



INITIUM

Initiate . Innovate . Inspire



The 10th Annual Ceremony
of Natinal School Of Business
for the Cohort 2017-2019.



The Product Launch event to kindle the
creative and entrepreneurial knack.



Annual Sports Day with lot's of
spirit and enthusiasm.

Right from collecting the memories of
our Alumni and executing it on ALUMNI
DAY was one of the beautiful moment.
We witnessed how they cherished the
good old college days

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MESSAGE FROM TEAM INITIUM

Dear Readers,
Greetings from Initium Team

It has been more than a year since “Initium”, the quarterly News letter of NSB was reinitiated. We are proud to tell that, with the support of Dr. Sridharamurthy, the Faculty members and the Student members, we were able to release 4 issues of the magazine until now.

Initium started with a few objectives in mind. It aims to

- Impart knowledge by Connecting the students with the Industry views on business through the Corporate Speak Column and the HR, Finance and Marketing Column
- Help students to look up to and learn from the Managerial journey of Alumni through the Alumni Speak Column
- Showcase the talents of NSB students to the corporate world through the talent Column
- Keep the NSB alumni fraternity and all the other stakeholders of NSB informed about all the events happening at our NSB campus through the Events Column.

An Issue of Initium would cover interviews with a C- suit from the corporate and an Alumnus, Recent trends and happening in the area of Human Resources Management, Financial Management and Marketing Management, the Talents of the students which would include poems, Memes, artistic works, photography, etc. The issue would also cover the quarterly events that happen in this happening campus of NSB.

This issue of Initium has a lot in store for you to read as it covers the multitude of events that took place at our campus in the last one semester; Induction of the new cohort 2019-2021, Alumni meet, sports Day and much more.

We wish you have a great time reading this issue of Initium and encourage feedbacks on the same. We would like to thank all those who had contributed to initium in one way or the other.

More contributions from the alumni fraternity and the students is appreciated and welcomed.

We will meet to in our next Issue.

Happy Reading,
Team Initium

MAKING RIGHT MOVES FOR A BETTER FUTURE



While the best of things in life are not that easily achievable it is the will to succeed help us to acquire those skills to reach the desired future state called the 'Future'

This is indeed a prerequisite for all the Graduating students who are more or less firm about their Desired Future Goals. To easily sum it up, please find the stepping stones to achieve the same.

Get the Fundamentals Correct: *Whichever areas you are choosing to excel make sure you have necessary strong fundamentals in that arena and also keep looking for the latest information that might help you to garner better grasp of the subject.*

Be a Go-Getter: *While theories help us to understand the concept better it is the exposure to the ground realities help us to go further and differentiate ourselves from others. While mastering the theories you also be a person who can be entrusted with the actual work who would not just get conventional about it but also would have a novel approach to the situation.*

Be a Man-Manager: *While all the resources are manageable in an organisation it is the Human Resources that challenge every graduating manager since they have gone through simulation but yet to get a feeler of real-time organisation scenarios. Make yourself valuable and also make other valuable in the organisation that people become a scarce resource to replicate.*

Be Dynamic, so is the World: *Change is the only constant and so are the Organisations. Updating is no more a catchword it is for real and whoever updates and upgrades their knowledge will be required to build a robust the organisation, so be dynamic.*

Wishing You a Great Career and Wonderful Future

Dr (Prof) M Ambashankar

Unorganized Sector Of Indian Economy

By:Janmejaya

Indian economy is divided into 2 where one is organised sector, where everything runs in a protocol .terms of employees are fixed with assured work. In the other hand there is Big Jungle which doesn't follow any rules and regulation . It have its own value .It is the unorganised sector of Indian economy. The sector which not controlled by the government.

Let me clear why I called it the Big jungle because the contributions made by the unorganized sector to the national income, is very substantial as compared to that of the organized sector. It adds more than 60% to the national income while the contribution of the organized sector is almost half of that depending on the industry. India's aim to be a \$5-trillion economy hinges a lot on catalyzing the unorganized sector, particularly in retail and wholesale. The self-employed form a sizeable chunk of this sector. On one hand, over 90 per cent of the \$700-billion retail market in India is unorganized and micro. On the other, as the Periodic Labor Force Survey 2017-18 reveals, the informal and self-employed workers are far behind the salaried class on income.

