies Pvt. Ltd

  
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**BOS Member**  
**Industry Expert Profile: 06**


01	Photo of the Industry Expert:	
02	Name of the Industry Expert:	Mr. Srinivas Ganga
03	Title/Position:	CMO
04	Company/Organization:	Amara Raja Batteries Ltd.
05	Contact Information:	<a href="https://www.linkedin.com/in/srinivas-ganga-6a6b3854">linkedin.com/in/srinivas-ganga-6a6b3854</a> Amara Raja Energy & Mobility Limited Karakambadi, Tirupati, Andhra Pradesh - 517520 India +91 877 2265000 Amara Raja Energy & Mobility Limited 1-18/1/AMR/NR, Nanakramguda, Gachibowli, Hyderabad, Telangana 500032 +91 40 2313 9000
06	Summary:	<p>Amara Raja Energy &amp; Mobility Limited, the flagship company of the Amara Raja Group, is the technology leader and is one of the largest manufacturers of lead-acid batteries for both industrial and automotive applications in the Indian storage battery industry.</p> <p>Amara Raja Energy &amp; Mobility Limited has prestigious original equipment manufacturers like Maruti Suzuki India Limited, Hyundai Motors India Limited, Ford India Limited, Tata Motors Limited, Mahindra and Mahindra Limited, Honda Cars India Limited, Renault Nissan, Honda Motorcycles &amp; Scooters India Private Ltd, Royal Enfield, Bajaj Auto Ltd, and many more as its clients. The Company's Industrial and Automotive batteries are exported to 50 countries across the globe.</p>

  
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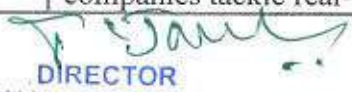
07	Areas of Expertise:	<p>Amara Raja Energy &amp; Mobility Limited, the flagship company of the Amara Raja Group, is the technology leader and is one of the largest manufacturers of lead-acid batteries for both industrial and automotive applications in the Indian storage battery industry.</p> <p>Amara Raja Energy &amp; Mobility Limited has prestigious original equipment manufacturers like Maruti Suzuki India Limited, Hyundai Motors India Limited, Ford India Limited, Tata Motors Limited, Mahindra and Mahindra Limited, Honda Cars India Limited, Renault Nissan, Honda Motorcycles &amp; Scooters India Private Ltd, Royal Enfield, Bajaj Auto Ltd, and many more as its clients. The Company's Industrial and Automotive batteries are exported to 50 countries across the globe.</p>
08	Experience:	<p>Amara Raja Energy &amp; Mobility Limited, the flagship company of the Amara Raja Group, is the technology leader and is one of the largest manufacturers of lead-acid batteries for both industrial and automotive applications in the Indian storage battery industry.</p> <p>Amara Raja Energy &amp; Mobility Limited has prestigious original equipment manufacturers like Maruti Suzuki India Limited, Hyundai Motors India Limited, Ford India Limited, Tata Motors Limited, Mahindra and Mahindra Limited, Honda Cars India Limited, Renault Nissan, Honda Motorcycles &amp; Scooters India Private Ltd, Royal Enfield, Bajaj Auto Ltd, and many more as its clients. The Company's Industrial and Automotive batteries are exported to 50 countries across the globe.</p>
09	Current Job Title/Position:	CMO
10	Education:	B. Tech from JNTU Hyderabad
11	Certifications:	PGDM-HR
12	Publications/Presentations:	NA
13	Languages:	English and Telugu

  
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**Academic Advisory Board Member  
Industry Expert Profile: 02**

01	Photo of the Industry Expert:	
02	Name of the Industry Expert:	Mr. Vivek M. Dipali
03	Title/Position:	Director, Development at Oracle
04	Company/Organization:	Oracle India Pvt. Ltd
05	Contact Information:	Email: <a href="mailto:vivekmd@oracle.com">vivekmd@oracle.com</a> Phone: LinkedIn: <a href="https://www.linkedin.com/in/vivek-dipali-9975082">linkedin.com/in/vivek-dipali-9975082</a>
06	Summary:	<p>We're a cloud technology company that provides organizations around the world with computing infrastructure and software to help them innovate, unlock efficiencies and become more effective. We also created the world's first – and only – autonomous database to help organize and secure our customers' data. Oracle Cloud Infrastructure offers higher performance, security, and cost savings. It is designed so businesses can move workloads easily from on-premises systems to the cloud, and between cloud and on-premises and other clouds. Oracle Cloud applications provide business leaders with modern applications that help them innovate, attain sustainable growth, and become more resilient. The work we do is not only transforming the world of business-- it's helping defend governments, and advance scientific and medical research. From nonprofits to companies of all sizes, millions of people use our tools to streamline supply chains, make HR more human, quickly pivot to a new financial plan, and connect data and people around the world. At work, we embrace diversity, encourage personal and professional growth, and celebrate a global team of passionate people developing innovative technologies that help people and companies tackle real-world problems head-on.</p>



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07	Areas of Expertise:	20+ years of IT/software experience with strong programming and debugging skills in Java and C/C++ Experience in Java Spring/Spring boot applications, Micro-services, and REST/JSON/SOAP-based API development Experience in CI/CD Pipeline creation/Integration/Testing, SQL/NoSQL, Cloud-based software development (AWS, RedHat OpenShift, Docker) Experience in Leading/Managing team and exposure to complete SDLC as Full Stack Developer (Requirement Analysis, Design, Coding, Code Review, Unit Testing, Deployment and Bug Fixing/Maintenance) Proficiency in Operating Systems: Unix (Solaris, AIX, HP-UX, Linux), Microsoft Windows, and MacOS Experience in Object-Oriented Analysis and Design (OOAD), Design Patterns, and Multithreading Programming Strong technical, analytical, communicational, and problem-solving skills
08	Experience:	<p><b>Sr Software Engineer:</b> Satyam Computer Services - 2000 - 2003 - 3 Years</p> <p><b>Lead Engineer:</b> Symphony Services - Nov 2003 - Dec 2008 - 5 Years 2 Months</p> <p><b>Principle Applications Engineer:</b> Oracle India - 1 Year</p> <p><b>Software Development Manager:</b> Oracle India - 3 years 9 Months</p> <p><b>Senior Manager Software Development:</b> Oracle India - 3 years 9 Months.</p> <p><b>Group Manager Product Development:</b> Oracle India - 1 year 11 Months</p> <p><b>Director Development:</b> Oracle India - 4 Years 11 Months</p>
09	Current Job Title/Position:	Director, Development at Oracle
10	Education:	IIM, Bangalore
11	Certifications:	PGSEM, General Management
12	Publications/Presentations:	Design Patterns and Solution Architecture for C++/Java/.NET
13	Languages:	English and Hindi
14	References:	<p> <b>Koushalendra Gupta</b> - 3rd Schum Alliance CSM, ISTQB AL Test Analyst, ISTQB AL Test Automation Engineer, ISTQB Agile Ext March 19, 2016, Vivek managed Koushalendra directly</p> <p> <b>Mukesh Bhat</b> - 3rd Senior C/C++/Java Developer [not looking for job change] May 16, 2011, Vivek worked with Mukesh on the same team</p>



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**Academic Advisory Board Member  
Industry Expert Profile: 03**



01	Photo of the Industry Expert:	
02	Name of the Industry Expert:	Dr. Lalna Sangolkar
03	Title/Position:	Board Advisory - Medical practioner&Public Relation
04	Company/Organization:	<a href="http://iibsonline.com">iibsonline.com</a>
05	Contact Information:	<a href="https://www.linkedin.com/in/dr-lalna-sangolkar-1430b9b9">linkedin.com/in/dr-lalna-sangolkar-1430b9b9</a>
06	Summary:	Experienced Member of The Board of Advisors with a demonstrated history of working in the higher education industry. Skilled in Account Management, Time Management, Critical Thinking, Team Management, and Administration. Strong entrepreneurship professional graduated from Tilak Maharashtra Vidyapeeth, Pune.
07	Areas of Expertise:	Skilled in Account Management, Time Management, Critical Thinking, Team Management, and Administration. Strong entrepreneurship professional graduated from Tilak Maharashtra Vidyapeeth, Pune.
08	Experience:	<b>Board Advisors</b> - International Institute of Business Studies <b>Dy. Director</b> - International Institute of Business Studies 1 Year 5 Months
09	Current Job Title/Position:	<b>Board Advisors</b> - International Institute of Business Studies
10	Education:	BDS from Sharad Pawar Dental College.
11	Certifications:	Alpha Salesforce
12	Publications/Presentations:	NA
13	Languages:	English and Marathi



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**Academic Advisory Board Member  
Industry Expert Profile: 04**

01	Photo of the Industry Expert:	
02	Name of the Industry Expert:	Hirendra Bhadiye
03	Title/Position:	Vice President Employee Relations
04	Company/Organization:	Bank of America, Hyderabad, Telangana
05	Contact Information:	Phone: 9972589104 <a href="https://www.linkedin.com/in/hirendra-hiren-badhiye-7626bb2">linkedin.com/in/hirendra-hiren-badhiye-7626bb2</a>
06	Summary:	<p>Pragmatic, results driven business leader with extensive human resource experience in national and multinational ITES, Research &amp; Startup environments.</p> <p>Leadership Experience in Talent Management, Talent Acquisition, Employee Relations, Policy Design, Conflict Resolution, Arbitration, Employment Legal Matters, Grievance Management, Statutory Labor Compliance &amp; Internal Controls, Risk Management &amp; Coaching. Significant experience leading organizations through change and transformation; renewing a culture and driving business performance.</p> <p>Diverse HR Generalist experience and strong Employee Relations competencies have demonstrated and proven success in consulting and advising senior leadership in a wide variety of business and HR issues. Passionate about optimizing business performance through people and deeply believes in motivating and inspiring people to see their full potential. Successfully maneuvered through organizations at all continuum's of the HR maturity curve.</p> <p>Effective at simplifying issues, diffusing highly charged situations and offering solutions and scenarios that allow the leader to understand potential implications ultimately resolving issues.</p> 

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		<p>Holds a Master's Degree in Personnel Management from the Sydenham Institute of Management (Mumbai University) and a Bachelors in Civil Engineering from Walchand College of Engineering Sangli.</p>
07	Areas of Expertise:	<p>Diverse HR Generalist experience and strong Employee Relations competencies have demonstrated and proven success in consulting and advising senior leadership in a wide variety of business and HR issues. Passionate about optimizing business performance through people and deeply believes in motivating and inspiring people to see their full potential. Successfully maneuverer through organizations at all continuum's of the HR maturity curve.</p>
08	Experience:	<p><b>AVP Human Resources</b> - Juri Matrix 1 year  <b>VP HR Consulting and Head-HR</b> - Spire Technologies and Solutions Private Limited – 2 years 1 month  <b>Vice President Human Resources</b> - Northern Trust Corporation – 8 years 3 Months  <b>Vice President Employee Relations</b> - Bank of America 3 years from 3 Months</p>
09	Current Job Title/Position:	<p><b>Vice President Employee Relations</b> - Bank of America 3 years from 3 Months</p>
10	Education:	<p>MMS from University of Mumbai  MMS from SIMSREE Human Resource</p>
11	Certifications:	<p><b>Volunteer:</b> Society for Rural and Urban Joint Activities, Nagpur - SRUJAN</p>
12	Publications/Presentations:	<p>Global WFM Forum (GWFM Group) <a href="http://www.globalwfm.com">www.globalwfm.com</a></p>
13	Languages:	<p>English, Hindi and Marathi</p>
14	References:	<p> <b>Pascal Lieblich</b> <small>3rd</small>  eDiscovery and Legal Outsourcing Executive  September 23, 2010, Pascal was senior to Hirenra (Hiren) but didn't manage Hirenra (Hiren) directly</p> <p>Hiren is very hands-on as an HR executive. This key skill allows him to be aware of any potentially problematic issues and take action before they come to fruition. Additionally, Hiren is adept at communicating with employees at all levels. His social abilities allow him to effectively gauge the state of affairs within a company and skilfully manage information streams. I much valued the opportunity to work with Hiren.</p> <p> <b>Paul Mandell</b> <small>3rd</small>  Co-Founder and CEO of Consoro Group  September 15, 2010, Paul was senior to Hirenra (Hiren) but didn't manage Hirenra (Hiren) directly</p> <p>Hiren is experienced, hard-working and approachable. His manner and abilities are an excellent fit for any H.R. department, and I truly valued the opportunity to work together.</p>

  
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### Academic Advisory Board Member Industry Expert Profile: 05

01	Photo of the Industry Expert:	
02	Name of the Industry Expert:	Amit Kumar Gupta
03	Title/Position:	Joint Vice President (Operations & Site Administration)
04	Company/Organization:	Havells India Ltd, New Delhi, Delhi, India
05	Contact Information:	<a href="https://www.linkedin.com/in/ amit-kumar-gupta-9914039">linkedin.com/in/ amit-kumar-gupta-9914039</a>
06	Summary:	<p>24+ Years of rich experience with India's leading brands and reputed MNCs primarily into multi product, FMEG, Appliances Industry, light and Heavy automotive &amp; Engineering industry. Heading Plant Operations since more than 12 years. Expertise in Plant Operation and Production Management, New Product Development, Process Enhancement and Team Management. Resourceful at strategic techniques for maximum utilization of manpower/machinery.</p> <p>A keen planner with skills in conceptualizing and effecting process initiatives to enhance productivity. Proficient in handling process enhancement for manufacturing products and accountable for quality service &amp; timely completion of the projects Currently heading multi products and multi-Plant Operations with responsibility of Production, PPC, Manufacturing Engineering, NPD and SCM</p>
07	Areas of Expertise:	Heading Plant Operations for Water Heater and Air Coolers at Havells. India's biggest Water Heater Manufacturing Plant with annual capacity as 14 Lacs. Havells Water Heater Plant is fully Automatic with equipped with latest technologies
08	Experience:	<p>Senior Manager - CLAAS · Full-time 2 Years 1 Month</p> <p>Senior Manager – operations – JCB 2 Years 11 Months</p> <p>Plant and SCM Head - North &amp; East Tube Investment of India 3 years 5 Months</p> <p>Plant Head - MAT Brakes INC 1 Year 6 Months</p>

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09	Current Job Title/Position:	Joint Vice President (Operations & Site Administration)
10	Education:	B. Tech from IIT Varanasi UP State
11	Certifications:	Internal Auditor Internal Auditor ISO 9001
12	Languages:	English and Hindi
13	References:	<div data-bbox="683 528 778 596">  </div> <p><b>Naveen Mishra</b> - 3rd Manager ABB India July 4, 2018, Naveen reported directly to Amit Kumar</p> <p>I have worked with Amit sir in Havells for a tenure of 02 years. Amit is a good manger who always believe in stretched targets but always lead with examples. I learnt the optimistic thought process and dedication to our work from him. He always have zeal to work something new and process excellence projects. Sir, you are master in cost cutting and negotiation. some other quality I learnt from you are leadership, better utilization of team and resource, project management, and last but not the least how to deliver best in worst situation.</p> <hr/> <div data-bbox="657 1009 737 1077">  </div> <p><b>Mahesh Singh</b> - 3rd Head-EHS   RLI   NFSC   LA May 2, 2017, Mahesh worked with Amit Kumar on the same team</p> <p>Amit Sir is a person with clear heart &amp; dedication towards his work. I found him pretty gentleman and reserved in nature. I liked his logical approach and helping nature. A man with pleasant nature, dedicated approach &amp; a cool &amp; clam mind. Wishing you all the best in your future endeavors.</p>



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**Academic Advisory Board Member  
Industry Expert Profile: 06**



01	Photo of the Industry Expert:	
02	Name of the Industry Expert:	Mr. Sunil Kumar
03	Title/Position:	CEO
04	Company/Organization:	GreeneStep Technologies, Bengaluru, Karnataka, India   Product Director, PGDM
05	Contact Information:	<a href="https://www.linkedin.com/in/greenestepsunilp">linkedin.com/in/greenestepsunilp</a> <b>GreeneStep Technologies Pvt Ltd (India)</b> 4th Floor Davanam Sarovar Suites, Next to Market Square, Koramangala, Bengaluru, Karnataka, India 560068
06	Summary:	<p>Sunil Kumar is the CEO and Product Director of GreeneStep, a company that provides innovative and integrated business solutions for small and mid-sized businesses (SMBs) worldwide. With a mission to enable digital transformation and automation for SMBs across various industries, such as distribution, high-tech service, and ecommerce, Sunil oversees the product design, development, and marketing of GreeneStepsolutions.</p> <p>Sunil has over 26 years of experience in information technology and business re-engineering, and holds a post-graduate diploma in management (PGDM) from the prestigious Indian Institute of Management, Ahmedabad (IIMA), and a certified information systems auditor (CISA) credential. He also has two LinkedIn certifications in Generative AI and AI-First Product Leadership, which reflect his skills and expertise in using artificial intelligence to enhance business processes, products, and services. Sunil is passionate about empowering entrepreneurs and business owners to scale up their revenues, improve their customer service, and achieve ROI within a year, while also finding time for themselves and their families. GreeneStep has been recognized as one of the most promising ERP solution providers in 2018 by CIO Review, and one of Asia's top 100 emerging companies by Red Herring.</p>
07	Areas of Expertise:	Sunil is the founding CEO and Product Director of GreeneStep and oversees product design, development and marketing of GreeneStep solutions to SMEs worldwide with a mission to transform and automate small businesses and

  
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		integrate them with main stream technology driven market places.
08	Experience:	CEO and Managing Director - GreeneStep Technologies 15 Years 8 Months Technology Manager - MySlate Academy Foundation 6 Years
09	Current Job Title/Position:	CEO @ GreeneStep Technologies   Product Director, PGDM
10	Education:	PGDM, IIM Ahmadabad B.E – CSE from Osmania University, Hyderabad
11	Certifications:	PGDM
12	Publications/Presentations:	AI- First Product Leader Generative AI – Business Leader Monitor and Measurement of CSR Initiatives from IMT Nagpur.
13	Languages:	English and French
14	References:	<div data-bbox="662 925 710 986">  </div> <div data-bbox="715 925 1436 993"> <p><b>Edwin Miller</b> · 3rd Nasdaq CEO (MCOO)   Board Member   Venture Capital and Private Equity   Go To Market Expertise   Product and Portfolio Creation Expertise</p> </div> <p>Sunil is an amazing talent. He has spent time in the United States in product management and knows how to design, build, and test a product. He has a great business head on his shoulders and is a trust worthy individual as his business ethics is outstanding. He is a great talent and has strong reach into India</p> <hr/> <div data-bbox="670 1258 774 1360">  </div> <div data-bbox="782 1258 1204 1349"> <p><b>Shabbir Hussain</b> · 3rd CPA and Technology Professional</p> </div> <p>August 7, 2009, Shabbir managed Sunil directly</p> <p>Sunil worked for me as Product Assurance and Testing Manager at Everest Software. He successfully managed testing for a number of product releases. Sunil is a competent leader and a pleasure to work with. A true professional who could be relied upon to see the big picture. I wish him all the success in the future plans.</p>



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**Academic Advisory Board Member  
Industry Expert Profile: 07**

01	Photo of the Industry Expert:	
02	Name of the Industry Expert:	Mr. Abhishek Mandal
03	Title/Position:	Co-Founder & COO
04	Company/Organization:	Building Sprink.online
05	Contact Information:	Kinematic Foodtech Pvt Ltd, #201/1A, Kudlu Main Road, Opposite Bren Palms Apartment, Kudlu main road, Bangalore - 560068 <a href="http://hungryzone.com">hungryzone.com</a> <a href="https://www.linkedin.com/in/abhishek-mandal-918a327">linkedin.com/in/abhishek-mandal-918a327</a>
06	Summary:	<p>Total of 20+ years of experience across various industries - Hospitality, Multi-National In-house contact centers, Services Support and Startups. Having strong background in business transformation, setting up business processes and process standardization. Strong ability to deal with ambiguity &amp; derive results.</p> <p>Strong approach towards sustainable growth in revenue and profitability by identifying opportunities for scaling up business. Recognized for business process improvements for enhanced efficiency, effectiveness and reduced cost.</p> <p>Ability to guide and lead cross functional teams the most efficient manner specially establishing customer centric processes and exceed agreed service levels.</p> <p>Specialties: Food Production, Operations, Strategic Planning, Business Development, Financial Planning, Human Resources, P&amp;L, Accounting/Controlling, Process Management.</p>
07	Areas of Expertise:	Managing escalations resolving customer issues escalated to the Michael Dell, Board of Directors, VPs and Senior

*Jay*

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		<p>Executives including legal claims submitted through the court of law or other consumer protection agencies (BBB)</p> <ul style="list-style-type: none"> <li>• Responsible to achieve extremely highest service levels, quality and compliance goals.</li> <li>• Preparing and presenting weekly/monthly/quarterly reports to Close Loop Correction Action team</li> <li>• Assisting associates on FAQ's on highly escalated issues, co-ordinating with in house lawyers to resolve the issues.</li> <li>• Conducting training session and compliance audits</li> <li>• Co-ordinating with cross functional department and related stake holders for resolution</li> </ul>
08	Experience:	<p>Provide support team to 20 members in resolving customer queries.</p> <ul style="list-style-type: none"> <li>• Handle Customer escalation calls and be accountable for all escalation calls within the team to ensure resolution.</li> <li>• Regular call monitoring and coaching to ensure good communication across team.</li> <li>• Action plans to improve key metrics like Customer Satisfaction, Quality, AHT (Average Handling Time), Compliance and Resolution Scores.</li> <li>• Training Need Identification for the team and Outlier Management.</li> <li>• Worked with Enterprise Program Manager (Design Team) in Austin to improve and simplify the process by eliminating non -value adds</li> <li>• Process Transition: Set the Customer Care process in New Delhi. Responsible for on the New Hire Training, Content Development, Knowledge Checks and Mentor the Transition Queue.</li> <li>• Site Trainer: To deliver any process and policy changes. Trained other fellow Resolution Specialist's to share updates with their respective teams.</li> </ul>
09	Current Job Title/Position:	Co-Founder – Sprink.online
10	Education:	IHM, Bhubaneshwar
11	Certifications:	Operations Management
12	Publications/Presentations:	Operations Management
13	Languages:	English and Hindi

  
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**Academic Advisory Board Member  
Industry Expert Profile: 08**

01	Photo of the Industry Expert:	
02	Name of the Industry Expert:	Ms. Meena Kumari
03	Title/Position:	Academic Consultant, Education Consultant, Teacher Trainer, Corporate Trainer
04	Company/Organization:	Academic Consultancy
05	Contact Information:	<a href="https://www.linkedin.com/in/meena-kumari-19ab411a">linkedin.com/in/meena-kumari-19ab411a</a> Bengaluru Karnataka
06	Summary:	Teacher Development and Training
07	Areas of Expertise:	Teacher trainer, Academic Consultant
08	Experience:	Teacher trainer, Academic Consultant
09	Current Job Title/Position:	Academic Consultant, Education Consultant, Teacher Trainer, Corporate Trainer
10	Education:	M.Sc in Computer Science from VV First Grade College Bangalore
11	Certifications:	PGDM-HR
12	Publications/Presentations:	NA
13	Languages:	English and Kannada
14	References	 <p><b>Sally Ashwell</b> - 3rd Head of Short Course Delivery June 4, 2015, Sally managed Meena directly</p>

  
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		<p>Meena oversaw translation of TESS-India's AV assets into Kannada, ensuring accuracy and accessibility of language, and assuming in-country sign off of the set. She continued to oversee finalisation of the accompanying tri-language transcripts, further demonstrating her exceptional attention to detail, flexibility and commitment to the project. Meena's diligence has proved invaluable and her enthusiasm infectious. I wouldn't hesitate to recommend her.</p>
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### Academic Advisory Board Member Industry Expert Profile: 09


01	Photo of the Industry Expert:	
02	Name of the Industry Expert:	Mr. Ritesh Manwatkar
03	Title/Position:	SCM at Accenture
04	Company/Organization:	Accenture
05	Contact Information:	Bengaluru Area, India
06	Summary:	Business Developments, New Technology Building, Solution, Design, Analysis, Project Planning and Management. Training and Team Building. Selling, Marketing and Advance Research Experience.
07	Areas of Expertise:	Business Developments, New Technology Building, Solution, Design, Analysis, Project Planning and Management. Training and Team Building. Selling, Marketing and Advance Research Experience.
08	Experience:	Business Developments, New Technology Building, Solution, Design, Analysis, Project Planning and Management. Training and Team Building. Selling, Marketing and Advance Research Experience.
09	Current Job Title/Position:	SCM at Accenture
10	Education:	B. Tech from RV College
11	Certifications:	SCM
12	Publications/Presentations:	Technology and Business
13	Languages:	English and Hindi

  
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### Academic Advisory Board Member Industry Expert Profile: 10

01	Photo of the Industry Expert:	
02	Name of the Industry Expert:	Mr. Manish Kumar
03	Title/Position:	COO at Enaviya Information Technologies Pvt. Ltd.
04	Company/Organization:	Enaviya Information Technologies Pvt. Ltd
05	Contact Information:	Enaviya Information Technologies Private Limited #563-564 Niran Arcade, 3rd Floor New BEL Road, Bengaluru Karnataka 560094 <b>Sales:</b> +91-9845205968 <b>HR:</b> +91-8095866160 <b>Mail:</b> info@enaviya.com
06	Summary:	Experienced Chief Operating Officer with a demonstrated history of working in the computer software industry. Skilled in IT Service Management, IT Strategy, HR Policies, Management, and Pre-sales. Strong operations professional graduated from MSRIT.
07	Areas of Expertise:	Experienced Chief Operating Officer with a demonstrated history of working in the computer software industry. Skilled in IT Service Management, IT Strategy, HR Policies, Management, and Pre-sales. Strong operations professional graduated from MSRIT.
08	Experience:	COO at Enaviya Information Technologies Pvt. Ltd. 18 years 4 Months KMG Infotech Technical Consultant, 1 Year 1 Month <b>Operations Specialist</b> - Densa Pharmaceutical Pvt Ltd - 6 years 8 months
09	Current Job Title/Position:	COO at Enaviya Information Technologies Pvt. Ltd.

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10	Education:	MCA from MSRIT, Bangalore
11	Certifications:	PGDM-HR
12	Publications/Presentations:	NA
13	Languages:	English, Hindi and Kannada
14	References:	<div data-bbox="667 539 762 639">  </div> <p><b>Keerthi Ashokkumar</b> - 3rd PGPM at Great Lakes Institute of Management March 12, 2012, Keerthi reported directly to Manish Manish was my first boss after my graduation. During my stint with him, I found him to be a very organized person and a brilliant strategist. The way he supports his employees is outstanding. He has also always maintained good working relations with his coworkers and clients. All these qualities of his have made him a strong leader. Manish's efforts have helped Enaviya Technologies grow and I would highly recommend the company as the destination for complete software solutions.</p> <div data-bbox="673 1000 759 1084">  </div> <p><b>Nitin Jain</b> - 3rd Technology Architect   Engineering Manager June 29, 2010, Nitin worked with Manish on the same team Manish is very hard working and responsible person. He has good communication skills and strong leadership skills. He is really good in R&amp;D's.....</p>



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**BOS member**  
**Industry Expert Profile: 07**

01	Photo of the Industry Expert:	Mr.Raghavendra
02	Name of the Industry Expert:	Mr.Raghavendra
03	Title/Position:	Managing Director - Retail Operations Excellence Aftersales
04	Company/Organization:	Managing Director - Retail Operations Excellence Aftersales
05	Contact Information:	linkedin.com/in/araghavendra
06	Summary:	Master Black Belt Certified, achievement oriented Engineer with a Financial Management background offering 23+ years of extensive experience in Heading business verticals. Implementing lean and six sigma & Quality systems in reputed organisations like Delhpi Automotive systems (General Motors-Manufacturing Units), General Electrical (GE Capital Financial Business) & Automotive Distribution Toyota Motor Corporation Distributor. (ALJ Dealer & Distribution).
07	Areas of Expertise:	<p>Setting a clear vision and Road map for After sales operation strategy for ALJ such as ,Capacity planning, Dealership expansion, Customer Retention, Loyalty, CSI, Revenue, Growth,</p> <ul style="list-style-type: none"><li>• P&amp;L responsibility of 400 Million for After sales business Vertical, implementing Brand promises. Service Marketing, Service Product, Facilities Improvement, Tools &amp; Equipment Management, Benchmarking &amp; Kaizen Activities, for Entire organization.</li><li>• Engaging and motivating the team to achieve company goals by Gallup Q12 Engagement., SF 34, Talent management, Training &amp; coaching of Associates, Succession planning, Employee performance management, Technical Training &amp; Skill Contest, 360 Degree feedback process for leadership development.</li><li>• Dealers development activity by Analyzing Dealer performance through JD power Survey &amp; Audit, Dealer satisfaction &amp; Dealers Standards (Service Excellence Self-Assessment program, Kodawari (TMC Standards) Express Maintenance Implementation, Fix It Right Activities, Maintenance Remainder systems, Kaizen Marathon) determine shortfalls and developing action plans to improve</li></ul>

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		performance by Lean Six sigma methodology & Toyota Business practice,
08	Experience:	Managing Director - Retail Operations Excellence Aftersales 17 years 1 Months
09	Current Job Title/Position:	Managing Director - Retail Operations Excellence Aftersales
10	Education:	MBA from Symbiosis Institute of Management Studies
11	Certifications:	B. Tech from BITS Pilani
12	Publications/Presentations:	Black Belt Certification, MBB & Lean Certification, Private Consultant for implementing Lean Sigma Certified TSM Instructor Toyota Business Practice Train the Trainer Certification BestQualityEngineer BestBlackBeltAward Great Manager Program
13	Languages:	English and Arabic

  
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Bengaluru North - 562157

## INTERNATIONAL INSTITUTE OF BUSINESS STUDY

#75, Muthugadahalli, Jala Hobli, Bangalore North, Bangalore-562 157 (Near International Airport)

**BOS Member**  
**Industry Expert Profile: 12**

01	Photo of the Industry Expert:	
02	Name of the Industry Expert:	Mr. Ranganathan Sourirajan
03	Title/Position:	Director, Strategic Division at Sharda Group
04	Company/Organization:	Sharda Group, Delhi, India
05	Contact Information:	<a href="https://www.linkedin.com/in/rangasouri">linkedin.com/in/rangasouri</a>
06	Summary:	<p>Ranga, an Engineer and a Post Graduate in Management, has diversified experience in multiple industry segments and in building Institutions. Turned around organizations that he was deployed.</p> <p>He is with Sharda Group as Director, Strategic Division at Greater Noida. Till recently, he was Heading the Executive Education of IIM Ahmedabad. Earlier, was the Senior Director and Technology Centre Leader of Convergys (a leader in customer care industry, headquartered in Cincinnati USA, with nearly 135000 employees and US \$ 3 Billion revenue). The Technology center that he headed, was the backbone for IT solutions. Besides, was guiding his global team located in India, US and Malaysia.</p> <p>Prior to Convergys, Was the Regional Governance Leader of HP in their Best Shore Services with a responsibility for Executive interaction with subsidiaries leadership. Taking over Operations role in April 2008, helped turning around the performance of the Business Unit in two months and helped maintaining consistent quarter on quarter growth. Was also responsible for Migration of onsite roles into Best Shore. Was a Chairperson of Audit Council besides being a member in different Governing Councils, Joining HP Global Soft unit in April 2005, took over the Process and Quality Consulting practice and within a short span steered to achieve US \$ 25 million turnover. Enlarged</p>



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		<p>the client base and put the business on 30% growth path through reduction of 'bench', equipping professionals with multi-skilling and improving net margin through cost management. Changed the focus from CMMI to broader Process and Quality and thus opened out avenues of opportunities such as Business Technology Optimization. Expanded the scope of activities to Services management and IT Governance. Was given additional roles of User Centric Design and Knowledge Management in 2007. In 2001, as a director, took over the leadership of one of the Profit Centers with KPMG India. With a client base of more than 1500 spread over India &amp; ME</p>
07	Areas of Expertise:	<p>Ranga, an Engineer and a Post Graduate in Management, has diversified experience in multiple industry segments and in building Institutions. Turned around organizations that he was deployed.</p> <p>He is with Sharda Group as Director, Strategic Division at Greater Noida. Till recently, he was Heading the Executive Education of IIM Ahmedabad. Earlier, was the Senior Director and Technology Centre Leader of Convergys (a leader in customer care industry, headquartered in Cincinnati USA, with nearly 135000 employees and US \$ 3 Billion revenue). The Technology center that he headed, was the backbone for IT solutions. Besides, was guiding his global team located in India, US and Malaysia. Prior to Convergys, Was the Regional Governance Leader of HP in their Best Shore Services with a responsibility for Executive interaction with subsidiaries leadership. Taking over Operations role in April 2008, helped turning around the performance of the Business Unit in two months and helped maintaining consistent quarter on quarter growth. Was also responsible for Migration of onsite roles into Best Shore. Was a Chairperson of Audit Council besides being a member in different Governing Councils, Joining HP Global Soft unit in April 2005, took over the Process and Quality Consulting practice and within a short span steered to achieve US \$ 25 million turnover. Enlarged the client base and put the business on 30% growth path through reduction of 'bench', equipping professionals with multi-skilling and improving net margin through cost management. Changed the focus from CMMI to broader Process and Quality and thus opened out avenues of opportunities such as Business Technology Optimization. Expanded the scope of activities to Services management and IT Governance. Was given additional roles of User Centric Design and Knowledge Management in 2007. In 2001, as a Director, took over the leadership of one of the</p>

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		Profit Centers with KPMG India. With a client base of more than 1500 spread over India & ME
08	Experience:	Director, Strategic Division - Sharda Group, Present 5 months Head - Executive Education - Indian Institute of Management, Ahmedabad, 2 Years 5 Months
09	Current Job Title/Position:	Director, Strategic Division at Sharda Group
10	Education:	B.E from NIT, Tiruchirappalli PGDM from MDI, Gurgaon.
11	Certifications:	Diploma in Computer Application
12	Publications/Presentations:	Diploma In Computer Applications from Aptech.
13	Languages:	English, Hindi and Marathi
14	References	<p> <b>Nitin Shahani</b> · 3rd Metallurgical Engineering; Technical Director - Business Assurance, Intertek October 15, 2021, Ranganathan managed Nitin directly</p> <p>With a career spanning over four decades and having led hundreds of capable team members, I constantly have an urge to bring out my 'memoirs'. If there is one such memoir, Nitin Shahani will undoubtedly feature in it as a person of high integrity &amp; dedication. His graduation from elite Indian Institutes and his work experience in leading organisations placed him at a higher level of consistent performance that goes beyond QMS or EMS. As a senior leader in my team, Nitin was the 'Go To' person for the entire team. I was riding on his success wave thanks to his ability to build a strong team that delivered the client's expectations; his ability to think 'out of the box' for creating unique solutions; his ability to constantly evolve new service offerings, his ability to craft every single proposal as a unique one and so on. His presence &amp; presentations made his clients to sign up with his organisation without any hesitation. His positive frame of mind led to lasting relationship with the clients.</p> <p> <b>Bob Hawkins</b> · 3rd Senior Manager IT Operations   Project &amp; Program Management   IT Service Delivery   Vendor Management   Data Center Mgmt December 12, 2019, Ranganathan was senior to Bob but didn't manage Bob directly</p> <p>Robert Hawkins, a simple person with deep commitment to professionalism, was a 'go to person' for data servers when I was heading the Hyderabad centre for CVG. He was the darling for his team members and ensured that they were mentored for excelling in their work. He, owned end to end, the servers located globally and thus his team that he was leading also spread out globally, the majority located in India. His 'eye for detail' have always stood him apart for the success of his Program/Project that he managed. The performance metrics of his Programs reviewed were always the best and</p>



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		<p>the number of incidents reported were almost zero for long periods.</p> <p>Bob, as he was affectionately known in India centre, seized an early opportunity to relocate to India when it was thrown open to everyone. His affable nature and open mindedness in the initial days of his stint in India was amazing and helped him to achieve a steep learning curve. Thanks to his leadership, many of his team members were able to progress in their career within and outside of CVG. Given a chance, I will not hesitate to be associated with Bob as a colleague as he proved to me that he is a reliable, committed colleague and a true professional</p>
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**BOS Member  
Industry Expert Profile: 02**

01	Photo of the Industry Expert:	
02	Name of the Industry Expert:	Mr. Raghu Kumar
03	Title/Position:	Regional Head, Mortgages at ICICI Bank
04	Company/Organization:	Regional Head, Mortgages at ICICI Bank
05	Contact Information:	<a href="https://www.linkedin.com/in/raghu-kumar-bb0b9b24b">linkedin.com/in/raghu-kumar-bb0b9b24b</a>
06	Summary:	Expert on ICICI bank Financial Systems and Operational Management
07	Areas of Expertise:	Banking Systems and Financial Management
08	Experience:	ICICI Bank - Full-time, 11 years 2 Months
09	Current Job Title/Position:	Regional Head, Mortgages at ICICI Bank
10	Education:	MBA
11	Certifications:	PGDM-HR
12	Publications/Presentations:	NA
13	Languages:	English, Hindi and Kannada

  
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**BOS member**  
**Industry Expert Profile: 04**

01	Photo of the Industry Expert:	<a href="https://www.linkedin.com/in/dilip-kumar-42a9a520a">linkedin.com/in/dilip-kumar-42a9a520a</a>
02	Name of the Industry Expert:	Mr. Dilip Kumar
03	Title/Position:	Bank Employee at Kotak Mahindra Bank
04	Company/Organization:	Bank Employee at Kotak Mahindra Bank
05	Contact Information:	<a href="https://www.linkedin.com/in/dilip-kumar-42a9a520a">linkedin.com/in/dilip-kumar-42a9a520a</a>
06	Summary:	Sales Management, Retail and Banking
07	Areas of Expertise:	Sales Management, Retail and Banking
08	Experience:	10 years' experience in Banking
09	Current Job Title/Position:	Bank Employee at Kotak Mahindra Bank
10	Education:	MBA from Osmania University Hyderabad
11	Certifications:	MBA
12	Publications/Presentations:	CISE
13	Languages:	English and Telugu


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**BOS Member  
Industry Expert Profile: 05**

01	Photo of the Industry Expert:	
02	Name of the Industry Expert:	Ms. Sindhu Mukkamala
03	Title/Position:	HR Practices and Solutions   HR Business Partner   Talent Acquisition
04	Company/Organization:	HR Practices and Solutions   HR Business Partner   Talent Acquisition
05	Contact Information:	<a href="https://www.linkedin.com/in/SindhuChowdary">linkedin.com/in/Sindhu Chowdary</a>
06	Summary:	<p>I am an accomplished HR professional with experience in Human Resources, specializing in HR Operations Management, Talent Acquisition, Employee Retention, Recruitment, Payroll, and Induction &amp; Exit Formalities. During my 6+ years of tenure with reputed companies, I have got well acquainted with creating and implementing the HR strategy in line with entry-level and developmental programs. Possess good knowledge in handling day-to-day administrative activities.</p> <p>I have been instrumental in the entire vertical of Human Resource Management that entails HR (end-to-end) - workforce planning &amp; recruitment and leads the development of department goals, objectives, and systems and provides leadership for human resources strategic planning. I have successfully been working in a fast-paced and challenging environment and bringing solid HR acumen to the business. I am skilled in devising and implementing the company's HR policies in the areas of selection, succession planning, competency mapping, and grievance management.</p>



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		Furthermore, I am expertise in planning and implementing an effective recruiting strategy to recruit and be involved in all resourcing activities like sourcing, screening, shortlisting, personal evaluation and effective communication. To know more about my work experience and skills, you can connect with me, and I will be happy to discuss it. Thank you.
07	Areas of Expertise:	<p>Partnering with the business through participation in business planning, performance, operational reviews, and other business alignment and strategic activities. Consult with business leaders on how Talent can help drive business performance</p> <p>→ Maintaining a good relationship with professionals to provide Talent services more efficiently. Continually evaluating the strengths and development needs of the assigned population (professionals and the business) to inform recommendations for Talent solutions</p> <p>→ Leading the execution of the annual performance management process for my assigned groups, ensuring guidelines are followed. This includes advising business leadership on promotion readiness, participation in the promotion and rating decisions, conducting consensus meetings, and facilitating regional and national reviews of rating and promotion decisions</p> <p>→ Supporting partnership with the business to identify and communicate headcount against budget, succession gaps, practice skill-set needs, and/or organization design</p>
08	Experience:	<p>HRBP lead YASH Technologies · Full-time 9 Months</p> <p>Leading US company · Full-time 2 Years</p> <p>Senior Talent Coforge · Full-time 2 years</p>
09	Current Job Title/Position:	HR Practices and Solutions   HR Business Partner   Talent Acquisition
10	Education:	MBA from Jawaharlal Nehru Technological University
11	Certifications:	CISE
12	Publications/Presentations:	NA
13	Languages:	English and Telugu


  
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**BOS member**  
**Industry Expert Profile: 08**

01	Photo of the Industry Expert:	
02	Name of the Industry Expert:	Mr. Amarjeet Gowtham
03	Title/Position:	Director of Admission & Marketing at IIBS Business School   Ex-Shiksharambh   Sales & Marketing   Branding   Digital Marketing   Team Management   Collaboration   Recruitment   Instructional Planning   Event Management
04	Company/Organization:	IIBS Business School
05	Contact Information:	IIBS Business School Address: #75, Muthugadahalli, Bangalore North Jala Hobli, Near International Airport, Bangalore-562157 Phone: +91-9986415333 Phone: +91-9620248214 Email: admission@iibsonline.com linkedin.com/in/amarjeet-gautam-0b470559
06	Summary:	Motivated Admissions Director with 8+ years of experience. A detail-oriented worker with fantastic supervisory skills and knowledge of interview tactics. Adept at providing comprehensive support for organized MBA/PGDM admissions processes. To seek and maintain a full-time position that offers professional challenges utilizing interpersonal skills, excellent time management and problem-solving skills.
07	Areas of Expertise:	Managed admissions department employees and office functions. Integrated technology into instructional processes to support student success. Devised strategies to reduce expenses, modernize operations and revamp procedures to

  
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# IIBS

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		improve institution operations. Optimized student educational strategies with clear advice on course choices, progression and career options. Trained admissions employees on office and administration processes. Answered challenging enrollment questions and handled special student cases. Assisted prospective students with admissions by processing paperwork, arranging and conducting campus tours and conducting follow-up activities. Identified issues, analyzed information and provided solutions to problems. Supervised work of contracted employees to keep on task for timely completion. Increased institution admission over 50% with improved promotional approaches, outreach strategies and parent engagement plans
08	Experience:	Maruti Suzuki India Limited - Management Trainee 3 Months Sales Marketing Executive - Shiksharambh.com 2 years 3 months Director of Admissions – IIBS Bangalore 8 Years 10 Months
09	Current Job Title/Position:	Director of Admission & Marketing at IIBS Business School
10	Education:	MBA from University of Mysore PGDM – HMA from IIBS Bangalore BA from Deendayal Upadhyay Gorakhpur University MA from Deendayal Upadhyay Gorakhpur University
11	Certifications:	PG Diploma in Computer Applications from National Institute of Electronics and Information Technology in 2007.
12	Publications/Presentations:	The Alumni Success Stories just a few of IAA 2018 remarkable graduates who represent Company's legacy. In appreciation of service to the success of the institute on the occasion of IIBS-DECENNIUM.
13	Languages:	English and Bengali

  
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**Academic Advisory Board Member  
Industry Expert Profile: 01**

01	Photo of the Industry Expert:	
02	Name of the Industry Expert:	Mr. Srinivas Ganga
03	Title/Position:	CMO
04	Company/Organization:	Amara Raja Batteries Ltd.
05	Contact Information:	<a href="https://www.linkedin.com/in/srinivas-ganga-6a6b3854">linkedin.com/in/srinivas-ganga-6a6b3854</a> Amara Raja Energy & Mobility Limited Karakambadi, Tirupati, Andhra Pradesh - 517520 India +91 877 2265000 Amara Raja Energy & Mobility Limited 1-18/1/AMR/NR, Nanakramguda, Gachibowli, Hyderabad, Telangana 500032 +91 40 2313 9000
06	Summary:	<p>Amara Raja Energy &amp; Mobility Limited, the flagship company of the Amara Raja Group, is the technology leader and is one of the largest manufacturers of lead-acid batteries for both industrial and automotive applications in the Indian storage battery industry.</p> <p>Amara Raja Energy &amp; Mobility Limited has prestigious original equipment manufacturers like Maruti Suzuki India Limited, Hyundai Motors India Limited, Ford India Limited, Tata Motors Limited, Mahindra and Mahindra Limited, Honda Cars India Limited, Renault Nissan, Honda Motorcycles &amp; Scooters India Private Ltd, Royal Enfield, Bajaj Auto Ltd, and many more as its clients. The Company's Industrial and Automotive batteries are exported to 50 countries across the globe.</p>