The urban informal sector comprises a large segment of street vendors, self-employed people working from home, craftsmen, carpenters, electricians, plumbers, beauticians, tiffin service providers, artists, fashion designers, or professionals who have neither registrations nor formal benefits.

CBWE is conducting the training programs from 1978 for the workers working in unorganized sector and small scale industries with a view to develop awareness about their problems, difficulties and protective labor laws at work place and help them in finding solutions as well as equip them in developing their own organizations'.

It is estimated that the unorganized sector workers, constitute 88% of the total labor force of 47.29cr as per the 66th round survey of NSSO and according NSSO workers of unorganized sector earn less then 7000 Per month.



OPPORTUNITIES FOR LOCAL GROCERY SHOPS

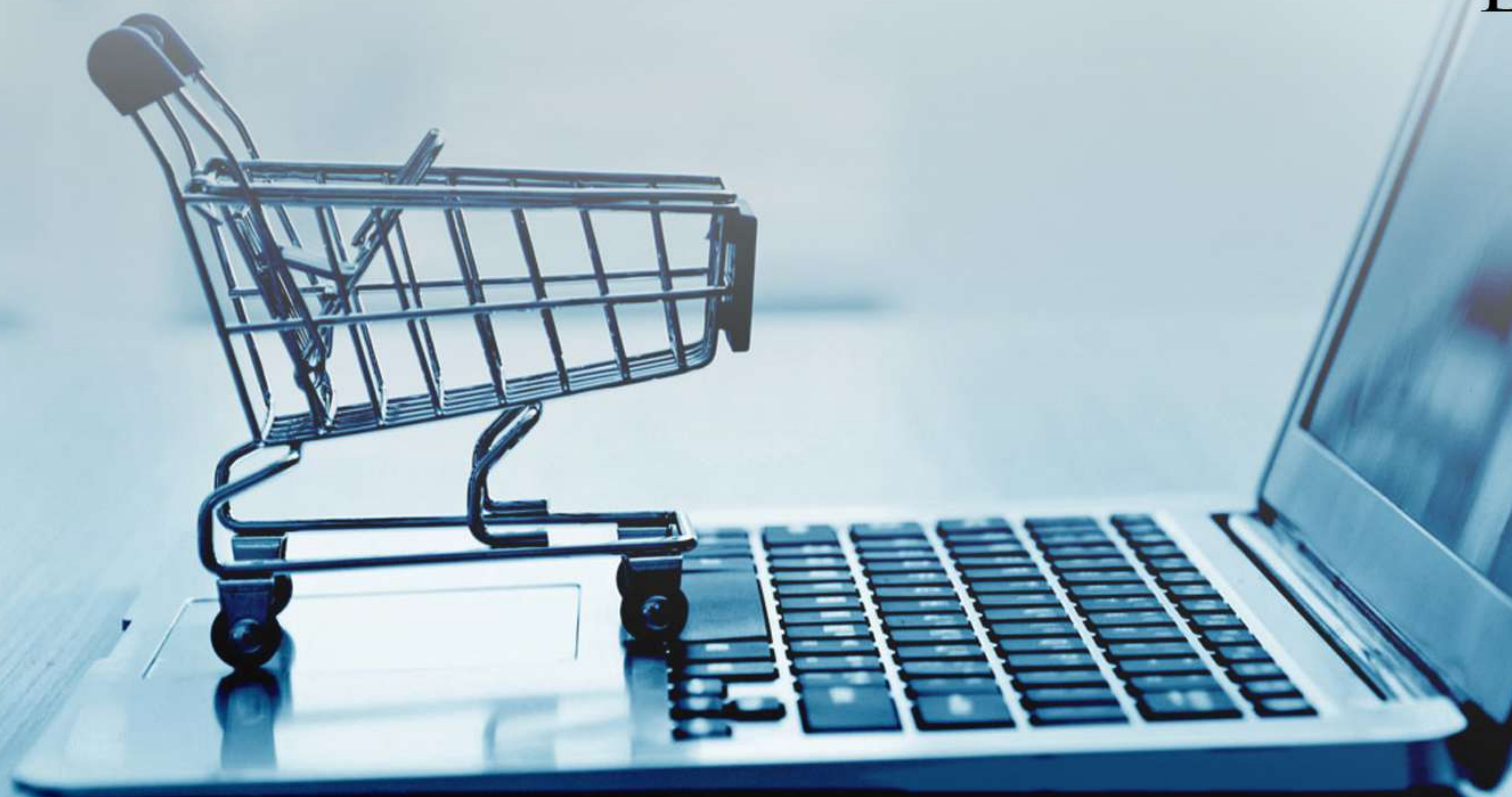
It is hard to believe that a generation ago most of the people were buying groceries from local retailers. But nowadays most of the people, buy groceries online. In India, when e-commerce started, since then local retailers are finding it hard to penetrate the market & to earn money. So now, Grofers have given the chance to local retailers to earn money.

Grofers were leading brand in the e-commerce groceries sector. So now, Grofers want to start their physical stores & tuck shops. So, they are partnering with the local retailers to sell only their labelled product's in their shops and make their shops as Grofers discount stores.

This is a good opportunity for local retailers to earn money in their own shops. Because local retailers are selling the products at high prices to maintain their profit margins as they also have to buy products from agencies. But Grofers will sell their product at the same price in the physical stores as they provide online. Even in tuck shops, it is selling the product at the same price because all the tuck shops are opening in Oyo properties, which is a good chance to expand.

Soft bank funded Grofers is converting dozens of grocery stores into its own branded stores as Grofers discount stores. They had already partnered up with approx. 6,000 local retail stores. This is the good opportunities for local grocery shops earn money while partnering up with Grofers.

By: Mukesh Dash



What does 5G mean for Modern Workplace!

5G will make artificial intelligence (AI) more commonplace

Artificial intelligence has immense potential to transform the workplace in every vertical one could imagine. For HR, this implies virtual Assistant-enabled onboarding, automated document processing, and advanced insights from employee surveys, to name just a few benefits.

However, one of the significant roadblocks to AI in the workplace has been the lack of powerful network technology. Even if there are huge data sets, storing, processing, and visualizing on the cloud requires a high-speed network.

5G technology, therefore, it is key for taking AI mainstream, and this is good news given that in a survey of 1,001 workers, 70% of employees view the impact of AI positively.

By: Vikrant Sharma

ALUMNI MEET

Successful completion of NSB Alumni Meet 2019 was another memorable event that took place this year. Nostalgia filled the atmosphere, as the revered Alumni entered their Alma Mater brimming with feelings of joy and ecstasy. Beautifully decorated NSB's new campus welcomed its Alumnus.

The event commenced by invoking the blessings of almighty through a divine rendition of the Ganesh Vandana. The aura of optimism and enlightenment in place, the students were pumped to put up a great show for their beloved seniors. Gracing the occasion with their presence Dr. Sridhara Murthy President and The Director of NSB Academy, Along with Governing Council Members, Faculty and staff.

Throughout the day programs like faculty facilitation, Alumni presentations, formation for alumni association, talent show by alumni, Drama by SPIC MACAY and enthralling cultural performance by young NSBians followed by a delicious moonlight dinner kept our Alumnus cherishing their memories about NSB. The day marked the new beginning of the NSB Alumni Association adding another colorful feather to NSB Academy.





Convocation



What a great feeling about the day one gets graduated right?

It's a proud feeling that u get just thinking about it. Convocation day is where you can see your college friends; you can live the college life for one day.

On 28th September, 2019, the convocation of 2017-19 batch was held in the new NSB campus. It was a beautiful day, the preparations started 3 weeks prior to this event, all the students of batch 2018-20 were excited to participate in the event along with their juniors. Many students practiced for dance, songs, skit & shayari. Management also gave their best support. Everyone on that day were very enthusiastic to participate in the event, not just the cultural team but the volunteering team also. The event started at 4pm in the evening, batch of 2017-19 started to arrive with whom they wanted to share the success. The team members of premises committee facilitated the use of parking space very efficiently even the welcoming committee members did their job very aesthetically. The volunteers gave their 100% by co-ordinating with all the other teams, their commendable job was in overseeing the seating arrangement, as it holds importance in maintain the order. The chief guest was the honourable Ex-Chief Justice & Ex Lokayukta Director Dr. Santosh Hegde, felicitating members were our Governing Council Member, Mr. K.V. Raghavaiah sir, our President Dr. Sridhara Murthy sir, and our faculty members.