  
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07	Areas of Expertise:	<p>Amara Raja Energy &amp; Mobility Limited, the flagship company of the Amara Raja Group, is the technology leader and is one of the largest manufacturers of lead-acid batteries for both industrial and automotive applications in the Indian storage battery industry.</p> <p>Amara Raja Energy &amp; Mobility Limited has prestigious original equipment manufacturers like Maruti Suzuki India Limited, Hyundai Motors India Limited, Ford India Limited, Tata Motors Limited, Mahindra and Mahindra Limited, Honda Cars India Limited, Renault Nissan, Honda Motorcycles &amp; Scooters India Private Ltd, Royal Enfield, Bajaj Auto Ltd, and many more as its clients. The Company's Industrial and Automotive batteries are exported to 50 countries across the globe.</p>
08	Experience:	<p>Amara Raja Energy &amp; Mobility Limited, the flagship company of the Amara Raja Group, is the technology leader and is one of the largest manufacturers of lead-acid batteries for both industrial and automotive applications in the Indian storage battery industry.</p> <p>Amara Raja Energy &amp; Mobility Limited has prestigious original equipment manufacturers like Maruti Suzuki India Limited, Hyundai Motors India Limited, Ford India Limited, Tata Motors Limited, Mahindra and Mahindra Limited, Honda Cars India Limited, Renault Nissan, Honda Motorcycles &amp; Scooters India Private Ltd, Royal Enfield, Bajaj Auto Ltd, and many more as its clients. The Company's Industrial and Automotive batteries are exported to 50 countries across the globe.</p>
09	Current Job Title/Position:	CMO
10	Education:	B. Tech from JNTU Hyderabad
11	Certifications:	PGDM-HR
12	Publications/Presentations:	NA
13	Languages:	English and Telugu

  
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# INTERNATIONAL INSTITUTE OF BUSINESS STUDY

(Managed by : Smt. B. Devi Educational & Charitable Trust)

Redefining Leading Talents

**CAMPUS :**  
# 75, Muthugadahalli, Jala Hobli,  
Bangalore North Taluk, Bangalore Urban District,  
Bangalore - 562157. Karnataka

**TRUST OFFICE :**  
# 70, 2nd Main Road, 3rd Cross,  
Kanaka Nagar, R.T. Nagar,  
Bangalore - 560 032. Karnataka

## INTERNAL QUALITY ASSURANCE CELL NOTIFICATION FOR THE FORMATION OF IQAC

The Director is pleased to constitute IQAC Committee on 4/06/2022 for the period of 2 years as per the Latest UGC Guidelines

### The Details of New Committee is as Follows

S.L NO	CATEGORY	NAME OF THE MEMBER
01	CHAIRPERSON	Dr.Tripuraneni Jaggaiah Director -IIBS
02	MEMBERS FROM TEACHING STAFF	Dr.Manjushri Yadav Assistant Professor
		Mr.Dhanush Assistant Professor
		Mrs.Mani Krishna Assistant Professor
		Mr.Mehabub basha Assistant Professor
		Ms.Mangala v.Reddy Assistant Professor
		Dr.Balaji Associate Professor
		Ms.Archana Assistant Professor
		Mr.Manjunath Assistant Professor
		Mr.Shrinidhi Assistant Professor
		Mr.Ashok Matcha Assistant Professor
03	MEMBERS FROM MANAGEMENT	Dr.Jay Prakash Chairman -IIBS
04	ADMINISTRATIVE OFFICER	Mr.Krishna Yadav Administrative Officer -IIBS
05	MEMBERS FROM SOCIETY	Mr.NAGARAJ .A MEMBER-Muthugadahalli Grama Panchayat
06	MEMBERS FROM THE ALUMNI	Tanmay Channe Member from Alumni
07	MEMBERS FROM THE STUDENT	Syed Kasim Baba PGDM II Year Student
08	MEMBERS FROM THE INDUSTRY	Mr. Prasad Babu .M Sr.Manager CAPGEMINI
09	IQAC COORDINATOR	Dr.M. Kethan Associate Professor

*M. Kethan*

**Dr.M.kethan**  
**IQAC -Coordinator**

*T. Jaggaiah*

**Dr.Tripuraneni Jaggaiah**  
**IQAC -Chairman**

# INDEX

## List of Faculty in IIBS as an Industry Experts (SME's) 2021-2024

Sl. No	Name of Faculty	Name of the Industry	Services
01	Dr. Kethan M	Tech Boost Up, Bangalore	Consultancy Services- digital Banner Creation, Social Media Marketing Supporting, Develop Website.
02	Prof. Mahaboob Basha	Source for Swasth Technologies, Bangalore	Consultancy Services -Trade and Investment related activities
03	Prof. Mahaboob Basha	IOCL, Bangalore	Consultancy Services - Marketing and Sales Promotions
04	Dr.T. Jaggaiah	KBC, Bangalore	Consultancy Services - Marketing and Sales Promotions
05	Dr. Kethan M & Dr. Saketh Reddy	Virat Crane Industry Pvt Ltd, Vijayawada	Consultancy Services -Brand Promotions, Upskilling employees and Digital Marketing Activities
06	Dr. Kethan M	GK Entertainments, Hyderabad	Consultancy Services -Brand Promotions, Upskilling employees and Digital Marketing Activities
07	Dr.CM.Surendra Reddy	Baxter India, Bangalore	Consultancy Services- <b>Delinea Secret Server</b> Implementation, Managing IGA, Designing IAM, SME, Data Analysis and Creating Dashboards of Use Management and Controlling, elevations in IT Landscape.
08	Dr.CM.Surendra Reddy	AICTE and DTE Training Program under Government of Karnataka	Consultancy Services – Training program on Cyber Security for 10 Polytechnic Colleges in Chikkaballapura, Chintamani, Bagepalli, Doddaballapura, Shidlghatta taluks in GOK.
09	Dr.T.Jaggaiah	Megha Power Systems Pvt Ltd, 341, 3 <sup>rd</sup> Floor, Tirumala Residency, 1 <sup>st</sup> Main Road, Talacauvery layout, Amrutha halli, Byatarayanapura, Bangalore	Management Consultancy – HR Strategies, Customized Solutions

  
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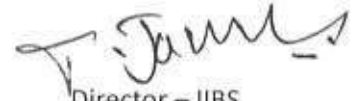


10	Dr.K.Saketh Reddy	Art Homes Advertisors, Sv Nagar, Hyderabad.	Management Consultancy services – Leadership, Strategic planning, digital marketing and etc.
11	Dr.M.kethan	Lakshya Constructions, Jayanagar, Bangalore	Management Consultancy – Assessment workflows, Tailored Strategies for engagement, Skills Enhancement and etc.



Principal – IIBS

**PRINCIPAL**  
**Dr. M. Kethan**  
**International Institute of Business Study**  
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Director – IIBS

**Dr. Tripuraneni Jaggaiah**



**DIRECTOR**  
**INTERNATIONAL INSTITUTE**  
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 Bengaluru North - 562157



LETTER OF APPRECIATION

To,  
Dr.M Kethan  
Associate Professor  
Master of Business Administration

Aug 19<sup>th</sup>, 2022

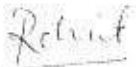
To whomsoever it may concern

Tech Boost Up Pvt Ltd. acknowledges **Dr.M Kethan, Associate Professor Master of Business Administration** for his exceptional contribution as a consultant at Tech Boost Up Pvt Ltd on 19/8/2022. The seamless execution of the program reflects your organizational skills and the ability to create an environment conducive to learning and collaboration.

Once again, thank you for your outstanding service and commitment to excellence. Your efforts have made a significant difference, and we look forward to the possibility of working with you on future endeavors.

With Best Regards,

Director



**Rohit Bharddwaj**

Director & CEO



**DIRECTOR**  
**INTERNATIONAL INSTITUTE**  
**OF BUSINESS STUDY**  
#75 Mathugatanahalli, Jata Hobli,  
Bengaluru - 560157



**Email**

rohitbharddwaj@techboostup.com



29 3rd Floor GVR Plaza, Bellary Rd, Hebbal,  
Bengaluru, Karnataka 560024



# IIBS

*Redefining Leading Talents*

As a part of this activity IIBS College offered consultancy service to Tech BoostUp Pvt Ltd Associate Professor Dr. M. Kethan provided the consultancy service to Tech BoostUp Pvt Ltd And discussed the below mentioned points

Marketing strategies are crucial for any business seeking to increase its market share, attract new customers, and retain existing ones. Effective strategies align with a company's overall business goals and are tailored to its target audience. Here's an overview of key marketing strategies used by successful companies:

## 1. Digital Marketing

Digital marketing encompasses various online tactics aimed at engaging consumers through digital channels. Key components include:

- **Search Engine Optimization (SEO):** Enhancing website visibility on search engines to attract organic traffic.
- **Content Marketing:** Creating valuable content to attract and retain a clearly defined audience. This includes blog posts, videos, infographics, and eBooks.
- **Social Media Marketing:** Leveraging platforms like Facebook, Instagram, Twitter, and LinkedIn to engage with the audience, build brand awareness, and drive website traffic.
- **Email Marketing:** Sending targeted emails to prospects and customers to nurture relationships and promote products or services.

## 2. Influencer Marketing

Influencer marketing involves partnering with individuals who have a significant following on social media or other online platforms. These influencers can effectively promote a brand to their audience, lending credibility and expanding reach.

## 3. Content Marketing

Content marketing focuses on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience. This strategy aims to drive profitable customer action by providing informative and engaging content that meets the needs and interests of the target market.

## Conclusion

The FMCG sector offers significant opportunities for growth, driven by changing consumer behaviors and technological advancements. By focusing on product innovation, digital transformation, supply chain optimization, and sustainability, businesses can capitalize on these trends and achieve long-term success.

Prepared by: Virat Cranes

Submitted to: International Institute of Business Study, Bangalore

Work by: Dr. Saketh Reddy

Date: February 10, 2024

  
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**SOURCE FOR SWASTH TECHNOLOGICAL SOLUTIONS Pvt.Ltd.**

E-mail : swasthtechnologies@gmail.com

Mob : 9008440088

To

Dr. T. Jaggiah

Principal

IIBS, Bengaluru

Dear Sir,

Subject: Sanction of Research Project Work

With reference to your proposal dated December 29<sup>th</sup> 2022 in the captioned subject. In this connection we are pleased to inform you the sanction of the following work to your institution

Name of the work: Business Consultancy Agreement

Duration: From 30.12.2022 to 31.03.2023

Total Amount Payable: Rs. 4,35,000/-

Based on the personal interview conducted by Source for Swasth Technology Solutions and selected Principal Investigator Dr. Tripuraneni Jaggiah, investigator 1 Dr. M. Ketan and Investigator 2 Prof Mahabub Basha S

Thanking you for taking up this research project and we look forward to long term association with your institution.

Yours Faithfully

For Source for Swasth Technological Solutions Pvt. Ltd.

Director

Director

Copy to: Principal Investigator: Dr. T. Jaggiah

Investigator 1 : Dr. M. Ketan

Investigator 2: Prof. Mahabub Basha S

DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#75 Muthugatahalli, Jala Hobli,  
Bengaluru North - 562157

Payment Summary

Payment details

General Transaction Details:

Transaction Reference Name: -NIL-

Counterparty Type: Personal Payees

Amount: INR 25,000.00

Payment Date(ddMM/yyyy): 09/08/2023

Beneficiary Reference: BNF

Sender's Account: 2076110100000010

Reference ID: 521760604

UTR No: UBINJ23221638513

PAYSYS No: 001004063730

From Account: SOURCE FOR SWASTH TECHNOLOGICAL SOLUTIONS PRIVATE LIMITED

Nickname: BBS COLLEGE

Frequency Type: One Time

Network: NEFT

Remarks: marketing

Beneficiary's Account: 67070200001102

Transaction Type: Fund Transfer Other Bank Account

Transaction Status: Success

Tentative Credit Date(ddMM/yyyy): 09/08/2023

Amount & Frequency Details:

Validity Indicator: Next Valid Date

Total Amount: INR 25,000.00

Transaction Currency: INR

  
**DIRECTOR**  
**INTERNATIONAL INSTITUTE**  
**OF BUSINESS STUDY**  
#75 Muthugartahalli, Jata Hobli,  
Bengaluru North - 562157



Principal &lt;principal@ibsonline.com&gt;

Fwd: Consultancy Services  
2 messages

Wed, Dec 21, 2022 at 11:30AM

Swasth Technologies <swasthtechnologies@gmail.com>  
To: "Principal" <principal@ibsonline.com>

Dear T.Jaggaiah,

We hope this email finds you well. We are delighted to request you formally about providing consultancy services for Source for Swasth Technological Solutions Pvt. Ltd on enhancing the sales. We are interested in obtaining strategic expertise which will lead to effective building of high-performing teams and help accomplish sales goals within our company. Our choice was based on the findings of a search on consulting companies where we were amazed by the great experiences you have created. That is why we believe that your expertise in consulting will be of help to us.

Thanks &amp; Regards

Neethu M

CEO

Source For Swasth Technological Solutions Pvt. Ltd

Fri, Dec 28, 2022 at 02:12PM

Principal <principal@ibsonline.com>  
To: Swasth Technologies <swasthtechnologies@gmail.com>

Dear Madam,

It is with great pleasure that I express my gratitude for your kind invitation to provide consulting services aimed at boosting sales within Source for Swasth Technological Solutions Pvt. Ltd. Being chosen for that program is an impressive thing. I am looking forward to participating in this venture and collaborating with your esteemed team. Thank you very much for this rare opportunity.

Dr. T.Jaggaiah,  
Principal,  
IBBS, BengaluruDIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#75 Muthugadahalli, Jala Hobli,  
Bengaluru North - 562157

VALID FOR 3 MONTHS FROM THE DATE OF ISSUE  
DATE 19 04 2023  
1KW27

IN FAVOR OF OR BEARER

Branch name: Right side - 562129  
SINGAHALLI BRANCH  
BANGALORE URBAN-562129  
IFS Code: UBIN0820768

 Union Bank of India

Principal IIGS  
Twenty five Thousand Only

₹ 25,000/-

FOR SOURCE FOR SWASTH TECHNOLOGICAL SOLUTIONS PRIVATE LIMITED

RUPEES

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02002595

*Alaethuimed*

Director

PLEASE SIGN AND STAMP IN THIS LINE

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0025951\*

1800 258 4455 / 1800 102 4455

BRANCH AT THE SOURCE OF THE MONEY  
FOR THE SOURCE OF THE MONEY

Geometric Software



## REPORT

The event officially began with a warm welcome. The organizer introduced the day's schedule and goals, highlighting the importance of the sessions for professional growth in trade and investment. They also introduced Prof. Mahaboob Basha, the guest of honor, who would share his expertise throughout the day.

### Keynote Presentation

The first major session was a keynote speech by Prof. Mahaboob Basha. Known for his deep knowledge of trade and investment, Prof. Basha spoke about "Current Trends and Future Prospects in Trade and Investment." He covered the latest changes in global trade policies, technology, and economics, setting the stage for the rest of the program.

### Panel Discussion: Global Trade Policies and Their Impact on Local Markets

Next was a panel discussion on "Global Trade Policies and Their Impact on Local Markets." The panel included experts, policymakers, and business leaders who shared their views on how international trade agreements, tariffs, and regulations affect local businesses and economies. The discussion addressed both the challenges and opportunities these global policies create, allowing participants to gain a better understanding of their impact.

### Workshop: Strategic Investment Planning

After the panel, attendees took part in a hands-on workshop called "Strategic Investment Planning." This session, led by experienced investment professionals, focused on practical investment tools and strategies. Participants worked on group exercises and case studies, learning about risk management, opportunity identification, and financial analysis. The workshop provided practical insights and allowed participants to apply what they learned to real-world situations.

### Case Studies: Successful Trade and Investment Examples

In the afternoon, the program included presentations of case studies on successful trade and investment projects. These case studies highlighted real-world examples of how businesses overcame trade challenges and seized investment opportunities. After each presentation, there was a Q&A session where attendees could ask questions and get advice from the presenters.

### Closing Remarks and Future Directions

As the event wrapped up, the focus shifted to summarizing the key points from the day. The closing remarks, given by the organizer or a senior representative, reviewed the main insights and discussed future steps. This session stressed the importance of ongoing learning and adapting in trade and investment.

### Networking and Informal Discussions

The final part of the day was dedicated to networking and informal discussions. Attendees had the chance to connect, exchange contact information, and explore potential collaborations. The relaxed setting facilitated meaningful conversations and helped build professional relationships.

## Conclusion

The one-day program by source for SWASTH was a success, providing valuable learning and networking opportunities in trade and investment. With keynote presentations, panel discussions, workshops, and case studies, the event offered a well-rounded experience. Participants left with new knowledge and strategies to apply in their professional roles.

Resource person : Prof Mehaboob Basha

Date :21 December,2023



DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#75 Muthugadahalli, Jala Hobli,  
Bengaluru North - 562157



IndianOil

Indian Oil Dealers

Sri Babu Raju Ram Fuel Station

SY No.45/5 NH-7 RHS, Guvalakanhalli, Village Avalagurki-Post

Chikkaballapur Taluk & District, Pin Code.562101

Cell : 91 95355 71050, Email : sribaburajuramfuelstation@gmail.com

GST :29ATXPK9906DIZ0

**LETTER OF APPRECIATION**

To,  
Dr.T Rambabu  
Associate Professor  
Master of Business Administration

Nov 26<sup>th</sup>, 2022

**To whomsoever it may concern**

IOCL acknowledge Dr.T Rambabu, Associate Professor Master of Business Administration for his exceptional contribution as a consultant service at Sri Babu Raju Ram Fuel Station on 26/11/2022. The seamless execution of the program reflects your organizational skills and the ability to create an environment conducive to learning and collaboration.

Once again, thank you for your outstanding service and commitment to excellence. Your efforts have made a significant difference, and we look forward to the possibility of working with you on future endeavors.

With Best Regards,

Director

DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#75 Muttarakeluhalli, Jakk Hobli,  
Bengaluru - 560015



# IIBS INTERNATIONAL INSTITUTE OF BUSINESS STUDY

(Managed by Smt. B. Devi Educational and Charitable Trust)

**BENGALURU CAMPUS :**  
# 75, Muthugadahalli, Jala Hobli,  
Bangalore North Taluk, Bangalore Urban District,  
Bangalore - 562157, Karnataka

**TRUST OFFICE :**  
# 119, KHB Main Road,  
Kankaragat, R.T.Nagar, Post,  
Bangalore, Karnataka 560032

As a part of this activity IIBS College offered consultancy service to Shri Babu Raju Ram Fuel Station. Associate Professor Dr. T.Rambabu provided the consultancy service to Shri Babu Raju Ram Fuel Station.

Dr. T.Rambabu helped the firm to solve issues such as Poor user adoption, Inaccurate or outdated data, Integration issues, Lack of user-friendliness, customization, cost etc.... There were discussions on future trends in CRM and how to target long-term objectives. Dr.T.Rambabu laid more emphasis on CRM. He discussed the following ideas to enhance CRM activities.

- Define Goals for Your CRM. ...
- Perform a Business Audit. ...
- Understand the Customer Journey. ...
- Outline the Sales Process. ...
- Study the Market. ...
- Use Data to Improve Productivity. ...
- Clean Up and Dedupe Data. ...
- Use Automation and AI.

**DIRECTOR**  
**INTERNATIONAL INSTITUTE**  
**OF BUSINESS STUDY**  
#75 Muthugadahalli, Jala Hobli,  
Bengaluru North - 562157

# Memorandum of Understanding for the Project Services

This Binding Memorandum of Understanding (herein after called as "Memorandum" or "MOU" is dated 12-11-2023

## By and Between

IIBS, #75 Muthugadahalli Bangalore North Jala Hobli, Begur, Bengaluru, Karnataka 562157 (herein after referred to as "First Party" which expression shall mean legal heirs, administrators and permitted assigns)

Kennedia Blu Café Ltd , Bangalore ,Karnataka- 562101 (herein after referred to as "Second Party" which expression shall mean legal heirs, administrators and permitted assigns)

Referred to herein as "Parties" or individually as "Party" are associating through an MOU with a purpose to establish a mutual understanding of student exchange agreement.

## PARTICIPATING PARTIES

I. IIBS, Bangalore  
75, Muthugadahalli, Bangalore North, Jala  
Hobli, Near International Airport, Bangalore-  
562157


II. Kennedia Blu Cafe  
SV NO.45/3 RHS, Guvalakanhalli Village, Chikkaballapur Taluk & District  
,Bengaluru ,Karnataka- 562101 Whereas:

- A. The parties are interested in working together in connection with the purpose which is described in this memorandum.
- B. This memorandum sets out the initial relationship between parties as well as respective rights and responsibilities of each party.
- C. Each party is expected to act in good faith in accordance with this memorandum.

## TERMS OF THE MOU

### GENERAL REGULATIONS, ELIGIBILITY AND ENROLMENT

1. The first party agrees to submit the reports required for business establishment by the end of January ,2024 .
2. Institution may support with Business Study and B-Plan to Kennedia Blu Cafe Ltd for a period of 2 months on Business Study & B-Plan .

  
DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#75 Muthugadahalli, Jala Hobli,  
Bengaluru North - 562157

3. To encourage collaboration in Project in areas of mutual interest, through reciprocal and feasible arrangements contingent upon cognizant parent organization or departmental approval.
4. Proposal Submitted is applicable for only Kennedia Blu Café Ltd.
5. Project will be undertaken by IIBS faculties & Students only.

**IIBS Responsibilities:**

Outcomes of the Project Related to,

- Business Study
- Business Plan reports
- Business Establishment
- Logo & Tag Line

**Job Roles for the Consultancy**

- A) Project Will handled by the project director's.
- B) Sanction & Approval Authority of Financials is held with Project director's.
- C) Payment should be done through Principal Account.

**Kennedia Blu Cafe Ltd Responsibilities:**

- 1) Image and video contend developed should be given to IIBS to promote digitally.
- 2) The website of Kennedia Blu Cafe Ltd should be updated as per the digital marketing requirements.
- 3) 100% financial support will be given by the Kennedia Blu Cafe Ltd for the consultancy services.
- 4) Kennedia Blu Cafe Ltd will pay the platform charges on single time payment in advance through IIBS.

**FINANCIAL ARRANGEMENTS**

Particulars	Amounts in INR
Project Director(INR 12,000 *2)	24,000
Project Coordinator(INR 10,000*2*2)	40,000
Student Intern's(INR 8000 *3*2)	48,000
Travel Expense	30,000
Tool & Stationary Expense	58,000

1. The duration of the project is 2 months from the date of sanctioned approval.
2. **Per month financial requirement for running the consultancy services costs**  
  
**Rs.1,00,000/- (excluding GST)**
3. **The total budget of the consultancy service for a period of 2 months is Rs. 2,00,000/- (excluding GST)**

  
**DIRECTOR**  
**INTERNATIONAL INSTITUTE**  
**OF BUSINESS STUDY**  
 #75 Muthugadahalli, Jafa Hobli,  
 Bengaluru North - 562157

4. All financial transactions should be done through IIBS principal Account.
5. The project expenses payment and platform fee payment will be paid on single payment basis in advance.
6. On all financial transactions GST is Applicable.

#### **DURATION, AMENDMENT AND TERMINATION OF THIS AGREEMENT**

6. The parties will review the terms of the MOU annually to assess the success of the exchange, and will determine whether to continue, modify or discontinue the MOU. Each party reserves the right to terminate this MOU upon one month prior notice to the other party.
7. This MOU shall take effect when signed by both parties and will remain in effect for a period of 2 months. Thereafter, it must be renewed for another period.
8. The project will be run through based on the MOU only additional services required will be discussed and additional services will be chargeable.

#### **Project Director**

Dr. Tripuraneni jaggaiah – Director & Principal, IIBS, Bengaluru

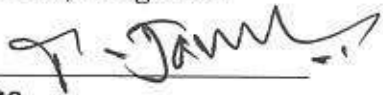
#### **Project Coordinators:**

Dr. M. Kethan – IQAC Co- Ordinator, IIBS, Bengaluru

Prof. V Mani Krishna ,Assistant Professor, IIBS, ,Bengaluru

**For IIBS, Bengaluru**

Name



**DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY**

Date: #75 Muthugadahalli, Jala Hobli,  
Bengaluru North 562157

**For Kennedia Blu Cafe Ltd.**

Name

Date: \_\_\_\_\_



# VIRAT CRANE INDUSTRIES LTD.,

D.No-25-18-54, Opp CRANE BETEL NUT POWDER WORKS OFFICE, Mjm Road,  
Sampathnagar, GUNTUR - 522 004, Phone 0863 - 2223311  
Email : vni@cranegroup.in CIN No : L74999AP1992PLCO14392

23 January, 2024

Dr Saketh Reddy  
IIBS, Bengaluru

## Appreciation Letter

We are extremely happy to express our gratitude for the Consultancy Service you have extended to us. We learnt a lot from it and our employees are happy with your service and to develop practical skills and help them to develop more confidence to learn and grow.

Once again, thank you for delivering such a valuable service. We are confident that the knowledge and skills acquired will contribute great to our employee's professional growth and the success of our team.

Thanks & Regards

Mr. Srikrishna  
General Manager  
Virat Crane Industries

**DIRECTOR**  
**INTERNATIONAL INSTITUTE**  
**OF BUSINESS STUDY**  
#75 Muthugani, Jala Hobli,  
Bengaluru, Karnataka - 562157





## Management Consultancy Report on FMCG Products

Prepared by: Virat Cranes

This report provides an insightful analysis of the Fast-Moving Consumer Goods (FMCG) sector, focusing on market trends, consumer behavior, and strategic recommendations for business growth, based on the research conducted by Dr. Saketh Reddy. The FMCG sector is crucial for business planning due to its high volume and low margin sales of essential goods.

### Market Dynamics

The FMCG sector in India is undergoing significant growth, driven by urbanization, increasing incomes, and evolving consumer preferences. The key segments include food and beverages, personal care, household care, and over-the-counter drugs.

**Market Size:** The FMCG market is expected to grow at a compound annual growth rate (CAGR) of 14%, reaching USD 220 billion by 2025.

**Urban vs. Rural:** Urban markets account for 55% of total sales. However, rural markets are rapidly expanding due to improved distribution networks and greater market penetration.

### Consumer Behavior

Consumer preferences in the FMCG sector are shifting towards healthier, organic, and sustainable products. There is also a notable increase in online shopping for FMCG products.

**Health and Wellness:** Consumers are prioritizing health and wellness, leading to a surge in demand for organic and natural products.

**E-commerce Growth:** The COVID-19 pandemic has accelerated the adoption of e-commerce, with online FMCG sales expected to continue growing due to convenience and a broader range of product availability.

### Strategic Recommendations

**Product Innovation:** Develop and market products that cater to health-conscious consumers. Invest in research and development (R&D) to create organic, eco-friendly, and fortified products.

**Digital Transformation:** Enhance the digital presence through e-commerce platforms and leverage data analytics to understand consumer preferences and personalize marketing strategies.

Invest in supply chain technologies to improve efficiency, reduce costs, and ensure timely delivery, particularly in rural areas.

**Sustainable Practices:** Implement sustainable practices in production and packaging to attract environmentally conscious consumers and comply with regulatory standards.

  
DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#75 Muthugadahalli, Jala Hobli,  
Bengaluru North - 562157

## Report

Virat Cranes organized a detailed one-day program aimed at enhancing the skills and knowledge of its employees in the FMCG industry. The event was led by Dr. K. Saketh Reddy, a recognized expert in the field, who provided valuable insights and practical advice to help employees improve their performance and efficiency. The program was meticulously designed to cover a range of topics essential for success in the FMCG sector, offering both theoretical knowledge and hands-on experience.

### Morning Session: Registration and Keynote Address

The day began with a well-organized registration process. As participants arrived, they were signed in and provided with program materials, including an agenda and relevant resources. This initial phase ensured that everyone was well-prepared for the day's activities and had a clear understanding of what to expect.

Following registration, the participants were warmly welcomed by the program organizers. The introduction set a positive tone for the day, highlighting the objectives and significance of the program. The organizers emphasized the importance of the day's sessions in addressing current challenges and opportunities in the FMCG industry.

The centerpiece of the morning was the keynote address delivered by Dr. K. Saketh Reddy. His presentation, titled "Trends and Challenges in the FMCG Sector," was both informative and engaging. Dr. Reddy began by outlining the major trends currently shaping the FMCG industry. These included the ongoing digital transformation, which is revolutionizing how companies operate and interact with consumers. He discussed how advancements in technology, such as data analytics and automation, are driving changes in marketing, supply chain management, and customer engagement.

Dr. Reddy also explored changing consumer preferences, noting a shift towards more health-conscious and sustainable products. He highlighted the growing importance of understanding consumer behavior and adapting to these evolving preferences to stay competitive.

In addition to discussing trends, Dr. Reddy addressed several key challenges facing the FMCG sector. He emphasized the impact of supply chain disruptions, which have been exacerbated by global events and economic uncertainties. The need for innovation was another major theme, as companies are under pressure to continually develop new products and improve existing ones to meet market demands.

Dr. Reddy's keynote provided a comprehensive overview of the FMCG landscape, setting the stage for the day's workshops. His insights offered a solid foundation for understanding the complex environment in which FMCG companies operate and provided a framework for the practical sessions that would follow.

### Midday Workshops: Deep Dive into Industry Issues

After the keynote address, the program transitioned into a series of interactive workshops designed to provide hands-on learning and practical skills.

### **Workshop 1: Trends and Challenges in the FMCG Sector**

The first workshop was a deeper dive into the topics covered in Dr. Reddy's keynote. This session was designed to help participants better understand and navigate the specific trends and challenges affecting FMCG companies today. Dr. Reddy led the workshop, guiding participants through a series of discussions and case studies.

During this workshop, employees engaged in group discussions to explore how current trends impact their roles and the company's strategies. They analyzed case studies of companies that have successfully adapted to industry changes and discussed the approaches that led to their success. Practical exercises were incorporated to help participants apply the knowledge gained to real-world scenarios, such as developing strategies to address supply chain issues or leveraging digital tools to enhance customer engagement.

The interactive nature of the workshop encouraged participants to think critically about how they can apply these insights to their own work. It also provided a platform for sharing experiences and best practices, fostering a collaborative learning environment.

### **Workshop 2: Optimizing Supply Chain and Operations**

The second workshop focused on "Optimizing Supply Chain and Operations," a critical area for FMCG companies. Dr. Reddy led this session, which covered strategies for improving operational efficiency and managing supply chains more effectively.

Participants learned about best practices for streamlining production processes, enhancing logistics, and reducing costs. Dr. Reddy presented case studies that highlighted successful approaches to overcoming common supply chain challenges, such as managing inventory levels and ensuring timely delivery of products.

The workshop included hands-on activities where participants worked in groups to identify and solve hypothetical supply chain problems. These exercises were designed to simulate real-world situations and help employees develop practical solutions that can be applied in their own roles.

The focus on supply chain optimization was particularly relevant given the current challenges faced by the FMCG sector. By providing employees with tools and techniques to improve operational efficiency, the workshop aimed to enhance their ability to contribute to the company's success.

### **Afternoon Session: Panel Discussion and Q&A**

The afternoon session featured a panel discussion on "Innovations and Future Directions in FMCG." This segment brought together a group of industry leaders and experts to share their perspectives on the latest innovations and future trends in the FMCG sector.

The panelists discussed various topics, including technological advancements, new product development, and strategies for staying competitive in a rapidly changing market. They shared insights on how companies can leverage innovation to drive growth and adapt to evolving consumer demands.

The panel discussion was interactive, with participants encouraged to ask questions and engage with the panelists. This Q&A session provided an opportunity for attendees to seek further clarification on topics of interest and gain additional insights into industry practices.

### **Program Conclusion: Certificate Distribution and Closing Remarks**

The program concluded with a certificate distribution ceremony. Participants received certificates of completion, recognizing their engagement and commitment to enhancing their skills. The closing remarks summarized the key takeaways from the day's sessions and emphasized the importance of applying the learned strategies to their roles within the company.

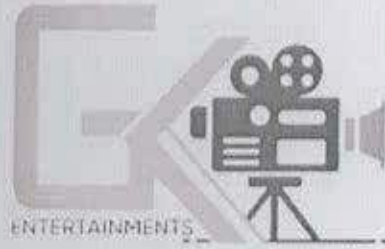
The organizers thanked Dr. Reddy and the panelists for their contributions and expressed appreciation to the participants for their active involvement throughout the day. The event was seen as a valuable learning experience, equipping employees with practical knowledge and skills to improve their performance in the FMCG industry.

Overall, the one-day program organized by Virat Cranes was a comprehensive and successful initiative. It provided employees with a thorough understanding of current trends, effective strategies, and best practices in the FMCG sector. Through engaging presentations, interactive workshops, and expert discussions, the program aimed to enhance employees' abilities and support the company's continued success in a competitive market.

Resource person: Dr K. Saketh Reddy

Date: 15 February, 2023

**DIRECTOR**  
**INTERNATIONAL INSTITUTE**  
**OF BUSINESS STUDY**  
#75 Muthugadahalli, Jala Hobli,  
Bengaluru North - 562157



## Memorandum of Understanding for the Consultancy Services

This Binding Memorandum of Understanding (herein after called as "Memorandum" or "MOU" is dated 25-10-2023

By and Between

IIBS, #75 Muthugadahalli Bangalore North Jala Hobli, Begur, Bengaluru, Karnataka 562157 (hereinafter referred to as "First Party" which expression shall mean legal heirs, administrators and permitted assigns)

Referred to herein as "Parties" or individually as "Party" are associating through an MOU with a purpose to establish a mutual understanding of student exchange agreement.

### PARTICIPATING PARTIES

- IIBS, Bangalore


75, Muthugadahalli, Bangalore North Jala Hobli, Near International Airport, Bangalore-562157

G.K Entertainments

HYB Telangana

Whereas:

- The parties are interested in working together in connection with the purpose which is described in this memorandum.
- This memorandum sets out the initial relationship between parties as well as respective rights and responsibilities of each party.
- Each party is expected to act in good faith in accordance with this memorandum.

  
DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#75 Muthugadahalli, Jala Hobli,  
Bengaluru North - 562157

# TERMS OF THE MOU

## GENERAL REGULATIONS, ELIGIBILITY AND ENROLMENT

1. The two parties agree to enter into a Business Consultancy agreement, commencing from the year 2023.

1. Institution may support consultancy services to G.K Entertainments Ltd. for a period of 1 Year on Promotion and Branding of Products / Services through online marketing.

1. To encourage collaboration in Consultancy in areas of mutual interest, through reciprocal and feasible arrangements contingent upon cognizant parent organization or departmental approval.

2. Proposal Submitted is applicable for only for Movie Promotions Under GK Entertainments .

3. Project will be undertaken by IIBS faculties.

### IIBS Responsibilities:

### Outcomes of the Consultancy Related to,


- o Reports (reach, success of the promotion)
- o SEO
- o Instagram, Facebook & YouTube Non-Skippable Adds.
- o Online text content development
- o Instagram reels and youtube shorts
- o promotion Reviews and rating

### Job Roles for the Consultancy

- Consultancy project Will handled by the project director's.
- Sanction & Approval Authority of Financials is held with Project director's.
- Payment should be done through Principal Account & bill payments of social media marketing expenses are as per the bill generated by the Platforms.
- Instagram and facebook pages will be developed and maintained by IIBS.

### G.K Entertainments Ltd Responsibilities:

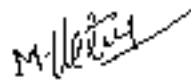
1. Image and video content developed should be given to IIBS to promote digitally
2. The website of G.K Entertainments should be updated as per the digital marketing requirements
3. 100% financial support will be given by the G.K Entertainments Ltd for the consultancy services.
4. G.K Entertainments will pay the platform charges on quarterly basis in advance through IIBS.


  
**DIRECTOR**  
**INTERNATIONAL INSTITUTE**  
**OF BUSINESS STUDY**  
#75 Muthugadahalli, Jala Hobli,  
Bengaluru North - 562157

## INDEX

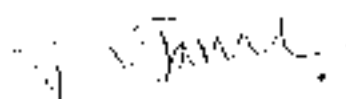
### List of Executive Education Programmes Conducted by Chief Mentor Dr.N. Gurnath Naidu

Sl. No	Date	Name of the faculty Member	Place	Topics
01	13.03.2024	Dr.N. Gurnath Naidu Professor - IBS, Bengaluru	Infosys Chennai	Delivered topic on Emerging Trends in ICT along with creating an awareness.
02	10.11.2023 to 13.11.2024	Dr.N. Gurnath Naidu Professor - IBS, Bengaluru	AO, APJRD RC, Srikalahasti, AP State	Three Days DoPT Govt.of India Training program on Communication and Presentation skills.

  
 Principal - IBS, PAL  
 International Institute of Business Study  
 Bangalore North,  
 India - 562157

  
 Director - IBS  
 Dr. Tripuraneni Jaggaiah

DIRECTOR  
 INTERNATIONAL INSTITUTE  
 OF BUSINESS STUDY  
 #75 Malleshwara, 1st Stage,  
 Bangalore North - 560075

  
 DIRECTOR  
 INTERNATIONAL INSTITUTE  
 OF BUSINESS STUDY  
 #75 Malleshwara, 1st Stage,  
 Bangalore North - 560075

ieeecs mds <ieeecsmds@gmail.com>

Sat, Feb 17,  
10:28 AM

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mailto:ieeecsmds@gmail.com  
mailto:ieeecsmds@gmail.com

IEEE Computer Society, Madras & Infosys cordially invite your participation in the one day in-person event

### IEEE CS Day @ Infosys

On Friday, 15th March 2024 at Infosys Sholinganallur Campus at Chennai

This one day, in-person event is aimed at providing an update on some of the emerging trends in ICT along with creating an awareness on IEEE and IEEE Computer Society among the professionals, faculty and students.

#### Program Schedule on 15th March 2024

09.00 am -- Registration & Networking

09.30 am -- Inauguration

10.00 am -- "GenAI for Enterprises & Use Cases" by Divya Sekaran, Technology Director, Microsoft

11.00 am -- Tea Break

11.15 am -- "GenAI and AIoT - Accelerating Digital Transformation" by Vinod Venkateswaran, Senior Industry Principal, Infosys

12.15 pm -- "IEEE, IEEE CS Awareness Session with a mini ICT Quiz" by HR Mohan, IEEE Ambassador, Chair - Events & Imm. Past Chair, IEEE CS

01.00 pm -- Lunch Break

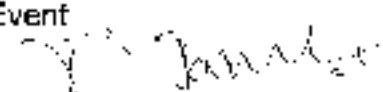
01.45 pm -- "Big Picture of LLMs and Industry Use Cases" by R Venugopal, Principal Technology Architect, Infosys

02.45 pm -- "Emerging Security and Privacy Threats Landscape in AI" by TR Reshmi, Scientist (Cryptology and Computing Research Group), Society for Electronic Transactions and Security (SETS)

03.45 pm -- Valedictory

04.00 pm -- High Tea & Networking

04.30 pm -- Close of the Event

  
DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#23 Madhavapettai, 1st floor,  
Coop. Hall Road - 602107



Registration: The registration to this in-person event is FREE. It includes kit, refreshments, lunch and e-certificate of participation.

Prior registration through Google Regn form at <https://bit.ly/ieeecsday-infosys> is mandatory by Monday, 11th March 2024.

The organisers will confirm your registration to participate in the event. On the day of the event, to facilitate entry into the Infosys Campus, you will need the email confirming your participation.

As the seats in the event are limited, along with first come first served, criteria of how the event will benefit the participants will be considered while confirming the participation.

We look forward to your registration at the earliest.

Pl note the registration will be closed on Monday, 11th March 2024.

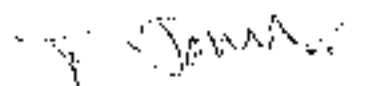
For queries if any, pl send email to [ieeecsmds@gmail.com](mailto:ieeecsmds@gmail.com) or send WhatsApp msg to 9841432179

With regards

HR Mohan, Chair - Events & Imm Past Chair, IEEE CS Madras

P Sakthivel, Chair, IEEE CS Madras

Mutheeshwaran, Co-Chair, Infosys TechCohere

  
DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#15, Anna Nagar, PO, Anna Nagar,  
Bengaluru North - 562107

**A special Report on IEEE and Infosys attending "Emerging trends in ICT along with creating an awareness" - One day in-person event at Chennai Infosys campus on 15-03-2024.**

For this one day in person event selected industry executives and Academicians from various reputed educational institutions have been invited. I am one among them from IBS- Airport campus.

1. In Inaugural address Divya Sekharan, Director, Microsoft touched upon in his keynote address on "Gen AI for enterprises and use cases" and briefed the future role of AI.
2. Vinodh Venkateswaran, Senior Industry Principal, Infosys explained on the topic "Gen AI and A/IOT Accelerating Digital Transformation" aspects in business scenarios briefed.
3. HR Mohan, IEEE Ambassador, Chair- Events & Imm. Past Chair, IEEECS briefed about "IEEE,IEEECS Awareness Session with a mini ICT Quiz. We all the participants participated in the Informative and thought-provoking Quiz.
4. Sri R.Venugopal, Principal Technology Architect, Infosys has spoken and highlighted the significant points on "Big picture of LLMs Industry use cases with vedios" which is informative to understand how technology is going to shape our agriculture, service and industrial sectors in global markets.
5. Dr Rashmi. T.R Scientist from Cryptology and computing Research Group touched on the aspects on "Emerging Security and Privacy Threats Landscape in AI"

**Key points observed by participating in one day in person event at Infosys campus at Chennai.**

1. Knowledge, Research and Technology drives Industry. More and more technology is required to move forward. Speaker suggested to read "thinking Fast.... Slow by Daniel Kahneman. " The World is Flat by Thomas Flat by Tomas Friedman. They touched on the aspects of Neural Architecture, Few – shot CoT (Chain of thoughts), Tree of Thoughts (ToT), Tiktokenizer, Perplexity and specialized Assistant, Large Language Model (LLM)

**IOT:** Network of interconnected physical devices, sensors, and objects that can connect and exchange data over the internet or other communication networks.

Examples: Plant watering, testing moisturizer. Agricultural services.

**AI:** Creating systems or machines that can perform tasks that typically require human intelligence, such as understanding natural language, recognizing patterns, making decisions, and learning from experience.

Examples: Chat GPT, Driverless cars.

AI can help in interpreting the rules, Airlines Boarding Pass.( self-check in)

**IDT** connects devices using internet. AI learns from the device data and experience to unlock and amplify value.

**Following Industry Use cases discussed in the event.**

**Transportation**

Fleet Management  
Real time feedback  
Demand Forecasting

**Manufacturing**

Predictive Maintenance  
Asset Performance Management  
Energy Management

**Healthcare**

Predictive Healthcare.  
Personalized Treatment  
Hospital Management


 DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#75 Madhavapada, Juhu Road  
Bengaluru North - 562157

## Cybersecurity challenges

Authentication and Authorization	Seamless access from anywhere vs Zero Trust. Risk based authentication. Password security. Proliferation of APIs. Biometric data
Data Analysis	Large data sets (Logs, Events, Flows and Packets) Collection and analysis in near real time. Hidden patterns and trends.
Incident response	Faster response and automation Response to new incidents Reduce human error and skill issues.
Anomaly Detection	Identify patterns and anomalies Analyzing user behavior Threat detection speed and accuracy
Malware Detection & Prevention	Analyzing file characteristics and behavior at run time Advanced persistent threat Rapidly expanding threat landscape.

60% organizations believe AI is needed for response to cyber threats.

61% Cybersecurity breaches are identified within minutes with AI

\$ 38 B AI in Cybersecurity predicted market size in 5 years.

### Authentication:

1. Facial recognition
2. Fingerprint scanners
3. Retina scanners
4. Voice recognition
5. Risk based authentication
6. Bot detection
- 6 API behavior analysis

### Touched on the following aspects of AI technologies

Reactive AI	Performs a specific task Has no memory of past actions. Works with present data. Mentoring systems triggering alerts. Chess supercomputer.
Limited Memory	Utilizes past experiences to learn and improve responses Machine learning technologies Voice assistants, Chatbots and self-driving vehicles
Theory of the Mind	Understands and predicts human behavior. Can understand motive and intent. Applications such as climate changing modelling.
Artificial Intelligence (AGI)	Can learn and operate like human across different domains.
Artificial Super Intelligence (ASI)	Supreme levels of intelligence surpassing human limits Wide memory and vast data access.