It was a proud moment for parents, faculty and well-wishers of students receiving the degree from chief guests and other felicitating members, the food committee was at best at looking deciding the menu, quality checking and maintaining the crowd at the food serving area, the food was amazing, a good food is not only the one that satisfies the hunger but that which satisfies the soul this saying was appropriate, the snacks and beverages were also good. When the event was nearing to the end it was an emotional moment for the faculties & for the students of 17-19 batch and for us as well, but at the time of disperse there was a glow of content, proudness in everyone's eyes that was the true symbol of success of this event.

At the end I remember a quote said by Tom Brokaw

"You are educated. Your certification is in your degree. You may think of it as the ticket to the good life. Let me ask you to think of an alternative. Think of it as your ticket to change the world."

—Tom Brokaw

By: Praveen Hegde



Orientation Program

The journey of NSB started with orientation program. It was basically one month program to inspire us and introduce us to the path which we are going to walk for the next 2 years to become a manager.

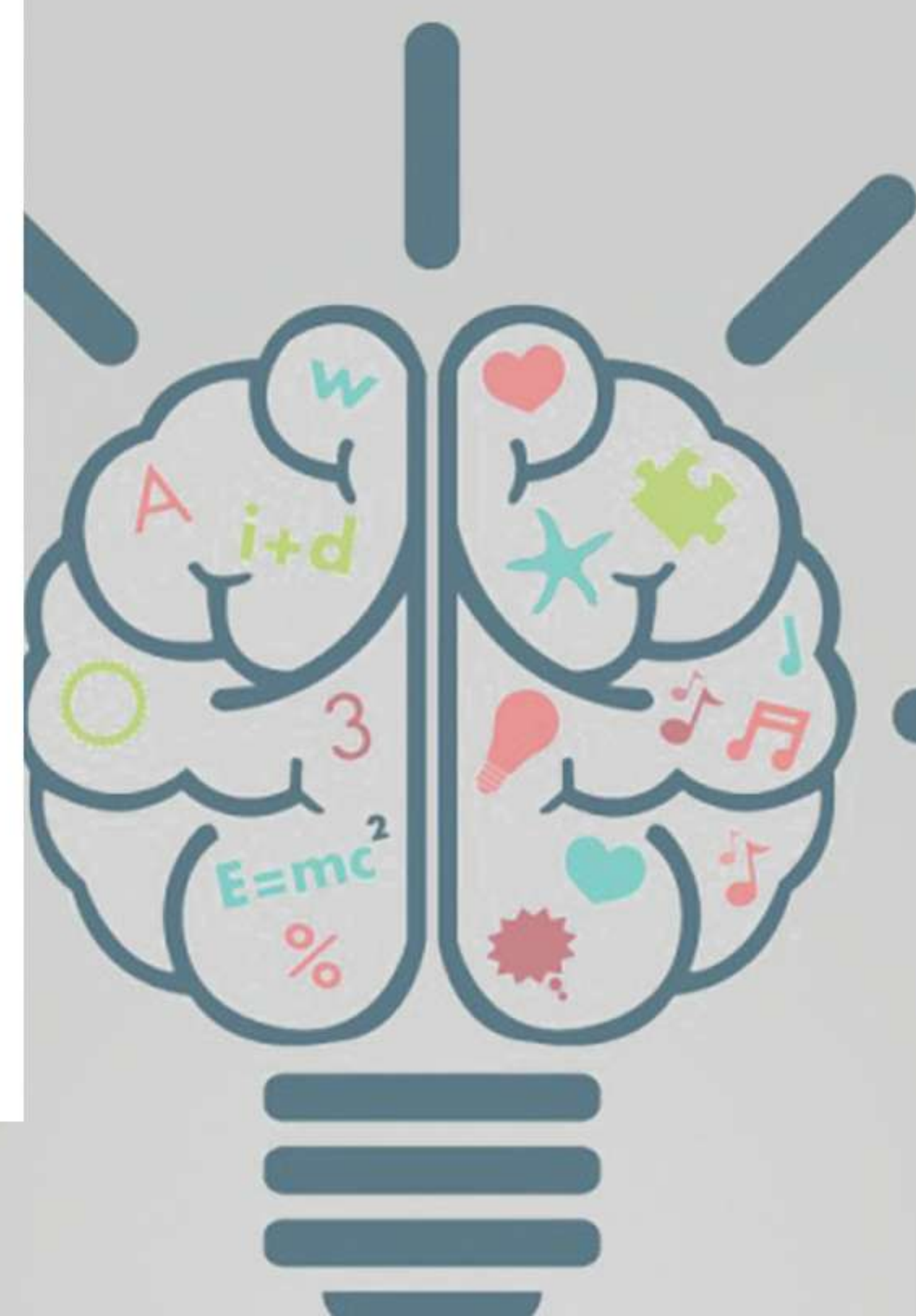
After the student registration, we were invited with our parents to join the inaugural ceremony for cohort 19-21 on 5th August. The program was presided by the President and the Director of NSB Academy, Dr.S. R. Sridhara Murthy, Chief Guest - Mr.V.S Ganesh, Executive Director, Page Industries, Guest of Honor - Dr.Siva Pullaiah, Pro Vice Chancellor, GITAM University & Chairman of Board of Governors, Prof.K.V Raghavaiah along with all the members of Board of Governors. We were welcomed & introduced to our faculty members and were given welcome kits.

The next day we had ice breaking session with Prof. Aneesh kumar and it was quite interesting. Everyone enjoyed and learned how to think out of the box and helped us to know each other through various activities. We started introducing ourselves and making new friends from different states with different cultures. As the time goes off till the recess we started making friends also we had gone through some events and mingle activities, by the end of the day the strange faces started getting familiar.

The next day session ‘Know Yourself’ was with our President and Director Dr. Sridahra Murthy. It was about realizing our potential and to inspire us. He spoke inspiring stories and introduce us the scope of MBA. I can still remember he said ‘what you do is not important, why you do is extremely important’. After the break we had a session with Mr. Rohith Saraswathi called ‘If you can dream it you can do it’. It was about his journey to Mt. Everest. How he dreamt about it and achieved it.



Idea!





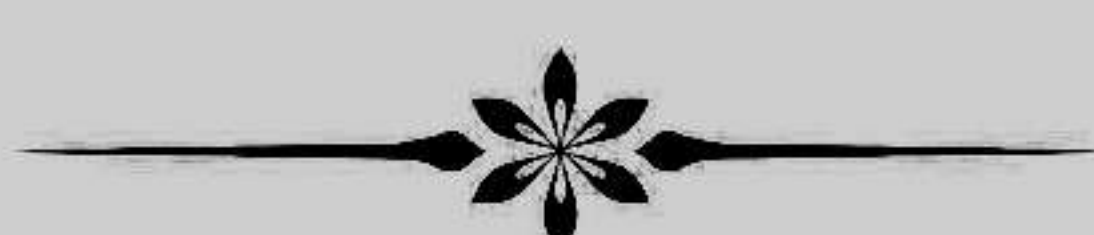
On August 8th we had academic orientation with the academic team in which our MBA/PGDM program was introduced briefly and we were given hostel guidelines along with campus and academic discipline. Moreover we had an interesting session ‘success starts with you’ with Mr. Mohammed Younus. We had one month long orientation with our faculties who gave us team activities and lots of suggestions and taught us some basic things about management. Guest lectures were delivered to motivate and inspire us about time management and industry expectations.

In between all the above we had a team outing and we were taken to Kanakapura, which was part of Adventure Learning Program, where all of us took part in different activities like rappelling, zip lining, mountain trek, etc. This was an adventurous trip as well as it taught us how to overcome challenges. We enjoyed the tour.


After the short trip, the very next day we had a lecture delivered by Prof. K.V.Raghavaiah about how to live an inspired life. He told us some stories and gave a small article to read “Go kiss the world” by Subroto Bagchi and asked all of us what we learned from it. The story taught us various aspects required to be successful like knowledge, optimism, consideration, adjustment, vision and many more things. He made us write about key learnings and our commitment about the stories he conveyed.