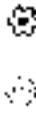




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1 of 1

# Infosys TechCohere IEEE CS Day | Infosys Chennai | March 15 | Participation confirmed

**Keerthi Reddy**

to Keerthi Reddy

Dear Participant,

Thank you for confirming your participation in Infosys TechCohere IEEE CS Day.

We will send you a separate email with information regarding access protocols for the Infosys campus.

We look forward to meeting you all in person!

Regards,

Keerthi - Infosys TechCohere team

Murugeswaran - Infosys TechCohere Team

+91 9894614389

H R Mchan - IEEE

From: Keerthi Reddy

Sent: Thursday, February 29, 2024 12:41 PM

To: Keerthi Reddy <keerthi@infosys.com>

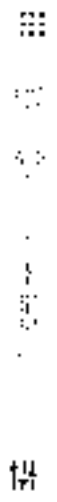
Cc: Murugeswaran <murugeswaran@infosys.com>

Subject: Infosys TechCohere IEEE CS Day | Infosys Chennai, March 15 | Registration Confirmation

**DIRECTOR**  
**INTERNATIONAL INSTITUTE**  
**OF BUSINESS STUDY**  
#20, Madhav Nagar, 4th Floor, 1st Stage,  
Bangalore, India - 560015



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### TechCohere IEEE CS Day | March 15 | Security Guidelines/Entry Protocols



**Keerthi Reddy**  
keerthi@infosys.com  
Dear Participants,

Tue, Mar 12, 2024, 11:04 AM

When you receive this email, please  
check the registration details  
and confirm your participation  
by clicking on the link below.

Please find below the security guidelines for entry into Infosys campus for your participation in TechCohere IEEE CS Day.

Date: March 15<sup>th</sup> 2024 - Friday  
Venue: Infosys - Sholinganagar Campus, IODLR - Immediately Next to Aavin Signage | Entry Via Gate 3

1. Please have your original govt ID proof along with your org ID handy for security clearance.
2. No laptops or other digital assets allowed inside campus (Mobile phones exempted). People can bring in mobile phones.
3. Park your vehicles in the parking lot outside Infosys Campus.
4. Infosys Wi-Fi shall not be connected to your mobile devices.
5. To ensure a smooth registration process, we kindly recommend arriving at the venue by 8:45 AM IST.

After verification by security team, you may please proceed to B1 (Building 1) - Changanaspetur Auditorium.

Note: Kindly inform us in prior over a mail if you are unable to attend the event!

Looking forward to collaborate with you!

Best Regards,  
Keerthi - Infosys TechCohere Team

DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#75, Madhav Nagar, Jeeva Nagar,  
Egmore, Chennai - 600 017 - 992137

Dr. N. Gurunatha Naidu Professor & Chief Mentor  
AP HRD Institute, Bangalore

Dear Sir, I am happy to inform you that I have been assigned to conduct sessions on "Capacity Building" on 17th Oct, 2023 at Bangalore.

Hence, I request you to depute Dr.N.Gurunatha Naidu Professor & Chief Mentor to take sessions as per the schedule mentioned on 17th Oct, 2023.

Each session is for about 4hr and 30mins for interaction with participants.

The content relating to the topic may be sent to this office before the scheduled date of session for possible circulation among participants.

AP HRDI will gladly take care of the Resource Person's travel (train/bus if Class A/C fare) or if it is a car (for 12 km & toll/gate charges) to Sri Kalahasti and back in addition to accommodation & other logistic support.

**Target Participants: Officials from the State Govt., departments/organizations (Education, Cooperative and Public Transports Depts).**

**Further Contact Details: Mr.Ashokkumar (M: 6302707748), Training Coordinator from Regional Centre of AP HRDI, Srikalahasti will coordinate further in this regard.**

Looking forward to your expeditious positive response.

With regards

Sri. Pradyumna P S, IAS  
Joint Director General,  
AP HRD Institute.

One attachment • Scanned by Gmail



Principal IBS

Oct 16, 2023, 2:00 PM  
(0 minutes ago)

to joint me

Good Afternoon Sir

Greeting for the IBS.

I am happy to receive the mail, as per your request I am deputing Dr.N.Gurunatha Naidu Professor & Chief Mentor from IBS, Bangalore ( Airport Campus) on duty to address on the above topics on one day i.e. 17th october,2023.

Dr. Tripuraneni Jaggaiah  
PRINCIPAL  
International Institute of Business Studies

DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
475, M. Nagarajiah, Jala Hosi  
Bangalore North - 562157



APHRD INSTITUTE RC, SRIKALAHASTI

APHRD/RC/2023/001

AO APHRD INSTITUTE RC, SRIKALAHASTI

DATE: 11/10/2023

This is to certify that Sd/Smt/Ksmt **Dr. R.Gurumatha Naidu, Professor & Chief Mentor, DBS, Bangalore** has extended his valuable services as a Resource person and delivered expert lecture on the following session at APHRD RC, Srikalahasti, Tirupathi Dist.

Sl. No.	Name of the program & Date	Subject of session
1	Three Days D.J.P Govt. of India Training Program on "Communication & Presentation Skills" from 10 <sup>th</sup> to 12 <sup>th</sup> Oct, 2023	<ul style="list-style-type: none"><li>• Communication Skills for Success in Social and Official Life, Case Studies, Group Activity</li><li>• Team Spirit at Work Places</li><li>• Mentoring &amp; Counselling Case Study Group Activity</li></ul>

The Participants interacted very well with the resource person and he clarified their doubts and they satisfied very well.

11/10/23  
AO APHRD Institute RC,  
Srikalahasti



DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
276, Mulbagalipalya, Jalahalli  
Bangalore - 562157

Andhra Pradesh Human Resource Development Institute

(Secy. of H. Res. Pradesh)

Sri. P.S. Pradyumna, IAS,  
Joint Director General (FAC),  
AP HRD Institute.

Certificate

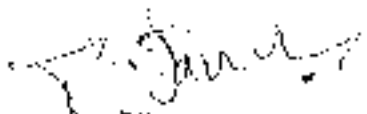
This is to certify that **Dr. N. Guranatha Naidu**, Professor & Chief Mentor, IBS, Bangalore has extended his valuable services as a Resource Person and delivered expert lecture on the following sessions on 10<sup>th</sup> & 11<sup>th</sup> Oct, 2023 in APHRDI RC, Srikalahasti, Tirupathi Dist.

Sr No	Name of the programme & Date	Subject of session
1	Three Days DoPT Govt. of India Training Program on "Communication & Presentation Skills" from 10 <sup>th</sup> to 12 <sup>th</sup> Oct, 2023	<ul style="list-style-type: none"><li>• Communication Skills for Success in Social and Official Life, Case Studies, Group Activity</li><li>• Team Spirit at Work Places</li><li>• Mentoring &amp; Counselling Case Study, Group Activity</li></ul>

The Participants interacted well with the Resource Person and he clarified their doubts and they have satisfied very well.

For Joint Director General,  
APHRD Institute.



  
DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
828 M. Phani Kumar Jala Hilly,  
Bhogalpur Nandy - 552167

Andhra Pradesh Human Resource Development Institute

(Govt. of Andhra Pradesh)



Sri. P.S.Praayanna, IAS,  
Joint Director General (FAC),  
AP HRD Institute.

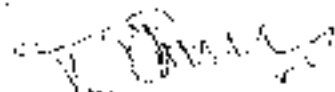
### Certificate

This is to certify that **Dr. N.Gurunatha Naidu**, Professor & Chief Mentor, IICSS, Bangalore has extended his valuable services as a Resource Person and delivered expert lecture on the following sessions on 17<sup>th</sup> Oct, 2023 at APHRD, RC, Srikalahasti, Tenapathi Dist.,

Sl. No	Name of the programme & Date	Subject of session
	Three Days DoPT Govt. of India Training Program on "Improving Leadership and Governance in Public System" from 17 <sup>th</sup> to 19 <sup>th</sup> Oct 2023	<ol style="list-style-type: none"><li>1. The Definition and Types of Leadership</li><li>2. Servant Leadership (How a public servant leads in governance).</li><li>3. Why Leadership Fails and Consequences.</li></ol> <p>Training &amp; Development / Skills Enhancement especially in p.g.a. servants Skills</p>

The participants interacted well with the Resource Person and they clarified their doubts and they have learned very well.

For Joint Director General  
APHRD Institute,

  
DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#75 Maruthi Mall, Jala Hill,  
Bangalore No. 56/137



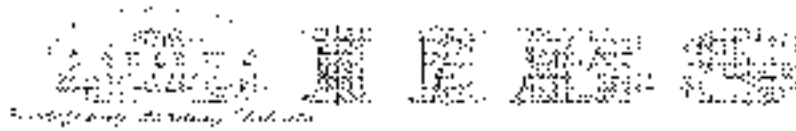
## INDEX

Sl. No	Name of the Industry	Sanctioned Amount
01	Lakshya Constructions, Bengaluru	1,00,000
02	KBC, Bengaluru	1,20,000
03	Tech Boost Up, Bengaluru	80,000

*M. Kethan*  
Principal  
Principal, IBS  
Principal, Institute of Business Study  
No. 100, Bangalore Road,  
Dr.M. Kethan. Bangalore - 562107

Director - IBS  
Dr. Tripuraneni Jaggaiah

*[Signature]*  
DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#75 Madhavadahalli, 4th Floor,  
Bengaluru - 562117



**INTERNATIONAL INSTITUTE OF BUSINESS STUDY**  
425, Muthugadahalli, Jala Hobli, Bangalore North, Bangalore - 562 157 (Near International Airport)

**INDUSTRY SPONSORED LAB (BUSINESS LAB)**

**From,**  
**Dr. Tripuramuni Jaggaiah, MA, MBA, Ph. D**  
Director-IIBS  
Mobile: +91 9620062082  
Email: principal@iibsonline.com  
IIBS B-School  
# 75, Muthugadahalli, Jala Hobli  
Bangalore North  
Near the International Airport.

**Date: 26.03.2022**

**To,**  
The Managing Director  
**LAKSHYA CONSTRUCTIONS**  
#102 Surya Mansion 2nd Cross 7th Main  
Jayanagar 4th Block Bangalore - 560011  
Ph: +91 94481 34455.  
Email: lakshyakons2009@gmail.com

Respected Sir,

I hope this letter finds you well. I am writing to express our interest in establishing an industry-sponsored laboratory (**Business Lab**) in collaboration with **LAKSHYA CONSTRUCTIONS**. As Director and Principal at **INTERNATIONAL INSTITUTE OF BUSINESS STUDY (IIBS)**, I believe such a partnership could yield significant mutual benefits and contribute to advancements in our respective fields like Business Management.

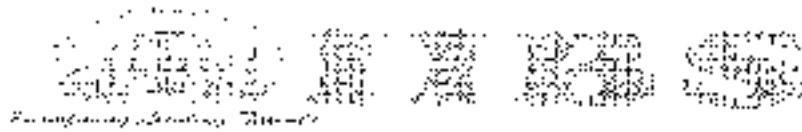
We believe that a partnership between our organization/institution and **INTERNATIONAL INSTITUTE OF BUSINESS STUDY (IIBS)** would be mutually beneficial and could lead to significant advancements in Business Management and Commerce. By leveraging the expertise, resources, and industry insights of **LAKSHYA CONSTRUCTIONS**, we aim to create an innovative learning environment that provides students/professionals with practical experience and prepares them for successful careers in the business sector.

We are confident that a partnership between our organizations would yield positive outcomes and contribute to the advancement of knowledge and innovation in the field of business.

**For LAKSHYA CONSTRUCTIONS**

**Authorised Signatory**

**DIRECTOR**  
**INTERNATIONAL INSTITUTE**  
**OF BUSINESS STUDY**  
#75 Muthugadahalli, Jala Hobli,  
Bangalore North - 562157



## INTERNATIONAL INSTITUTE OF BUSINESS STUDY


175, Muthugodahalli, Jala Hobli, Bangalore North, Bangalore-562 157 (Near International Airport)

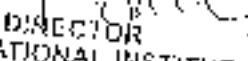
Thank you for considering our request. We look forward to the possibility of working together to establish an industry-sponsored Business lab that benefits our organizations and the wider community of students.

### Benefits of Lakshya Constructions:

- **Talent Pipeline:** By sponsoring a lab, Lakshya Construction can create a pipeline of potential talent from educational institutions. They can identify and nurture promising students who demonstrate interest and aptitude in construction-related fields, potentially securing future skilled employees for the company.
- **Brand Visibility and Reputation:** Sponsoring a lab demonstrates Lakshya Construction's commitment to education and skill development. This can enhance the company's reputation within the community and among prospective employees, clients, and stakeholders, positioning it as a socially responsible organization invested in the future workforce.
- **Industry Collaboration:** Collaborating with educational institutions through lab sponsorship fosters a strong relationship between Lakshya Construction and academia. This collaboration can lead to opportunities for joint research projects, internships, guest lectures, and other mutually beneficial initiatives that contribute to industry innovation and knowledge exchange.
- **Customized Training Programs:** Lakshya Construction can tailor training programs within the sponsored lab to address specific skill gaps or industry needs. This ensures that students receive relevant training aligned with the company's requirements, increasing the likelihood of producing job-ready graduates who can seamlessly integrate into the workforce.
- **Access to Emerging Talent:** Sponsoring a lab provides Lakshya Construction with early access to emerging talent in the construction field. By engaging with students during their education, the company can identify individuals with potential and offer them opportunities for mentorship, internships, or employment upon graduation, securing a competitive advantage in recruiting top talent.
- **Innovation and Knowledge Transfer:** The sponsored lab can serve as a platform for innovation and knowledge transfer between Lakshya Construction and students.

For LAKSHYA CONSTRUCTIONS

  
Authorized Signatory

  
DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
175 Muthugodahalli, Jala Hobli,  
Bangalore North - 562157



## INTERNATIONAL INSTITUTE OF BUSINESS STUDY

#75, Muthugaddalalli, Jala Kobil, Bangalore North, Bangalore 562 157 (Near International Airport)

Students may bring fresh perspectives, ideas, and technological insights to the company, contributing to innovation within the organization and helping it stay abreast of the latest developments in the construction industry.

- **Workforce Diversity and Inclusion:** Through lab sponsorship, Lakshya Construction can promote diversity and inclusion within the construction sector by encouraging students from diverse backgrounds to pursue careers in the field. This fosters a more inclusive workforce, enriching the company's culture and driving creativity and innovation.
- **Corporate Social Responsibility (CSR):** Sponsoring a lab aligns with Lakshya Construction's CSR objectives by investing in education and skill development. This demonstrates the company's commitment to social impact and community development, contributing to sustainable growth and development in the regions where it operates.
- Overall, sponsoring a lab by Lakshya Construction for students not only benefits the students by providing them with valuable skills and opportunities but also serves as a strategic investment for the company, fostering talent development, innovation, and sustainable growth in the construction industry.

### Benefits of Business Lab for Students:

- **Access to Resources:** Business Labs often provide access to resources such as mentorship, funding opportunities, networking events, workshops, and educational programs. These resources can help entrepreneurs and startups navigate the challenges of starting and growing a business.
- **Collaborative Environment:** Business Labs foster a collaborative environment where entrepreneurs can interact with like-minded individuals, exchange ideas, and potentially form partnerships or collaborations. The synergy created by being surrounded by other ambitious individuals can be conducive to innovation and growth.
- **Feedback and Validation:** Entrepreneurs can receive valuable feedback on their business ideas, products, and strategies from mentors, peers, and industry experts within the Business Lab. This feedback can help validate concepts, identify areas for improvement, and refine business models.

For LAKSHYA CONSTRUCTIONS

Authorized Signatory

DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#75 M. Muthugaddalalli, Jala Kobil,  
Bangalore North - 562157



# LAKSHYA CONSTRUCTIONS

#102 Surya Mansion 2nd Cross 7th Main, Jayanagar, 4th Block Bangalore - 560011

Ref: 31/2024-25

Date: 02.04.2022

To,

**The Managing Director,**  
Lakshya Constructions,  
#102 Surya Mansion 2nd Cross 7th Main,  
Jayanagar 4th Block Bangalore - 560011.  
Ph: +91 94481 34455.  
Email: lakshyacons2009@gmail.com.

From,

**The Principal & Director,**  
International Institute of Business Study,  
# 75, Muthugadanahalli, Jala Hobli,  
Bengaluru North.  
Near the International Airport.

Dear Sir/Madam,

**Subject: Approval of Rs. 1,00,000/- for Business Lab Computers**

Based on your requested letter dated: 26.03.2022, I am writing to formally request approval for our company's sponsorship of **Rs. 1,00,000 (One Lakh worth of Computers)** for the acquisition of **Three computers** intended for the Business Lab at the **International Institute of Business Study (IIBS)** in Muthugadanahalli, Bangalore.

Our company is committed to supporting educational initiatives that empower aspiring business professionals and contribute to the advancement of knowledge in the field and also the IIBS rendered support to Research Projects. Recognizing the importance of practical learning experiences, particularly for PGDM graduates, we are delighted to offer this sponsorship to enhance the educational resources available at your esteemed institution.

For LAKSHYA CONSTRUCTIONS

Authorised Signatory

Ph: +91 94481 34455, Email: lakshyacons2009@gmail.com  
GSTIN: 29AA7HC2213L92B

DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#75 Muthugadanahalli, Jala Hobli,  
Bengaluru North - 562152





# LAKSHYA CONSTRUCTIONS

#102 Surya Marasia 2nd Cross 7th Main, Jaya Nagar 4th Block, Bangalore - 560011

The Business Lab serves as a vital hub for students to gain hands-on experience, conduct research, and develop critical skills necessary for success in the business world. By providing three computers, we aim to facilitate a conducive learning environment that fosters innovation, collaboration, and academic excellence among your students.

**Outlined below are the key details of our sponsorship:**

**Amount:** Rs. 1,00,000/-

**Purpose:** Acquisition of **Three computers** for the Business Lab.

**Recipient:** International Institute of Business Study, Muthugalanahalli, Bangalore.

Furthermore, we believe that this sponsorship aligns closely with our CSR objectives and reflects our commitment to supporting educational institutions that nurture future leaders and drive positive change in society.

We kindly request that you acknowledge receipt of this letter and provide any necessary documentation or procedures required to facilitate the sponsorship process. Additionally, we would appreciate updates on the utilization of the sponsored funds and the impact it has on the educational experiences of your students.

Thank you for considering our sponsorship proposal. We look forward to strengthening our partnership with the International Institute of Business Study and supporting the academic pursuits of PGDM graduates.

Thanks, and Regards,

For LAKSHYA CONSTRUCTIONS

Authorized Signatory

Ph: +91 94481 34455, Email: lakshyacons2009@gmail.com  
GST N. 29AAFIHG2213L1ZE

DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#75 Muthugalanahalli, 4th Block,  
Bangalore - 560011



# LAKSHYA CONSTRUCTIONS

#102 Surya Mansion 2nd Cross, 7th Main, Jayanagar, 4th Block, Bangalore

The Business Lab serves as a vital hub for students to gain hands-on experience, research, and develop critical skills necessary for success in the business world. With three computers, we aim to facilitate a conducive learning environment that fosters innovation, collaboration, and academic excellence among your students.

**Outlined below are the key details of our sponsorship:**

**Amount:** Rs. 1,00,000/-

**Purpose:** Acquisition of Three computers for the Business Lab.

**Recipient:** International Institute of Business Study, Mulbagalmahalli, Bangalore.

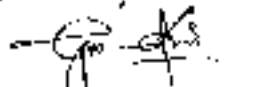
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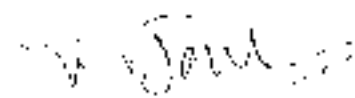
We kindly request that you acknowledge receipt of this letter and provide any necessary documentation or procedures required to facilitate the sponsorship process. Additionally, we would appreciate updates on the utilization of the sponsored funds and the impact it has on the educational experiences of your students.

Thank you for considering our sponsorship proposal. We look forward to strengthening our partnership with the International Institute of Business Study and supporting the academic pursuits of PGDM graduates.

Thanks, and Regards

For LAKSHYA CONSTRUCTIONS

  
Authorized Signatory

  
DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#75, Mulbagalmahalli, 4th Block,  
Bangalore, North - 560157



## INTERNATIONAL INSTITUTE OF BUSINESS STUDY

#75, Muthugadahalli, Jafa Hobli, Bangalore North, Bangalore-562 157 (Near International Airport)

- **Hands-on Learning:** Business Labs offer hands-on learning experiences where students or participants can apply theoretical concepts learned in the classroom to real-world business scenarios. This practical experience enhances understanding and retention of knowledge.
- **Experiential Education:** Participants in Business Labs engage in experiential learning, which involves active participation, problem-solving, and critical thinking. This approach fosters skills development and prepares individuals for the dynamic challenges of the business world.
- **Access to Technology and Tools:** Business Labs typically provide access to state-of-the-art technology, software, and tools commonly used in the business industry. This exposure helps participants become proficient in relevant technologies and enhances their competitiveness in the job market.
- **Networking Opportunities:** Business Labs facilitate networking opportunities with industry professionals, alumni, and fellow students. These connections can lead to internships, mentorships, job opportunities, and collaborations, enriching participants' professional networks.
- **Industry Partnerships:** Many Business Labs establish partnerships with businesses, organizations, and industry associations. These partnerships can provide opportunities for guest lectures, workshops, internships, research projects, and even job placements for participants.
- **Entrepreneurship Support:** Business Labs often support aspiring entrepreneurs by offering resources, mentorship, and guidance on launching and growing a business. Participants can access workshops, pitch competitions, and funding opportunities to turn their business ideas into reality.
- **Interdisciplinary Collaboration:** Business Labs encourage interdisciplinary collaboration by bringing together students and faculty from various disciplines such as business, economics, technology, design, and engineering. This interdisciplinary approach fosters creativity and innovation.
- **Professional Development:** Participants in Business Labs have opportunities for professional development, including workshops on resume building, interview skills,

For LAKSHYA CONSTRUCTIONS

Authorized Signatory

DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#75 Muthugadahalli, Jafa Hobli

**INTERNATIONAL INSTITUTE OF BUSINESS STUDY**

#75, Muthugaddahalli, Jala Hobli, Bangalore North, Bangalore-562 157 (Near International Airport)

presentation techniques, and personal branding. These activities enhance participants' employability and career readiness.

- **Research Opportunities:** Business Labs may facilitate research projects and studies on topics relevant to business and commerce. Participants can engage in research activities, collect data, analyse trends, and contribute to the advancement of knowledge in their field.
- **Community Engagement:** Business Labs often engage with the local community through outreach programs, consulting projects, and volunteer initiatives. This community engagement fosters social responsibility and helps participants develop a broader perspective on business issues.

**Requirement Business lab:**

I. No. of Computers = 05

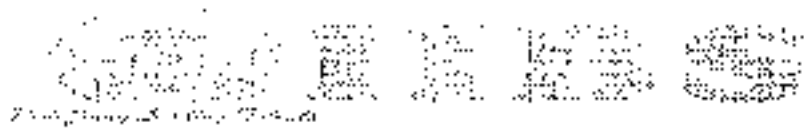
**Estimated Budget for the Lab:**

Sl. No	Item	Quantity	Price	Total Amount
1	Computers	5	35000	175000
Total				175000

For LAKSHYA CONSTRUCTIONS

Authorized Signatory

DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#75 Muthugaddahalli, Jala Hobli  
Bangalore North - 562157



**INTERNATIONAL INSTITUTE OF BUSINESS STUDY**

#75, Muthugadahalli, Jala Hobli, Bangalore North, Bangalore - 562 157 (Near International Airport)

**INDUSTRY SPONSORED LAB (BUSINESS LAB)**

From,

**Dr. Tripuramani Jaggaiah, MA, MBA, Ph. D**

Director IIBS

Mobile: +91 9620062082

Email: [principal@iibsonline.com](mailto:principal@iibsonline.com)

IIBS B-School

# 75, Muthugadahalli, Jala Hobli

Bangalore North

Near the International Airport.

Date: 26.03.2022

To,

**The Managing Director,  
KENNEDIA BLU CAFE,**

Sy. No. 45/5 NB-7, Guvalavanahalli, Village

Avalagurki Post, Chikkaballapura - 562 101

Mobile: 9004981349.

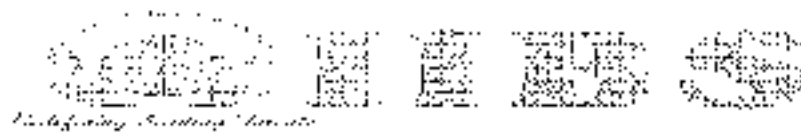
Respected Sir,

I hope this letter finds you well. I am writing to express our interest in establishing an industry-sponsored laboratory (**Business Lab**) in collaboration with **KENNEDIA BLU CAFE (KBC)**. As Director and Principal at **INTERNATIONAL INSTITUTE OF BUSINESS STUDY (IIBS)**, I believe such a partnership could yield significant mutual benefits and contribute to advancements in our respective fields like Business Management and Commerce.

We believe that a partnership between our organization/institution and **INTERNATIONAL INSTITUTE OF BUSINESS STUDY (IIBS)** would be mutually beneficial and could lead to significant advancements in Business Management and Commerce. By leveraging the expertise, resources, and industry insights of **KENNEDIA BLU CAFE [KBC]**, we aim to create an innovative learning environment that provides students/professionals with practical experience and prepares them for successful careers in the business/commerce sector.

We are confident that a partnership between our organizations would yield positive outcomes and contribute to the advancement of knowledge and innovation in the field of business/commerce.

**DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#75 Muthugadahalli, Jala Hobli,  
Bangalore North - 562157**



## INTERNATIONAL INSTITUTE OF BUSINESS STUDY

#75, Muthugodahalli, Jala Hobli, Bangalore North, Bangalore-562 157 (Near International Airport)

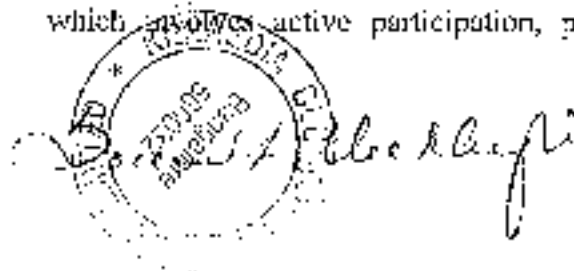
Thank you for considering our request. We look forward to the possibility of working together to establish an industry-sponsored Business/Commerce lab that benefits our organizations and the wider community of students.

### Benefits of KBC:

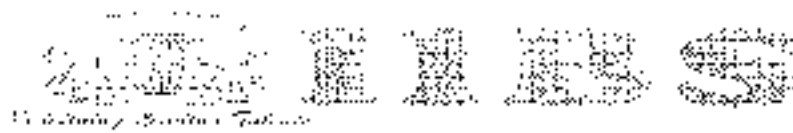
- To Support Brand promotion from KBC
- To provide Digital Banner creation by the students
- To create posters and Banners
- To higher suitable employment support
- Free MDPs for KBC employees.

### Benefits of Business lab for Students:

- **Access to Resources:** Business Labs often provide access to resources such as mentorship, funding opportunities, networking events, workshops, and educational programs. These resources can help entrepreneurs and startups navigate the challenges of starting and growing a business.
- **Collaborative Environment:** Business Labs foster a collaborative environment where entrepreneurs can interact with like-minded individuals, exchange ideas, and potentially form partnerships or collaborations. The synergy created by being surrounded by other ambitious individuals can be conducive to innovation and growth.
- **Feedback and Validation:** Entrepreneurs can receive valuable feedback on their business ideas, products, and strategies from mentors, peers, and industry experts within the Business Lab. This feedback can help validate concepts, identify areas for improvement, and refine business models.
- **Hands-on Learning:** Business lab offer hands-on learning experiences where students or participants can apply theoretical concepts learned in the classroom to real-world business scenarios. This practical experience enhances understanding and retention of knowledge.
- **Experiential Education:** Participants in Business Labs engage in experiential learning, which involves active participation, problem-solving, and critical thinking. This



DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#75 Muthugodahalli, Jala Hobli,  
Bangalore North - 562157

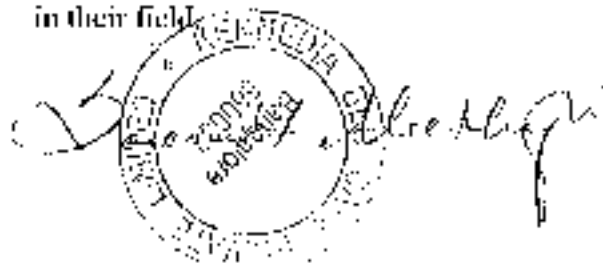


## INTERNATIONAL INSTITUTE OF BUSINESS STUDY

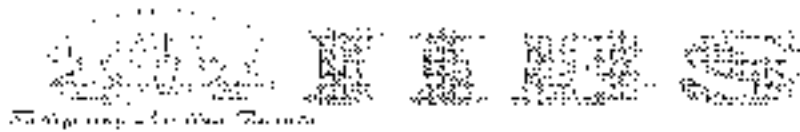
#75, Mutalugachalli, Jala Hobli, Bangalore North, Bangalore-562 157 (Near International Airport)

approach fosters skills development and prepares individuals for the dynamic challenges of the business world.

- **Access to Technology and Tools:** Business Labs typically provide access to state-of-the-art technology, software, and tools commonly used in the business industry. This exposure helps participants become proficient in relevant technologies and enhances their competitiveness in the job market.
- **Networking Opportunities:** Business Labs facilitate networking opportunities with industry professionals, alumni, and fellow students. These connections can lead to internships, mentorships, job opportunities, and collaborations, enriching participants' professional networks.
- **Industry Partnerships:** Many Business Labs establish partnerships with businesses, organizations, and industry associations. These partnerships can provide opportunities for guest lectures, workshops, internships, research projects, and even job placements for participants.
- **Entrepreneurship Support:** Business Labs often support aspiring entrepreneurs by offering resources, mentorship, and guidance on launching and growing a business. Participants can access workshops, pitch competitions, and funding opportunities to turn their business ideas into reality.
- **Interdisciplinary Collaboration:** Business Labs encourage interdisciplinary collaboration by bringing together students and faculty from various disciplines such as business, economics, technology, design, and engineering. This interdisciplinary approach fosters creativity and innovation.
- **Professional Development:** Participants in Business Labs have opportunities for professional development, including workshops on resume building, interview skills, presentation techniques, and personal branding. These activities enhance participants' employability and career readiness.
- **Research Opportunities:** Business Labs may facilitate research projects and studies on topics relevant to business and commerce. Participants can engage in research activities, collect data, analyze trends, and contribute to the advancement of knowledge in their field.



  
DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#75 Mutalugachalli, Jala Hobli,  
Bangalore North - 562157



**INTERNATIONAL INSTITUTE OF BUSINESS STUDY**

475, Muthugadahalli, Jala Hobli, Bangalore North, Bangalore 562 157 (Near International Airport)

- **Community Engagement:** Business Labs often engage with the local community through outreach programs, consulting projects, and volunteer initiatives. This community engagement fosters social responsibility and helps participants develop a broader perspective on business issues.

**Requirement Business and Commerce lab:**

1. No. of Computers -- 05

**Estimated Budget for the Lab:**

Sl. No	Item	Quantity	Price	Total Amount
1	Computers	5	35000	175000
Total				175000

*Approved by*  
  
DIRECTOR  
INTERNATIONAL INSTITUTE OF BUSINESS STUDY  
475 Muthugada Halli, Jala Hobli,  
Bangalore North - 562157

*[Signature]*  
DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
475 Muthugada Halli, Jala Hobli,  
Bangalore North - 562157





**KENNEDIA BLU CAFE**

*Every Cup Creates a Memory*

Mobile: 9004981309

St. Babu Raja Ram Temple Station

Sy. No. 45/5 NH 7, Govindanahalli, Village  
Avalagurki Post, Chikkaballapura - 562 101

Ref: 03/2024-25

Date: 02.03.2023

To,  
**The Manager**  
**KENNEDIA BLU CAFE,**  
Sy. No. 45/5 NH-7, Govindanahalli, Village  
Avalagurki Post, Chikkaballapura - 562 101

From,  
**The Principal & Director Academics**  
**International Institute of Business Study**  
# 75, Muthugadanahalli, Jala Hobli  
Bengaluru North  
Near the International Airport.

Dear Sir/Madam,

**Subject: Approval for Industrial Sponsorship of Rs. 1,30,000 (One Lakhs thirty Thousand only) for Business Lab Computers**

Based on your requested letter dated, 26.03.2022, I am writing to formally request approval for our company's sponsorship of Rs. **1,30,000** for the acquisition of **four computers** intended for the Business Lab at the **International Institute of Business Study (IIBS)** in Muthugadanahalli, Bangalore.

Our company is committed to supporting educational initiatives that empower aspiring business professionals and contribute to the advancement of knowledge in the field. Recognizing the importance of practical learning experiences, particularly for PGDIP/MBA graduates, we are delighted to offer this sponsorship to enhance the educational resources available at your esteemed institution.

The Business Lab serves as a vital hub for students to gain hands-on experience, conduct research, and develop critical skills necessary for success in the business world. By providing four computers, we aim to facilitate a conducive learning environment that fosters innovation, collaboration, and academic excellence among your students.

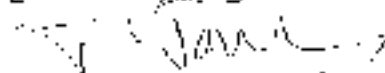
**Outlined below are the key details of our sponsorship:**

**Amount: Rs. 1,30,000/-**

**Purpose: Acquisition of four computers for the Business Lab.**

**Recipient: International Institute of Business Study, Muthugadanahalli, Bangalore.**


  
**DIRECTOR**  
**INTERNATIONAL INSTITUTE**  
**OF BUSINESS STUDY**  
#75 Muthugadanahalli, Jala Hobli  
Bengaluru North - 562107



**KENNEDIA BLUE CAFE**

*Every Cup, Every Moment*

Mobile: 9004981349

Sri Balu Raju Aara Fuel Station

Sy. No. 45/5 III 7, Sivakankshali, Village

Avasunki Post, Chikkaballapura - 562 101

Furthermore, we believe that this sponsorship aligns closely with our CSR objectives and reflects our commitment to supporting educational institutions that nurture future leaders and drive positive change in society.

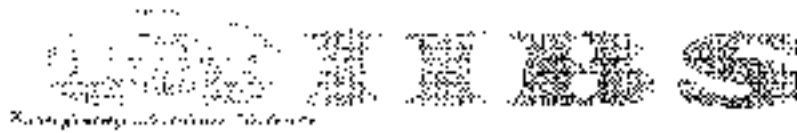
We kindly request that you acknowledge receipt of this letter and provide any necessary documentation or procedures required to facilitate the sponsorship process. Additionally, we would appreciate updates on the utilization of the sponsored funds and the impact it has on the educational experiences of your students.

Thank you for considering our sponsorship proposal. We look forward to strengthening our partnership with the International Institute of Business Study and supporting the academic pursuits of PGDM/MBA graduates.

Thanks, and Regards

*Prasanna Kumar*

*[Signature]*  
DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
45/5 III 7, Sivakankshali,  
Chikkaballapura, Bengaluru North - 562101



Knowledge, Innovation, Excellence

**INTERNATIONAL INSTITUTE OF BUSINESS STUDY**

#75, Muthugadahalli, Jala Hobli, Bangalore North, Bangalore-562 157 (Near International Airport)

**INDUSTRY SPONSORED LAB (ENGLISH LAB)**

.....

**From,**  
The Director  
**International Institute of Business Study**  
Email: [principal@iibsonline.com](mailto:principal@iibsonline.com)  
IIBS B-School  
# 75, Muthugadahalli, Jala Hobli  
Bangalore North  
Near the International Airport.

**Date: 26.03.2022**

**To,**  
The Chairman  
**Tech Boostup,**  
29,3rd Floor, GVR Plaza, Bellary Rd,  
opposite viva Toyota, Hebbal,  
Bangalore, Karnataka 560024

Respected Sir,

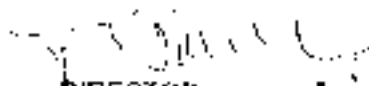
I hope this letter finds you well. I am writing to express our interest in establishing an industry-sponsored laboratory (**English Lab**) in collaboration with **Tech Boostup**

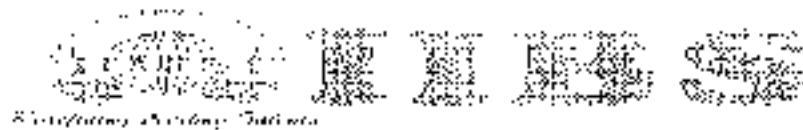
. As Director and Principal at **INTERNATIONAL INSTITUTE OF BUSINESS STUDY (IIBS)**, I believe such a partnership could yield significant mutual benefits and contribute to advancements in our respective fields like **Business Management**.

We believe that a partnership between our organization/institution and **INTERNATIONAL INSTITUTE OF BUSINESS STUDY (IIBS)** would be mutually beneficial and could lead to significant advancements in **Business Management**. By leveraging the expertise, resources, and industry insights of **Tech Boostup**, we aim to create an innovative learning environment that provides students/professionals with practical experience and prepares them for successful careers in the business.

We are confident that a partnership between our organizations would yield positive outcomes and contribute to the advancement of knowledge and innovation in the field of **Business Management**.

*Robit*

  
DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#75 Muthugadahalli, Jala Hobli,  
Bangalore North - 562157



## INTERNATIONAL INSTITUTE OF BUSINESS STUDY

#75, Muchugadahalli, Jala Hobli, Bangalore North, Bangalore-562 157 (Near International Airport)

Thank you for considering our request. We look forward to the possibility of working together to establish an industry-sponsored Business lab that benefits our organizations and the wider community of students.


### Benefits of Tech Boost:

- To Support Social Media Marketing
- To provide Digital Banner creation by the students
- To create YouTube Marketing by Students
- To develop Website design and Development by IT domain Students
- To Support Graphic designing and Advertising.

### The benefits of an English lab for students can include:

- **Improved Language Proficiency:** English labs provide opportunities for students to enhance their English language skills, including speaking, listening, reading, and writing.
- **Enhanced Communication Skills:** Through interactive activities and exercises, students can develop better communication skills in English, which is crucial for academic, professional, and personal interactions.
- **Increased Confidence:** Regular practice and feedback in the English lab can boost students' confidence in using the language, leading to more effective communication in various contexts.
- **Access to Resources:** English labs often provide access to a wide range of resources such as textbooks, multimedia materials, online tools, and language-learning software, which can support students' learning and provide additional practice opportunities.
- **Personalized Learning:** English labs may offer personalized instruction tailored to students' individual needs and proficiency levels, allowing them to progress at their own pace and focus on areas where they need improvement.
- **Cultural Awareness:** Engaging with English language materials in the lab can also expose students to different cultures and perspectives, helping them develop cultural awareness and sensitivity.

Robert

  
DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#75, Muchugadahalli, Jala Hobli,  
Bangalore North - 562157



## INTERNATIONAL INSTITUTE OF BUSINESS STUDY

#75, Multhugadahalli, Jala Hobli, Bangalore North, Bangalore-562 157 (Near International Airport)

- **Preparation for Academic and Career Success:** Strong English language skills are often essential for academic success, as well as for pursuing career opportunities in an increasingly globalized world. English labs can help students develop the language proficiency they need to excel academically and professionally.
- Overall, English labs serve as valuable resources for students looking to enhance their English language abilities, enabling them to effectively communicate and succeed in various academic and professional settings.

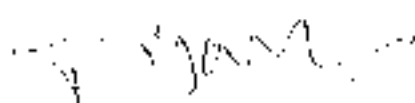
### Requirement English lab:

- No. of English Cloud Softwares - 20 Computers

### Estimated Budget for the Lab:

Sl. No	Item	Quantity	Price	Total Amount
1	English Cloud Software	20 Computers	Rs: 5000	1,00,000
Total				1,00,000

Rohit

  
DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#75 Multhugadahalli, Jala Hobli,  
Bangalore North - 562157



29,3rd Floor, GVR Plaza, Bellary Rd. opposite viva Toyota, Hebbal, Bengaluru, Karnataka 560024  
Email: [contact@techboostup.com](mailto:contact@techboostup.com)  
Phone: +91-9714700003

Ref: 31/2022-2023

Date: 25.04.2022

To,  
The Chairman  
Tech Boostup,  
29,3rd Floor, GVR Plaza, Bellary Rd,  
opposite viva Toyota, Hebbal,  
Bengaluru, Karnataka 560024

From,  
The Director  
International Institute of Business Study  
Email: [principal@iibsonline.com](mailto:principal@iibsonline.com)  
IIBS B-School  
# 75, Muthugadanahalli, Jaij Nohli  
Bengaluru North  
Near the International Airport

Dear Sir/Madam,

**Subject: Approval for Sponsorship of Rs. 80,000 (Twenty Thousand worth of Softwares) for English Lab Computers**

Based on your requested letter dated: 26.03.2022, I am writing to formally request approval for our company's sponsorship of Rs. 80,000/- for the acquisition of **installation of English software (English Cloud)** intended for the English Lab at the **International Institute of Business Study (IIBS)** in Muthugadanahalli, Bangalore.

Our company is committed to supporting educational initiatives that empower aspiring business professionals and contribute to the advancement of knowledge in the field. Recognizing the importance of practical learning experiences, particularly for PGDM graduates, we are delighted to offer this sponsorship to enhance the educational resources available at your esteemed institution.

The Business Lab serves as a vital hub for students to gain hands-on experience, conduct research, and develop critical skills necessary for success in the business world. By providing 20 English Cloud Softwares, we aim to facilitate a conducive learning environment that fosters innovation, collaboration, and academic excellence among your students.

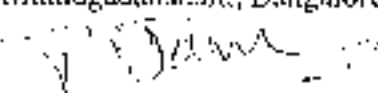
**Outlined below are the key details of our sponsorship:**

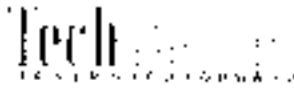
**Amount:** Rs. 80,000/-

**Purpose:** Acquisition of 20 English Cloud Softwares for the English Lab.

**Recipient:** International Institute of Business Study, Muthugadanahalli, Bangalore.

  
Rohit

  
DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#75 Muthugadanahalli, Jaij Nohli,  
Bengaluru North - 562157



23,3rd Floor, GVR Plaza, Bellary Rd, opposite viva Toyota, Hebbal, Bengaluru, Karnataka 560024  
Email: [contact@techboostup.com](mailto:contact@techboostup.com)  
Phone: +91-9711788883

Furthermore, we believe that this sponsorship aligns closely with our CSR objectives and reflects our commitment to supporting educational institutions that nurture future leaders and drive positive change in society.

We kindly request that you acknowledge receipt of this letter and provide any necessary documentation or procedures required to facilitate the sponsorship process. Additionally, we would appreciate updates on the utilization of the sponsored funds and the impact it has on the educational experiences of your students.

Thank you for considering our sponsorship proposal. We look forward to strengthening our partnership with the International Institute of Business Study and supporting the academic pursuits of PGDM graduates.

Thanks and Regards

A handwritten signature in cursive script that reads "Rohit". Below the signature is a horizontal line.

A handwritten signature in cursive script, likely belonging to the Director of the International Institute of Business Study.

DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#25 Vishwagandahalli, Jalahalli, Hebbal,  
Bengaluru, India - 560024

Computers for the Business lab

Sponsored by



**LAKSHYA CONSTRUCTIONS**

Sponsored by

**Mr. G.V. Vinodh Kumar**

Managing Director

LAKSHYA CONSTRUCTIONS

Bengaluru

Inaugurated by

**Dr. Jay Prakash**

Chairman

**INTERNATIONAL INSTITUTE OF BUSINESS STUDY**

Bengaluru

*A. Vinodh Kumar*

DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#5, M. Chinnappaiah Street, 2nd Floor,  
Bengaluru, Karnataka - 562 157



**Computers for the Business lab  
Sponsored by**



**KENNEDIA BLU CAFE**  
Every Cup Creates a Memory

**Sponsored by**

**Mr. Somith**

Manager

**Kennedia Blu Cafe  
Bengaluru**

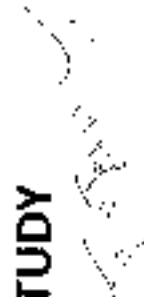
**Inaugurated by**

**Dr. Jay Prakash**

Chairman

**INTERNATIONAL INSTITUTE OF BUSINESS STUDY**

**Bengaluru**



**DIRECTOR**  
**INTERNATIONAL INSTITUTE**  
**OF BUSINESS STUDY**  
#70, Madhavara Street, Jalahalli,  
Bengaluru, Karnataka - 560037



# Computers for the Business lab Sponsored by



**KENNEDIA BLU CAFE**  
Every Cup Creates a Memory

Sponsored by

**Mr. Somith**

Manager

Kennedia Blu Cafe

Bengaluru

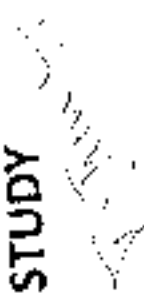
Inaugurated by

**Dr. Jay Prakash**

Chairman

**INTERNATIONAL INSTITUTE OF BUSINESS STUDY**

Bengaluru

  
DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#75, 8th Street, 1st Stage, Hobbli  
Bengaluru, Karnataka - 560027

# Computers for the Business lab Sponsored by



**KENNEDIA BLU CAFE**  
Every Cup Creates a Memory

**Sponsored by**

**Mr. Somith**

Manager

Kennedia Blu Cafe

Bengaluru

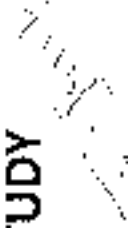
**Inaugurated by**

**Dr. Jay Prakash**

Chairman

**INTERNATIONAL INSTITUTE OF BUSINESS STUDY**

Bengaluru



DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#26, "Sriharsha" 1st Stage, 1st  
Bengaluru, Karnataka - 560016

# English Cloud Software for the Language Lab

## Sponsored by

**Tech Boostup**  
TECH BOOSTUP FOR ALL

Sponsored by

**Mr. Rohit**

Managing Director

**TECH BOOSTUP**

Bengaluru

Inaugurated by

**Dr. Jay Prakash**

Chairman

**INTERNATIONAL INSTITUTE OF BUSINESS STUDY**

Bengaluru

**INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY**  
#15, 1st Floor, 2nd Stage, 4th Block  
Bengaluru, Karnataka - 560035

# English Cloud Software for the Language Lab

## Sponsored by

**Tech BoostUP**  
T E C H   B O O S T U P

Sponsored by

**Mr. Rohit**

Managing Director

**TECH BOOSTUP**

Bengaluru

Inaugurated by

**Dr. Jay Prakash**

Chairman

**INTERNATIONAL INSTITUTE OF BUSINESS STUDY**

Bengaluru

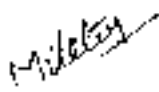
17/11/2024

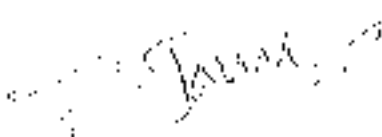
DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#75, 1st Stage, 2nd Cross, Jwalahalli,  
Bengaluru - 560022, KARNATAKA

## INDEX

Industry-sponsored activities for PGDM students at IBS Bangalore (International Institute of Business Study) typically include a range of engagements designed to enhance practical learning and industry readiness. Here are some brief notes on the types of activities:

Sl. No	List of events sponsored by Industries	Year
01	Business Quiz event Sponsored by Muthoot Finance, Chikkaballapur.	2021-2022
02	PGDM Top Scorer Batch Sponsored by Bank of Baroda, Bangalore.	2021-2022
03	Health and Wellness events Sponsored by Jeevanaksha Bood Bank, Bangalore	2022-2023
04	SAP HR Hands on Training Sponsored by L&T Technology Services, Bangalore.	2022-2023
05	Surface2K22 Management Fest sponsored by Compalix Innovation, Bangalore.	2022-2023
06	Business Management Books Events Sponsored by Essentra Components, Peenya, Bangalore.	2023-2024
07	TSS Programme Sponsored by Deloitte US India, Bangalore.	2023-2024
08	Sports and Games Sponsored by Satvayur Extract Limited, Chikkaballapur.	2023-2024

  
Principal – IBS  
International Institute of Business Study  
Dr.M. Kethan  
Jeevanaksha, Bangalore North,  
Jeevanaksha, Bangalore - 562157

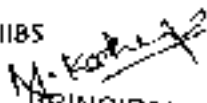
  
Director – IBS  
Dr. Tripuraneni Jaggaiah

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975 Muthyala's Falls, Jeevanaksha,  
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## Conclusion

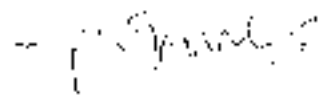
The two-day Thevatic Secure Server training program sponsored by Smt. Varshini from Deloitte HSI was a significant success. It provided the 2021-2022 batch PGDM students at IBS with essential cybersecurity skills and practical experience in privileged access management. This initiative not only enhanced their academic knowledge but also prepared them for future career opportunities in cybersecurity, reflecting the sponsor's commitment to education and professional development.

Principal – IBS

  
PRINCIPAL  
International Institute of Business Study  
Dr. M. Kalpana  
Plot, Durgam Choudhury  
Bangalore - 562157

Team Leader -PAM

  
Smt. Varshini

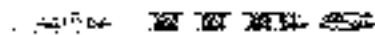
  
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#75 M. Bhagadathall, Jan Headi,  
Bangalore North - 562157

**Report on  
Surface2K22 Management Fest Sponsored by Campalin Innovations**

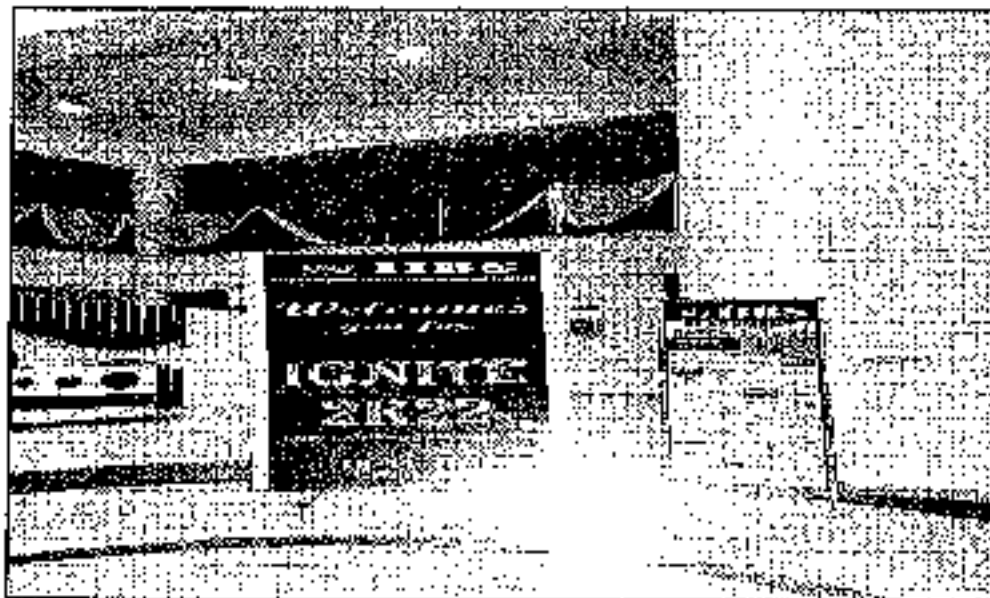


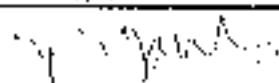
**Sponsor: Campalin Innovations**

**Sponsor Address: #235, 2nd & 3rd Floor, 15th Cross Rd, Indira Nagar II Stage, Hoysala Nagar, Indiranagar, Bengaluru, Karnataka 560038**

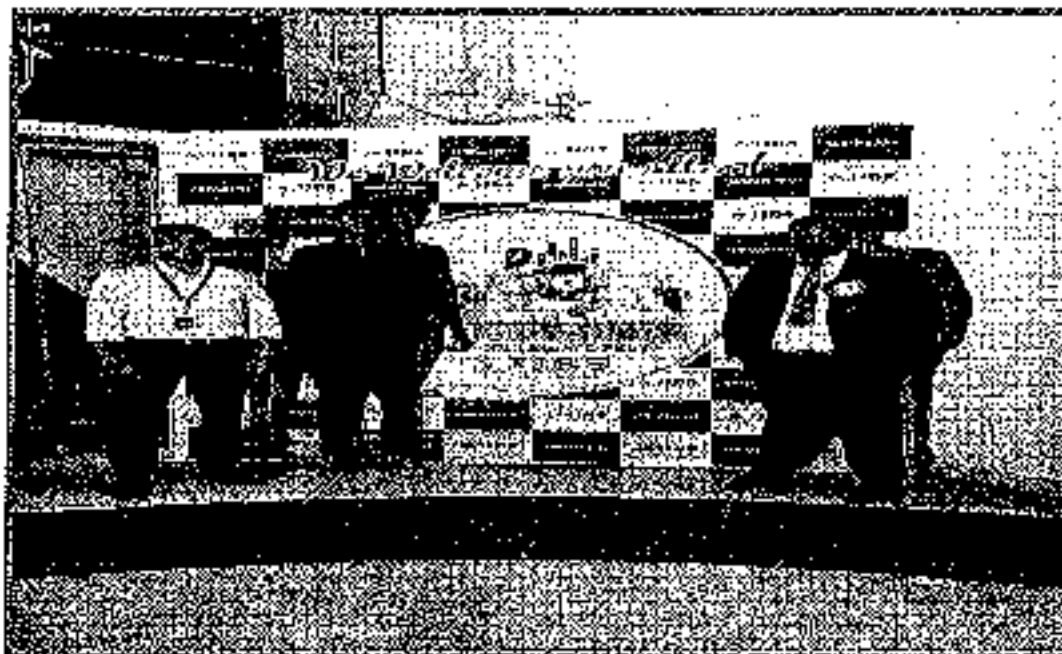


**Event Location: International Institute of Business Studies (IIBS), # 75, Muthugadanaballi, Jala Hobli, Bengaluru North, Near the International Airport**  
**Sponsorship Value: ₹10,000**



  
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## Introduction

Surface2K22, a management fest hosted by Mr. Aakash Kamupili, CEO's brother, was organized for the 2022-23 batch PGDM students at the International Institute of Business Studies (IIBS), Bangalore. Sponsored by Campalir Innovations, the event focused on HR activities and marketing activities, providing students with practical experience and enhancing their management skills.

## Sponsorship Details

### 1. Event Components

- **HR Activities:** Team-building exercises, mock interviews, role-playing scenarios, and HR case study competitions.
- **Marketing Activities:** Brand management simulations, marketing strategy development, advertising competitions, and market research projects.

### 2. Sponsorship Allocation

  
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 Bangalore North - 562047

- **HR Activities:** ₹5,000
- **Marketing Activities:** ₹5,000

### Breakdown of Sponsorship Allocation

Activity	Cost (INR)	Description
Team-building Exercises	1,500	Interactive activities to enhance teamwork and collaboration.
Mock Interviews	1,000	Sessions with HR professionals to simulate real interview scenarios.
Role-playing Scenarios	1,000	Activities to practice HR decision-making and conflict resolution.
HR Case Study Competition	1,500	Competition involving analysis and solutions for HR case studies.
Brand Management Simulations	1,500	Simulated activities for students to practice managing a brand.
Marketing Strategy Development	1,500	Workshops on developing effective marketing strategies.
Advertising Competitions	1,000	Competitions to create and present advertising campaigns.
Market Research Projects	1,000	Projects involving real-world market research and analysis.

### Event Overview

1. **Event Name:** Surface2K22 Management Fest
2. **Date:** 18.11.2022
3. **Participants:** PGDM students of IBS, Bangalore
4. **Hosted by:** Mr. Aakash Kamnani, CEO's brother

### HR Activities

- **Team-building Exercises:** These activities were designed to improve communication, problem-solving skills, and teamwork among the students. Examples included trust falls, escape rooms, and collaborative tasks.
- **Mock Interviews:** Conducted by industry professionals, these sessions provided students with practical experience in handling interviews, receiving feedback, and improving their performance.
- **Role-playing Scenarios:** Students engaged in role-playing activities to practice HR management, conflict resolution, and decision-making in various workplace scenarios.
- **HR Case Study Competition:** Teams analyzed real-world HR problems and presented their solutions, allowing them to apply theoretical knowledge to practical situations.

### Marketing Activities

  
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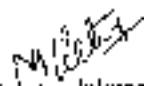
- **Brand Management Simulations:** These activities allowed students to practice managing a brand, including product positioning, pricing strategies, and promotional campaigns.
- **Marketing Strategy Development:** Workshops focused on developing effective marketing strategies, including market segmentation, targeting, and positioning.
- **Advertising Competitions:** Students created and presented advertising campaigns, honing their creativity and presentation skills.
- **Market Research Projects:** Teams conducted market research, analyzed data, and presented their findings, providing hands-on experience in understanding market dynamics.

### Impact and Benefits

- **Skill Enhancement:** The fest provided students with practical experience in HR and marketing, enhancing their skills and knowledge.
- **Networking Opportunities:** Students had the chance to interact with industry professionals, gaining insights and building valuable connections.
- **Teamwork and Collaboration:** Team-based activities fostered a sense of teamwork and collaboration among the students.
- **Real-world Application:** The event allowed students to apply theoretical concepts to real-world scenarios, bridging the gap between academia and industry.

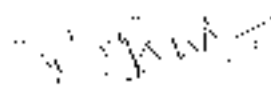
### Conclusion

The Surfacto2K22 Management Fest, sponsored by Campalini Innovations, was a resounding success. The event provided IBS PGDM students with valuable opportunities to develop their HR and marketing skills through practical, hands-on activities. The sponsorship of ₹10,000 significantly contributed to the organization and execution of the event, highlighting Campalini Innovations' commitment to supporting education and fostering the development of future business leaders.

  
**Principal**  
 International Institute of Business Studies  
 476, Malleshwara, 11<sup>th</sup> Block, Bangalore - 560022  
**Dr.M. Kethan**

**CEO** Campalini Innovations  
**Mr. Akash Kumpili**



  
**DIRECTOR**  
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 476 Malleshwara 11<sup>th</sup> Block,  
 Bangalore-22

**Report on  
Health and Wellness Check Events Sponsored by Jeevaraksha Voluntary  
Blood Bank and Lions Club of Bangalore Chapter**



**JEEVADHARA BLOOD BANK**  
**ಜೀವಧಾರ ರಕ್ತನಿಧಿ**

**Sponsors:** Jeevaraksha Voluntary Blood Bank and Lions Club of Bangalore Chapter  
**Sponsor Address:** #30/1, 3rd Floor, Leemans Complex, Cunningham Road, Bangalore

**Event Location:** International Institute of Business Studies (IIBS), #75, Mudegadanaballi,  
Jai Hobli, Bengaluru North, Near the International Airport  
**Participants:** 2022-2023 Batch PGDM Students

### Introduction

Jeevaraksha Voluntary Blood Bank, in association with the Lions Club of Bangalore Chapter, sponsored a series of health and wellness check events for the 2022-2023 batch PGDM students at the International Institute of Business Studies (IIBS), Bangalore. These events aimed to promote health awareness and provide essential medical check-ups to ensure the well-being of the students.

### Event Details

1. **Event Name:** Health and Wellness Check Events
2. **Dates:** March 10-12, 2023
3. **Participants:** 150 PGDM students
4. **Activities:**
  - o General Health Check-up
  - o Blood Donation Drive
  - o Eye Check-up
  - o Dental Check-up
  - o Nutritional Counseling
  - o Mental Health Awareness Session

### Agenda

**Day 1: March 10, 2023**

Time	Activity
09:00 - 09:30	Registration and Welcome
09:30 - 12:30	General Health Check-up
12:30 - 13:30	Lunch Break
13:30 - 16:30	Blood Donation Drive

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### Day 2: March 11, 2023

Time	Activity
09:00 - 11:00	Eye Check-up
11:00 - 11:30	Tea Break
11:30 - 13:00	Dental Check-up
13:00 - 14:00	Lunch Break
14:00 - 16:00	Nutritional Counselling

### Day 3: March 12, 2023

Time	Activity
09:30 - 11:00	Mental Health Awareness Session
11:00 - 11:30	Tea Break
11:30 - 13:00	Follow-up Consultations
13:00 - 14:00	Lunch Break
14:30 - 16:30	Health and Wellness Fair

#### Activities Overview

- **General Health Check-up:** Medical professionals conducted comprehensive health check-ups, including blood pressure monitoring, BMI calculation, and basic medical examinations.
- **Blood Donation Drive:** Students participated in a blood donation drive, contributing to Jeevaraksha Voluntary Blood Bank's efforts to save lives.
- **Eye Check-up:** Optometrists provided eye examinations, assessing vision and eye health, and offering recommendations for those in need of further treatment.
- **Dental Check-up:** Dentists conducted dental check-ups, advising on oral hygiene and identifying any dental issues that required attention.
- **Nutritional Counselling:** Nutritionists provided personalized dietary advice, emphasizing the importance of balanced nutrition and healthy eating habits.
- **Mental Health Awareness Session:** Psychologists conducted a session on mental health, addressing stress management, coping strategies, and the importance of mental well-being.

#### Impact and Benefits

- **Health Awareness:** The events raised awareness about the importance of regular health check-ups and proactive health management among students.
- **Access to Medical Services:** Students received free access to essential medical services, contributing to their overall well-being.
- **Community Engagement:** The involvement of Jeevaraksha Voluntary Blood Bank and Lions Club of Bangalore Chapter highlighted the importance of community support and volunteerism.
- **Mental Health Support:** The mental health session provided students with valuable insights and resources to manage stress and maintain mental well-being.

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- **Nutritional Guidance:** Personalized nutritional counselling helped students adopt healthier eating habits, promoting long-term health benefits.

### Feedback from Participants

- **Positive Experience:** Students appreciated the comprehensive health check-ups and the opportunity to donate blood.
- **Valuable Information:** Participants found the nutritional counselling and mental health session particularly beneficial.
- **Well-Organized:** The events were well-organized, with smooth coordination and professional medical support.

### Conclusion

The health and wellness check events sponsored by Jeevanaksha Voluntary Blood Bank and the Lions Club of Bangalore Chapter were highly successful. They provided the 2022-2023 batch PGDM students at IBS with essential health services, promoting awareness and encouraging proactive health management. The sponsorship significantly contributed to the overall success of the events, reflecting the sponsors' commitment to community welfare and student well-being.

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 200, 1st St, Bangalore - 562157  
 Dr. M. Kethan

**DIRECTOR**  
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 OF BUSINESS STUDY  
 9/5 Kulkarni Layout, Jalahalli, Bangalore, North - 562157

**Report on  
Business Quiz Event Sponsored by Muthoot Finance for IBS PGDM  
Students**



**Muthoot Finance**

**Sponsor: Muthoot Finance**

**Sponsor Address: Chikkaballapur-MG Road, No 462 K B Pelappa Complex, M G Road,  
Chikkaballapur, Karnataka**



**Event Location: International Institute of Business Studies (IIBS), Plot No. 39, KJADB  
Industrial Area, Chikkaballapur-562101, Karnataka, Bangalore  
Sponsorship Value: ₹10,000**

### **Introduction**

Muthoot Finance, a leading financial services company, sponsored a Business Quiz event for the PGDM students of the International Institute of Business Studies (IIBS), Bangalore. This sponsorship, valued at ₹10,000, aimed to foster a spirit of intellectual competition, enhance business acumen, and provide valuable learning opportunities for the students.

### **Sponsorship Details**

#### **1. Prizes**

- o **First Prize:** Cash prize of ₹4,000
- o **Second Prize:** Cash prize of ₹2,500
- o **Third Prize:** Cash prize of ₹1,500
- o **Consolation Prizes:** Gift vouchers worth ₹500 each for four participants
- o **Total Prize Value:** ₹9,000

#### **2. Event Support**

- o **Description:** Additional funds were allocated to support the organization and execution of the quiz event, including refreshments, event materials (banners, posters), and logistical support.
- o **Cost:** ₹1,000

### **Breakdown of Sponsorship Allocation**

<b>Item</b>	<b>Quantity</b>	<b>Cost (INR)</b>	<b>Description</b>
First Prize	1	4,000	Cash prize for the winner
Second Prize	1	2,500	Cash prize for the runner-up
Third Prize	1	1,500	Cash prize for the third place
Consolation Prizes	4	2,000	Gift vouchers worth ₹500 each for four participants

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Bengaluru North - 562157

Item	Quantity	Cost (INR)	Description
Event Support	-	1,000	Refreshments, banners, posters, logistics
<b>Total Sponsorship Value</b>	-	<b>11,000</b>	

### Event Overview


- Event Name:** IBS Business Quiz 2021-2022
- Date:** December 10, 2021
- Participants:** PGDM students of IBS, Bangalore
- Rounds:** Preliminary round, Semi-final, and Final round
- Quiz Topics:** Business knowledge, current affairs in business, company logos, and business personalities.

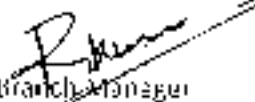
### Impact and Benefits

- Enhanced Learning:** The quiz encouraged students to deepen their knowledge of business concepts, current affairs, and industry trends.
- Intellectual Engagement:** The competitive format of the quiz stimulated critical thinking and quick decision-making among participants.
- Recognition and Motivation:** The attractive prizes motivated students to participate and excel, fostering a healthy competitive spirit.
- Brand Visibility:** Muthoot Finance's support was prominently displayed through branding on event materials and during the event, enhancing its visibility among future business leaders.
- Positive Community Impact:** The sponsorship reinforced Muthoot Finance's commitment to supporting educational initiatives and student development.

### Conclusion

The Business Quiz event sponsored by Muthoot Finance was a significant success, benefiting both the students and the sponsor. The sponsorship not only provided valuable learning opportunities and recognition for the students but also enhanced Muthoot Finance's reputation as a socially responsible organization dedicated to fostering educational excellence and community engagement.

  
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 88800, Bangalore - 562157  
**Dr. M. Kethana**

  
**Branch Manager**

**Mr. Ramesh Kumar**

  
**DIRECTOR**  
**INTERNATIONAL INSTITUTE**  
**OF BUSINESS STUDY**  
 875 Malleshwara Road, Bangalore 560075  
 Bangalore North - 562157



Report on  
SAP HR Module Hands-On Program Sponsored by L&T Technology  
Services



Sponsor: L&T Technology Services  
Trainer: Mr. Santhosh Kumar, Team Leader - SAP Bangalore

Event Location: International Institute of Business Studies (IIBS), #75, Muthuganahalli,  
Jala Hobli, Bengaluru North, Near the International Airport  
Participants: 2022-2023 Batch PGDM Students

### Introduction

L&T Technology Services, in collaboration with Mr. Santhosh Kumar, Team Leader - SAP Bangalore, sponsored a hands-on training program on the SAP HR module for the 2022-2023 batch PGDM students at the International Institute of Business Studies (IIBS), Bangalore. This initiative aimed to enhance students' skills in SAP HR, providing them with practical knowledge and experience in enterprise resource planning (ERP) systems.

### Program Details

1. **Training Title:** SAP HR Module Hands-On Program
2. **Dates:** June 5-6, 2023
3. **Trainer:** Mr. Santhosh Kumar, SAP Team Leader
4. **Duration:** 2 Days
5. **Participants:** 60 PGDM students

### Agenda

#### Day 1: June 5, 2023

Time	Activity
09:00 - 09:30	Registration and Welcome
09:30 - 10:30	Introduction to SAP HR Module
10:30 - 11:00	Overview of ERP Systems
11:00 - 11:15	Tea Break
11:15 - 12:30	Hands-On Session: SAP HR Navigation
12:30 - 13:30	Lunch Break
13:30 - 15:00	Configuration of SAP HR
15:00 - 15:15	Tea Break
15:15 - 17:00	Case Studies and Practical Exercises

#### Day 2: June 6, 2023

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Bengaluru North - 560075

Time	Activity
09:00 - 10:30	Payroll Management in SAP HR
10:30 - 11:00	Hands-On: Payroll Processing
11:00 - 11:15	Tea Break
11:15 - 12:30	Employee Lifecycle Management
12:30 - 12:50	Lunch Break
13:30 - 15:00	Performance Management in SAP HR
15:00 - 15:15	Tea Break
15:15 - 16:30	Q&A Session and Closing Remarks

### Key Learning Objectives

- **Introduction to SAP HR:** Overview of the SAP HR module and its functionalities in managing human resources within an organization.
- **Hands-On Sessions:** Practical exercises and case studies to apply theoretical knowledge in SAP HR navigation, configuration, payroll processing, and performance management.
- **Real-world Applications:** Understanding the integration of ERP systems like SAP HR in business operations and HR management.

### Impact and Benefits

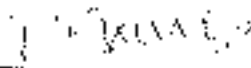
- **Skill Enhancement:** The program equipped students with practical skills and knowledge in SAP HR, enhancing their employability in roles requiring ERP proficiency.
- **Industry Insights:** Interaction with Mr. Santhosh Kumar provided students with insights into real-world SAP implementation and best practices.
- **Career Development:** Hands-on experience in SAP HR bolstered students' resumes and prepared them for careers in HR and ERP consulting.
- **Sponsorship Contribution:** L&T Technology Services demonstrated commitment to education and skill development among future business leaders.

### Feedback from Participants

- **Positive Experience:** Students valued the hands-on approach and appreciated the opportunity to learn directly from industry professionals.
- **Applicability:** Many participants expressed confidence in applying SAP HR skills in their future careers, citing the practical relevance of the training.

### Conclusion

The SAP HR Module Hands-On Program sponsored by L&T Technology Services and facilitated by Mr. Santhosh Kumar was highly beneficial for the 2022-2023 batch PGDM students at IBS. The program not only enhanced their technical skills in SAP HR but also provided valuable insights into ERP systems' role in modern HR management. This initiative underscores L&T Technology Services' commitment to fostering industry-relevant education and preparing students for successful careers in business and technology.

  
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### B. Industry Professionals as examiners in Summer Projects

As a part of involving more industrial members in the course development and evaluation, we at IIBS involves an industrial member as a part of Industry internship project (Summer Project) viva voce panel and ensure that student learnings will match with industry expectations. The details of Industry members engaged in last three years are as below:

**List of Industry members engaged in A.Y. 2021-2022**

Sl. No	Name of the Industry Member	Name of the Company	Student Roll No.
01	Mr. S.V. Jatti	CEO - Indus towers OKM Head	21PGDM001-10
02	Dr. Chetan Bajaj	Dean - Firebird Institute of Research in Management, Chettipalayam, Coimbatore.	21PGDM011-20
03	Mr. Sashivardhana K. K	Senior Bank Manager Bank of India, carryinfo@gmail.com	21PGDM021-30
04	B. Ajay Chowdary	Manager - Chartered Accountant	21PGDM031-50
05	Dr. Mahesh Pavan	Project Manager, ogilvey, WPP	21PGDM051 -70
06	Mr. Jayaprakash	Senior Implementation Analyst Deloitte USA	21PGDM071 - 100
07	Mr. Sourirajan Ranganathan	Director – Strategy Sharda University	21PGDM0101- 123

Table 7.13 List of Industry members engaged in A.Y. 2021-2022

**List of Industry members engaged in A.Y. 2022-2023**

Sl. No	Name of the Industry Member	Name of the Company	Student Roll No.
01	Mr. S.V. Jatti	CEO - Indus towers OKM Head	22PGDM001-20
02	Dr. Chetan Bajaj	Dean - Firebird Institute of Research in Management, Chettipalayam, Coimbatore.	22PGDM021-30
03	Mr. Sashivardhana K. K	Senior Bank Manager Bank of India	22PGDM031-40
04	B. Ajay Chowdary	Manager - Chartered Accountant	22PGDM041-50

  
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# IIBS

## INTERNATIONAL INSTITUTE OF BUSINESS STUDY

#75, Muthugadahalli, Jala Hobli, Bangalore North, Bangalore-562 157 (Near International Airport)

05	Dr. Mahesh Pavan	Project Manager, ogilvey, WPP	22PGDM051-60
06	Mr. Jayaprakash	Senior Implementation Analyst Deloitte USA	22PGDM061-70
07	Mr. Sourirajan Ranganathan	Director – Strategy Sharda University	22PGDM071-100

Table 7.14 List of Industry members engaged in A.Y. 2022-2023

### List of Industry members engaged in A.Y. 2023-2024

Sl. No	Name of the Industry Member	Name of the Company	Student Roll No.
01	Mr. S.V. Jatti	CEO - Indus towers OKM Head	23PGDM001-40
02	Dr. Chetan Bajaj	Dean - Firebird Institute of Research in Management, Chettipalayam, Coimbatore.	23PGDM041-80
03	Mr. Sashivardhana K.K, 9677132162	Senior Bank Manager Bank of India	23PGDM081-120
04	B. Ajay Chowdary	Manager - Chartered Accountant	23PGDM121-160
05	Dr. Mahesh Pavan	Project Manager, ogilvey, WPP	23PGDM161-200
06	Mr. Jayaprakash	Senior Implementation Analyst Deloitte USA	23PGDM201-240
07	Mr. Sourirajan Ranganathan	Director – Strategy Sharda University	23PGDM241-260


Table 7.15 List of Industry members engaged in A.Y. 2023-2024

  
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## INTERNATIONAL INSTITUTE OF BUSINESS STUDY

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**BOS member**  
**Industry Expert Profile: 03**

01	Photo of the Industry Expert:	
02	Name of the Industry Expert:	Dr. Chetan Bajaj
03	Title/Position:	<b>Dean</b> - Firebird Institute of Research in Management, Chettipalayam, Coimbatore. <b>Strategic Advisor</b> – Café's World
04	Company/Organization:	Firebird Institute of Research in Management, Chettipalayam, Coimbatore.
05	Contact Information:	Name: Dr Chetan Bajaj Date of Birth - 4 th November, 1957 Address HAL, Bangalore E mail – drbajajchetan@gmail.com Mobile: 0810560 4228 <a href="https://www.linkedin.com/in/chetan-bajaj-050215150">linkedin.com/in/chetan-bajaj-050215150</a>
06	Summary:	Dr Chetan Bajaj is a Doctorate from IIM Bangalore and M. Com from Delhi School of Economics. He has taught at prestigious Business schools including MDI Gurgaon, IIM-K, Antwerp University, IIM- R and so on. He has been Dean/Director at top Business Schools like ISB&M, Jain University and Sharda University. Dr Chetan Bajaj has been consultant to over 35 top MNC's and National Companies across the World including Kellogg's, HMT, Kirloskar Group, Philip Morris, Sumitomo and so on. Dr Bajaj has conducted over 100 MDPs and trained more than 4,000 managers at all levels of Management. Dr Bajaj has also authored four books and published extensively.
07	Areas of Expertise:	Built up a world class Business School in Bangalore from a Scratch to having 650 Students, 100 % placements. Stint as Group Director Marketing & Research (April to June 2008) – for 4 campuses – Bangalore, Pune, Delhi and Kolkata (over 100 Faculty members)

  
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# IIBS

## INTERNATIONAL INSTITUTE OF BUSINESS STUDY


#75, Muthugadahalli, Jala Hobli, Bangalore North, Bangalore-562 157 (Near International Airport)

08	Experience:	Strategic Advisor – Café's World 1 year 4 Months
09	Current Job Title/Position:	Strategic Advisor – Café's World
10	Education:	Fellow IIMB M.Com from Delhi School of Economics
11	Certifications:	PGDM-HR
12	Publications/Presentations:	Prepared Strategic/ Business plans for top MNCs including Kelloggs, Philip Morris and AT&T for establishing their operations in India Involved in Organizational restructuring of HMT on a World Bank funded study. Prepared corporate strategic plans for 25 companies including Deepak Fertilizer, AI Nukaly and Amrit Banaspati Ltd Worked with top Management of Kirloskar Oil Engines to reduce lead time for engine delivery from 65 days to 20 days and achieve cost reduction of Rs. 5 crores per year. Worked with sales team of Amrit Banaspati to increase sales by 30% in North western region Conducted analysis of Indian Government policies and economy for Price Waterhouse –Tokyo and JIC
13	Languages:	English and Hindi

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#75 Muthu gadahalli Jala Hobli,  
Bangalore - 562157

**BOS member**  
**Industry Expert Profile: 09**

01	Photo of the Industry Expert:	
02	Name of the Industry Expert:	Dr. Mahesh Pavan Sathavalli
03	Title/Position:	IIM Ahmedabad Alumnus   Speaker   Guest Faculty & Researcher   advaithagoushala.com
04	Company/Organization:	Project Manager, ogilvey, WPP
05	Contact Information:	Bodagurki Village, Kamasamudram Hobli, Bangarpet Taluk, 9km from K.G.F Town, Kolar Dt, Karnataka, 563122 <a href="https://www.linkedin.com/in/dr-mahesh-pavan-sathavalli-6735955">linkedin.com/in/dr-mahesh-pavan-sathavalli-6735955</a>
06	Summary:	<p>More than 20 years experience with 17 years of experience in IT Program Management, IT Project Management, Sales Operations, Business Operations, Business Analysis, Business Development / Sales and Marketing</p> <ul style="list-style-type: none"> <li>• Infrastructure Program Manager with 20+ years of business experience across functional domains, technology, focused at delivering business value.</li> <li>• Experienced in cost savings, productivity gains with customer experience improvements and data integrity.</li> <li>• Prince2, ITIL &amp; CSM (Certified Scrum Master) Certified – Infrastructure Delivery Manager with experience in Configuration Management Process &amp; Inventory Management, Compliance, OS Monitoring, Security, Malware Remediation, tooling etc.</li> <li>• Recognised and awarded as Problem Solver for exceptional client relationship skills, Analytical, data management and understanding, Problem solving, reporting and insights skills.</li> <li>• Efficient at managing programs and projects, ensuring stakeholder alignment and effective on-time &amp; on-budget project execution.</li> </ul>

  
**DIRECTOR**  
**INTERNATIONAL INSTITUTE**  
**OF BUSINESS STUDY**  
 #75 Muthugadahalli, Jala Hobli,  
 Bangalore North - 562157



# IIBS

## INTERNATIONAL INSTITUTE OF BUSINESS STUDY

#75, Muthugadahalli, Jala Hobli, Bangalore North, Bangalore-562 157 (Near International Airport)

		<ul style="list-style-type: none"> <li>• Lead and govern periodic meetings with Client teams and run Weekly, Monthly and Quarterly Business Review Meetings (WBR, MBR, QBR) periodic reviews of the program status with all the relevant stakeholders.</li> <li>• Successful track record of Service Delivery, Project Management, opportunity conversion, sales closure, and business operations.</li> <li>• Knowledge in Pay Per Click (PPC), Digital Marketing, Online Marketing, Google AdWords, Social Media Marketing, SEO &amp; SEM.</li> </ul>
07	Areas of Expertise:	<p>Expertise</p> <ul style="list-style-type: none"> <li>• Program Management / Project Management</li> <li>• IT Service Delivery</li> <li>• Certified Scrum Master (CSM)</li> <li>• Infrastructure Management</li> <li>• Pre-sales &amp; Business Development</li> <li>• IT Business Operations</li> <li>• Sales Operations / Sales Intelligence</li> <li>• Data Analytics &amp; Reporting</li> <li>• Digital Marketing &amp; Social Media Marketing</li> </ul>
08	Experience:	<p>Program Manager – Mphasis 1 Years 10 Months          Workstream Lead – WPP 1 Years          Sr. Business Development Executive – Intelligroup Less than a Years</p>
09	Current Job Title/Position:	Workstream Lead – WPP
10	Education:	<p>FDP Management from IIMA          Doctor of Philosophy (Ph.D.), Influence of Social Networking Sites among Rural Youth in Purchase Decisions, Sri Chandrasekharendra Saraswathi Vishwa Mahavidyalaya, Kancheepuram</p>
11	Certifications:	<p>Certified ScrumMaster (CSM)          Certified Scrum Product Owner – CSPO, from Scrum Alliance</p>
12	Publications/Presentations:	<p><b>A Study on the Evolution of Agritechnopreneurship – Opportunities Ahead, International Journal of Exclusive Management Research · Apr 1, 2018</b></p> <p>The usage of ICT (Information and Communication Technology) in agriculture and allied fields has increased with the extensive usage of Mobile Phones, Cameras, computers / tablets, Drones, satellite technology and importantly the navigation system, IOT in Agriculture etc. The integration of GIS applications in web portals and mobile applications helping the farming community a ray of hope.</p> <p>Keeping in view of all the problems of a farmer, this paper would like to showcase the current opportunities and the successful journey of new age Agri Technopreneur (Agriculturalist using Technology with an Entrepreneurial mind) trying to utilize all</p>

  
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		<p>possible ways of technology in farming. We can see that there is a change from traditional farming to advanced technology farming. The traditional farmers encounter lot of problems daily from land purchase to soil testing to purchase of seeds to selling the final produce. Marketing challenges of a Rural Social Entrepreneur, SCSVMV UNIVERSITY - Nov 10, 2017</p> <p><b>Background of the case study:</b> This case study is about the journey of a Social Entrepreneur and focuses more on the available opportunities by utilizing the existing strengths. The Entrepreneur prepares handicraft products using Water Hyacinth (Water Weed) and providing livelihood to 40 rural women of self-help groups who learnt the art of making the products and selling 100 variety of products ranging from Rs. 50 to Rs. 1000 per item</p> <p><b>Aim of the case study:</b> The entrepreneur is aware of the benefits of the social media and needs a Social Media Marketing Strategy to sell their products through online and is in need of funding to expand the business. This paper discusses about the various opportunities from Funding to Government Support to partnerships to in-person selling.</p>
13	Languages:	

  
 DIRECTOR  
 INTERNATIONAL INSTITUTE  
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 #75 Muthugadahalli, Jala Hobli,  
 Bangalore North - 562157

**Industry members in Academic Council of IIBS**  
**Industry Expert Profile: 02**

01	Photo of the Industry Expert:	
02	Name of the Industry Expert:	Mr. Vivek Prakash
03	Title/Position:	Associate Analyst
04	Company/Organization:	Deloitte India
05	Contact Information:	<a href="https://www.linkedin.com/in/vivek-jayaprakash-748270213">linkedin.com/in/vivek-jayaprakash-748270213</a> Deloitte India Pvt Limited, Bangalore
06	Summary:	
07	Areas of Expertise:	
08	Experience:	Associate Analyst from Deloitte India 2 Years 10 Months
09	Current Job Title/Position:	Associate Analyst
10	Education:	BCA from YUVAKSHETHRA INSTITUTE OF MANAGEMENT STUDIES, EZHAKKAD, MUNDUR
11	Certifications:	CICSA from Red Team Hack Academy Credential ID RTHAKCHCICSA42 JD Edwards EnterpriseOne Financial Management 9.2 certification Specialist from Oracle India Bangalore.
12	Publications/Presentations:	JD Edwards EnterpriseOne Financial Management 9.2 certification Specialist from Oracle India Bangalore.
13	Languages:	English and Malayalam

  
DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#75, Muthugadahalli, Jala Hobli,  
Bangalore North, Bangalore-562 157

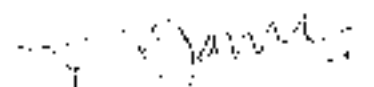
## Index

### List of MoUs with International Universities 2021-2024

Sl. No	Collaboration Universities	Type of Collaboration
01	Capital College of the ARFS, Management and Technology, Singapore.	Student Exchange, Faculty Exchange and Research Collaboration
02	Toulouse Business School, Toulouse.	Student Exchange, Faculty Exchange and Research Collaboration
03	University of Dubai, Dubai	Industry-Academia
04	Gulf University, Doha	intra-Departmental Activities
05	Abu Dhabi University, Abu Dhabi, UAE	Research Collaboration
06	Khalifa University, Abu Dhabi	Student Exchange, Faculty Exchange and Research Collaboration
07	Peninsula College, Malaysia	Student Exchange, Faculty Exchange and Research Collaboration
08	Harvard Business School- Online	Student Exchange, Faculty Exchange and Research Collaboration
09	Birmingham City University, Birmingham, UK	Student Exchange, Faculty Exchange and Research Collaboration

  
Principal - IIBS

**PRINCIPAL**  
International Institute of Business Study  
#75 Muthaiah Street, Bangalore Main,  
Bangalore, India - 560075

  
Director - IIBS

**DIRECTOR**  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#75 Muthaiah Street, Bangalore  
Bangalore, India - 560075

**MEMORANDUM  
OF UNDERSTANDING AND COOPERATION**

--entered into by and between--

**CAPITAL COLLEGE  
OF THE ARTS, MANAGEMENT AND TECHNOLOGY**  
9 Ah Hood Road, Novena, Singapore 329875

**INTERNATIONAL INSTITUTE OF MANAGEMENT STUDY(IIBS)**  
# 75, Muthugadanahalli, Jala Hobli  
Bengaluru North, Near the International Airport,  
India.

**Capital College of the Arts, Management and Technology (CCAMT)** is registered with the Committee for Private Education (CPE). Our aim is to provide professional education and career development in the fields of the arts, management and engineering.

Under the Private Education Act legislated in December 2009, a Committee for Private Education (CPE) was set up to regulate the private education industry in Singapore. The Private Education Act prescribes a clear line of accountability for the conduct and practices of PEIs. A PEI is required to set up an Academic Board and an Examinations Board with at least three members each. The Boards are to set up proper academic and examination processes and frameworks respectively.

All Private Education Institutions (PEIs) are required to comply with the regulations under the Act in order to continue operations. Capital College of Management and Technology was approved by CPE under the 4 Year Enhanced Registration Framework (ERF) in 2014.

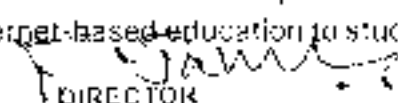
**International Institute of Business Management Study (IIBS)** is recognized by the Government of India and AICTE approved Higher Education Institution.

United by their Mutual interest in the service of diverse student population; the development of innovative international educational programs; academic offerings of the highest integrity; the expansion of co-operative cultural interactions between **INDIA** and the **SINGAPORE** and the furtherance of the missions and purpose of their institutions, **CCAMT** and **IIBS** agree to enter into this Memorandum of Understanding and Cooperation ( ).

**MOUC 1. Purpose & Objectives:**

**The purpose and objectives of the parties entering into this MOUC are to:**

- promotes the enrolment of international students in innovative, international degree programs through articulation of academic programming
- Negotiate and develop collaborative efforts in the areas of academic programming assessment and evaluation.
- Enter into negotiation in connection with future comprehensive agreement for the promotion of the delivery of internet-based education to students in India.

  
DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#75 Muthugadanahalli, Jala Hobli  
Bengaluru North - 560057

- negotiates and develop cooperative projects as a means of coordinating educational activities between the institutions.
- promotes the exchange of technological information, research documents and publications that are of common interest of the institutions.

## 2. Support & Resources:

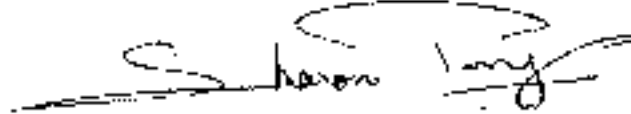
Accomplish the purpose and objectives stated in this MOUC the institutions agree to provide support in mutually agreed amounts for:

- Conduct of discussions to fulfil the purposes and objectives of projects identified above.
- cooperation between the institutions for development of projects in mutually agreed areas.

Date June, 14, 2024.