On August 15th we celebrated Independence Day. After the celebration our sessions continued on aspirations, speaking without fear, personality development, how to become a good manager and decision maker. All these sessions made us question ourselves why we want to do MBA, what is success to us, what our goals are.

The last day of orientation was a new start with lots of energy and willing to fulfill our dreams. We were allotted our sections and proceeded with regular classes.



Independence Day

A decorative background on the left side of the page. It features a stylized globe with blue and orange segments. Several small airplane icons in orange, white, and green are flying around the globe. A large Indian national flag (saffron, white, and green with a navy blue border) is draped across the background, partially obscured by the text.

It was a red letter day in the history of India when the country got freedom on August 15, 1947. It took hundreds of years for us to break shackles of slavery. People of this country celebrate this day as a festival every year with great pomp & show. NSB Academy also celebrates this national festival every year with a unique way. For this year we made all the preparations for the cultural program, all the students & the faculties wore regional or traditional clothes.

Dr. Sridhara Murthy, was the chief guest of the program. He hoisted the national flag on the college amphitheater. All the faculties & students saluted to the flag followed by the national anthem. Then, Dr. Sridhara Murthy delivered speech about the sacrifices of martyrs and how will we take forward the nation in the different angles of progress.

After which cultural events like solo & group songs, solo & group dances, etc. were performed. After all this sweets were distributed among all the students & faculties & other staff members of NSB Academy. We took some photographs & some selfies with President, faculties & friends.

In this way we captured some memories. In the way of celebrating the Independence Day, we remembered the sacrifices of all those martyrs who gave their life for the sake of freedom.

By: Dutikrushna Patra



Teachers Day

*“Gurur Brahma Gurur Vishnu
Gurur Devo Maheshwara
Guru Saakshat ParaBrahma
Tasmai Sri Gurave Namaha”*

Teacher's Day is an event which is celebrated in the memory of Dr. Sarvapalli Radhakrishnan. With the blessings, guidance & support from our teachers we're able to be on the path of success. The bonding between the teachers & students can't be explained in words.

So on 5th September, 2019, students organised a small event for their beloved teachers. The events consisted of singing, dancing, quiz (logos & taglines). Students made sure that this day should not be forgotten by any of members who were present there. Students ensured that all the faculties should be part of it, no matter teaching or non-teaching.

It was an event which brought out the hidden talent of our faculties. The performances were so delightful which hyped the crowd. There was a layer of joy in each and every person present there. To carry the excitement to a next level, students performed randomly. The enthusiasm is such that even without preparation they're able to put up a great show, which was appreciated by the crowd.

It was an emotional day for few of us, as it is last year of education for most of us and we will not be able to celebrate these moments again. This event was an event which will carry a special place in our hearts. To all the moments we shared in college, “Thanks a lot dear faculty”.

We're learning and will continue to learn new things using the knowledge provided by our teachers.

By: Sreeraj Nair



SPORTS DAY

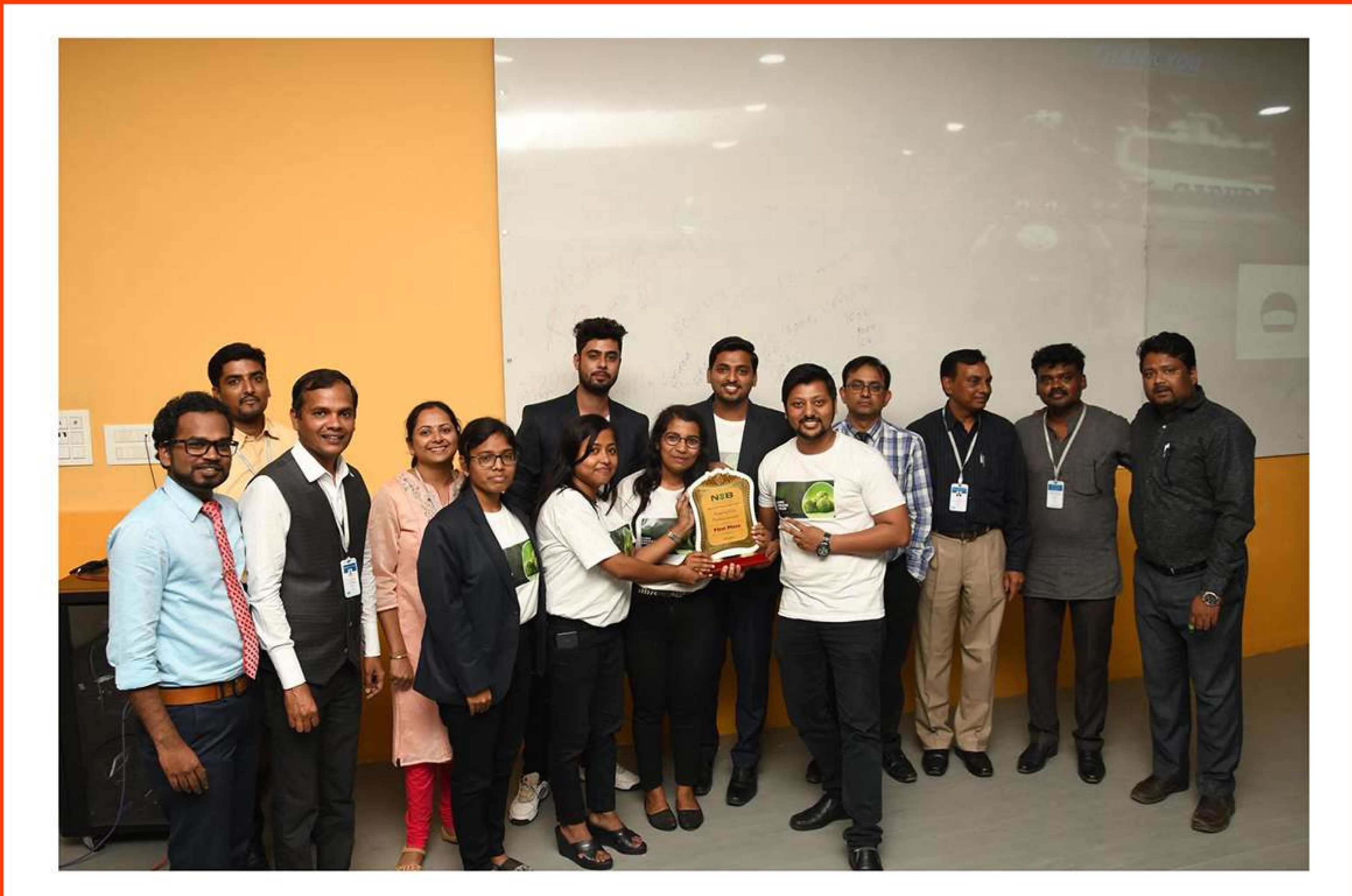
On 29th and 30th of November a wonderful events of sports happened at national school of business. it started with bike rally in the early morning of 29th with students rallying with flags of NSB from 1km, when reached college it was succeeded by oath of having a sportsmanship at every stage of the event. With that the events of sports started to unravel, on 29th was the badminton, chess, carom, throw ball, shotput, volley ball, sprint, kabaddi and table tennis. On the 2nd day that is on 30th was the day of cricket, football, tug of war, there was a tough competition between the teams of juniors (gladiators and Spartans) and seniors (titans and warriors) at last warriors came out as the champions of the 2 day event by scoring highest on the scoreboard





PRODUCT LAUNCH

The Marketing Club at NSB organized a product launch event to kindle the creative and entrepreneurial knack of the cohort 2018-20. The event received a registration of 14 enthusiastic teams for the competition. The students displayed their creativity and managerial skills in the launch of new product



Ganesh Chaturthi



Global Mindset Trail

"GMT" A tour we all were eagerly waiting for. We started the count down of this trip even before our semester exams got over.

The date 18th Aug 2019 with so much excitement and Anticipation we all started our journey to Singapore, such an amazing place, building's were sky-high, and the bluish green water was an add on to the beauty of Singapore, we made our move to Indonesia where we went to some renowned companies which loaded us with lots of values and again we sailed back to Singapore and just like Alice in wonderland we were lost in the beauty and technologically advanced universal studios followed by jungle safari at night.