**Capital College of Arts, Management and Technology, Singapore**

**SIGNED IN THE PRESENCE OF:**

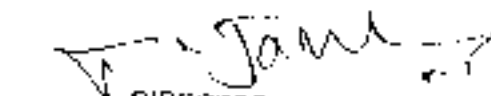


**International Institute of Business Management Study, Bengaluru**



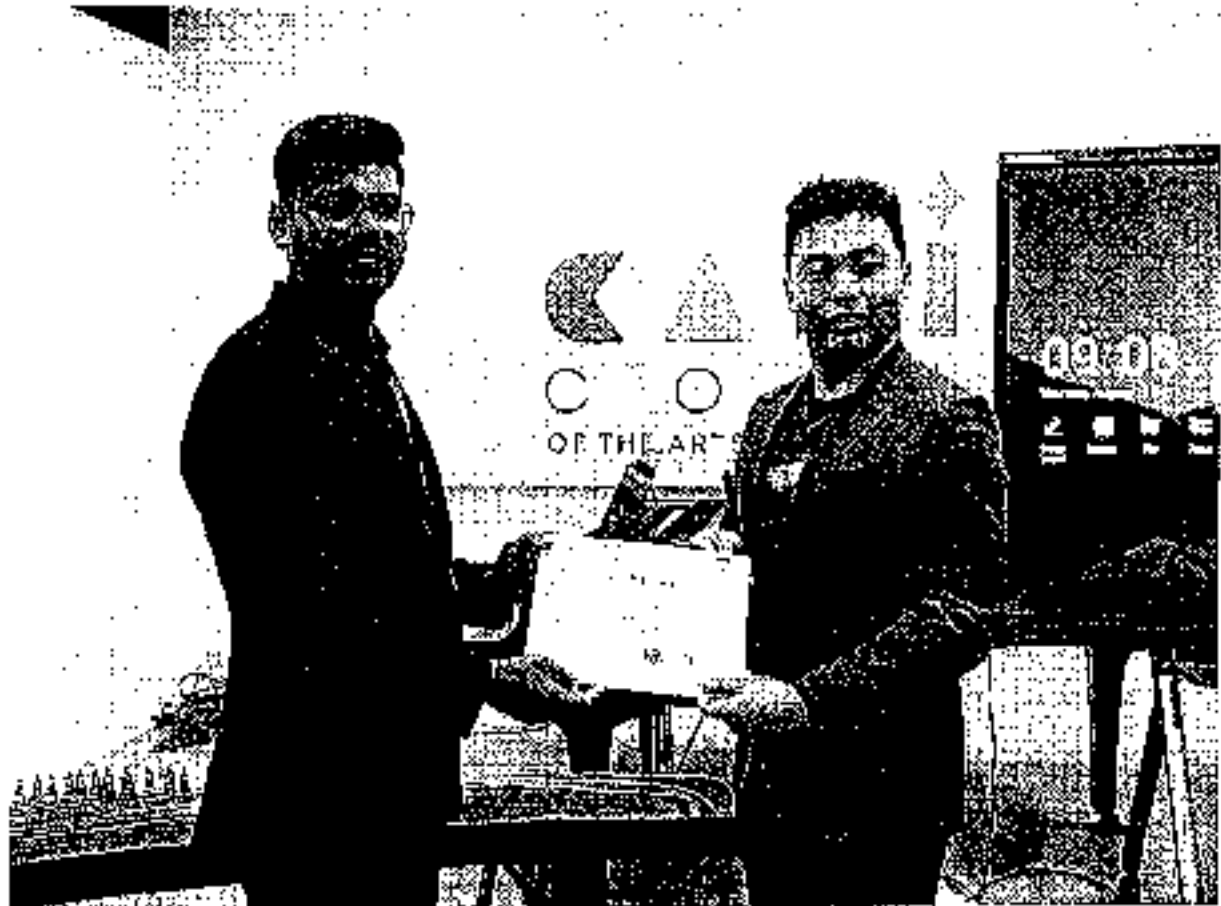
DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#19 Murugeshwaraiah, Jala Hobli  
Bengaluru North - 562157

**SIGNED IN THE PRESENCE OF:**



DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#19 Murugeshwaraiah, Jala Hobli  
Bengaluru North - 562157

CCAMT MOU



*W. J. Spang*

DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
475 Montgomery Avenue, Suite 100  
Bergview North - 562157



## MEMORANDUM OF UNDERSTANDING

between

**International Institute of Business Study, Bangalore**

Bangalore, India

and

**TOULOUSE BUSINESS SCHOOL**

Toulouse, France

IIBS Bangalore and Toulouse Business School wishing to promote cooperation between the two institutions in education, agree to explore cooperation on:

- TBS Toulouse Single Summer School
- TBS Online Summer Courses
- TBS Joint Summer School Toulouse - Barcelona
- TBS Barcelona Single Summer School
- TBS Winter School Paris - Toulouse

Students of IIBS Bangalore applying for the aforementioned programs shall benefit from the Partner University Discount applicable to the year of their application.

Any terms of cooperation for other activities other than those implemented under this Memorandum of Understanding (MoU) shall be the subject of separate agreements.

This MoU becomes effective from the day the representatives of both institutions affix their signatures below, and will continue for an initial period of three years, whereupon it shall be reviewed and may be extended by the mutual written agreement of both institutions. This MoU may be revised through the mutual agreement of both institutions and may be terminated by either party upon giving six months written notice signed by the presiding officer of the notifying party.

The administration of this MoU will be the responsibility of the International Department of IIBS, Bangalore and the Directorate of International Relations at Toulouse Business School.

DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
BANGALORE







جامعة دبي  
UNIVERSITY of DUBAI

University of Dubai, Academic City  
Emirates Road - Exit 49 - Dubai

## ***Memorandum of Understanding***

Between



جامعة دبي  
UNIVERSITY of DUBAI

University of Dubai, Academic City Emirates Road - Exit 49 - Dubai

And



# **IIBS**

INTERNATIONAL INSTITUTE OF BUSINESS STUDY

**IIBS Bangalore Airport Campus, (Approved by AICTE-New Delhi)**

**Address: #75, Muthogaatohalli, Bangalore North Jala Hobli, Near International  
Airport, Bangalore-562157.**

### **1. PURPOSE**

This MOU establishes the terms and conditions under which University of Dubai, Dhabi and the International Institute of Business Study, Bengaluru will collaborate on various educational and research initiatives.

### **2. OBJECTIVES**

**The objectives of this MOU include:**

- Enhancing academic cooperation.
- Facilitating student and faculty exchange programs.
- Joint research projects.
- Collaborative workshops, seminars, and conferences.

### **3. Scope of Collaboration**

- The areas of collaboration under this MOU include, but are not limited to:

DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
# 75 Muthogaatohalli, Jala Hobli,  
Bangalore - 562157



جامعة دبي  
UNIVERSITY of DUBAI

University of Dubai, Academic City  
Emirates Road - Exit 49 - Dubai

- Exchange of students for academic credit.
- Exchange of faculty and staff for research and teaching.
- Joint development of research proposals and projects.
- Co-organization of academic and professional events.

#### 4. Duration and Termination

This MOU will be effective from the date of signing and will remain in effect for 3 years (**Three Years**). Either party may terminate this MOU with **20.01.2023** months' written notice to the other party. The MOU may be renewed or amended by mutual written consent of both parties.

#### 5. Responsibilities of International Institute of Business Study, Bengaluru agrees to:

- Provide necessary support and resources for the agreed activities.
- Facilitate the exchange of students and faculty.
- Assist in the coordination of joint research and academic events.

#### 6. Responsibilities of University of Dubai, Dhabi, agrees to:

- Provide necessary support and resources for the agreed activities.
- Facilitate the exchange of students and faculty.
- Assist in the coordination of joint research and academic events.

#### 7. Financial Arrangements

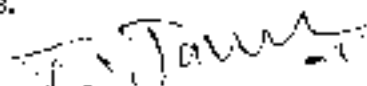
Each institution will bear its own costs and expenses associated with the implementation of this MOU unless otherwise agreed upon in writing.

#### 8. Confidentiality

Both parties agree to maintain the confidentiality of any proprietary or confidential information exchanged during the course of this MOU.

#### 9. Dispute Resolution

Any disputes arising under this MOU will be resolved through mutual consultation and negotiation between the parties.

  
DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
273, Highways Road, 5th Floor,  
Coimbatore - 641 012



جامعة دبي  
UNIVERSITY of DUBAI

University of Dubai, Academic City  
Emirates Road - Exit 49 - Dubai

#### 10. Miscellaneous

This MOU does not create any legally binding obligations and is intended solely as a statement of the parties' intentions

Any amendments to this MOU must be in writing and signed by authorized representatives of both parties.

#### 11. Signatories

This MOU is signed in two originals in English, each party holding one original.

Signed on this 24.03.2024

**Dr. Christine Markarian**

Assistant Professor

For University of Dubai:



جامعة دبي  
UNIVERSITY of DUBAI

University of Dubai, Academic City  
Emirates Road - Exit 49 - Dubai



**IIBS**

**Dr. Tripuraneni Jaggaiah**

**PRINCIPAL**

International Institute of Business Study

#75, Muthugadahalli,

Jala Hobli,

Bengaluru North, Bengaluru-562157.

**DIRECTOR**  
**INTERNATIONAL INSTITUTE**  
**OF BUSINESS STUDY**  
#75 Muthugadahalli, Jala Hobli,  
Bengaluru North - 562157

الجامعة الخلية  
GULF UNIVERSITY

Building 1964, Road 4363, Block 743, Sanad, Kingdom of Bahrain

## Memorandum of Understanding

Between

الجامعة الخلية  
GULF UNIVERSITY

Building 1964, Road 4363, Block 743,  
Sanad, Kingdom of Bahrain

And



INTERNATIONAL INSTITUTE OF BUSINESS STUDY

IIBS Bangalore Airport Campus, (Approved by AICTE-New Delhi)

Address: #75, Muthugadahalli, Bangalore North Jala Hobli, Near International

### 1. Purpose

This Memorandum of Understanding (MOU) sets forth the terms and conditions for collaboration between the [specific department] of Gulf University and the [Dept of Business Management studies of the International Institute of Business Study (IIBS) in Bangalore.

### 2. Objectives

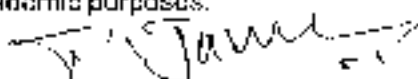
The objectives of this MOU are to:

- Promote academic and educational cooperation between the two departments.
- Facilitate student and faculty exchange programs.
- Encourage joint research initiatives and projects.
- Organize collaborative seminars, workshops, and conferences.

### 3. Scope of Collaboration

Areas of collaboration include but are not limited to:

- Exchange of students for academic purposes.

  
DIRECTOR  
INTERNATIONAL INSTITUTE  
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#75 Muthugadahalli, Jala Hobli,  
Bangalore North - 562157

الجامعة الخليجية  
GULF UNIVERSITY

Building 1964, Road 4363, Block 743, Saad, Kingdom of Bahrain

- Exchange of faculty and researchers for teaching and research.
- Joint development and submission of research proposals.
- Co-organization of academic and professional events.
- Sharing of academic resources and publications.

#### 4. Duration and Termination

- This MOU shall be effective from the date of signing and shall remain in force for a period of **3 [Three Years] years**. Either party may terminate this MOU with a **12.03.2022** written notice.
- The MOU may be renewed or amended by mutual written consent of both parties.

#### 5. Responsibilities of Gulf University, Gulf University agrees to:

- Provide necessary administrative and logistical support for the agreed activities.
- Facilitate the exchange of students and faculty members.
- Assist in coordinating joint academic and research events.

#### 6. Responsibilities of IBS, IBS agrees to:

- Provide necessary administrative and logistical support for the agreed activities.
- Facilitate the exchange of students and faculty members.
- Assist in coordinating joint academic and research events.

#### 7. Financial Arrangements

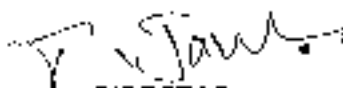
- Each institution will bear its own costs and expenses associated with the implementation of this MOU unless otherwise mutually agreed upon in writing.

#### 8. Confidentiality

Both parties agree to maintain the confidentiality of any proprietary or confidential information shared during the collaboration.

#### 9. Dispute Resolution

Any disputes arising from or in connection with this MOU shall be resolved through mutual consultation and negotiation.

  
DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
P.O. Box 11100, Road 4363, Block 743, Saad, Kingdom of Bahrain  
Tel: +965 33611556  
Fax: +965 33611557

الجامعة الخليجية  
GULF UNIVERSITY

Building 1964, Road 4363, Block 743, Sanad, Kingdom of Bahrain

**10. Miscellaneous**

This MOU does not create any legally binding obligations and is intended solely as a statement of the parties' intentions.

Any amendments to this MOU must be made in writing and signed by authorized representatives of both parties.

**11. Governing Law**

This MOU shall be governed by and construed in accordance with the laws of [specify the relevant jurisdiction, e.g., Kingdom of Bahrain or India].

**12. Signatories**

This MOU is signed in two originals in English, with each party holding one original.

Signed on this 12.03.2022,

  
Dr. Rumpa Roy, Assistant Professor,  
Dept of Business Management Studies.

الجامعة الخليجية  
GULF UNIVERSITY

Building 1964, Road 4363, Block 743,  
Sanad, Kingdom of Bahrain

 **IIBS**  
International Institute of Business Studies

Dr. Tripuraneni Jaggalah  
PRINCIPAL

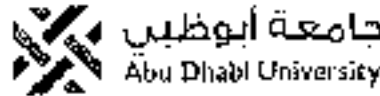
International Institute of Business Study  
#75, Muthugadahalli, Jala Hobli, Bengaluru North, Bengaluru-562157



DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#75 Muthugadahalli, Jala Hobli,  
Bengaluru North - 562157

## Memorandum of Understanding

Between



Al Burj Street, Dubai

P.O. Box: 127788,

Abu Dhabi, UAE

&



**INTERNATIONAL INSTITUTE OF BUSINESS STUDY**

#75, Muthugadahalli, Jalah Hobli, Bangalore North, Bangalore-562 157 (Near International Airport)

**IIBS Bangalore Airport Campus, (Approved by AICTE-New Delhi)**

**Address: #75, Muthugadahalli, Bangalore North Jalah Hobli, Near International  
Airport, Bangalore-562157**

Mobile: 9620248214, 9986415333, Email: admission@iibsonline.com

### **1. PURPOSE**

This MOU establishes the terms and conditions under which Abu Dhabi University, Abu Dhabi and the International Institute of Business Study, Bengaluru will collaborate on various educational and research initiatives.


### **2. OBJECTIVES**

The objectives of this MOU include:

- Enhancing academic cooperation.
- Facilitating student and faculty exchange programs.
- Joint research projects.
- Collaborative workshops, seminars, and conferences.

### **3. Scope of Collaboration**

- The areas of collaboration under this MOU include, but are not limited to:

  
DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#75 Muthugadahalli, Jalah Hobli  
Bangalore North - 562157

Abu Dhabi University, Abu Dhabi.

- Exchange of students for academic credit.
- Exchange of faculty and staff for research and teaching.
- Joint development of research proposals and projects.
- Co-organization of academic and professional events.

#### **4. Duration and Termination**

This MOU will be effective from the date of signing and will remain in effect for 3 years (**Three Years**). Either party may terminate this MOU with **24.04.2024** months' written notice to the other party. The MOU may be renewed or amended by mutual written consent of both parties.

#### **5. Responsibilities of International Institute of Business Study, Bengaluru agrees to:**

- Provide necessary support and resources for the agreed activities.
- Facilitate the exchange of students and faculty.
- Assist in the coordination of joint research and academic events.

#### **6. Responsibilities of Abu Dhabi University, Abu Dhabi, Abu Dhabi agrees to:**

- Provide necessary support and resources for the agreed activities.
- Facilitate the exchange of students and faculty.
- Assist in the coordination of joint research and academic events.

#### **7. Financial Arrangements**

Each institution will bear its own costs and expenses associated with the implementation of this MOU unless otherwise agreed upon in writing.

#### **8. Confidentiality**

Both parties agree to maintain the confidentiality of any proprietary or confidential information exchanged during the course of this MOU.

#### **9. Dispute Resolution**

Any disputes arising under this MOU will be resolved through mutual consultation and negotiation between the parties.

#### **10. Miscellaneous**



Abu Dhabi University, Abu Dhabi.

This MOU does not create any legally binding obligations and is intended solely as a statement of the parties' intentions.

Any amendments to this MOU must be in writing and signed by authorized representatives of both parties.

### 11. Signatories

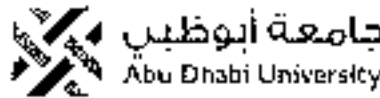
This MOU is signed in two originals in English, each party holding one original.

Signed on this 24.04.2024

**MEMBER OF THE BOARD OF TRUSTEES OF ABU DHABI UNIVERSITY**  
**H.E. DR. SHAIK RAZAK**

For Abu Dhabi University, Abu Dhabi:





Al Burj Street, Dubai  
P.O. Box: 127788,  
Abu Dhabi, UAE



**Dr. Tripuranani Jaggaiah**  
**PRINCIPAL**

International Institute of Business Studies  
#75, Muthugachalli,  
Jala Hobli,  
Bengaluru North,  
Bengaluru-562157

DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#75 Muthugachalli, Jala Hobli,  
Bengaluru North - 562157

## Memorandum of Understanding

Between



INTERNATIONAL INSTITUTE OF BUSINESS STUDY

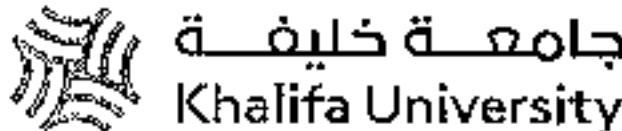
#75, Muthugadahalli, Jala Hobli, Bangalore North, Bangalore-562 157 (Near International Airport)

**IIBS Bangalore Airport Campus, (Approved by AICTE-New Delhi)**

**Address: #75, Muthugadahalli, Bangalore North Jala Hobli, Near International  
Airport, Bangalore-562157**

Mobile: 9620248214, 9986415333, Email: admission@iibsonline.com

And



Khalifa University, Abu Dhabi

P.O. Box: 127788,

Abu Dhabi, UAE

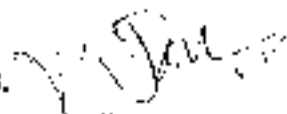
### 1. PURPOSE

This MOU establishes the terms and conditions under which **International Institute of Business Study, Bengaluru** and the **Khalifa University, Abu Dhabi** will collaborate on various educational and research initiatives.

### 2. OBJECTIVES

The objectives of this MOU include:

- Enhancing academic cooperation.
- Facilitating student and faculty exchange programs.
- Joint research projects.
- Collaborative workshops, seminars, and conferences.

  
DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#75, Muthugadahalli, Bangalore  
North, Bangalore-562157

### 3. Scope of Collaboration

- The areas of collaboration under this MOU include, but are not limited to:
- Exchange of students for academic credit.
- Exchange of faculty and staff for research and teaching.
- Joint development of research proposals and projects.
- Co-organization of academic and professional events.

### 4. Duration and Termination

This MOU will be effective from the date of signing and will remain in effect for 3 years (**Three Years**). Either party may terminate this MOU with **24.03.2023** months' written notice to the other party. The MOU may be renewed or amended by mutual written consent of both parties.

### 5. Responsibilities of International Institute of Business Study, Bengaluru agrees to:

- Provide necessary support and resources for the agreed activities.
- Facilitate the exchange of students and faculty.
- Assist in the coordination of joint research and academic events.

### 6. Responsibilities of Khalifa University, Abu Dhabi, Khalifa University, Abu Dhabi agrees to:

- Provide necessary support and resources for the agreed activities.
- Facilitate the exchange of students and faculty.
- Assist in the coordination of joint research and academic events.


### 7. Financial Arrangements

Each institution will bear its own costs and expenses associated with the implementation of this MOU unless otherwise agreed upon in writing.

### 8. Confidentiality

Both parties agree to maintain the confidentiality of any proprietary or confidential information exchanged during the course of this MOU.

### 9. Dispute Resolution

  
DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
575, K. P. ROAD, 5TH FLOOR,  
BANGALURU, INDIA - 560076

Khalifa University, Abu Dhabi.

Any disputes arising under this MOU will be resolved through mutual consultation and negotiation between the parties.

### 10. Miscellaneous

This MOU does not create any legally binding obligations and is intended solely as a statement of the parties' intentions.

Any amendments to this MOU must be in writing and signed by authorized representatives of both parties.

### 11. Signatories

This MOU is signed in two originals in English, each party holding one original.

Signed on this 24.03.2024



**MEMBER OF THE BOARD OF TRUSTEES OF KHALIFA UNIVERSITY**

**H.E. DR. SALEH AL HASHMI**

For Khalifa University, Abu Dhabi:

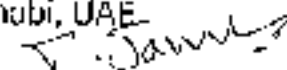


جامعة خليفة  
Khalifa University

Khalifa University, Abu Dhabi

P.O. Box: 127788,

Abu Dhabi, UAE

  
DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY



**IIBS**

**Dr. Tripuraneni Jaggaiah**  
**PRINCIPAL**

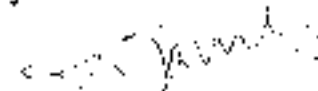
International Institute of Business Study

#75, Mutriugadahalli,

Jala Hobli,

Bengaluru North,

Bengaluru-562157

  
DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#75, Mutriugadahalli, Jala Hobli  
Bengaluru, Karnataka-562157

## Request for Faculty Exchange Program (Kalifa University to IIBS B-School)

C S Reddy <surendrareddy.idam@gmail.com>  
To: raja.jayaraman@ku.ac.ae  
Cc: "principal@iibsonline.com" <principal@iibsonline.com>

Thu, June 08, 2023 at 12:40 PM

Dear Sir/Madam

### Dr. Raja Jayaraman

Associate Professor  
Associate Chair of Undergraduate studies  
Management Science And Engineering  
Khalifa University, Abu Dhabi, UAE.  
Contact: +971 23124177

I hope this message finds you well. My name is **Dr.CM.Surendra Reddy** and I am currently serving as a **Associate Professor in the Management Department at IIBS Business School in Bangalore, Karnataka, India.**

I am reaching out to express our interest in inviting you for a guest lecture for our PG graduates. We believe that your expertise would significantly contribute to the enrichment of our students' management skills. We are open to any topic of your choice and would appreciate some interaction with your university. (Khalifa University, Abu Dhabi)

Additionally, we are keen on establishing a University Exchange Program between your esteemed institution/University (Khalifa University) and IIBS. This program would foster collaboration and provide valuable opportunities for both sets of students.

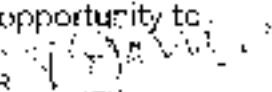
We kindly request that the sessions be conducted online for the convenience and maximum benefit of both parties. We are aware of the effectiveness of online modes and believe it would facilitate seamless interaction between you and our students.

Furthermore, we are interested in exploring the possibility of a University Exchange Program between your university and IIBS. Such a program would not only enhance the academic experience of our students but also strengthen the ties between our institutions.

In terms of logistics, could you please provide details regarding the charges for the sessions? We want to ensure that we can accommodate this within our budget.

I am aware of an excellent university in the UAE (Khalifa University, Abu Dhabi) that may be interested in similar collaborations. Your guidance and suggestions in this matter would be highly appreciated.

Your support in this endeavor would be invaluable, and we look forward to the opportunity to enhance the educational experience of our students through this collaboration.

  
DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
115, MIDC, PLOT NO. 25, LAKHARDA  
PUNE-411 004, INDIA

Thank you for considering our request. Kindly do the needful, and please let us know if you require any further information.

Best Regards,

**Dr. CM Surendra Reddy**  
**Associate Professor**  
**Dept of Management & Cyber Security**  
**Mobile: +91 9353028985**  
**Email: [dr.surendrareddy@iibsonline.com](mailto:dr.surendrareddy@iibsonline.com)**  
#BS B-School  
# 75, Mutrugadanahalli, Jala Hobli  
Bengaluru, North  
Near the International Airport,

*Dr. CM Surendra Reddy*  
DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
ESTD. 2019  
BANGALORE, INDIA

## Request for Faculty Exchange Program (IIBS B-School to Kalifa University)

Raja <raja.jayaraman@ku.ac.ae >  
To: surendrareddy.dam@gmail.com

Sat, June 10, 2023 at 09:40 AM

**Subject: Faculty Exchange Program on Cybersecurity and Identity Management**

Dear Dr. C.M. Surendra Reddy,  
Dept of Management & Cyber Security  
IIBS, Bengaluru.  
Dr.surendrareddy@iibsonline.com.

I am reaching out to discuss the possibility of a faculty exchange program between the **International Institute of Business Studies (IIBS), Bengaluru, and Khalifa University, Abu Dhabi**. We are particularly interested in collaboration on the topics of Cybersecurity, Identity Access Management, Identity Governance, Privileged Access Management, and AWS Infrastructure and sessions total number days **5 days**.

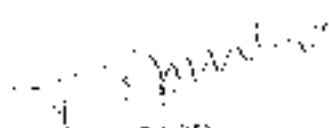
Dr. Raja Jayaraman, Associate Professor and Associate Chair of Undergraduate Studies in the Department of Management Science and Engineering at Khalifa University, is interested in this exchange and believes it could lead to significant academic collaborations, including joint research initiatives, knowledge exchange, and the co-development of specialized courses.

I would appreciate it if you could share your thoughts on this proposal and let me know how we can proceed to formalize this collaboration.

Thank you for considering this request. I look forward to your positive response.

Best regards,

**Dr. Raja Jayaraman,**  
**Associate Professor and Associate Chair of Undergraduate Studies**  
**Department of Management Science and Engineering**  
**Khalifa University,**

  
DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
475 Mahatma Road, Jay Hill,  
Bengaluru 560022

**Appreciation for Collaboration and Support (IIBS B-School to Kalifa University)**

Raja <raja.jayaraman@ku.ac.ae>  
To: su.rendra.reddy.idam@gmail.com

Mon, June 12, 2023 at 11:40 AM

**Subject: Appreciation for Collaboration and Support**

**Dear Dr. C.M. Surendra Reddy,**

I am writing to express my sincere appreciation for your collaboration and support in our recent academic initiatives. Your expertise and insights in the field of Business Analytics, particularly in the areas of Cybersecurity, Identity Access Management, and AWS Infrastructure, have been invaluable.

The efforts you have put forth in our discussions and the potential exchange program between IIBS, Bengaluru, and Khalifa University are truly commendable. Such collaborations are essential for fostering academic excellence and innovation, and I am confident that our joint initiatives will lead to significant advancements in our respective fields.

Thank you once again for your dedication and partnership. I look forward to continuing our collaboration and exploring new opportunities together.

**Best regards,**

**Dr. Raja Jayaraman**

**Associate Professor & Associate Chair of Undergraduate Studies**

**Department of Management Science and Engineering**

**Khalifa University, Abu Dhabi, UAE**

**Contact: +971 23124177**

  
DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDIES  
Khalifa University  
Bengaluru North Campus





الهيئة العامة للتخطيط والتنمية الاقتصادية  
والبنية التحتية والبنية التحتية  
ECONOMIC AUTHORITY FOR INVESTMENT  
AND INFRASTRUCTURE DEVELOPMENT



# إستمارة تسجيل بطاقة هوية REGISTRATION ID CARD FORM

QR Code  
Approach Through

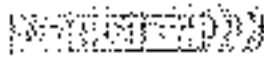


Small Photo  
كلمة صغرى



APPLICATION NO رقم الطلب  
0101107642012023432474069  
800120230610184927768

AMOUNT PAID المبلغ المدفوع AED 500.00	CATEGORY صنف الطلب VISA 2	APPLICATION TYPE نوع الطلب Expatriate - وافد	ADDRESS TYPE نوع العنوان إقامة (جوازات) دبي Issa New Emirates ID	PHONE NO رقم الهاتف 00971555568954
NAME : SUBBOMHA BHODY CHINNA MEEVADA CHINNA MEEVADA KILSI-NA REDDY	UNIC ID رقم الهوية 235044796	DATE OF BIRTH تاريخ الميلاد 12/07/1980	SEX : M NATIONALITY : INDIA PASSPORT : A5015	
EMAIL : subbo05@kesuna.com	DOB تاريخ الميلاد 12/07/1980	PHONE NO رقم الهاتف 971202302138978	PASSPORT : A5015 NATIONALITY : INDIA NAME : SUBBOMHA BHODY CHINNA MEEVADA CHINNA MEEVADA KILSI-NA REDDY	



Scanning QR code to meet to get information captured Please turn on camera and use mobile camera to scan QR code to get information



إستمارة التسجيل هي أداة إلكترونية لتسجيل بيانات المتقدمين إلى نظام هوية الإمارات العربية المتحدة

For more information visit us on the authority website through QR code to get messages or visit our website directly visit

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استخدم تطبيقنا من خلال  
التطبيق الإلكتروني

إتصل بنا عبر الرسائل التي يتم إرسالها من أوبركس، واتساب، إنستغرام، تويتر، لينكد إن، إنستغرام أو البريد الإلكتروني أو الاتصال المباشر أو الاتصال المباشر في حال تطلب ذلك



### Important Remarks

1. Please use this QR code only for the online and mobile application and do not use it for other purposes.
2. Make sure to clearly display the QR code on your device and avoid any obstruction or shadow when scanning the QR code.
3. Please use the QR code only for the purpose of registration and do not use it for other purposes.
4. Please do not use the QR code for any other purpose.
5. The QR code will be generated automatically and will be valid for 30 days from the date of registration.
6. Please do not use the QR code for any other purpose.
7. The QR code will be generated automatically and will be valid for 30 days from the date of registration.

### خطوات هامة

1. استخدم هذا الرمز فقط للتسجيل الإلكتروني والتطبيق الإلكتروني ولا تستخدمه لأغراض أخرى.
2. تأكد من إظهار الرمز بوضوح على جهازك وتجنب أي عوائق أو ظلال عند المسح.
3. استخدم الرمز فقط لغرض التسجيل ولا تستخدمه لأغراض أخرى.
4. لا تستخدم الرمز لأي غرض آخر.
5. سيتم توليد الرمز تلقائيًا وسيكون صالحًا لمدة 30 يومًا من تاريخ التسجيل.
6. لا تستخدم الرمز لأي غرض آخر.
7. سيتم توليد الرمز تلقائيًا وسيكون صالحًا لمدة 30 يومًا من تاريخ التسجيل.



تفاصيل الاتصال  
050-20230610184927768  
050-20230610184927768  
050-20230610184927768

DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
4/5, Karama Street, P.O. Box 127117  
Dubai, UAE  
043222222

050-20230610184927768

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الهيئة الاتحادية للهوية والجنسية والجمارك وأمن المنافذ  
FEDERAL AUTHORITY FOR IDENTITY, CITIZENSHIP, CUSTOMS & PORT SECURITY



United Arab Emirates

إذن دخول إلكتروني - eVisa



EXPO 2020



\*021012023020192976\*

0 2 1 0 1 2 0 2 3 0 2 0 1 9 2 9 7 6

عمل  
EMPLOYMENT

ENTRY PERMIT NO : 101 / 2023 / 2/0192976 : إذن دخول رقم  
Date & Place of Issue : 10/06/2023 : تاريخ ومحل التصدير  
FEDERAL AUTHORITY FOR IDENTITY & CITIZENSHIP / ABU DHABI : الهيئة الاتحادية للهوية والجنسية / أبوظبي  
UTID No : 235064796 : رقم التوحيد  
Allowed to enter U.A.E. for : أجازة بالدخول دولة الإمارات العربية المتحدة إلى

السرد الكامل : سوريندرا ريداي شينا ميجادا شيننا ميجادا كريشنا ريداي  
Surname : SURENDRA REDDY CHINNA MEEGADA CHINNA MEEGADA KRISHNA REDDY Nationality :  
INDIA : الجنسية : جمهورية الهند  
Place of Birth : KADAPA ANDHRA PRADESH : كادابا أندرا براديش محل الميلاد  
Date of Birth : 03/07/1980 : تاريخ الميلاد

Passport No : X9767041 / ORD VARY : جواز سفر رقم الحواز :  
Profession : Information Technology : مهنة : مستشاري  
Accompanied By : مع رفيقون



DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
875 Mutha Al-Falah, Jira Bldg,  
Sharjah, U.A.E. - 562157

Employer

صاحب العمل

Name : (ACCOUNT SYSTEMS) FSC م.م.م. اسم الشركة لخدمات الحاسوب

Address : Per No : 12943 Tel No : C26724288 Web No : 0505365000 P.O Box : 44782 العنوان :

Note : The United Arab Emirates welcomes you and wishes you a happy stay. Please be sure to change your status of leave before the visa expires, so we can welcome you again.

تحياتنا : دولة الإمارات العربية المتحدة ترحب بك وتتمنى لك إقامة سعيدة ويزجى البلاد. من تذكرك الوضع ان المعنى قبل انتهاء فترة صلاحية التأشيرة لتتمكن من الترحيب بك مرة اخرى

Director of Entry & Residency Department

مدير إدارة التأشيرات والدخول والقامة

رسوم مدفوعة Fees Paid

You can verify this visa through the following link : يمكنك التأكد من صحة هذه التأشيرة عبر الرابط :

<https://smartservices.fca.gov.ae/channels/visa/clients/default.html#/fileValidity>

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OF BUSINESS STUDY  
172, Shalimar Road, Singapore  
Singapore 119973

UNITED ARAB EMIRATES  
FEDERAL AUTHORITY FOR IDENTITY &  
CITIZENSHIP, CUSTOMS & PORT SECURITY

Resident Identity Card



الإمارات العربية المتحدة  
السلطنة  
السلطنة  
السلطنة

بطاقة هوية مقيم

ID Number / رقم الهوية /

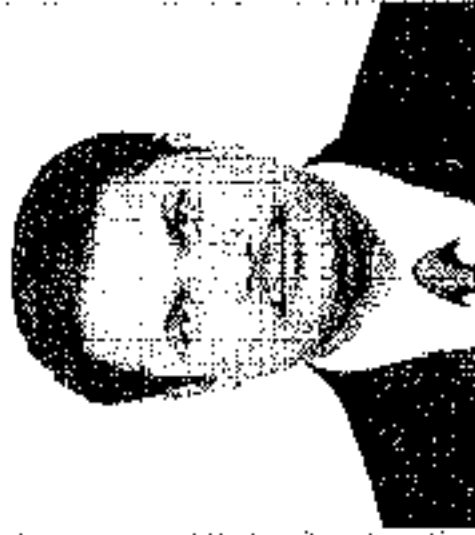
784-1980-4193319-7

سوريندرا ريدي ميغادا كريشنا

الإسم:

ريدي

Name: Surendra Reddy Chinna Meegada Chinna  
Meegada Krishna Reddy



Date of Birth :

03/07/1980

تاريخ الميلاد:

الجنسية: جمهورية الهند

Nationality: India

Issuing Date / تاريخ الإصدار

10/06/2023

Signature / التوقيع

سوريندرا ريدي  
Meegada Krishna Reddy

DIRECTOR  
INTERNATIONAL INSTITUTE  
OF  
BUSINESS STUDY  
JERUSALEM

الجنس : ذكر

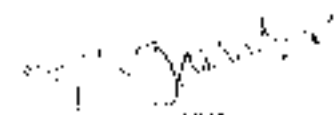
تاريخ الإصدار /



## DESC Alerts roles and Responsibilities

Version 1.1

Prepared by	Dr.CM.Surendra Reddy
Verified by	
Approved by	Dr.T. Jaggaiah, Director Academics, IIBS

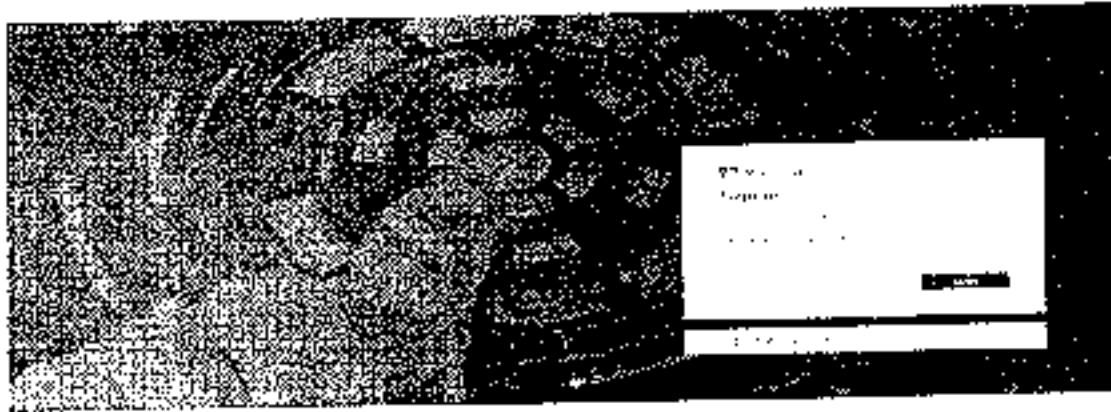
  
DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#7, Madhavada Hills, Hyderabad  
Kosapally, Hyderabad - 502102

## Standard Operating Procedure-PCS

Step1: Access FortiGate portal via browser

<https://access.paramount.com/>

Step2: User would be presented with a SAML login page. Sign in using PCS email address and password.



Step3: We would receive mail from DESC if any alerts triggered.

Once you Open the EXCEL the Alert will be in the format (Please note while replying we should put value and only update our comments in Entry Comments and status.

Entry Comments: Action has been taken for Recommendation, hence please close this case.

Status: update. Resolved, Closed, Cancelled

Immediately reply to Emails: To: [CSDC.ALERTS@desc.gov.ae](mailto:CSDC.ALERTS@desc.gov.ae)

CC: [DCAA.AlertResponse@dubaiculture.ae](mailto:DCAA.AlertResponse@dubaiculture.ae)

BCC: [MSS-DCAA@paramountassure.com](mailto:MSS-DCAA@paramountassure.com),  
[mss.support@paramountassure.com](mailto:mss.support@paramountassure.com),  
[IT.ServiceDesk@dubaiculture.ae](mailto:IT.ServiceDesk@dubaiculture.ae)

Email Information: Dear Team,

Action has been taken for Recommendations, hence please close this case.

Best Regards

Status: We should use resolves or cancelled Option for pending but that is for DESC purpose

Time	Rule Name	Signature	Source	Destination	src	Action	Alert	Description/Alert	Action	Entry Comments	Status
11/11/2023 10:40:11 AM	...	...	...	...	...	...	...	...	...	...	...

Step4: Download FortiGate based on your Workstation Operating System and Install it.

Configure FortiGate VPN

Download the FortiClient VPN - [https://www.fortinet.com/support/product\\_downloads](https://www.fortinet.com/support/product_downloads)

Version: FortiGate 300E and Version: V 7.2.5 build 1517 (Feature).

Step5: Successful Sign-in takes to the FortiClient VPN.

Username: MSSOC

Password: Point of Contact Persons (Pls contact Mr. Abdullah or Mr. Amith)



Click on the image below to view the details of the project. The details of the project are as follows:

Project Name	Project Details
Project ID	Project Details
Project Manager	Project Details
Project Status	Project Details
Project Start Date	Project Details
Project End Date	Project Details
Project Budget	Project Details
Project Risk	Project Details
Project Location	Project Details
Project Contact	Project Details

[Go Back](#) [Go Forward](#)



Click on the image below to view the details of the project. The details of the project are as follows:

Project Name	Project Details
Project ID	Project Details
Project Manager	Project Details
Project Status	Project Details
Project Start Date	Project Details
Project End Date	Project Details
Project Budget	Project Details
Project Risk	Project Details
Project Location	Project Details
Project Contact	Project Details

[Go Back](#) [Go Forward](#)



Click on the image below to view the details of the project. The details of the project are as follows:

Project Name	Project Details
Project ID	Project Details
Project Manager	Project Details
Project Status	Project Details
Project Start Date	Project Details
Project End Date	Project Details
Project Budget	Project Details
Project Risk	Project Details
Project Location	Project Details
Project Contact	Project Details

[Go Back](#) [Go Forward](#)



Step6: Download ARCON PAM based on your Workstation Operating System and Install it.

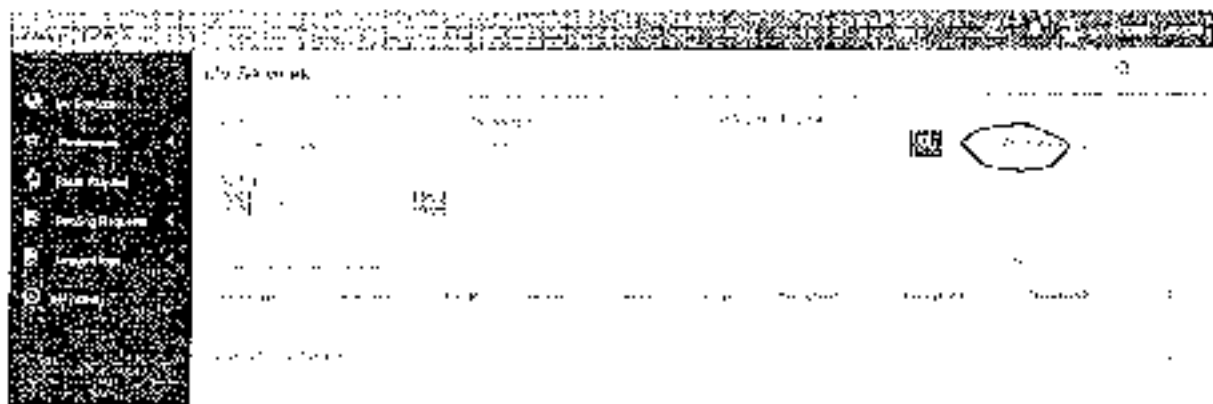
Version: ARCON PAM <https://10.10.50.113>

Username: MISSOC

Password: Point of Contact Persons (Mr. Abdullah and Mr. Amith)



Step7: After clicking on "Logins", the next step is to navigate the following screen. On this screen, you will need to click on "All Services", which is located at the top-right corner.



Step8: Click on Open Tab given below screen.

Name	Email	Phone	Address	City	State	Country	Emergency	Emergency
Abdullah	abdullah@arconpam.com	9952123456	123456	123456	123456	123456	123456	123456



Step9: After Click open button we will get connected ARCON PAM Client



**Step10:** After successfully connecting the ARCON PAM Client, proceed to enter your username and password in the provided fields on the screen displayed below.

Username: MSSOC

Password: Point of Contact persons (Mr. Abdullah and Mr. Smith)



MSSOC

Password



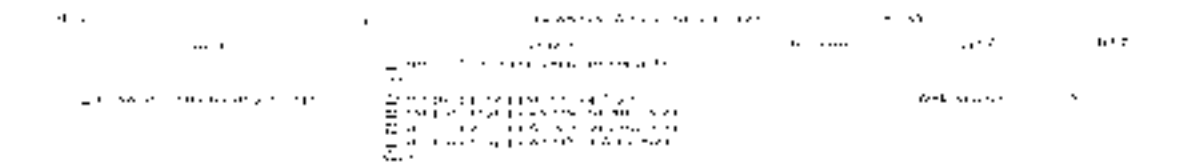
**Step11:** After successfully completing the login process, the next step involves opening the Perimeter primary window. Within this window, navigate to the "Policy & Object" section, and then proceed to click on "Address."



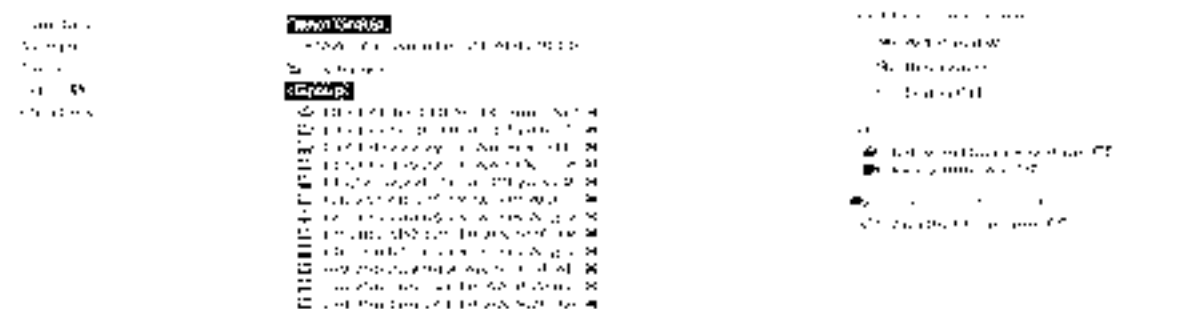
**Step12:** Enter in the search option: DCAA\_SOC\_Attacker\_01-AUG-2023/ DESC\_Adv\_10\_Apr\_2023.



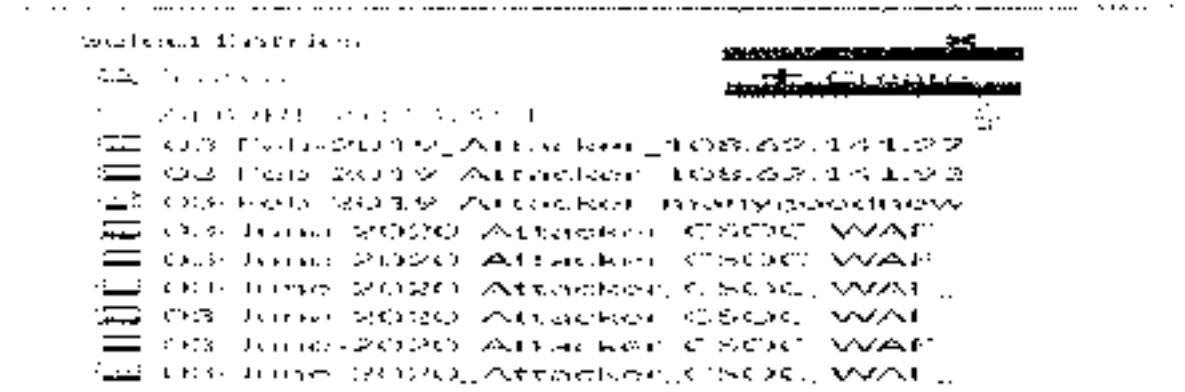
Step13: After successfully entering any one of the options (DCAA\_SOC\_Attacker\_01-AUG-2023 or DESC\_Adv\_10\_Apr\_2023), you will be directed to the following screen. Here, proceed to double-click on the green-coloured block.



Step14: Next, you will be presented with the screen shown below. Scroll down until you come across the Symbol "+", and then click on it once more.



Step15: Once you click on the Symbol "+", another screen will appear as shown below. Proceed to click on the "Create" button located on this screen.



Step16: After successfully clicking on the "+" symbol, you will need to update the "Name" and "IP/Netmask" fields on the screen below.

Name: IP Address\_DESC Date Month Year (Example: 43.134.224.28\_DESC\_19\_06\_2023).

IP/NetMask: IP address/32(Example: 10.10.3.113/32)

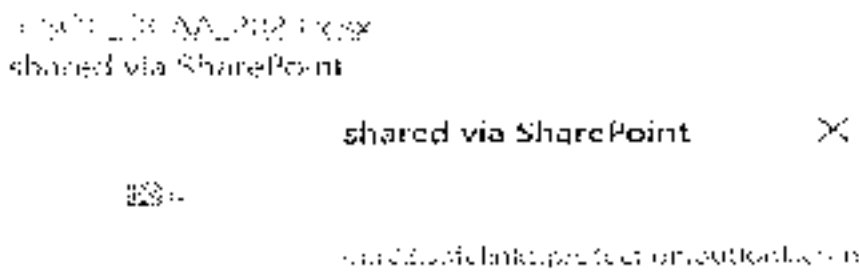
Desc Alerts

Alert ID:	<b>Address</b>	Desc Address
Name:		
Color:	 Change	
Site:	Select	▼
Alert Type:	00000000	
Severity:	Alert	▼
State (to be changed):	▼	
Created:	2/1/2014 10:25	

**OK**    Cancel

Step17: then Click on OK button.

Step18: Update DESC Alerts in the given below window.



Step19: Update incident Portal from Client (DCAA)

Step20: Update PCS CRM Portal

Request for Cyber Security and IAM and PMA, AWS, and Network and Cybersecurity Studies, Dear Dr. Raja Jayaraman, at Khalifa University, Abu Dhabi, UAE.

I hope this email finds you well.

I am writing to request the inclusion of the Delinea Secret Server Certification, along with a course on Privileged Access Management (PAM) and Identity Access Management (IAM), in the Business Management studies curriculum for Cybersecurity at Khalifa University.

Given the growing importance of cybersecurity, particularly in the management of digital identities and privileged access, these certifications and courses would provide our students with the critical skills needed to excel in the industry. The Delinea Secret Server Certification, known for its focus on secure credential storage and access, coupled with comprehensive training in PAM and IAM, would greatly enhance the practical and theoretical knowledge of our students.


This addition to the curriculum would not only align with industry standards but also give our graduates a competitive edge in the job market.

Please let me know your thoughts on this request and the steps required to integrate these offerings into our program.

Thank you for your consideration.

at Dr. CM. Surendra Reddy 191 9353028985 or Email: [chinuamreddy@delinite.com](mailto:chinuamreddy@delinite.com) and Email: [gredd125@marriott.com](mailto:gredd125@marriott.com).

We eagerly await your favourable response and the opportunity to embark on this transformative learning journey.

  
DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#20 Mall Street, 10th Floor, 110  
Bangkok North 10210

Note: Enclosed the Dellna Secret Server Syllabus

Thanks & Regards

Sl. No	Name of the Modules	Hours
01	<b>Module1: Foundation</b> <ul style="list-style-type: none"> <li>• Secret Server Dashboard Tutorials</li> <li>• Secret Server Secrets Tutorials</li> <li>• Secret Server Secrets Templates Tutorials</li> <li>• Secret Server Folders Tutorials</li> <li>• Secret Server User Management Tutorials</li> <li>• Secret Server Alerting Tutorials</li> <li>• Secret Server Auditing and Reporting Tutorials</li> <li>• Secret Server Mobile Applications Tutorials</li> </ul>	5
02	<b>Module2: Feature, Capabilities and Use Cases</b> <ul style="list-style-type: none"> <li>• Secret Server Vault</li> <li>• Secret Server Launchers</li> <li>• Secret Server Discovery</li> <li>• Managing Privileged Account: Security Automation</li> <li>• Secret Server Scripts</li> <li>• Secret Server SLEM Integration</li> <li>• Secret Server Auditing and Reporting</li> <li>• Secret Server Session Monitoring and Recording</li> <li>• Secret Server UNIX Protection</li> <li>• Secret Server SSH Endpoint</li> <li>• Secret Server Web Services API</li> </ul>	8
03	<b>Module3: Install, DR, and Architecture</b> <ul style="list-style-type: none"> <li>• Secret Server Installation On-premise Tutorials</li> <li>• Secret Server DE Tutorials</li> <li>• Secret Server DS Tutorials</li> <li>• Secret Server Encryption Key tutorials</li> <li>• Secret Server DR Tutorials</li> <li>• Secret Server Upgrade Tutorials</li> </ul>	5
04	<b>Module4: Troubleshooting</b> <ul style="list-style-type: none"> <li>• Troubleshooting Core Configuration in Secret Server</li> <li>• Troubleshooting Secrets in Secret Server</li> <li>• Troubleshooting Launchers in Secret Server</li> <li>• Troubleshooting Discovery in Secret Server</li> <li>• Troubleshooting RPC in Secret Server</li> <li>• Troubleshooting DE in Secret Server</li> <li>• Troubleshooting Installation Components in Secret Server</li> <li>• Troubleshooting Session Recording in Secret Server</li> <li>• Troubleshooting secret Server upgrades</li> </ul>	5
05	<b>Module5: Active Privileged Security</b>	5

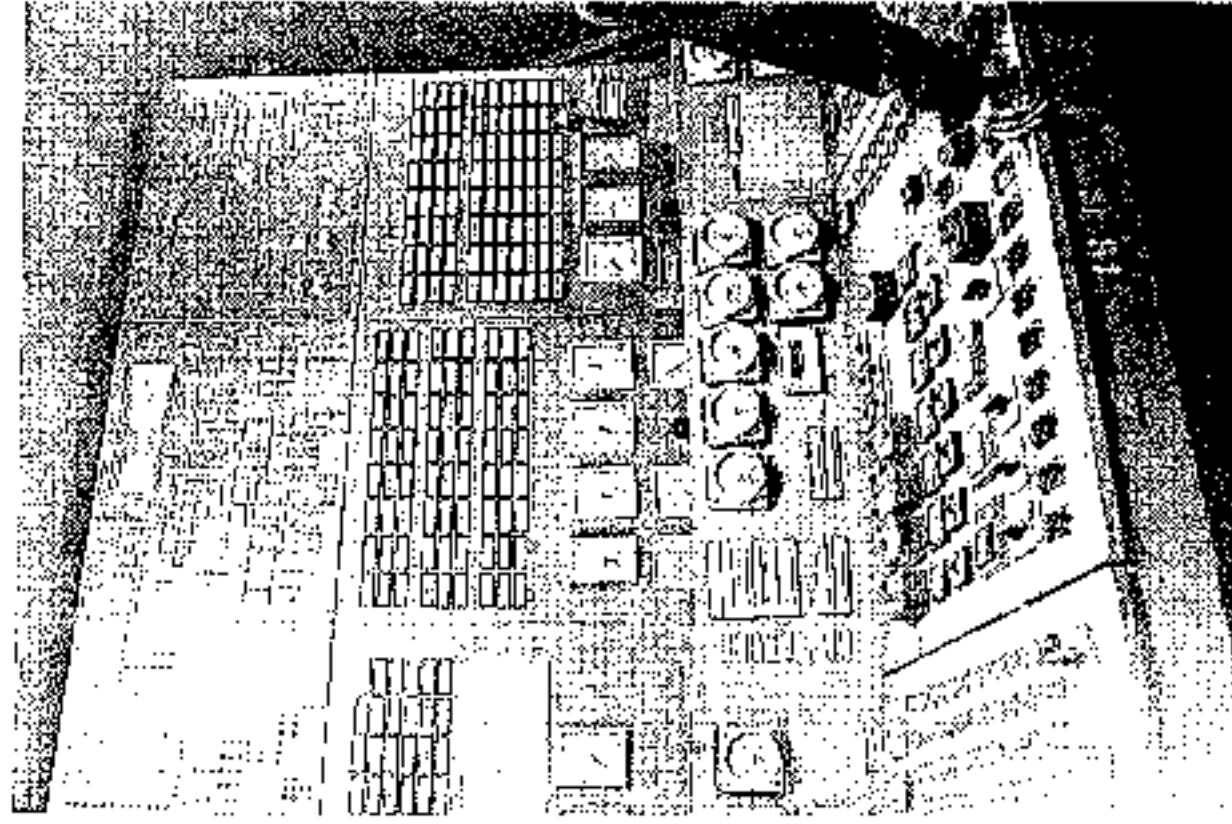
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INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
476 Main Street, 1st Floor  
New York, NY 10017

# Cyber Security Training

Welcome to our Cyber Security Training! In this comprehensive program, you will gain the necessary knowledge and skills to protect and defend against cyber threats. Let's dive into the agenda for the week.

by **Dr.CM.Surendra reddy, IBS, Bengaluru.**

*Dr. CM. Surendra Reddy*  
DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
405 Muruganagar, 1st floor, 4th  
Bengaluru, Karnataka, India



# Day 1 - Introduction and Networking Basics

## 1 Morning Session

Get started with an introduction to Cybersecurity and Understand its critical importance in today's digital landscape.

## 2 Afternoon Session

Learn the basics of Networking, including the OSI model, TCP/IP, IP addressing, and subnetting.

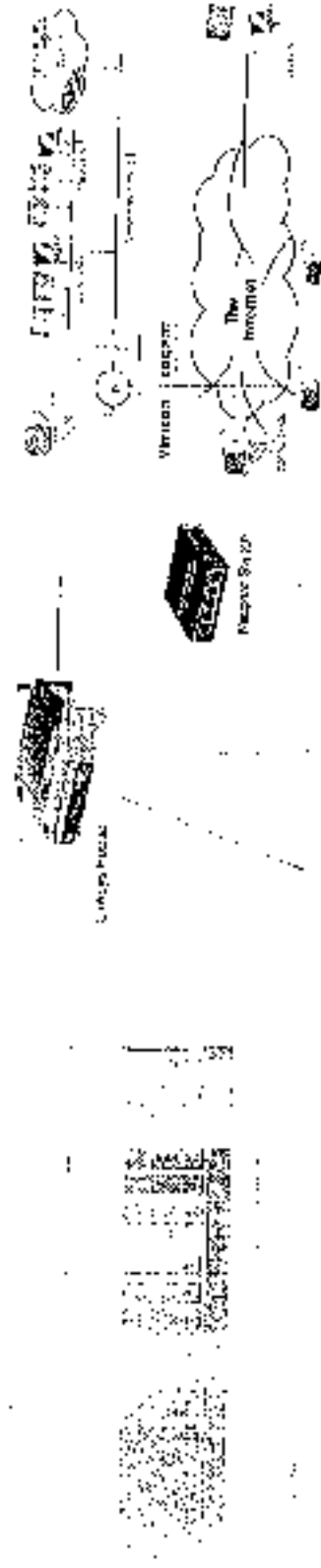
## 3 Evening Activity

Engage in self-paced study with networking tutorials and resources, solidifying your understanding of the topics covered.

  
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#IBS2024



# Day 2 - Network Topologies and Devices



## Morning Session

Explore different network topologies and architectures, understanding their strengths and vulnerabilities.

## Afternoon Session

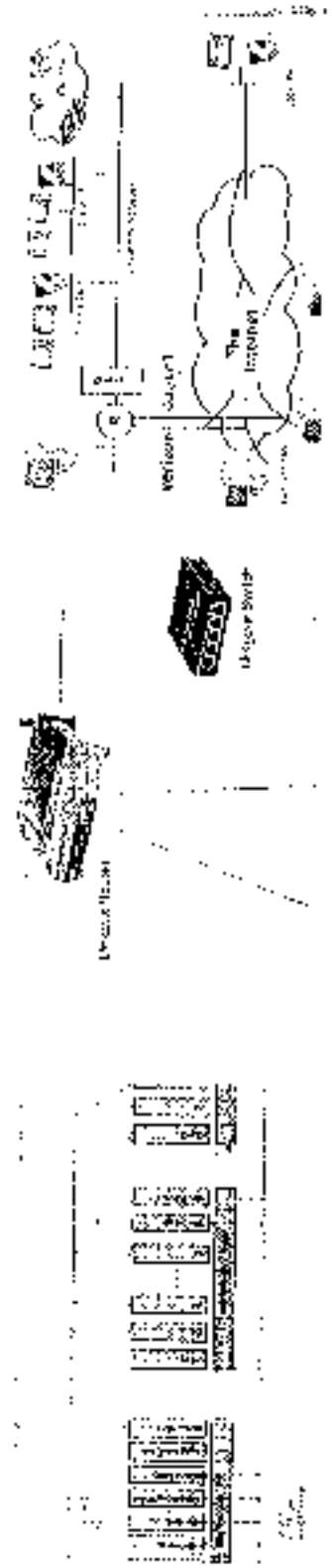
Dive into the basics of network devices, including routers, switches, and hubs, and their importance in securing networks.

## Evening Activity

Study networking diagrams and blueprints, honing your skills in understanding and configuring network infrastructure.

*Signature*  
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 800-828-8888

# Day 2 - Network Topologies and Devices



## Morning Session

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## Afternoon Session

Dive into the basics of network devices, including routers, switches, and hubs, and their importance in securing networks.

## Evening Activity

Study networking diagrams and blueprints, honing your skills in understanding and configuring network infrastructure.

*[Signature]*  
 DIRECTOR  
 INTERNATIONAL INSTITUTE  
 OF BUSINESS & JURY  
 10000 W. 10th Ave., Suite 1000  
 Broomfield, CO 80020

# Day 3 - Infrastructure Security Fundamentals

Perimeter, Network, Host	Defense-in-Depth Approach	Self-paced Study
Explore the different security layers and understand how to protect the perimeter, network, and host systems.	Learn about the importance of a layered security approach and how to implement a defense-in depth strategy.	Engage in self-paced study, deepening your understanding of the principles of defense-in-depth.



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EVANSTON, ILLINOIS 60201

# Day 4 - Advanced Network Monitoring and Incident Response

- |   |                          |   |
|---|--------------------------|---|
| 1 | <b>Morning Session</b>   | Delve into advanced topics such as packet analysis and network forensics to identify network threats and respond effectively.                 |
| 2 | <b>Afternoon Session</b> | Participate in practical exercises focused on incident handling, applying your skills in real-world scenarios.                                |
| 3 | <b>Evening Activity</b>  | Experience immersion in incident simulation and response drills, simulating real-life cyber threats and testing your knowledge and abilities. |



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P.O. Box 1000, Addis Ababa, Ethiopia  
Tel: +251 11 551 1000

# Day 5 - Infrastructure Security Technologies



## Morning Session

Discover cutting-edge infrastructure security technologies such as SIEM (Security Information and Event Management), NAC (Network Access Control), and IDS/IPS (Intrusion Detection and Prevention Systems).

## Afternoon Session

In-depth study on configuring and deploying these technologies, ensuring their effective integration into the network infrastructure.

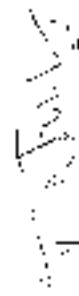
## Evening Activity

Engage in a group discussion on selecting and implementing the most suitable infrastructure security solutions for different business environments.

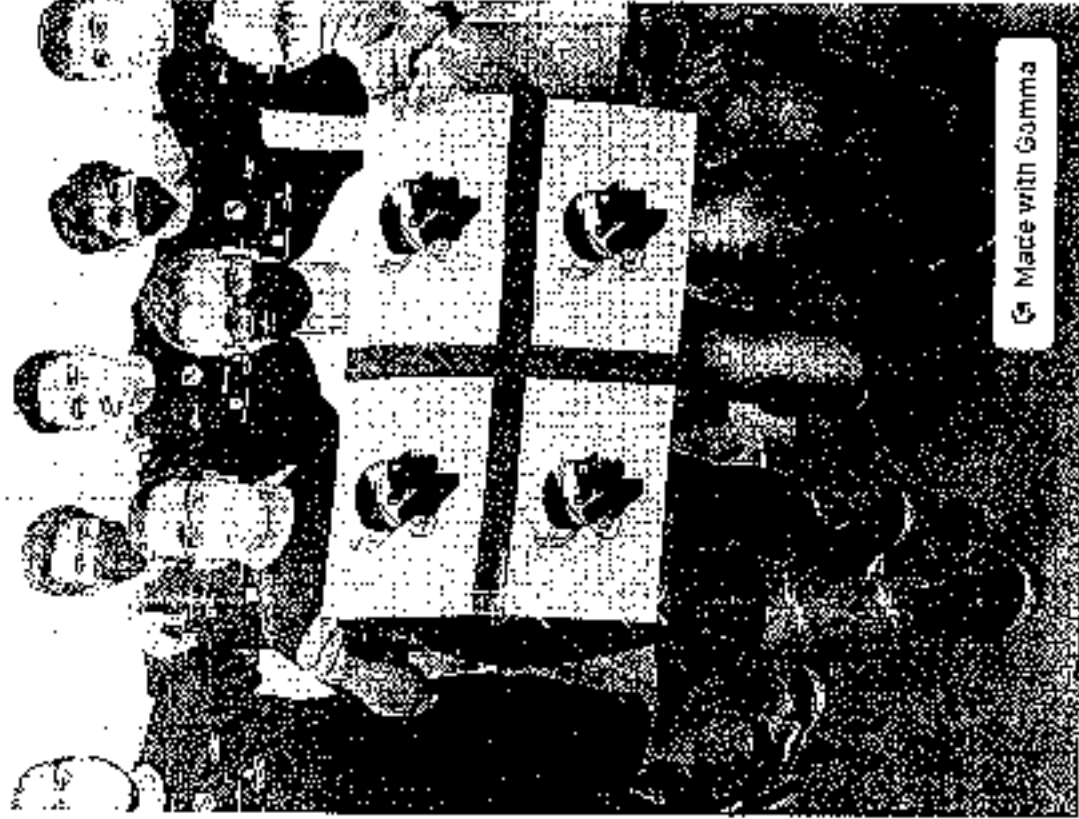
  
DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS  
FESTIVAL

# Congratulations on Completing the Training!

Well done on completing our Cyber Security Training! You have gained essential knowledge and skills to thrive in the dynamic field of cybersecurity. Remember to apply what you have learned to protect digital systems and defend against cyber threats. Keep exploring, discovering, and evolving to stay one step ahead!



DIRECTOR  
INTERNATIONAL INSTITUTE  
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#75 Main St., 2nd Floor  
Boston, MA 02108



Made with Gamma

**MEMORANDUM  
OF UNDERSTANDING AND COOPERATION**

--entered into by and between--

**Peninsula College Georgetown, DK299-03P  
The Ship Campus, Penang, Malaysia, +6016-3309975**  
**INTERNATIONAL INSTITUTE OF MANAGEMENT STUDY(IIMS)**  
# 75, Muthugadanahalli, Jala Hobli  
Bengaluru, North, Near the International Airport,  
India.

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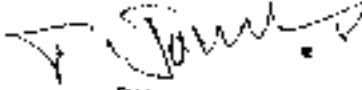
**Peninsula College Georgetown, DK299-03P, The Ship Campus, Penang,  
Malaysia.**

**The Ship Campus, Penang**

Anchored within One Auto Hub, the Batu Kawan Industrial Park, Penang, The Ship Campus is Peninsula College's headquarters. A major educational hub modelled after an iconic cruise ship, it offers a unique educational voyage for students seeking a blend of academic excellence and industry exposure and can accommodate up to 4,000 students.

The "Campus-in-Industry" concept allows students to acquire valuable work experience while studying, through part-time working opportunities within PKT Logistics Group, an acclaimed logistics company. This initiative also known as Jom! Bekerja Sambil Belajar (JBSB) programme, bridges the gap between academic knowledge and practical application, equipping graduates with the skills and experience needed for their professional journeys ahead.

Peninsula College at The Ship Campus equips students for career success with a blend of home-grown foundation, certificate, and diploma programmes, complemented with esteemed UK degrees from their partner, The University of Plymouth. This exceptional range of offering spans across in-demand fields like logistics management, business administration, accountancy, engineering, and computer science, ensuring graduates are well-equipped for diverse career paths. Embark on your academic journey at The Ship Campus! Discover a dynamic and innovative educational experience that awaits you.

  
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#75 Muthugadanahalli, Jala Hobli,  
Bengaluru North, 560017

**International Institute of Business Management Study (IIBS)** is recognized by the Government of India and AICTE approved Higher Education Institution.

United by their Mutual interest in the service of diverse student population; the development of innovative international educational programs; academic offerings of the highest integrity; the expansion of co-operative cultural interactions between **INDIA** and the **MALAYSIA** and the furtherance of the missions and purpose of their institutions, **Peninsula College Georgetown, DK299-03P, The Ship Campus, Penang, Malaysia** and **IIBS** agree to enter into this Memorandum of Understanding and Cooperation.

### **MOUC 1. Purpose & Objectives:**

**The purpose and objectives of the parties entering into this MOU are to:**

- promotes the enrolment of international students in innovative, international degree programs through articulation of academic programming.
- Negotiate and develop collaborative efforts in the areas of academic programming assessment and evaluation.
- Enter into negotiation in connection with future comprehensive agreement for the promotion of the delivery of Internet-based education to students in India.
- negotiates and develop cooperative projects as a means of coordinating educational activities between the institutions.
- promotes the exchange of technological information, research documents and publications that are of common interest of the institutions.

### **2. Support & Resources:**

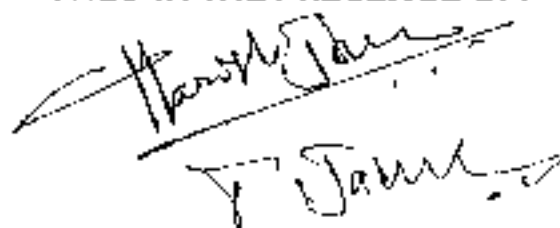
**Accomplish the purpose and objectives stated in this MOU the institutions agree to provide support in mutually agreed amounts for:**

- Conduct of discussions to fulfil the purposes and objectives of projects identified above.
- cooperation between the institutions for development of projects in mutually agreed areas.

**Date June, 14, 2024.**

**Peninsula College Georgetown, DK299-03P, The Ship Campus, Penang, Malaysia.**

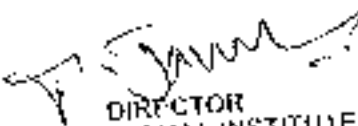
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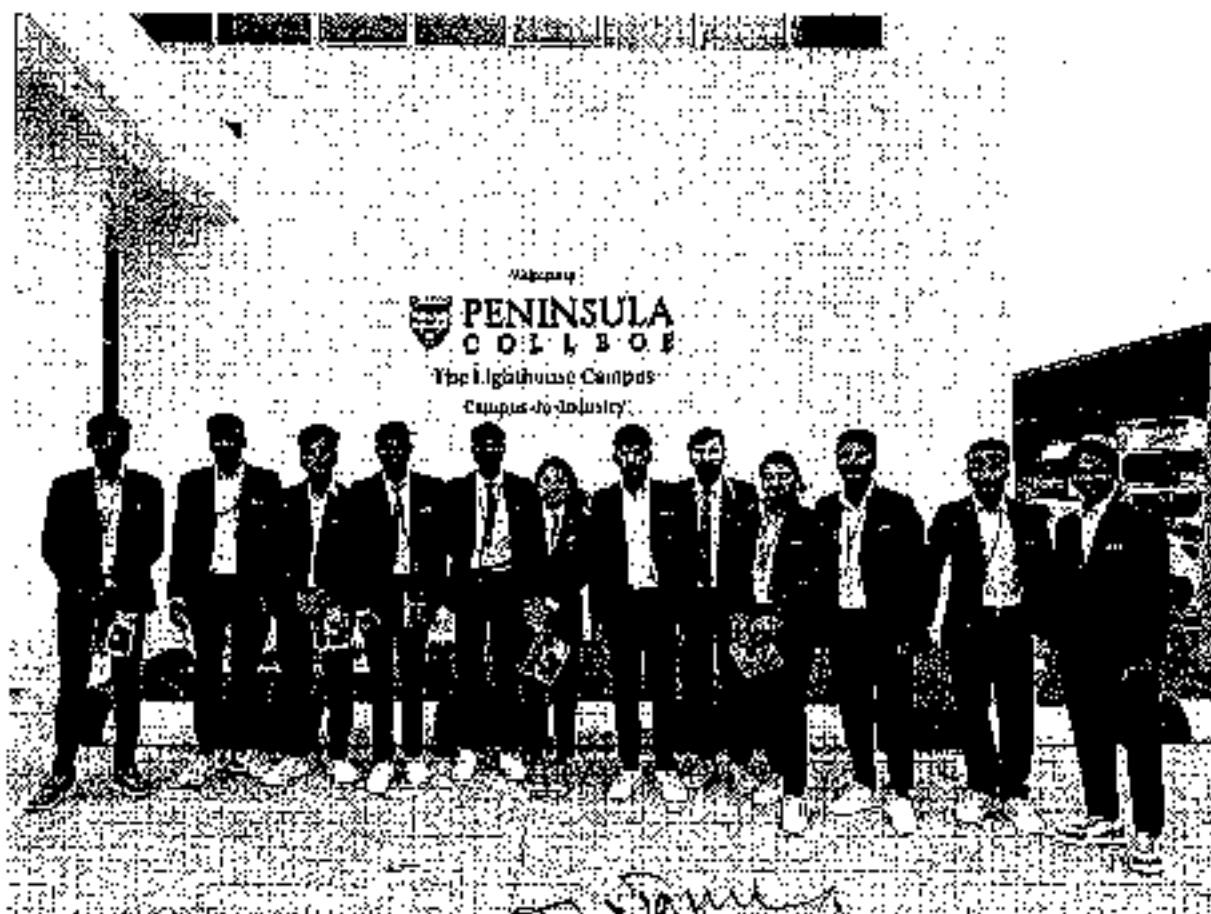
**DIRECTOR  
INTERNATIONAL INSTITUTE  
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AICTE Approved Institute, India  
Bangalore, India - 560075**

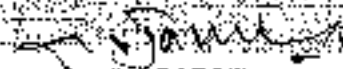


**International Institute of Business Management Study, Bengaluru**

  
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#75 Marla Road, 1st & 2nd Floor,  
Bengaluru North - 562157

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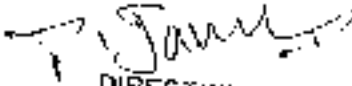
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  - January 15<sup>th</sup>, 2025
  - April 15<sup>th</sup>, 2025
  - July 15<sup>th</sup>, 2025

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**5. Account Numbers**

- The account number for the programs will be:

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Brandt Eight  
Printed Name

Senior Director (Americas) and Customer Success  
Title

Signature

*Brandt Eight*

Date

5/3/2024

Agreed to on behalf of International Institute of  
Business Study

Dr. T. Jaggath  
Printed Name

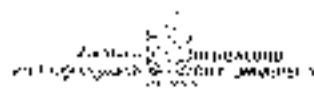
Director  
Title

Signature

Date

*T. Jaggath*  
DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
11/3 Metropolitan Park Plaza Hotel  
Bangalore, India - 562027

## INAUGURATION



**BENGALURU CITY UNIVERSITY, BENGALURU, INDIA**

[Public Affiliating University, Govt. of Karnataka]

&

**BIRMINGHAM CITY UNIVERSITY, BIRMINGHAM, U.K.**

*Invite for the International Conference on*



**16th February 2024 at 9:30 am**

**Venue : Jnana Jyothi Auditorium, Bengaluru City University Campus,  
Dr. B R Ambedkar Veedhi, Bangalore- 560 001**

*Chief Guest*

**Dr. Sudhakar M C**

Hon'ble Minister for Higher Education  
Govt. of Karnataka

*Presided by*

**Prof. Lingaraja Gandhi**

Vice Chancellor  
Bengaluru City University, India

*Key Note Speaker*

**Mr. S K Rai**

Managing Director, Hero Cycles

*Guests of Honor*

**Dr. Prem Kumar**

Executive Director, Hero Cycles

**Sri Ramesh Chandra Lahoti**

President, FKCCI

**Dr. K G Chandrashekara**

Executive Director, KSHEC

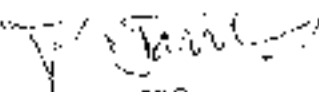
**Mrs. Janaka Pushpanathan**

Director, South India British Council

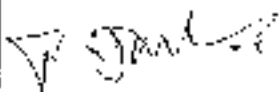
**Release of Conference Proceedings by**

**Dr. Sudhakar M C**

Hon'ble Minister for Higher Education  
Govt. of Karnataka

  
DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
675 Muthayyaiah St, Jnana Jyothi  
Bengaluru, Karnataka - 562157

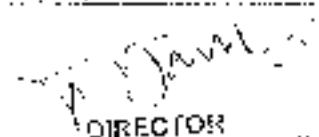
DAY 1		DAY 2	
PLENARY 1	PLENARY 2	PLENARY 3	PLENARY 4
(Industry 5.0 Fast Transition) (12:00pm-1:15 pm on 16th Feb 2024)	(Transition to Net Zero) (2:30 pm – 5:30 pm on 16th Feb 2024) Hybrid Mode	(Role of Leaders in Digital Transformation) (11am-12:30pm on 17th Feb 2024)	(Net Zero Carbon and Circular Economy) (2 pm - 3:30 pm on 17th Feb 2024)
Prof. Alex De Ruyster Professor and Director BCU, U.K	Dr. Suresh Renukappa University of Wolverhampton, U.K.	Mr. Girinarayan Fellow and Past Chairman, NIPM-KC Senior Partner- Your HR Buddy	Dr. Shishank Shishank Associate Professor BCU, U.K.
Mr. Umesh Rao Director, Noodle Logistics	Dr. Subashini Suresh University of Wolverhampton, U.K.	Mr. Santosh Rao Associate Vice President Toyota	Ms. Latha Chambarkalam Vice President, Continental Automotive
Dr. Suresh Babu V Chairman, Vesuki Group of Companies	Dr. Redouane Sarrakli University of Lincoln, U.K	Mr. Narasimha Moorthy Director, HR Autully, India	Mr. Pramod Srihari Associate Partner, Optinus Resolution and Restructuring Advisors
Mr. Provin Hungud IAF&R Development Fanchayat Raj COK	Mr. Sanganesh Yadavara Skyrocket Innovations, UK	Mr. Ganapuran Venu Senior Principal Scientist, CSIR National Aerospace Lab	Mr. Abdul Ghafoor CEO & Founder CEO & Founder, PAC, U.A.E
Mr. Sandeepan Jagudousan Director, Philips	Mr. Luke Seabright Colas Roll Ltd, U.K		Mr. Ramesh shivanna Director, Clearspan Energy (P) Ltd.,
	Mr. Nagaraju Yebberti The Energy and Resources Institute, Bengaluru		Mr. Srinivasulu IFS Commissioner AYUSH
	Mr. Chandrashekar Subbarao University of wolverhampton, U.K.		
	Prof. Michael Fullen University of Wolverhampton, U.K.		

Day 1	Technical session 1	Industry 5.0 and just transition for automotive industry	16th Feb 2024 @ 2:30 pm
Day 2	Technical session 2	Net zero carbon and Circular Economy 5.0	17th Feb 2024 9am -11 am 
	Technical session 3	Green Finance for supply chain 5.0 and Digitalisation	
	Technical session 4	Sustainable Green Practices	

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OF BUSINESS STUDY  
875 Melton Road, Luton, Bedfordshire  
LU1 3PU, Bedfordshire, UK  
Registered No: 502157

S. NO	Name of the Faculty
1	Dr. J. Jaggaal
2	Dr. M. Kethan
3	Mr. Mahabub Basha
4	Ms. Manisha
5	Ms. Rashmi Prakash
6	Dr. Nitinard patil
7	Dr. Saketh Reddy
8	Mr. Rohit Janti
9	Mr. Ashok Metcha
10	Ms. Akshita Gupta

S.L. NO	Name of the Student
1	Anurag Malik
2	Sneha Pradhan
3	Rahul Sarsar
4	Parthaliit Saha
5	Archana Duggishetty
6	Phanindra. D
7	Sasikanth G
8	Rakesh Kumar Sahoo
9	Rikesh Bhavan
10	Salha. P
11	Monika. D
12	G. Na Sekhar
13	Tanvi Gupta
14	Srujan Kumar
15	Uperendra Singh. F
16	Adhiraj Gosw
17	Anisha Verma
18	Ardushi Agarwal
19	Mridul raj
20	Phanindra
21	Pavan Kalayan
22	Aryan Aditya

  
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 27/1/2020  
 Phone No: 9602157

10th March 2024  
BANGALURU CITY UNIVERSITY



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[Public Affiliating University, Govt. of Karnataka]

&

**BIRMINGHAM CITY UNIVERSITY, BRIMINGHAM, U.K.**

*Jointly Organize International Conference on*

**DUAL TRANSITION OF NET ZERO CARBON  
AND DIGITAL TRANSFORMATION**

**16th and 17th February 2024**

Venue :

**Jhana Jyothi Auditorium, Bengaluru City University**



**IIBS**



**DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
879, Malleshwara Main Road, Jalahalli  
Bangalore - 560082**



# INDEX

## Internationally Online Initiative by IBS Students, Bengaluru

Sl. No	Date	Name of the Guest	Designation	Topics
01	31.10.2023	Johan Hook Lee	Professor POSCO	Online guest lecture on Entrepreneurship and Innovations
02	13.02.2024	Dr. Kumara Raja	Professor - University of Teknikal Malaysia	Online Guest talk on Recent Trends in ERP and AI.
03	22.03.2024	Mr. Manjvet Pahari	Associate Consultant, TCS, Netherland	Online Guest Talk on Risk and reporting
04	18.04.2024	Prof.Ankit Kumarin	Associate Professor in Management Science, Mahikeng Campus, South Africa	Online guest talk on management Education in 21 <sup>st</sup> Century – Institutions and Industry Partnership.

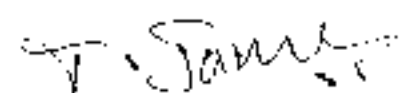
  
Principal - IBS

Dr.M. Kethan

Director - IBS

Dr. Tripuraneni Jaggaiiah

PRINCIPAL  
International Institute of Business Study  
275, Malleshwaraiah Bangalore Road  
Indira Nagar, Bangalore - 562157

  
DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
275 Malleshwaraiah Road, Indira Nagar,  
Bangalore South - 562157

## Event Report: Guest Lecture on Recent Trends in ERP & AI

Date: February 14, 2024

Venue: Seminar Hall - 1, [Institute Name]

### Program Objectives:

- Analyze the fundamental concepts and principles of Enterprise Resource Planning (ERP) and Artificial Intelligence (AI) within contemporary organizational contexts.
- Evaluate the practical applications of data analytics in marketing and its role in informing strategic decision-making processes.

The seminar hall was abuzz with anticipation as students and faculty gathered for a guest lecture on recent trends in Enterprise Resource Planning (ERP) and Artificial Intelligence (AI). Dr. Kumar Raja, a distinguished post-doctoral researcher from University Teknikal Malaysia, Melaka, Malaysia, was the esteemed guest speaker for the event. The session commenced promptly at 3:00 PM with an opening address by Ms. Shivaakshi Sharma, who warmly welcomed Dr. Raja and all attendees.

Following the welcome, Dr. Trapuraneni Jaggaili, the Academic Director of IIBS, extended a gracious welcome to Dr. Raja and introduced the theme of the lecture. Dr. Jaggaili's insightful remarks set the tone for an engaging and informative session.

Dr. Raja delved into the core topics of ERP and AI, elucidating their significance in contemporary organizational contexts. He articulated the fundamental concepts of ERP systems, emphasizing their role in streamlining business processes and enhancing operational efficiency. Moreover, he shed light on the transformative potential of AI technologies, illustrating how they are reshaping various industries and business functions.

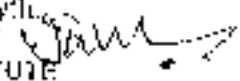
A focal point of Dr. Raja's discourse was the application of data analytics in marketing. He elucidated how organizations leverage data analytics models, such as basket analysis, to glean actionable insights from consumer behavior and market trends. Through real-world examples and case studies, he underscored the practical utility of data analytics in informing strategic decision-making and driving business growth.

The lecture, which spanned over an hour and twenty minutes, concluded at 4:20 PM, prompting an interactive Q&A session. Students enthusiastically posed queries, seeking clarifications and further insights from Dr. Raja. His adept handling of the questions further enriched the learning experience for the audience.

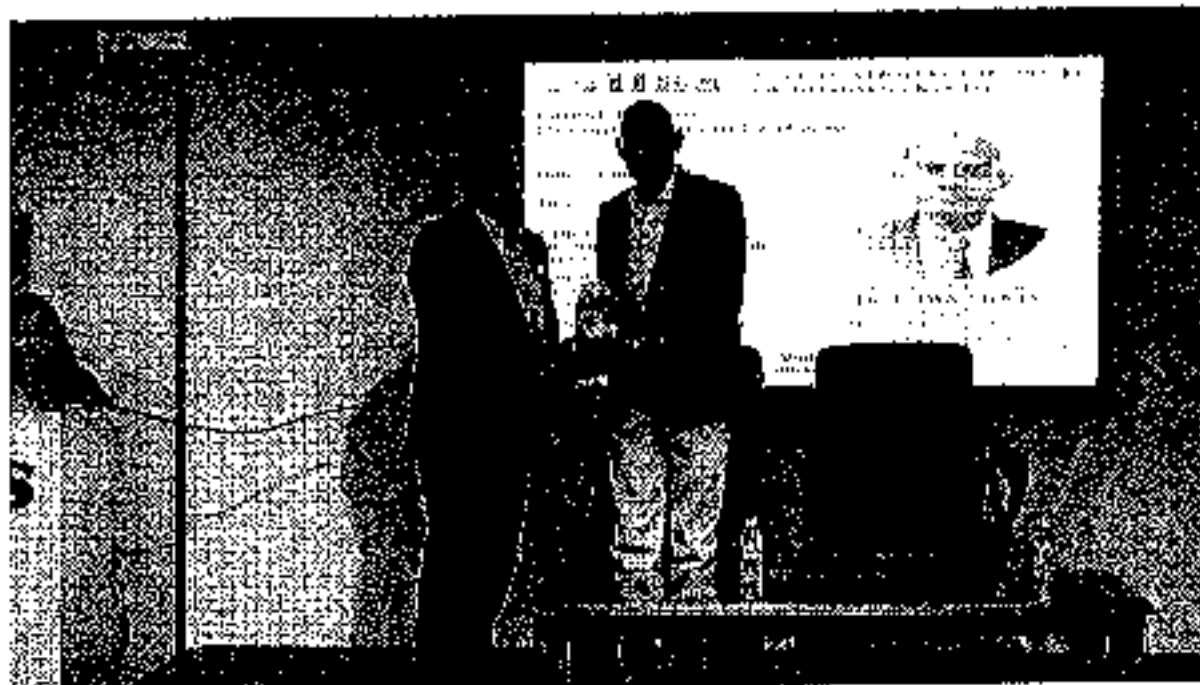
In closing, Ms. Shivaakshi Sharma extended heartfelt gratitude to Dr. Raja for his enlightening discourse and thanked all participants for their active engagement. She expressed optimism that the knowledge gained from the session would inspire innovative thinking and catalyze academic and professional pursuits.

### Program Outcomes:

- Demonstrate comprehension of ERP and AI principles while applying data analytics models for strategic decision-making in marketing.
- Evaluate the transformative potential of ERP, AI, and data analytics in optimizing organizational processes and driving business growth.

  
DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
275, Air Force Road, Jaya Raya  
Singapore 209957

Photographs:



Dr. Prapanneni Jaggaiah, the Academic Director of IBS, extended a gracious welcome to Dr. Raja.



Dr. Kumar Raja, addressing the students.

  
DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
675 West 12th Street, 12th Floor  
Langford North - 562157

Flyer:



**IIBS**

*Empowering Business Leaders*

**INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY**

**Guest Talk on :  
Recent Trends in ERP & AI**

**Date : 13/02/2024**

**Time : 03:00 pm**

**CHIEF PATRON**

**Dr. Tripuraneni Jaggaiah**  
Principal & Director - IIBS

**Event Co-ordinators**

**Dr. Arun Kumar A**  
Assistant Professor

**Mrs. Mangala V Reddy**  
Assistant Professor



**Resource Person:**  
**Dr. KUMAR RAJA**  
Post-Doctoral Researcher,  
Universiti Teknikal Malaysia,  
Melaka, Malaysia

**Venue**

**IIBS Seminar hall-1**

A handwritten signature in black ink, appearing to read 'Dr. Jaggaiah'.

**DIRECTOR**  
**INTERNATIONAL INSTITUTE**  
**OF BUSINESS STUDY**  
#75, Melaka Road, Lela Hotel,  
Tampayan, Melaka - 76100



# IIBS

*Redefining Leading Talents*

#75, Muthuguda Halli, Bangalore North, Jula Hobali, Bangalore -- 562157

Date : 31 Oct, 2023

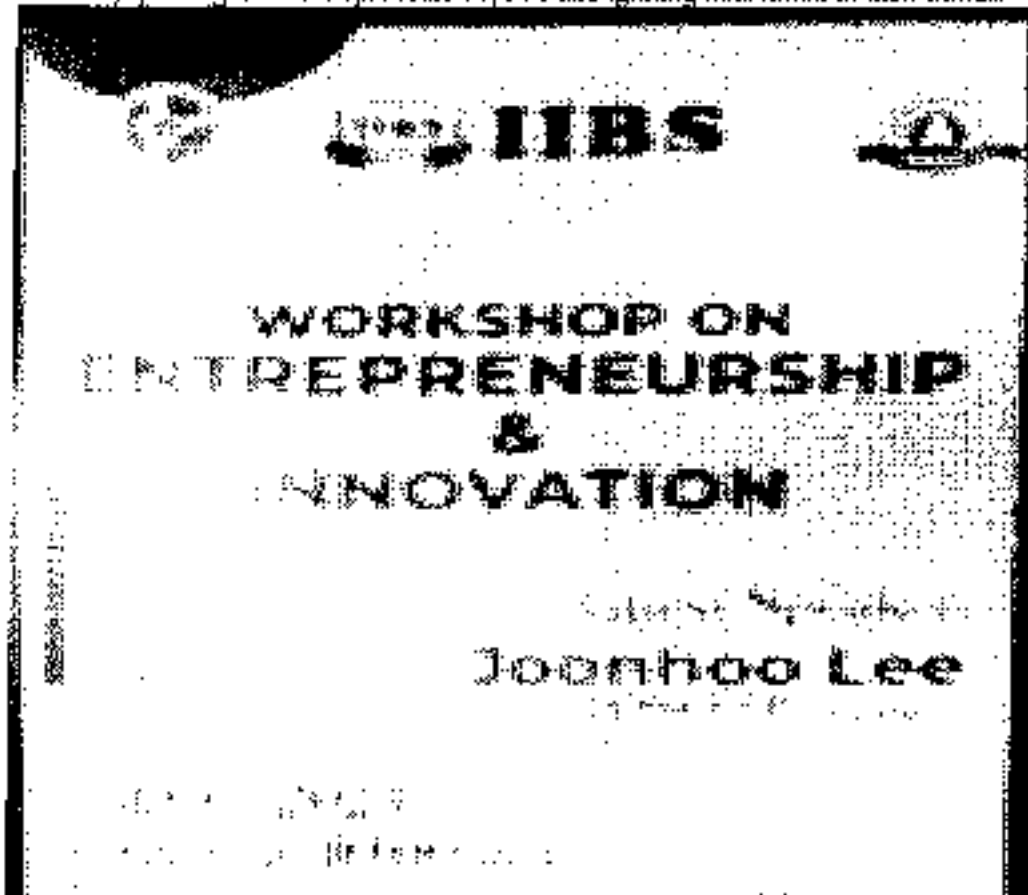
Guest Name: Joonho Lee, POSCO Professor


Batch: PGDM 2023

No. of Students attended:

On October 31<sup>st</sup>, 2023, IIBS was privileged to host the distinguished international guest speaker, Joonho Lee, the esteemed POSCO Professor, for a groundbreaking workshop on entrepreneurship and innovation.

Professor Lee's wisdom and insights left an indelible mark on our PGDM students, sparking their entrepreneurial spirits and igniting innovation in their minds.



  
DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#75 Muthuguda Halli, Jula Hobali,  
Bangalore North - 562157



*T. J. J. J.*  
DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
2001 University of California  
Berkeley, CA 94720

To,  
The Academic Director,  
IIBS Bengaluru, Karnataka

Through,  
Dr. Maxwell  
BQAC Coordinator,  
IIBS Airport Campus Bengaluru

To,  
The Academic Director  
IIBS Airport Campus Bengaluru

**Subject: To Schedule Guest Lecture on Risk & Report**

Respected Sir,

I hope this letter finds you well. I am writing to propose the invitation of one of Associate Consultant from Netherlands to deliver online guest lecture at our college as part of our ongoing efforts to provide enriching experiences for our students.

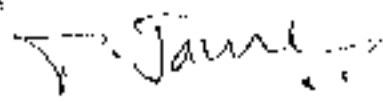
We believe that inviting a guest who has excelled in their field to share their insights and experiences with our students would be highly beneficial and motivating.

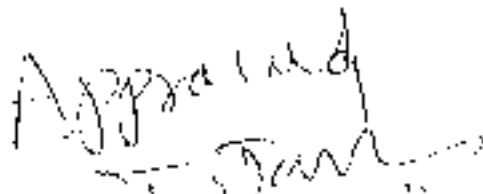
After careful consideration, we would like to extend an invitation to Mr. Manjeet Phari, who is working as Associate Consultant in Netherland with a prestigious soft wear MNC. He has more than 17 years of experience in field of management & delivered many guest lectures & provided training in various organisations.

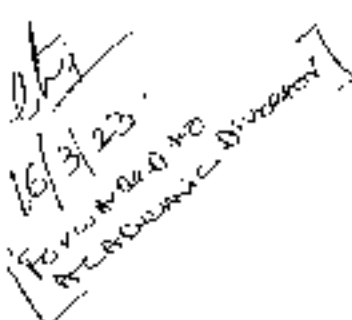
Thank you for your attention to this matter. Please do not hesitate to contact me if you require any further information or assistance.

Warm regards,

Alka Gupta  
Asst. Prof & Guest Lecture coordinator  
IIBS Bengaluru, Karnataka  
[alka@iibsonline.com](mailto:alka@iibsonline.com)

  
DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#75 G. S. Road, 1st Floor,  
Bengaluru, India - 560017



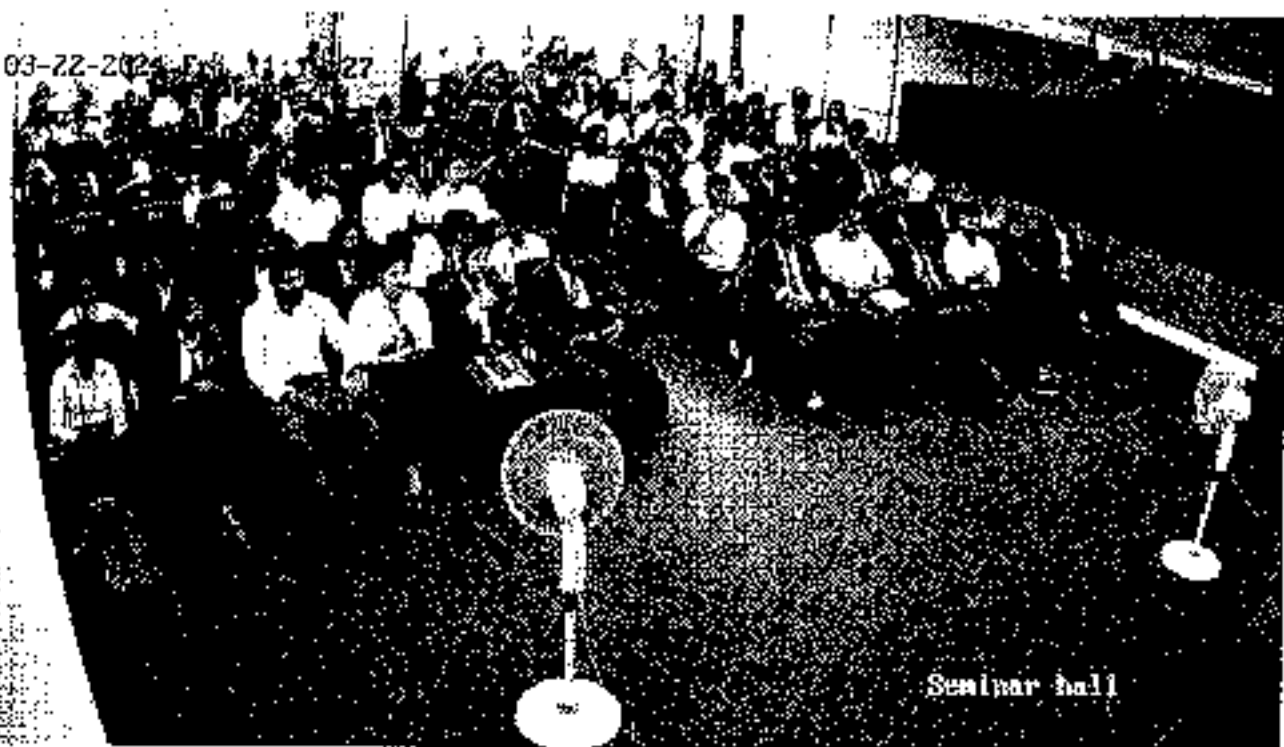




*T. J. J. J.*  
DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
275 West 100th St. - Jaha Hall  
Cleveland, Ohio 44107



03-22-2024 14:03:27



Seminar hall

DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
# B.M.C. Sepatanjati, Jember  
Desakan No. 1 - 552167

## Event Report: Guest Lecture on Recent Trends in ERP & AI

Date: February 14, 2024

Venue: Seminar Hall - 2,

### Program Objectives:

- Analyze the fundamental concepts and principles of Enterprise Resource Planning (ERP) and Artificial Intelligence (AI) within contemporary organizational contexts.
- Evaluate the practical applications of data analytics in marketing and its role in informing strategic decision-making processes.

Seminar hall was abuzz with anticipation as students and faculty gathered for a guest lecture on recent trends in Enterprise Resource Planning (ERP) and Artificial Intelligence (AI). Dr. Komar Raja, a distinguished post-doctoral researcher from University Teknikal Malaysia, Melaka, Malaysia, was the esteemed guest speaker for the event. The session commenced promptly at 3:00 PM with an opening address by Ms. Shivakshi Sharma, who warmly welcomed Dr. Raja and all attendees.

Following the welcome, Dr. Trupurameni Jaggaih, the Academic Director of IIRS, extended a gracious welcome to Dr. Raja and introduced the theme of the lecture. Dr. Jaggaih's insightful remarks set the tone for an engaging and informative session.

Dr. Raja delved into the core topics of ERP and AI, elucidating their significance in contemporary organizational contexts. He articulated the fundamental concepts of ERP systems, emphasizing their role in streamlining business processes and enhancing operational efficiency. Moreover, he shed light on the transformative potential of AI technologies, illustrating how they are reshaping various industries and business functions.

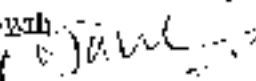
A focal point of Dr. Raja's discourse was the application of data analytics in marketing. He elucidated how organizations leverage data analytics models, such as basket analysis, to glean actionable insights from consumer behavior and market trends. Through real-world examples and case studies, he underscored the practical utility of data analytics in informing strategic decision-making and driving business growth.

The lecture, which spanned over an hour and twenty minutes, concluded at 4:20 PM, prompting an interactive Q&A session. Students enthusiastically posed queries, seeking clarifications and further insights from Dr. Raja. His adept handling of the questions further enriched the learning experience for the audience.

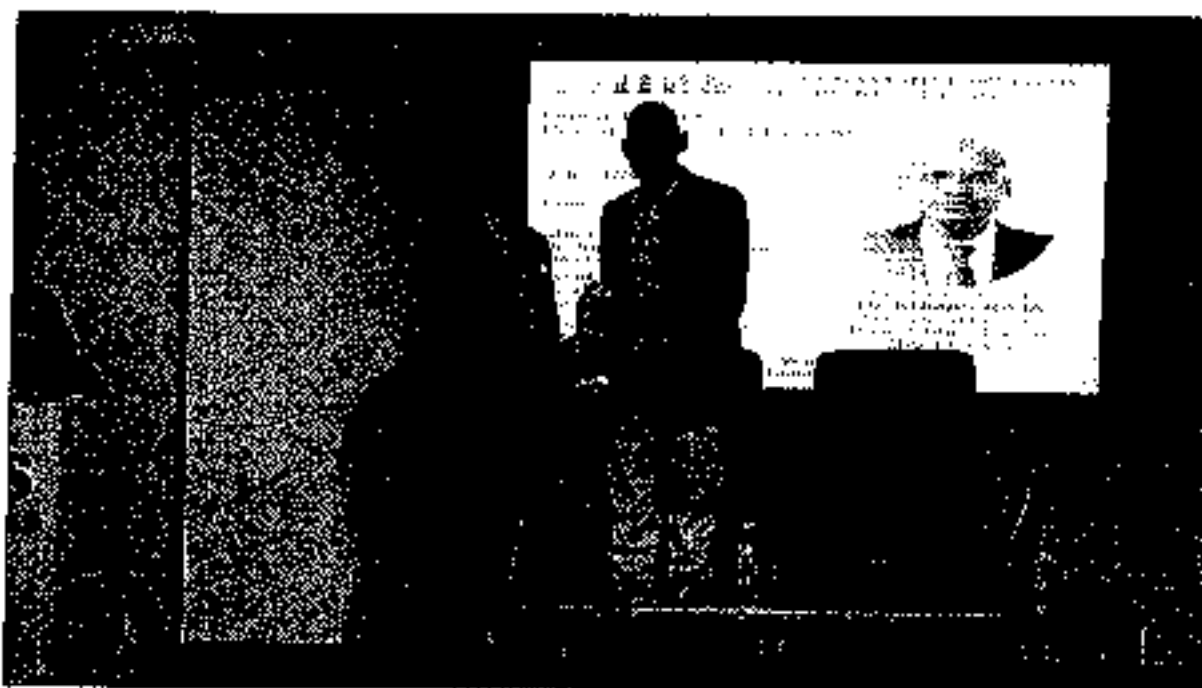
In closing, Ms. Shivakshi Sharma extended heartfelt gratitude to Dr. Raja for his enlightening discourse and thanked all participants for their active engagement. She expressed optimism that the knowledge gained from the session would inspire innovative thinking and catalyze academic and professional pursuits.

### Program Outcomes:

- Demonstrate comprehension of ERP and AI principles while applying data analytics models for strategic decision-making in marketing.
- Evaluate the transformative potential of ERP, AI, and data analytics in optimizing organizational processes and driving business growth.

  
DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
11th Floor, Jaganmohan Building,  
Jaya Raya, Kuala Lumpur - 50450

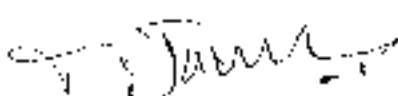
**Photographs:**



Dr. Tirupurmani Jaggath, the Academic Director of IIBS, extended a gracious welcome to Dr. Raja.



Dr. Kumar Raja, addressing the students.

  
DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
100, 101, 102, 103, 104, 105  
106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200

Flyer:



**IIBS**

**INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY**

**Guest Talk on :  
Recent Trends in ERP & AI**

**Date : 13/02/2024**

**Time : 03:00 pm**

**CHIEF PATRON  
Dr. Tripuraneni Jaggaiah  
Principal & Director - IIBS**

**Event Co-ordinators**

**Dr. Arun Kumar A  
Assistant Professor**

**Mrs. Mangala V Reddy  
Assistant Professor**



**Resource Person:  
Dr. KUMAR RAJA  
Post-Doctoral Researcher,  
Universiti Teknikal Malaysia,  
Melaka, Malaysia**

**Venue  
IIBS Seminar hall-1**

**DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
475 Muthyiahall, Jalahalli,  
Bengaluru North - 562157**

## Fwd: Guest lecture report with Geo Tag Photos & Appreciation

Principal IIBS <principal@iibsonline.com>  
To: "Dr CM.Surendra Reddy" <dr.surendrareddy@iibsonline.com>

Wed, Mar 27, 2024 at 2:37 PM

----- Forwarded message -----

From: **Manikrishna Velagapudi** <prof.mv@iibsonline.com>  
Date: Sat, Mar 2, 2024 at 11:50 AM  
Subject: Guest lecture report with Geo Tag Photos & Appreciation  
To: <rcs@iitem.edu.in>  
Cc: Principal IIBS <principal@iibsonline.com>, Dr.M kelhan kethan <dr.mkelhan@iibsonline.com>

Dear Dr Kumar Raja Sir,

Greetings of the day!

I thank You for addressing IIBS students on Generative AI & ERP. The program outcomes of the guest lecture is as follows:

### Program Outcomes:


- Demonstrate comprehension of ERP and AI principles while applying data analytics models for strategic decision-making in marketing.
- Evaluate the transformative potential of ERP, AI, and data analytics in optimizing organizational processes and driving business growth.


The session is very informative and students were really happy with the inputs shared by you during the lecture. Here by i am attaching the Guest lecture report with GEO Tag photos for your kind perusal. Looking forward from you for future collaborations as well in your expertise domain for the Stake holders ( students) benefit for knowledge upgradation.

With Regards,  
**Velagapudi Mani Krishna**  
B.Tech, MBA, UGC-NET (PhD)  
Assistant Professor  
IIBS Bengaluru  
Mobile : 9848333850

Dr. Tripuranani Jaggalah

**PRINCIPAL**  
International Institute of Business Studies,  
#75, Mulhugadahalli,  
Jala Hobli,  
Bengaluru North,  
Bengaluru - 562157  
Mobile: 9820082082 / 9916516543

 **Event Report.docx**  
907K

  
**DR. TRIPURANANI JAGGALAH**  
DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#75 Mulhugadahalli, Jala Hobli,  
Bengaluru North - 562157

From,  
Alka Gupta  
Asst. Prof & Guest Lecture coordinator  
IIBS Bengaluru, Karnataka

Through,  
Dr. M kethan  
ICQAC Coordinator  
IIBS Airport Campus Bengaluru

To,  
The Academic Director  
IIBS Airport Campus Bengaluru

**Subject: To Schedule Guest Lecture on Risk & Report**

Respected Sir,

I hope this letter finds you well. I am writing to propose the invitation of one of Associate Consultant from Netherlands to deliver online guest lecture at our college as part of our ongoing efforts to provide enriching experiences for our students.

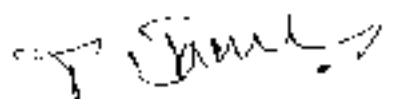
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After careful consideration, we would like to extend an invitation to Mr. Manjeet Phari, who is working as Associate Consultant in Netherland with a prestigious soft wear MNC. He has more than 17 years of experience in field of management & delivered many guest lectures & provided training to various organisations.

Thank you for your attention to this matter. Please do not hesitate to contact me if you require any further information or assistance.

Warm regards,

Alka Gupta  
Asst. Prof & Guest Lecture coordinator  
IIBS Bengaluru, Karnataka  
[alka@iibsonline.com](mailto:alka@iibsonline.com)

  
DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#25 Electronic City, 5th Stage,  
Bengaluru Karnataka - 562107

From  
Alka Gupta  
Asst. Prof & Guest Lecture coordinator  
IIBS Bengaluru, Karnataka

Through,  
Dr. M Kethum  
ICQAC Coordinator  
ICQAC Coordinator

To,  
Mr. Manjeet Phari  
Associate Consultant  
Netherland

Dear Mr. Manjeet Phari

I hope this letter finds you in good health and high spirits. On behalf of International Institute of Business Study, I am writing to extend a heartfelt invitation for you to deliver a guest lecture at our college.

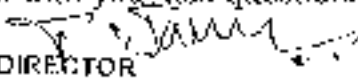
International Institute of Business Study prides itself on providing our students with a well-rounded education that goes beyond the confines of the classroom. We believe that exposure to diverse perspectives and insights from accomplished professionals like yourself can greatly enrich the academic experience of our students and inspire them to reach new heights of achievement.

Your expertise in Risk & Reporting & experience is widely recognized, and we are confident that your insights would greatly benefit our students. Your lecture would provide them with valuable knowledge, ignite their curiosity, and foster a deeper understanding of "Risk & Reporting in the various sector of Management & carrier prospective in this field".

We propose that your lecture be centred around ["Risk & Reporting in the various sector of Management & carrier prospective in this field".

The lecture is scheduled to take place on March 22, 2024 at 11 AM to 12 PM on line at our college campus. We anticipate an audience consisting of students, faculty members, and staff from various disciplines.

In addition to the lecture, we would also be delighted to arrange a meet-and-greet session where our students could interact with you, ask questions, and benefit from your insights on a more personal level.

  
DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#20, Kotharehalli, 560 076,  
Bengaluru South - 560 076

We understand the demands on your time and assure you that we will make every effort to accommodate your schedule and preferences. Additionally, we are prepared to cover any travel expenses and provide an honorarium for your time and expertise.

Your acceptance of this invitation would be greatly appreciated, and we are confident that your lecture would make a significant impact on our students and contribute to the academic enrichment of our institution.

Please feel free to contact me at [alika@iibsonline.com](mailto:alika@iibsonline.com) to discuss any details or requirements regarding your visit. We look forward to the possibility of welcoming you as our esteemed guest speaker.

Thank you for considering our invitation, and we eagerly await your response.

Warm regards,

From,

Alika Gupta  
Asst. Prof & Guest Lecture coordinator  
IIBS Bengaluru, Karnataka



DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
878 M. Prasadiahalli, Jalahalli  
Bengaluru, Karnataka 560157





# IIBS

## INTERNATIONAL INSTITUTE OF BUSINESS STUDY

(Managed by Sant. D. Devi Educational and Charitable Trust)

**BENGALURU CAMPUS :**  
# 75, Mulhagaddah, Jakkur Hall,  
Bangalore North Taluk, Bangalore Urban District,  
Bangalore - 562157, Karnataka

**TRUST OFFICE :**  
# 115, KHB Main Road,  
Kankarajagar, R.T.Nagar, Post,  
Bangalore, Karnataka 560022

IIBS/579/2024

Date: 25-04-2024

To

**Prof. ANKIT KATRODIA**  
Associate Professor in Management Sciences,  
Faculty of Economic & Management Sciences,  
Marketing Management,  
Mahilekang Campus, South Africa.

**Subject: Letter of Appreciation**

Dear Sir,

Thank you very much for delivering an informative and thought-provoking lecture as Resources person for "Management Education in 21 Century, Institution and Industry Partnership to Management Students" held on 18<sup>th</sup>. April 2024 at IIBS College Bangalore - 562157.

It was really splendid presentation which exposed student to the field of practices.

Looking forward for your cooperation for the promotion of Professional education in future as well.

Yours Sincerely

  
**DIRECTOR**  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#75 Mulhagaddah, Jakkur Hall, Post  
Bangalore North Taluk - 562157

  
**[Dr. T. Jagguiah]**  
Principal

## Fwd: Request to deliver a guest lecture on HR Analytics

Principal IIBS <principal@iibsonline.com>  
To: "Dr.CM.Surendra Reddy" <dr.surendrareddy@iibsonline.com>

Fri Apr 19, 2024 at 1:03 PM

----- Forwarded message -----

From: Ankit Katrodia <Ankit.Katrodia@nwu.ac.za>  
Date: Tue Apr 16, 2024 at 3:03 PM  
Subject: RE: Request to deliver a guest lecture on HR Analytics  
To: Principal IIBS <principal@iibsonline.com>

18<sup>th</sup> April, am not available, i just wanted to let you know that you respond email so late.



From: Principal IIBS <principal@iibsonline.com>  
Sent: Tuesday, April 16, 2024 11:29 AM  
To: Ankit Katrodia <Ankit.Katrodia@nwu.ac.za>  
Subject: Fwd: Request to deliver a guest lecture on HR Analytics

Dear Sir,

Greetings of the day!

We would like to have a one hour guest talk on "**Management education in the 21st century: institution and industry partnership**" on 18<sup>th</sup>

The topic :

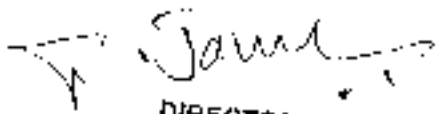
Management education in the 21st century: institution and industry partnership

Date: 9 or 11 April 2024

Time: Indian Time 11 to 12

Do you know if any remuneration will be provided?

DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY

  
DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#75 Muthupadalaali, Jala Hoob  
Bangalore, North - 562157

Kind Regards

Ankit

**From:** Principal IBS <principal@ibsonline.com>  
**Sent:** Thursday, April 4, 2024 6:55 AM  
**To:** Ankit Katrodia <Ankit.Katrodia@nwi.ac.za>  
**Subject:** Re: Request to deliver a guest lecture on HR Analytics

Dear Sir ,

Greetings of the day !

We are happy to invite you for the guest talk . You have complete liberty to select the topic in your interest area in the management stream . We would like to have guest talk session from 11 AM -12 PM . Do let us know your availability . Select any two dates of your choice and the topics.

With regards ,

**Dr. Tripuraneni Jaggaiah**

**PRINCIPAL**  
International Institute of Business Studies

#75, Muthugadahalli,

Jala Hobli,

Bengaluru North,

Bengaluru-562157

Mobile: 9620062082 / 9816516543

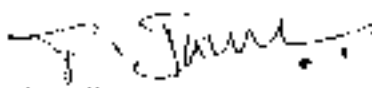
On Tue, Apr 2, 2024 at 5:53 PM Ankit Katrodia <Ankit.Katrodia@nwi.ac.za> wrote:

Dear Professor,

Thank you for your email.

Yes, I am interested in delivering a guest lecture.

Kindly inform me of the topic, date, and time.

  
**DIRECTOR**  
**INTERNATIONAL INSTITUTE**  
**OF BUSINESS STUDY**  
#75 Muthugadahalli, Jala Hobli,  
Bengaluru North - 562157

**Files related to Guest lecture- International Connect**

Archana Y. C <archana.y@iibsonline.com>

Fri, Apr 19, 2024 at 12:43 PM

To: sooriama@gmail.com

Cc: "Dr.M.kolhan kolhan" <dr.mkolhan@iibsonline.com>, Principal IIBS <principal@iibsonline.com>

Sir,

Please find the attached files related to the Guest lecture by an International professor held in our institute virtually.  
Attached files are:

- 1. profile of the guest speaker
- 2. Invitation
- 3. Report on the guest lecture.

**This needs to be included in the International Connect - CrI. 7 of NBA**

I will be handing you the attendance copy in person.

Approach mail and recording of meetings are with our Academic Director sir.  
Need to collect photos from the IT department.

Thanks and Regards,

Archana, Y.C.  
Assistant Professor,  
International Institute of Business Study,  
Muthugedahalli, Jalahalli,  
Bengaluru.

3 attachments



**Guest Lecture Invitation.jpeg**  
113K

**Guest Profile.docx**  
11K

**Report on Guest Lecture - Management Education In 21st Century Institutions and Industry Partnership- 18-04-2024.docx**  
377K

*T. Jamm*  
 DIRECTOR  
 INTERNATIONAL INSTITUTE  
 OF BUSINESS STUDY  
 #75 Muthugedahalli, Jalahalli,  
 Bengaluru North - 562157

# MANAGEMENT EDUCATION IN 21 CENTURY INSTITUTIONS AND INDUSTRY PARTNERSHIP

BY

**PROF ANKIT KATRODIA**

ASSOCIATE PROFESSOR IN MANAGEMENT SCIENCES  
FACULTY OF ECONOMIC & MANAGEMENT SCIENCES  
MARKETING MANAGEMENT  
MAHIKENG CAMPUS, SOUTH AFRICA

CHIEF PATRON

**DR. TRIPURANENI JAGGAIAH**

Director & Principal, IIBS

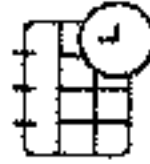
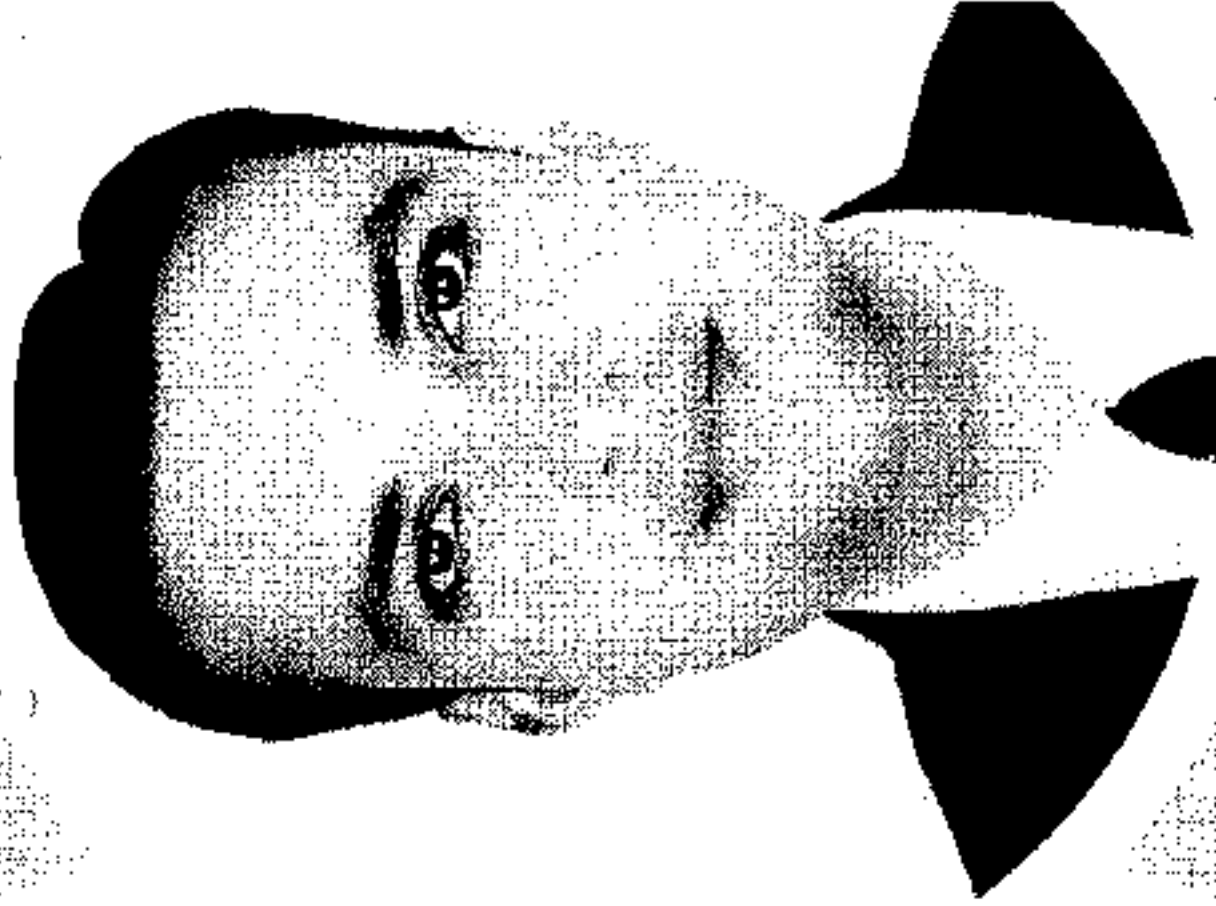
Event Co-ordinator

**DR. M.KETHAN**

IQAC Co-ordinator



DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#75 Muthuganesh, Jata II Co.  
Bengaluru North - 562157



**18-04-2024**

**11:00 AM - 12:00 PM**

**VENUE**

### Guest profile

Dr Ankit Katrodia is a associate professor.

He is working with North West university , Mahikeng at South Africa.

He has completed Post – Doctoral Research Fellowship with University of Kwa-Zulu Natal (Graduate School of Business & leadership), Durban South Africa.

Dr katrodia is qualified Doctorate (PhD) in Management, MBA-Marketing, M.Com-Marketing, FPM, IIM Ahmedabad, and Post Graduate in Human Resource Management. An accomplished and enthusiastic academician with over 14 years of experience in Academia and Research at renowned Management Institutes. Has a successful track record of educating & training management graduates, developing skills and expertise in Marketing Management, Services Marketing, Consumer Behavior, Strategic management, Entrepreneurship and other Business Management subjects.

Further, he examine and supervise Doctoral Thesis and Master Dissertations, a PhD Guide with over 25 research publications.

Contact Details:

WhatsApp +27747821366

Email ; ankit.katrodia@nwu.ac.za

ankitkatrodia@gmail.com

  
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INTERNATIONAL INSTITUTE  
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105/106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 841, 842, 843, 844, 845, 846, 847, 848, 849, 850, 851, 852, 853, 854, 855, 856, 857, 858, 859, 860, 861, 862, 863, 864, 865, 866, 867, 868, 869, 870, 871, 872, 873, 874, 875, 876, 877, 878, 879, 880, 881, 882, 883, 884, 885, 886, 887, 888, 889, 890, 891, 892, 893, 894, 895, 896, 897, 898, 899, 900, 901, 902, 903, 904, 905, 906, 907, 908, 909, 910, 911, 912, 913, 914, 915, 916, 917, 918, 919, 920, 921, 922, 923, 924, 925, 926, 927, 928, 929, 930, 931, 932, 933, 934, 935, 936, 937, 938, 939, 940, 941, 942, 943, 944, 945, 946, 947, 948, 949, 950, 951, 952, 953, 954, 955, 956, 957, 958, 959, 960, 961, 962, 963, 964, 965, 966, 967, 968, 969, 970, 971, 972, 973, 974, 975, 976, 977, 978, 979, 980, 981, 982, 983, 984, 985, 986, 987, 988, 989, 990, 991, 992, 993, 994, 995, 996, 997, 998, 999, 1000



# IIBS

*Redefining Leading Talents*

#75, Muthugadaballi, Bangalore North, Jala Hobali, Bangalore – 562157

Date: 18-04-2024

Batch: PGDM 2022-24 Batch students

Guest Speaker: Dr. Arkit Katrodia, Associate Professor in Management Sciences

University Name: Mahlkong University, South Africa

Venue: Seminar Hall 1 - Online/ Virtual, IIBS, Bengaluru

No. of Students attended:

Lecture Topic: Management Education in 21<sup>st</sup> century- Institutions and Industry partnership

**Introduction:**

The guest lecture on "Management Education in the 21<sup>st</sup> Century - Institutions and Industry Partnership" provided valuable insights into the evolving landscape of management education and the crucial role that partnerships between educational institutions and industries play in shaping future-ready professionals.

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Bangalore North - 562157

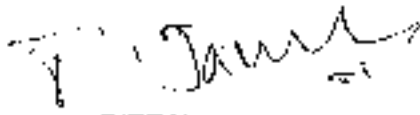
**Curriculum Design and Industry Inputs:** The speaker highlighted the significance of industry inputs in curriculum design. By incorporating industry-relevant topics, case studies, and projects, educational institutions ensure that students are equipped with the latest knowledge and skills demanded by the job market.

**Role of Technology:** The guest lecture also touched upon the role of technology in modern management education. The integration of tools like data analytics, artificial intelligence, and virtual simulations enables students to develop analytical and problem-solving abilities crucial for managerial roles.



#### **Conclusion:**

In conclusion, the guest lecture shed light on the symbiotic relationship between management education institutions and industries. Through strategic partnerships, both stakeholders contribute to producing competent and adaptable professionals who can thrive in today's dynamic business landscape. The insights shared during the lecture will undoubtedly inspire educators and industry leaders to foster deeper collaborations for the benefit of students and the industry as a whole.

  
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Redefining Leading Talents

North-west  
University  
Mumbai at  
Sardar Africa

Sl. No.	Register Number	Student Name	Signature
1	22PGDM001	Abhishek Kumar Jha	
2	22PGDM002	Abhishek Singh	
3	22PGDM003	Abhishek Srivastava	
4	22PGDM005	Adurty Meghana	
5	22PGDM006	Ahar Tejas Nandkishor	
6	22PGDM008	Akshat Agarwal	
7	22PGDM009	Akshay Chhanker	
8	22PGDM010	Algaskampeta Vyshnavi	<i>A. G. Vyshnavi</i>
9	22PGDM011	Amalanishanth N	
10	22PGDM012	Aniket Sarkar	
11	22PGDM013	Anil Jaiswal	
12	22PGDM014	Anireddy Darshavaradhan Ruddy	<i>A. R. Ruddy</i>
13	22PGDM015	Anmol Gulati	
14	22PGDM016	Anshuman Singh Chauhan	
15	22PGDM017	Anuj Gupta	
16	22PGDM018	Anurag Mishra	
17	22PGDM019	Apala Kothari	
18	22PGDM020	Arifa Khan	
19	22PGDM021	Ashutosh Duhay	
20	22PGDM022	Ashutosh Kumar	
21	22PGDM023	Ashwin Kathail	<i>A. Kathail</i>
22	22PGDM024	Avik Mandal	
23	22PGDM025	Ayush Srivastava	
24	22PGDM026	Ayushi Makwana	
25	22PGDM027	Balada Balaram	
26	22PGDM028	Bandatnakuri Jaswanth Reddy	
27	22PGDM029	Beeraka Swamy Sai Durga Maheswar	
28	22PGDM030	Bhagwat Vivek Sudhakar	
29	22PGDM031	Biswajyoti Bhadra	
30	22PGDM032	Bukka Kranthi Kumar	
31	22PGDM033	Chegireddy Rameshreddy	
32	22PGDM034	Chennamareddy Gari Chakradhar Reddy	
33	22PGDM035	Dampeta Aravind Yadav	
34	22PGDM036	Dasari Tarun Kumar	<i>T. Kumar</i>
35	22PGDM037	Deb Kumar Sao	

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36	22PGDM038	Deeksha Sharma	
37	22PGDM039	Deepak Kumar	
38	22PGDM040	Deepak Raj Mehta	
39	22PGDM041	Deepali Patel	
40	22PGDM042	Dekhanu Bhagyesh Dnyaneshwar	
41	22PGDM043	Devarakonda Venkata Datta Phandhra	
42	22PGDM044	Duggishetty Archana	
43	22PGDM045	Elluru Bramhananda Reddy	
44	22PGDM046	Gaikwad Raseshwari Dnyaneshwar	
45	22PGDM047	Gandhi Varun Vikas	
46	22PGDM048	Gujjala Hemanthkumar	G. Hemanthkumar
47	22PGDM049	Gunjan Choudhary	
48	22PGDM050	Harshit Aggarwal	
49	22PGDM051	Hemalibea R	
50	22PGDM052	Jafar Ajay J	
51	22PGDM053	Jadhav Sudevi	
52	22PGDM054	Jagadhatri Garnayak	
53	22PGDM055	Jayashree Shannigrahi	
54	22PGDM056	Jiban Barman	
55	22PGDM057	Jogadenu Sai Vishnu Dileep	J. Sai Vishnu
56	22PGDM058	Kartavya Neeraja	
57	22PGDM059	Kavita Kumari	
58	22PGDM060	Komal Sharma	
59	22PGDM061	Kondayyagari Mounika	K. Mounika
60	22PGDM062	Kondapudi Raju	
61	22PGDM063	Kumari Akanksha	
62	22PGDM064	Kurapati Pravallika	
63	22PGDM065	Mada Vamsi Krishna	
64	22PGDM066	Maddiralla Sateesh Kumar	M. Sateesh
65	22PGDM067	Mahajan Bhavesh Sunil	
66	22PGDM068	Mani Karrot	
67	22PGDM069	Manjunatha	Manjunatha
68	22PGDM070	Mansi Singh	
69	22PGDM071	Master Kislay	
70	22PGDM072	Mavireddy Bhavana	
71	22PGDM073	Milind Choudhary	
72	22PGDM074	Mridul Jain	
73	22PGDM075	Muskan Sharma	
74	22PGDM076	Namita Gupta	
75	22PGDM077	Narapureddy Siva Reddy	N. Siva
76	22PGDM078	Niharika Choudhary	

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77	22PGDM079	Nisarg Jain	
78	22PGDM080	Nossam Suresh Reddy	
79	22PGDM081	Palacherla Sai Raj	
80	22PGDM082	Paras Mittal	
81	22PGDM083	Parth Budhia	
82	22PGDM084	Patnam Priyanka	
83	22PGDM085	Prabhav R.Nichat	
84	22PGDM086	Prajnesh Gopalkrishna Hegde	Prashant
85	22PGDM087	Pranjal Gupta	
86	22PGDM088	Prato Kantilal Prajapath	
87	22PGDM089	Premanshu Tripathi	
88	22PGDM090	Prerana Ghosh	
89	22PGDM091	Prithviraj B	
90	22PGDM092	Priyanshu Sinha	
91	22PGDM093	Rahul Bhatt	
92	22PGDM094	Rahul H K	
93	22PGDM095	Rahul Karwa	
94	22PGDM096	Rahul Kumar Prasad	
95	22PGDM097	Rahul Malaghan	
96	22PGDM098	Rahul Sahu	
97	22PGDM099	Raichandani Devansh Ravindra	
98	22PGDM100	Rashmi	
99	22PGDM101	Ravipati Venkara Ranga Reddy	
100	22PGDM102	Rohan K Nandikol	
101	22PGDM103	Rohit K Nandikol	
102	22PGDM104	Rohul Amin	
103	22PGDM105	Sagar Dhillra	
104	22PGDM106	Sagnik Ghosh	
105	22PGDM107	Sakshi Shreya	
106	22PGDM108	Samiksha Manik Mahant	
107	22PGDM109	Sammeta Sai Pramod	
108	22PGDM110	Sanjana Verma	
109	22PGDM111	Sanjay Pradhan	
110	22PGDM112	Sara Pavan Kumar Goud	
111	22PGDM113	Saurabh Kumar Singh	
112	22PGDM114	Sayed Muskan	
113	22PGDM115	Shaik Hussain	
114	22PGDM116	Shakti Upadhyay	
115	22PGDM117	Shelke Poonam Ganpat	
116	22PGDM118	Shriamshi Singh	
117	22PGDM119	Shruti Mishra	
118	22PGDM120	Shubham Goud	

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119	22PGDM121	Shuvrodeep Pal	
120	22PGDM122	Smrity Sinha	
121	22PGDM123	Soumili Roy	
122	22PGDM124	Souvik Guha	
123	22PGDM125	Souvik Mahata	
124	22PGDM126	Srishty Srivastava	
125	22PGDM127	Subas B Patil	
126	22PGDM128	Sumadha Neogi	
127	22PGDM129	Suraj Sriram	
128	22PGDM130	Suruchi Singhal	
129	22PGDM131	Surya Dev Soui	
130	22PGDM132	Susmita Hazra	<i>Handwritten</i>
131	22PGDM133	Syed Hameera Babu	
132	22PGDM134	Syed Khasim Baba	<i>Handwritten</i>
133	22PGDM135	T Sai Sandeep	
134	22PGDM136	Tajane Darshan Nitin	
135	22PGDM137	Thippabatrani Showry Sowmya	
136	22PGDM138	Thabe Shubham Bandu	
137	22PGDM139	Tirthankar Ghosh	
138	22PGDM140	Tummala Giridhar	
139	22PGDM141	Utkarsh Lawania	
140	22PGDM142	Vaibhav Pandey	
141	22PGDM143	Vanapalli Lakshminarayana Bharathkumar	
142	22PGDM144	Vaipenta Syed Adil	
143	22PGDM145	Vemesetty Abhay	<i>Handwritten</i>
144	22PGDM146	Vissamsetty Venkata Dhana Lakshmi	
145	22PGDM147	Y Abhilash Reddy	
146	22PGDM148	Yadama Thanvika Sri	
147	22PGDM149	Yaragala Teja	
148	22PGDM150	Yeddula Indrāja	<i>Handwritten</i>
149	22PGDM151	Yemireddy Anusha Reddy	<i>Handwritten</i>
150	22PGDM152	Yavraj Tamang	

*Handwritten Signature*  
 DIRECTOR  
 INTERNATIONAL INSTITUTE  
 OF BUSINESS STUDY  
 #75, Alimnagar, 1st Floor, Hyderabad  
 Phone: 9849011111, 9849011112

**Fwd: Request to deliver a guest lecture on HR Analytics**

Principal IIBS <principal@iibsonline.com>

11, Apr 19, 2024 at 1:03 PM

To: "Dr.CM.Surendra Reddy" <dr.surendrareddy@iibsonline.com>

----- Forwarded message -----

From: Principal IIBS <principal@iibsonline.com>

Date: Tue, Apr 2, 2024 at 4:20 PM

Subject: Request to deliver a guest lecture on HR Analytics

To: <ankit.kalrodia@rwu.ac.za>

Cc: <maahesh.sashi@gmail.com>

Dear Dr. Ankit Kalrodia ,

Greetings of the day !

International Institute of Business Studies (IIBS) is one among the top most management colleges in Bangalore. It employs unparalleled education methodologies raising the standards of management education on par with excellence. Over the years, with dedicated commitment and perseverance IIBS has established itself as one of the premium management institutes in Bangalore. We have accredited with NAAC 'A' grade with highest CGPA of 3.2. In regards to more details of our Business School do visit [www.iibs.org.in](http://www.iibs.org.in)

We have received your profile through Dr. Mahesh Pavan. We would like to have a One hour guest lecture on Techpreneurship for MBA students. Its a great pride to have you in our midst as a part of EXPERT LECTURE series 2024 .

Do let me know your free time for the same in regards to the lecture availability and in regards to acceptance for the lecture .

Dr. Tripuraneni Jaggiah

PRINCIPAL,

International Institute of Business Studies

#75, Muthugadshalli,

Jala Hobli,

Bengaluru North,

Bangaluru-562157

Mobile: 9620062082 / 9916516543

Dr. Tripuraneni Jaggiah

PRINCIPAL,

International Institute of Business Studies

#75, Muthugadshalli

Jala Hobli,

Bengaluru North,

Bangaluru-562157

Mobife: 9620062082 / 9916516543

  
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#75 Muthugadshalli, Jala Hobli,  
Bengaluru-562157

Feel free to contact me on Whatsapp: +27747821366.

Kind Regards

Prof A Katrodia

**From:** Principal IBS <principal@iibsonline.com>  
**Sent:** Tuesday, April 2, 2024 12:51 PM  
**To:** Ankit Katrodia <Ankit.Katrodia@nwu.ac.za>  
**Cc:** mahesh katra@gmail.com  
**Subject:** Request to deliver a guest lecture on HR Analytics

Dear Dr. Ankit Katrodia ,

: Greetings of the day !

International Institute of Business Studies (IIBS) is one among the top most management colleges in Bangalore. It employs unparalleled education methodologies raising the standards of management education on par with excellence. Over the years, with dedicated commitment and perseverance IBS has established itself as one of the premier management institutes in Bangalore. We have accredited with NAAC 'A' grade with highest CGPA of 3.2. In regards to more details of our Business School do visit [www.iibs.org.in](http://www.iibs.org.in)

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Do let me know your free time for the same in regards to the lecture availability and in regards to acceptance for the lecture.

**Dr. Tripuraneni Jagadeesh**

**PRINCIPAL**

International Institute of Business Studies

#75, Muthugadahalli,

Jala Hobli,

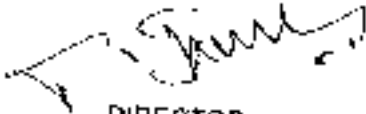
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Bengaluru North - 562157

## INDEX

### List of Faculty Exchange Programmes @ Malaysia, Singapore and UK

Sl. No	Name of Faculty	Name of the University
01	Dr.Tripuraneni Jaggalah	Birmingham City University, UK
02	Prof.Ashok Matcha	Capital College, Singapore
03	Smt Mangala V Reddy	Peninsula College, Malaysia
03	Prof.Ashok Matcha	Peninsula College, Malaysia
04	Smt.Mangala V Reddy	Capital College, Singapore
05	Dr.M. Kethan	Birmingham City University, UK
06	Prof.Mahant Basha	Birmingham City University, UK
07	Prof.Mani Krishna	Birmingham City University, UK
08	Prof. Rashmi Prakash	Birmingham City University, UK
09	Dr. Nityananda pati.	Birmingham City University, UK
10	Dr. Saketh Reddy	Birmingham City University, UK
11	Prof.Rohit Tanti	Birmingham City University, UK
12	Prof.Ashok Matcha	Birmingham City University, UK
13	Prof.Akruti Gupta	Birmingham City University, UK

  
Principal - IBS

Dr. Kethan M PRINCIPAL  
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Jang 100, Bangalore - 562157

  
Director - IBS

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# INDEX

## List of Student & Faculty Exchange Programmes

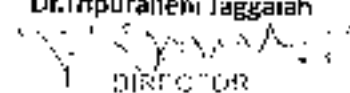
Sl. No	Name of the Program	Place of the University	Academic Year
01	PGDM	Capital College Singapore	2023-2024
02	PGDM	Peninsula College, Malaysia	2023-2024
03	PGDM	Birmingham City University, UK	2023-2024
03	PGDM	University of Washington, USA	2022-2023
04	PGDM	Harvard University, USA	2022-2023
05	PGDM	Japanese Boot Camp	2022-2023
06	PGDM	Italian Boot Camp - Refiro	2022-2023
07	PGDM	Heriot Watt University, Dubai	2022-2023
08	PGDM	Birmingham City University, Birmingham, UK	2023-2024

  
Principal - IBS

Dr. Kethan M

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775, MG Road, Chennai - 600 017  
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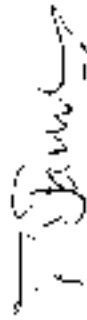
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After the industrial visit, we proceeded to have lunch and then continued our exploration of Singapore. We visited Merlion Park for iconic views and Marina Bay Sands SkyPark in the afternoon, where we enjoyed panoramic views of the city's skyline. The experience was surreal, and everyone was busy capturing the moment with their cameras.

The day concluded with a visit to Little India, where the vibrant colors, bustling streets, and aromatic food stalls immersed us in the rich cultural tapestry. From there, we moved on to Chinatown, exploring its heritage sites and bustling market. The blend of history and modernity was fascinating.

#### **Day 4: Bus Journey to Kuala Lumpur**

On the fourth day, we embarked on an early morning bus journey to Kuala Lumpur, Malaysia. However, our travel was not without its challenges. We were stuck in immigration for two hours, which delayed our arrival. We initially thought we would reach Malaysia for lunch, but midway through our journey, our bus experienced a mechanical failure and began emitting smoke. The situation escalated quickly, and we had to stop the bus and wait for assistance.

The unexpected breakdown brought an encounter with local police, who assisted us in managing the situation and ensuring our safety. We waited by the roadside for another bus to arrive. Despite the inconvenience, this incident turned into a unique bonding experience for our group, providing us with a memorable adventure and lots of stories to share.

Once a replacement bus arrived, we continued our journey to Kuala Lumpur. After reaching Kuala Lumpur, we explored Fashion Street, enjoying its bustling atmosphere and diverse offerings. Then, we checked into our hotel and took some time to rest and refresh after the eventful day.

#### **Day 5: Historical Exploration in Kuala Lumpur with Genting Highlands Adventure**

The morning of the fifth day was dedicated to visiting Batu Caves. Climbing the steep stairs to the cave temple and seeing the colossal statue of Lord Murugan was a unique experience for all.

After exploring Batu Caves, we headed to Genting Highlands, a popular hill resort. The journey included a thrilling cable car ride, offering stunning views of the surrounding landscape. Once at the top, we explored the famous casino, experiencing its grandeur and the excitement of the gaming tables. In the afternoon, we enjoyed various indoor adventure rides at the Genting Highland's Theme Park. The rides and attractions provided fun and entertainment for everyone in the group. After a day filled with excitement, we had dinner and then returned to our hotel in Kuala Lumpur for the night.

#### **Day 6: Educational and Cultural Experiences in Malaysia**

On the sixth day, we began with a visit to Peninsula College, where we attended a seminar by Sharon, an employee at PKT Logistics Group. The seminar provided valuable insights into the college's growth, industry trends, and Malaysian culture. This educational session was followed by lunch at the college, where we enjoyed local Malaysian cuisine.

After lunch, we visited the Royal Selangor Pewter Factory. The tour allowed us to explore a range of antique pewter items and learn about the craftsmanship involved in their creation. The intricate designs and historical significance of the items on display were fascinating.



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Next, we visited the iconic Petronas Twin Towers. We spent the afternoon exploring the towers and taking in the breathtaking views of Kuala Lumpur from the Skybridge and observation deck. The experience was captivating, and we stayed at the towers until nightfall, capturing the stunning cityscape illuminated by lights.

After our visit to the Twin Towers, we had dinner and then returned to the hotel to rest and prepare for our departure the following day.

#### Day 7: City Tour and Departure

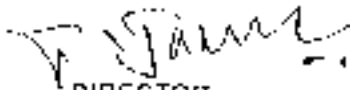
Our final day began with visits to Istana Negara Palace and Independence Square, where we immersed ourselves in Malaysian history and culture.

Afterward, we visited a mall for last-minute shopping before enjoying a late lunch. In the evening, we headed to the airport for our 9:15 PM flight, arriving in Bangalore at 10:30 PM Indian time, concluding our remarkable journey.

#### Conclusion:

Our 6-day group trip to Singapore and Malaysia was filled with enriching experiences, from cultural exchanges and educational visits to memorable adventures and challenges. Each day brought new discoveries and insights, strengthening bonds within our group and leaving us with lasting memories. I highly recommend this itinerary to anyone seeking a blend of exploration, education, and cultural immersion in vibrant Southeast Asian destinations.

Thank You IBS for this Wonderful Memory.

  
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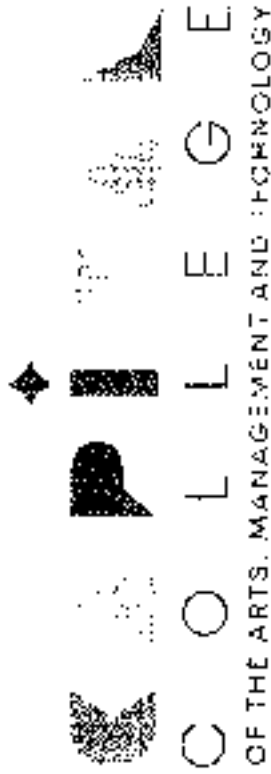
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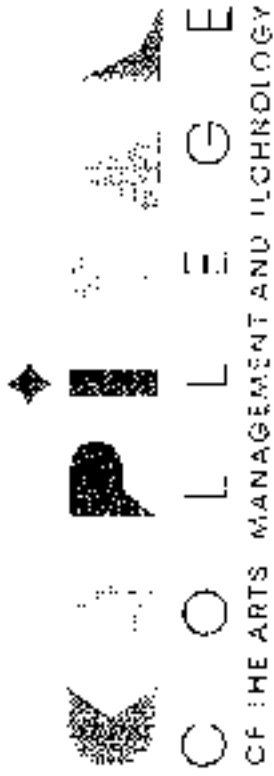
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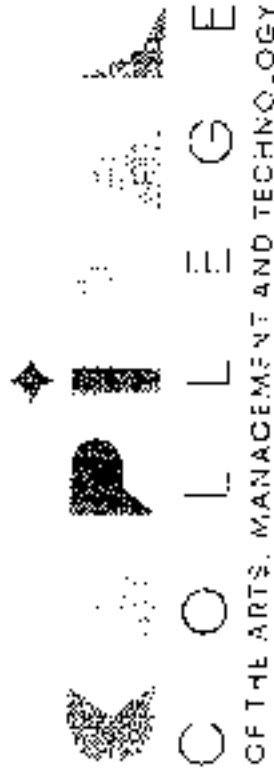
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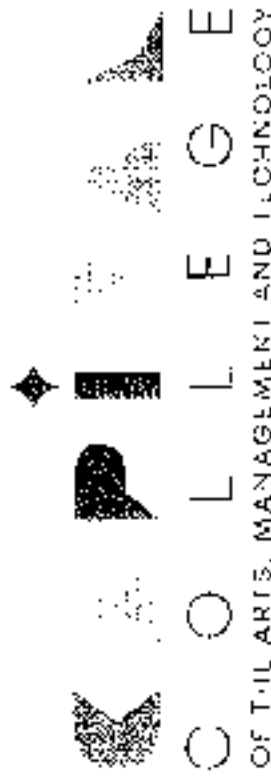
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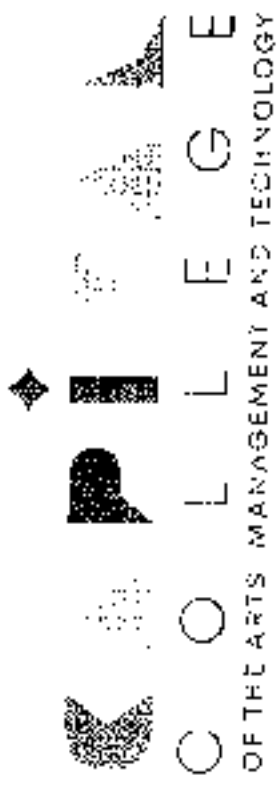


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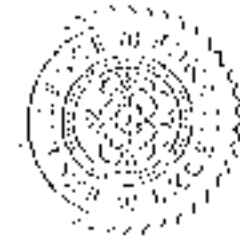
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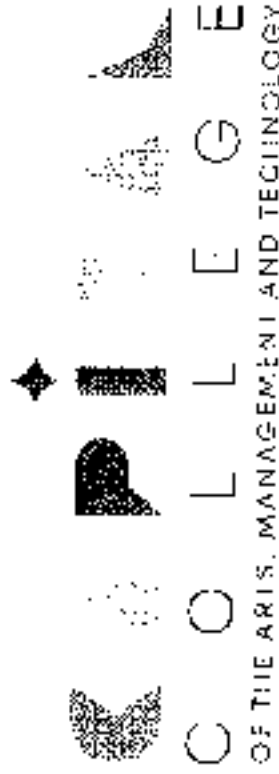
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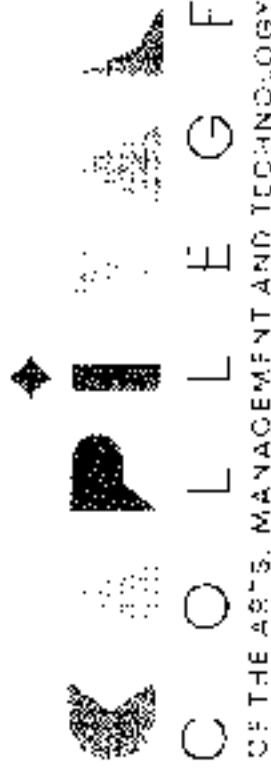
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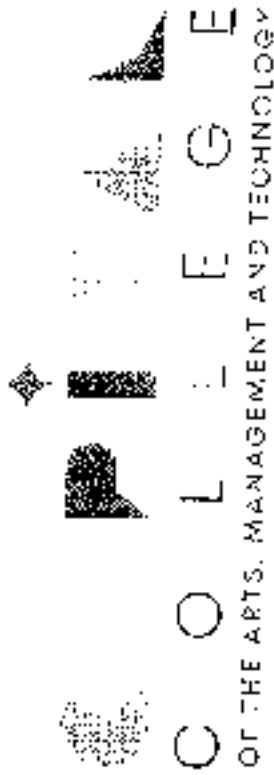


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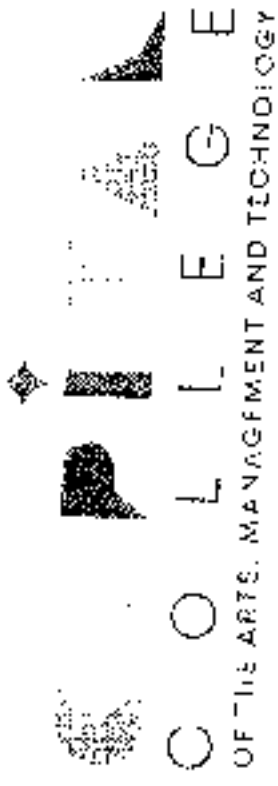
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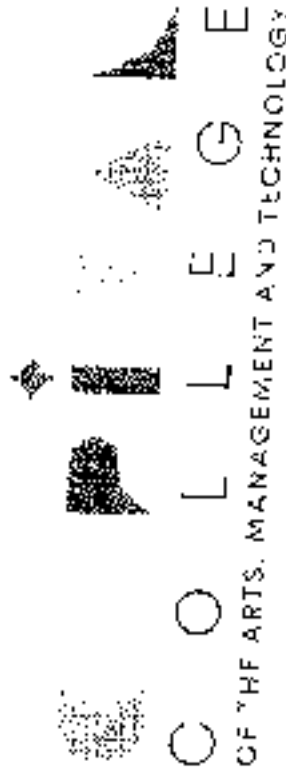


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Participant



*Redefining Leading Talents*

# IIBS

MHugadahalli, Bangalore North, Jala Hobali, Bangalore - 562157

**Date:** 19 March 2023

**Guest Speaker:** Dr. K N Gandhi, Professor, Harvard University, USA

**No. of Participants:** 15

IIBS Bangalore Campus hosted an eye-opening event for faculty members on 19th March 2023- National Faculty Development Program. The main motive of this workshop was to understand the different teaching methodologies in eastern vs. western part of the world.

The session was conducted by Dr. Kanchi Natarajan Gandhi (Dr. K N Gandhi) His is the senior cr. registrar and bibliographer at Harvard University, USA.



*Kanchi Natarajan Gandhi*  
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Dr. K.N. Gandhi talked about the art of teaching eastern vs western. He shared his experience with Harvard University and explained different strategies of teaching in classrooms.

This programme was very interesting and informative for students as well as for IIBS Professors.

The main motive of the program was to give brief information on

- How to teach in the class?
- What new methods can be brought in the teaching?
- Methods to learn and retain knowledge.



#### **Few participants' comments on FDP:**

The approach to connect with target audience was inspiring as Sir initiated his speech by explaining about motivation. He put forward a good comparison between how education in USA and education in India would shape the thought process and develop skills of analysis from a very juvenile stage in human minds. Even though he praised the methodology of US education to build analysis abilities, he did not overlook how traditional methodology of learning mental calculations imbibed by the Indian young mind would enable them to stand out in Foreign Lands. Sir explained how focusing on advance and complex teaching to students will automatically structure their basics and bring clarity to them. He encouraged us to contribute for

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the betterment of our education system by all means and also gave an insight on how to pursue Fellowship/PhD abroad to enhance our career. - *Prof. Smit Sen*

The session opened up our creative way of thinking. Novel approach to new methodologies in teaching. Useful for both faculties and students. - **Dr. Ameer Hussain**

The Faculty Development Program was Very good. Time was very less. - *Dr. H. Prabhakar*

Overall experience was excellent. It was a great experience to get to know the speaker and interact about his experience. The session was totally a new opportunity for us to get to know the pedagogy of western teaching. - *Prof. Rubina Chetty*

Its very excellent programme and very useful to us. Because of I am inspired through his speech

We would request more guest talks like this. - *Prof. Ganasekaran*

He was accompanied by delegates Dr. Y. Tulajappa and Dr. B.K. Singh. The program was concluded with felicitation to Dr. K.N. Gandhi



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As part of our Faculty Exchange Program, Dr. T. Uma Devi, from IBSB, visited University of Washington (UW) in November -2023. She has interacted with the faculty and students in the campus and explored about this renowned University. The University of Washington (UW) is a public research University in Seattle, Washington, founded in 1861, is one of the oldest Universities on the west coast of the United States. Since their founding, it has been a hub of learning, innovation, problem solving and community building.

She experienced that University of Washington in Seattle features a campus renowned for its scenic beauty, vibrant with multicultural environment. Ana Mari Cauce is the 33rd president of the UW. A professor of psychology and member of the UW faculty since 1986, she was named president in October 2015. Under her leadership, the UW is advancing all areas of its academic, research and service missions, with initiatives focused on innovation, race and equity, and population health.

Dr. Uma Devi got the opportunity to share her valuable knowledge and expertise with the students. At the University of Washington, diversity is integral to excellence. They value and honour diverse experiences and perspectives, strive to create welcoming and respectful learning environments, and promote access, opportunity and justice for all. How the renowned universities and major Industries are focusing on diversity inclusion, impact, benefits, challenges and how this leads to excellence are discussed in the session. She got appreciation for this session because the way how she created value in their learning process in their international platform.

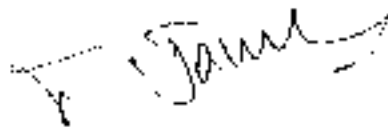
Throughout more than 150 years of history, the UW has demonstrated an extraordinary track record of inventions and discoveries with impact across the globe. Consistently ranked the most innovative public university in the world, there is no limit to what they can achieve. The UW Innovation Imperative empowers students and researchers to learn, discover and build solutions to tomorrow's challenges. It encourages innovation by providing the space and opportunity for people from all backgrounds – from the humanities to the sciences, the poetic and the pragmatic – to connect, imagine and discover. Being an Academician, it is a rich academic experience to visit and came to know about a notorious University to her and Institution also.



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**Outcomes of this faculty exchange program are:**

- Initiated a Faculty Exchange Program at International platform
- Created a learning platform to both the Institution and University
- Explore knowledge about the ideologies, activities and practices of different parts of the globe
- Resulted into Learning new things and sharing the knowledge and expertise



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Berkeley, CA 94707

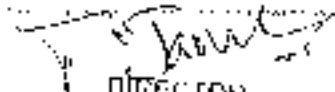
## INTERNATIONAL STUDENT / FACULTY EXCHANGE PROGRAMME



For the PGDM 2021 Batch students, IBS organized an international tour to Dubai. During the International tour, students visited Heriot Watt University on 27<sup>th</sup> **November** as part of student exchange programme.

**The main objective** of this collaboration was to Strengthen institutional ties and partnerships between the institutions, promoting mutual learning, research collaboration, and academic cooperation. It also Provides exposure to global job markets, enhance employability, and increase competitiveness by having an international study experience on the resume.

A group of 6 **students** along with 2 faculty members from IBS participated in the exchange program. The faculties conducted 45-minute session for knowledge dissemination and interactive learning. The students of IBS attended a session which

  
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was conducted by the faculty of the host University. Exchanged a certification process for students attended the exchange program, recognizing their participation and successful engagement in the sessions and activities. The sessions and interactions ensured structured learning, engagement, and proper documentation of the program's achievements.

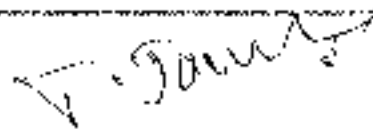
These outcomes collectively contribute to the holistic development of the students, equipping them with skills and experiences crucial for success in an increasingly globalized business landscape.

IIBS has provides a chance to engage with students at a foreign institution through this faculty exchange programs. Creating a dynamic and diverse faculty was the ultimate goal of this programme. Along with strengthening the bonds between both the institutions, this would be an effective recruitment and retention strategy.

**IIBS benefited from this worldwide faculty exchange in a number of ways, including:**

- The institute is updating its course offerings to align with current trends and creating new avenues for collaboration on research, special projects, and practical experiences.
- obtaining or updating practical experience that might help teach and guide academic research.

We are planning the Faculty Exchange Program with several other universities for the next academic year. One advantage of such an exchange program is that it exposes faculty members to diverse cultures, study environments, and cross-cultural management skills—all of which are critical in this age of globalization.



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## *An International Tour to Dubai*



For the PGDM 2021 Batch students, IBS organized an international tour that took place from November 23 to November 27, 2023. The objective was to introduce students to the dynamic economic environment of the United Arab Emirates and to offer first hand insight into global business practices. The purpose of this trip was to provide a comprehensive learning experience by combining academic understanding with real-world exposure.

The five-day tour included an itinerary that was diligently planned to combine educational activities with cultural immersion.

- Day 1 began with orientation and introductory sessions on Dubai's economy and business landscape, followed by a city tour highlighting iconic landmarks like Burj Al Arab, Palm Jumeirah, and Jumeirah Mosque. The day concluded with a dhow cruise dinner.
- Day 2 focused on cultural exploration through visits to historical landmarks, museums, and traditional markets. An adventurous Desert Safari and a traditional

Bedouin camp experience, complete with entertainment and a BBQ dinner, added to the day's excitement.

- On Day 3, students visited Burj Khalifa for breath-taking views and explored the opulent Dubai Mall for shopping and dining. The afternoon offered an opportunity to attend an Alumni Meet organized by the IBS Alumni Association, Dubai Chapter.
- Day 4 took students to Abu Dhabi, where they visited the stunning Sheikh Zayed Grand Mosque and enjoyed Ferrari World, an amusement park celebrating the Ferrari brand.
- Finally, on Day 5, students visited Heriot Watt University, enjoyed a famous ride, and explored the gold souk and other shopping areas.

The tour provided practical insights complementing classroom learning and left an enduring impact on the students. It enhanced their understanding of global business strategies and their application in dynamic markets. Moreover, it strengthened professional networks, opening potential avenues for internships or future career opportunities.



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# IIBS

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## STUDENT LIST APPROVED FOR INTERNATIONAL TOUR AND INTERNATIONAL STUDENT EXCHANGE PROGRAMME

Sl No	NAME OF THE STUDENT	SIGNATURE
1	Channe Tanmay	Channe Tanmay
2	Chennapalli Pavan Teja Reddy	Pavan Teja
3	Chuechu Sriyanth	Chuechu Sriyanth
4	Damodara Kavya Priya	Kavya Priya
5	K Naga Siva Sankar Reddy	Sankar Reddy
6	Kohagappu Veda Priya	Veda Priya
7	MC Deepthi	MC Deepthi
8	Mamatha	Mamatha
9	Manuj M	Manuj M
10	Rollu Jaya Prakash Goud	Jaya Prakash
11	Saurav Joshi	Saurav Joshi
12	Shaik Mohammed Feroz	Shaik Mohammed Feroz
13	Tarun Sauri	Tarun Sauri
14	Umaati Singh	Umaati Singh

*[Signature]*  
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Bangalore North - 562157



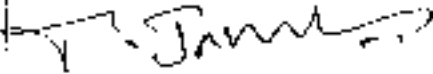
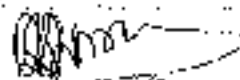
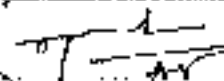
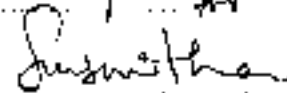


# IIBS

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#75, Muthugodalkhalli, Jala Hobli, Bangalore North, Bangalore - 562 157 (Near International Airport)

## FACULTIES ATTENDED INTERNATIONAL TOUR AND FACULTY EXCHANGE PROGRAMME

	NAME OF THE FACULTY	SIGNATURE
1	Dr. Tripuraneni Jaggaiah	
2	Mr. Kuldeep Sharma	
3	Mr. Rajesh. A V	
4	Mrs. Susmitha	

  
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*Redefining Leading Talents*

# IIBS

## JAPANESE

# BOOTCAMP

### 19 MAY, 2023

SCJ- System Consultant  
Information India, Pune  
Kamiyama Junichi - Director

Archana K - Junior Software Engineer

System Consultant Co. Ltd (KSC)  
Tokyo Japan

Kuboki Ryosuke- Manager


**Dr. Jay Prakash**  
Chairman, IIBS

**Venue**

Seminar Hall 1, IIBS Airport Campus

**Time**

10am Onwards

  
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9/3 Madhavani, Jai Field,  
Bengaluru North - 562157



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## JAPANESE

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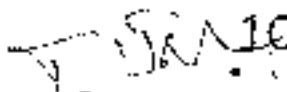
**Dr. Jay Prakash**  
Chairman, IIBS

**Venue**

Seminar Hall 1, IIBS Airport Campus

**Time**

10am Onwards

  
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IIBS, Airport Campus, Gurgaon, Haryana  
Contact: 01294-231111



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*Redefining Leading Talents*

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**Date:** 13 05 2023

**Batch:** PGDM 2022

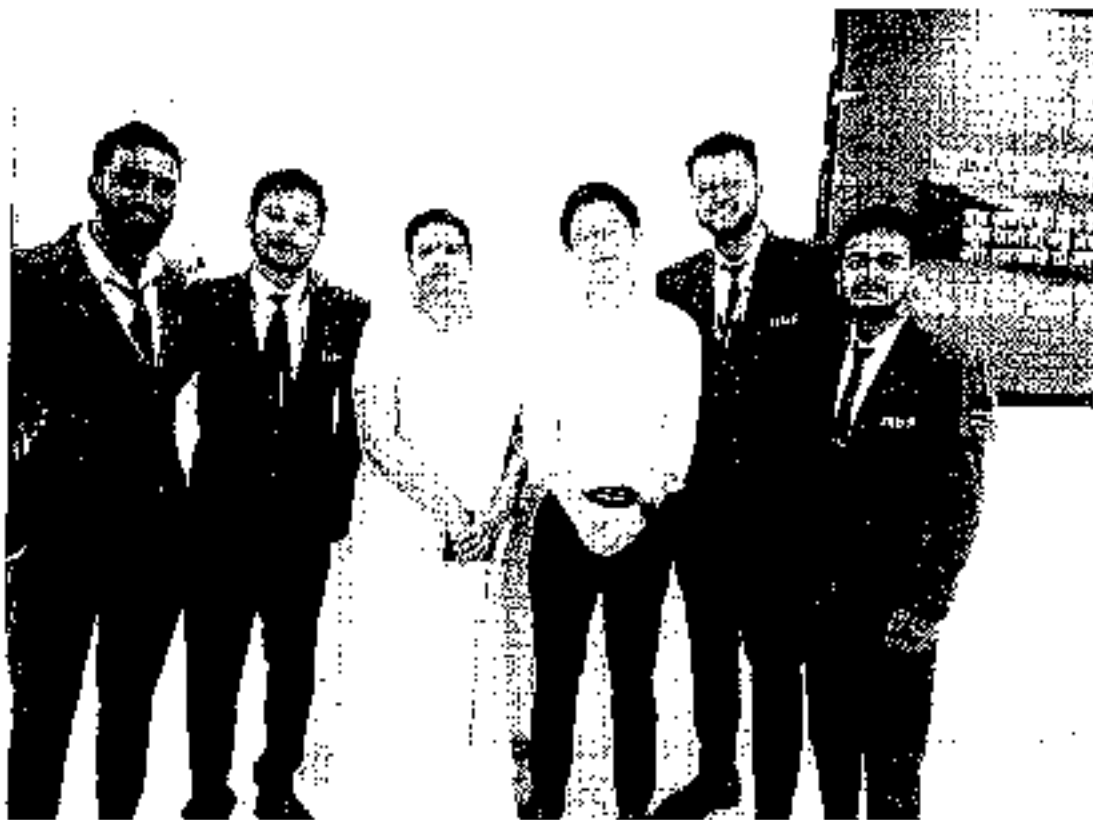
**No. of Students attended:** 60

**Faculty coordinator:** Prof. Sheila

In a unique endeavor to blend traditional Japanese discipline with Indian economy, our college embarked on an unprecedented journey - a Japanese boot camp designed to shape future leaders. This report encapsulates the essence of this transformative experience, highlighting the fusion of ancient wisdom with contemporary Indian economy. Focusing on the soft skills, and building a great acumen in English language. It is streamlined by professor Sheila under IBS.



  
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*J. Saw*  
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Detroit, Michigan 48226



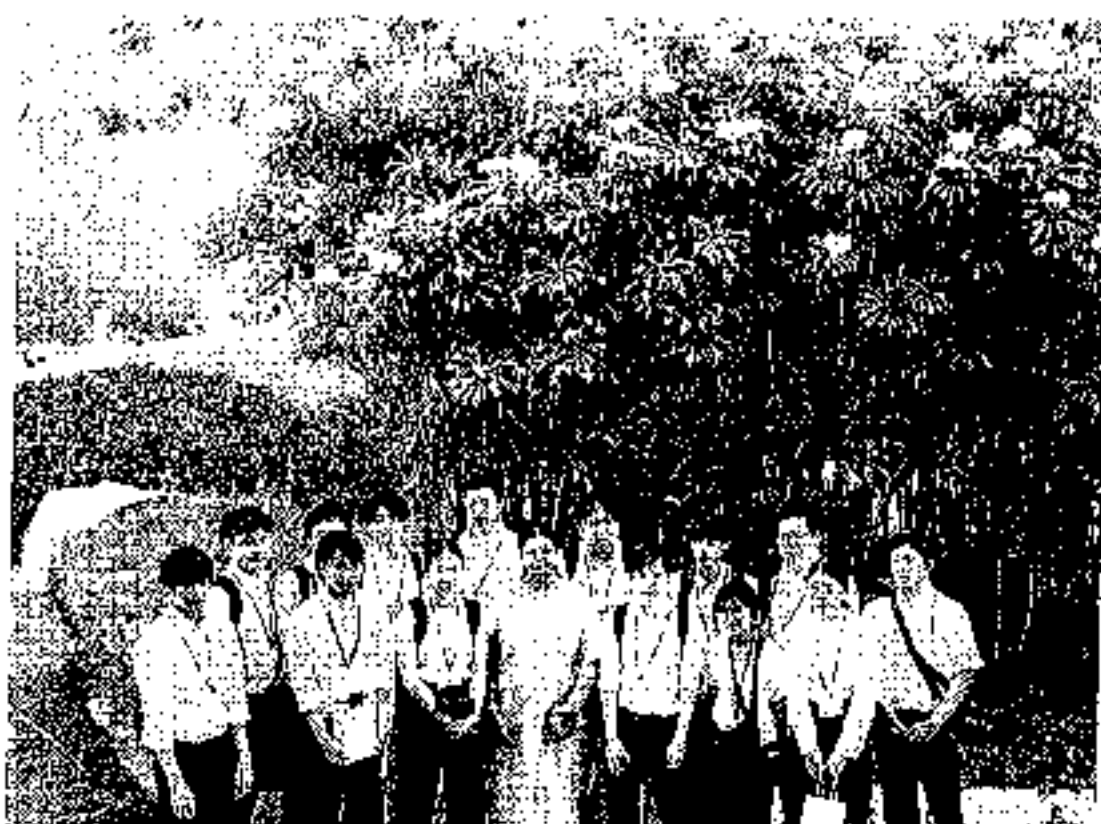
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*Sham*

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#75 Multisectoral Jala House,  
Bangalore North - 562157

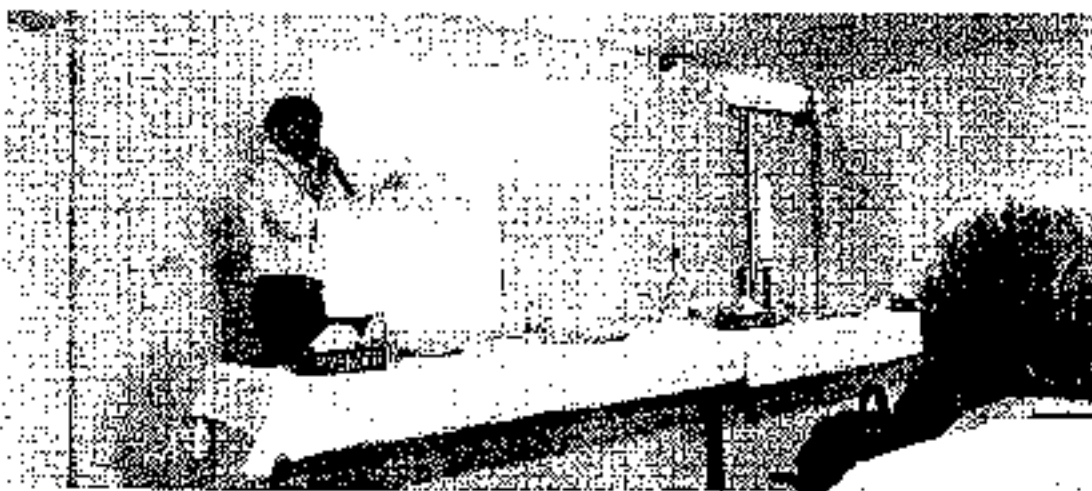


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Pegayaman 34116 562117





*James*  
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875 N. University Blvd. #8134  
Lubbock, Texas - 79402



*T. Sanku*  
DIRECTOR  
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*T. Saul*  
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Case  
Study



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We started the camp by welcoming the Japanese team and introduced them to the students. They started presenting about the Japanese culture and how they are benefited from English and soft skills training.

They talked about Japanese culture, tourist places to visit, their cuisine and historical monuments. They highlighted the Anime industry and the prominence of the sector world wide.

They demonstrated some traditional Japanese yoga and samurai moves.

Then our college team presented Indian culture and heritage, places to visit, food to try, technological growth, and Indo Japanese relations.

Then the Japanese team conducted team building activities and also conducted an origami session for students.

We had a photo session and concluded the session with a vote of thanks.

It was a great experience to know the Japanese team and have a great conversation with them and have a healthy network.

Through collaborative tasks such as building structures using spaghetti noodles, marshmallows and thread and navigating through intricacies, students learned the importance of teamwork and effective communication.

The Japanese boot camp experience transcended the boundaries of conventional learning, offering participants a holistic journey of self-discovery, cultural immersion, and leadership development.

  
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Redefining Leading Talents

# IIBS

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Date: 06-12-2022

Batch: PGDM 2022

No. of Students attended: 60

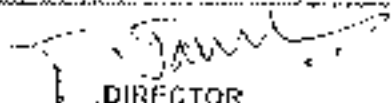
For PGDM students, IIBS has organized an Italian Boot Camp on the campus. The goal of this experiential learning was to provide young students with the skills they needed to foster creativity and original thought. It helps students who are interested in starting their own businesses by introducing them to potential business partners who can aid in the growth of their concepts. Mr. Nilesh Reddy N, a UX Designer for Neural Jam in Milan, Italy, served as the event's special guest.

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# Italian



## Retiro

  
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**International Institute of Business Studies**  
With 50+ global campuses, best practices that ensure an edge in the global market

**Italian Boot Camp**

PGDM

**06.12.2022**

Venue: Seminar Hall 1,  
IBS Airport Campus

**10:00am**

**CHIEF PATRONS**  
Prof. Kuldeep Sharma (In-charge)  
Dr. Sanjay Kulkarni (In-charge PGDM)


**EVENT COORDINATOR**  
Prof. Kavayita Reddy (Faculty Coordinator)



**Anish Reddy**  
Designation: HR Officer  
Employee Name: Anish Reddy, 602517



Students who wish to enter or improve in management and technical professions have more and more options when it comes to Bootcamp training. More businesses are going to look beyond the standard college degree in their recruiting and hiring efforts as the need for skills grows across industries. Alternative, experiential learning methods are often taken into account when choosing candidates for technical positions. Potential students are encouraged by the Bootcamps and they may help bridge the gap between regular degrees and the workplace. When it comes to preparing

  
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someone for a successful profession, many employers saw Bootcamp training as a competitive tool to be used along with a standard college degree. In order to achieve these goals, IIBS began hosting boot camps.

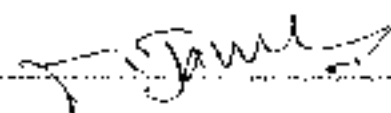
The students were able to up-skill and get new knowledge due to this boot camp. Students were given the perspective they desperately needed to comprehend Italy and take advantage of the opportunities. The students were given the tools they needed to envisage opportunities across borders while putting their businesses or social enterprises into action. It mainly helped students have a better grasp of their own strengths and shortcomings and provided the chance to cultivate mindsets helpful in pursuing their goals.

The students had the excellent opportunity to speak with Mr. Nilesh, who discussed his memories of his time spent in Italy for the previous four years. The following details were also covered while interacting with the students.

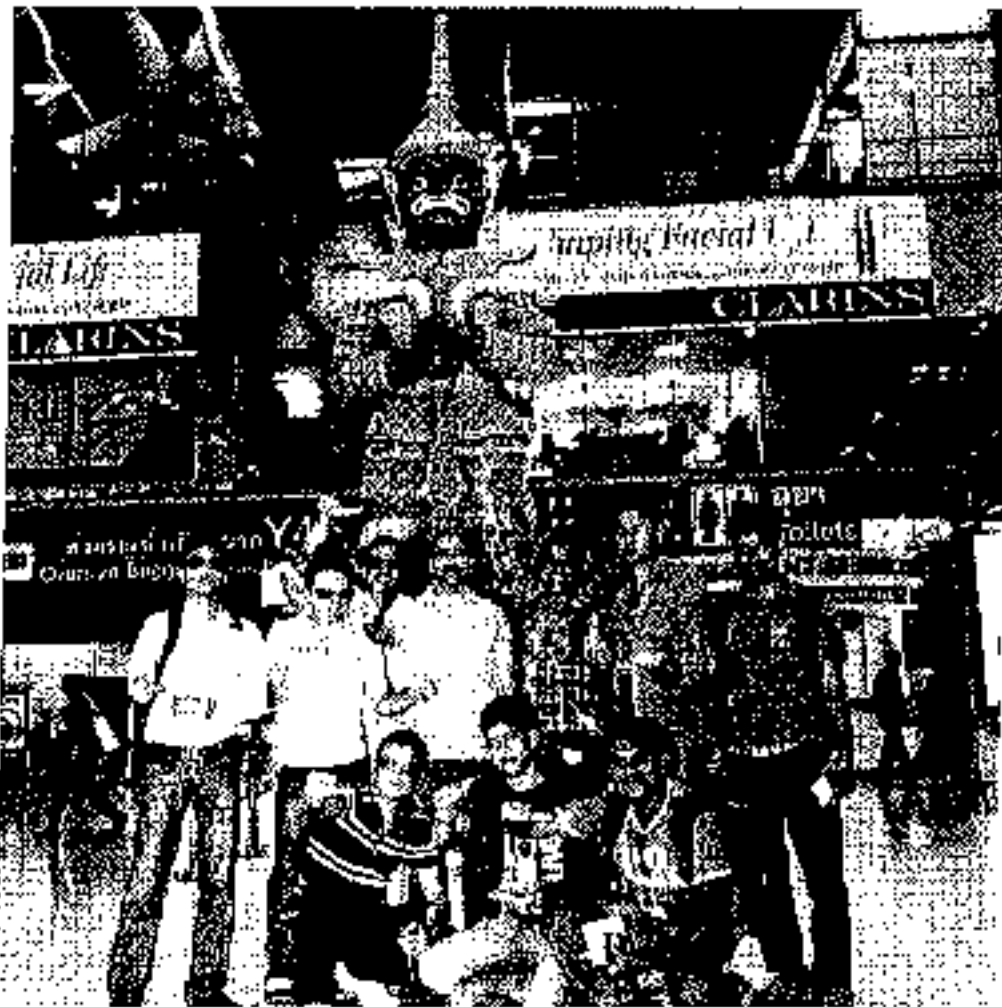
- Italy - Demographics
- Different cuisines
- Education
- Places of Interest
- Job opportunities
- Business opportunities
- Events of importance - Milan Design Week (International annual event)
- Cost of living
- How would be the life in Italy
- Good and Bad (Infrastructure to theft to Beggars)

Overall, the interaction was excellent, and during the question-and-answer period, there were queries about the students' futures in the global arena.

In the expectation that they would be able to implement their ideas utilizing local procedures while adhering to established conventions, this boot camp offered students the chance to learn about business practices in many nations. Additionally, it provides students with the means by which they can share their Boot Camp experiences with their classmates long after the Boot Camp has ended.

  
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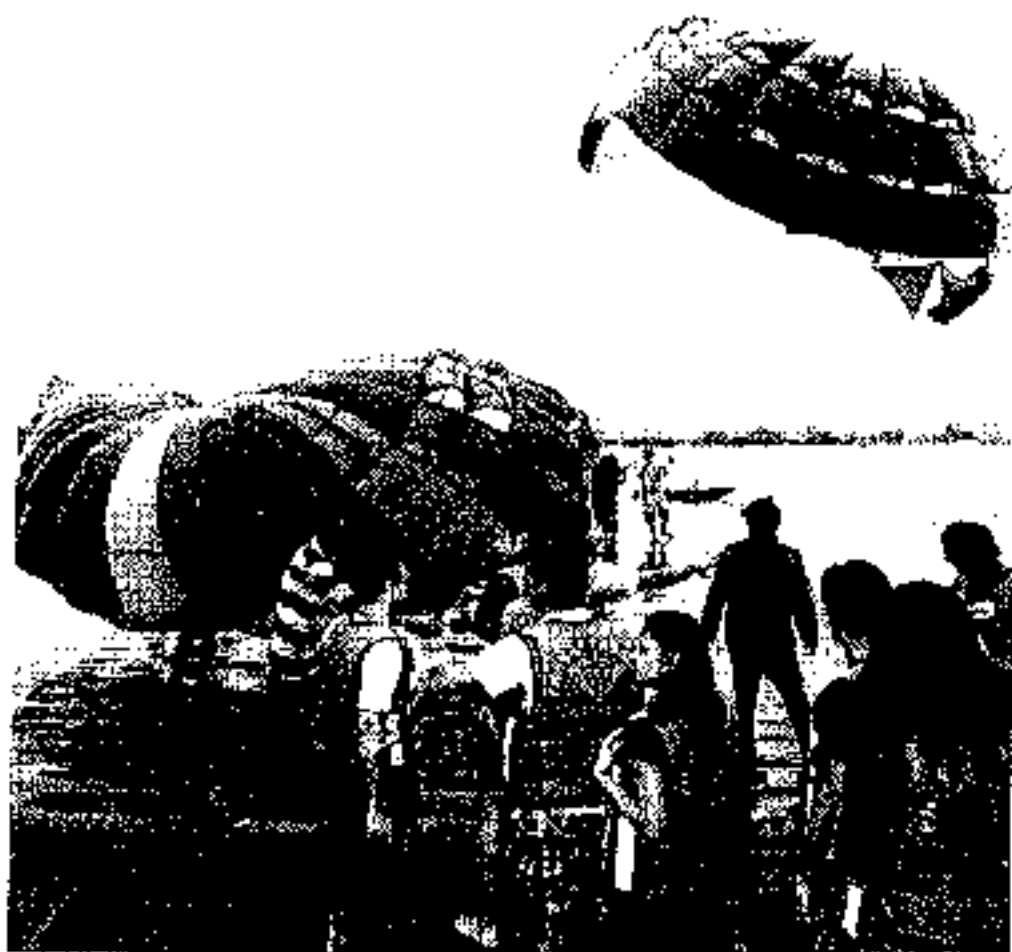


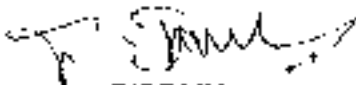
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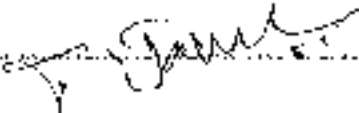
  
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As part of our Faculty Exchange Program, Dr. T. Uma Devi, from IIBS, visited University of Washington (UW) in November -2023. She has interacted with the faculty and students in the campus and explored about this renowned University. The University of Washington (UW) is a public research University in Seattle, Washington. Founded in 1861, is one of the oldest Universities on the west coast of the United States. Since their founding, it has been a hub of learning, innovation, problem solving and community building.

She experienced that University of Washington in Seattle features a campus renowned for its scenic beauty, vibrant with multicultural environment. Ann Mari Cauce is the 33rd president of the UW. A professor of psychology and member of the UW faculty since 1986, she was named president in October 2015. Under her leadership, the UW is advancing all areas of its academic, research and service missions, with initiatives focused on innovation, race and equity, and population health.

Dr. Uma Devi got the opportunity to share her valuable knowledge and expertise with the students. At the University of Washington, diversity is integral to excellence. They value and honour diverse experiences and perspectives, strive to create welcoming and respectful learning environments, and promote access, opportunity and justice for all. How the renowned universities and major industries are focusing on diversity inclusion, impact, benefits, challenges and how this leads to excellence are discussed in the session. She got appreciation for this session because the way how she created value in their learning process in their international platform.

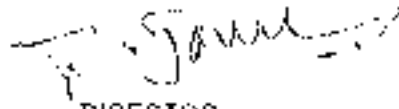
Throughout more than 150 years of history, the UW has demonstrated an extraordinary track record of inventions and discoveries with impact across the globe. Consistently ranked the most innovative public university in the world, there is no limit to what they can achieve. The UW Innovation Imperative empowers students and researchers to learn, discover and build solutions to tomorrow's challenges. It encourages innovation by providing the space and opportunity for people from all backgrounds - from the humanities to the sciences, the poetic and the pragmatic — to connect, imagine and discover. Being an Academician, it is a rich academic experience to visit and come to know about a notorious University to her and Institution also.



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**Outcomes of this faculty exchange program are:**

- Initiated a Faculty Exchange Program at International platform
- Created a learning platform to both the Institution and University
- Explore knowledge about the ideologies, activities and practices of different parts of the globe.
- Resulted into Learning new things and sharing the knowledge and expertise



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