Some more industrial visit we did and that was just the right push we needed at that point in time to embark ourselves and then we drove to Malaysia a place which is called as truly Asia, the petronas twin towers and the beauty of Malaysian street at night was mesmerizing. This journey was more beautiful than our destination because words will fall short to frame the experience.



Adventure Trip



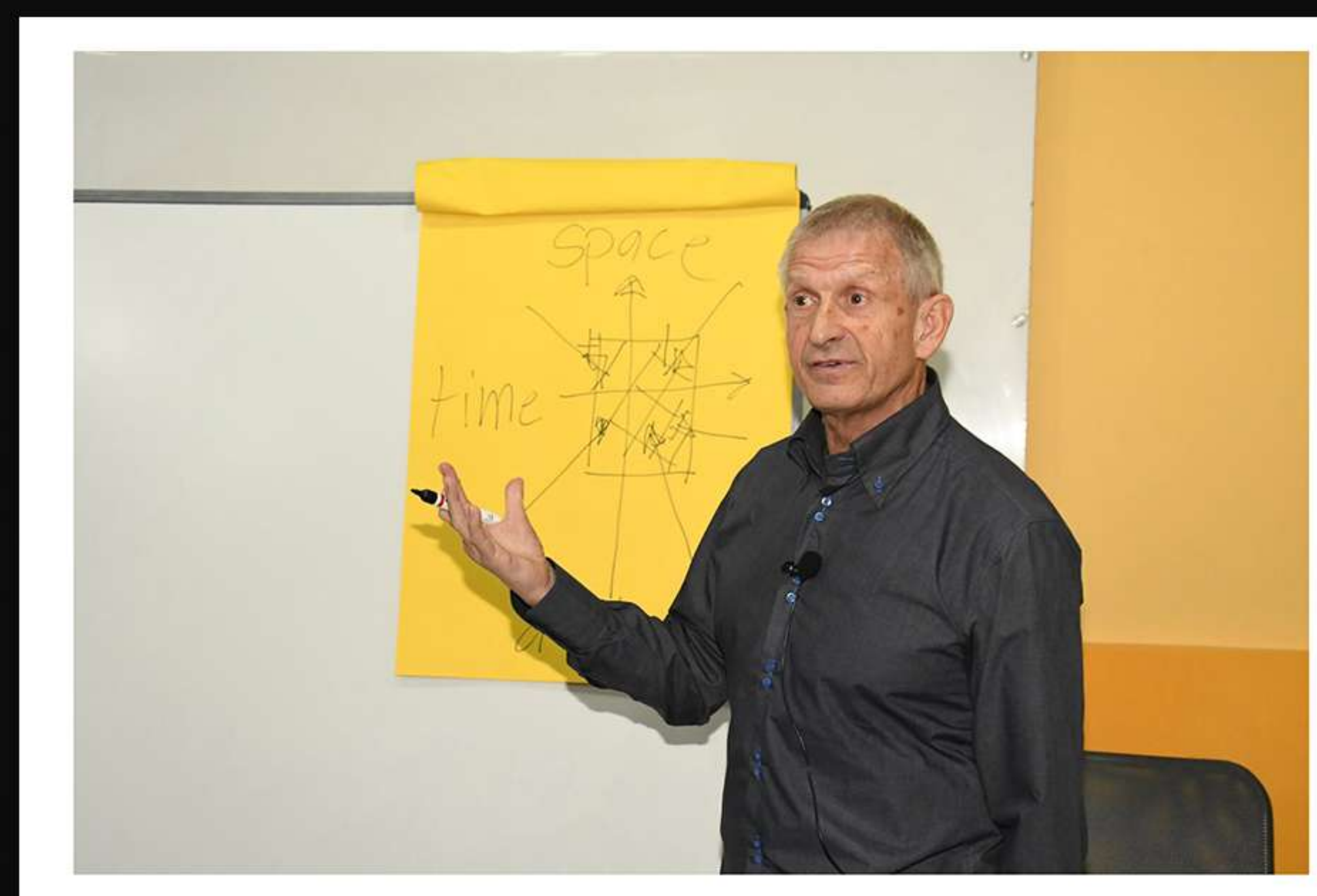
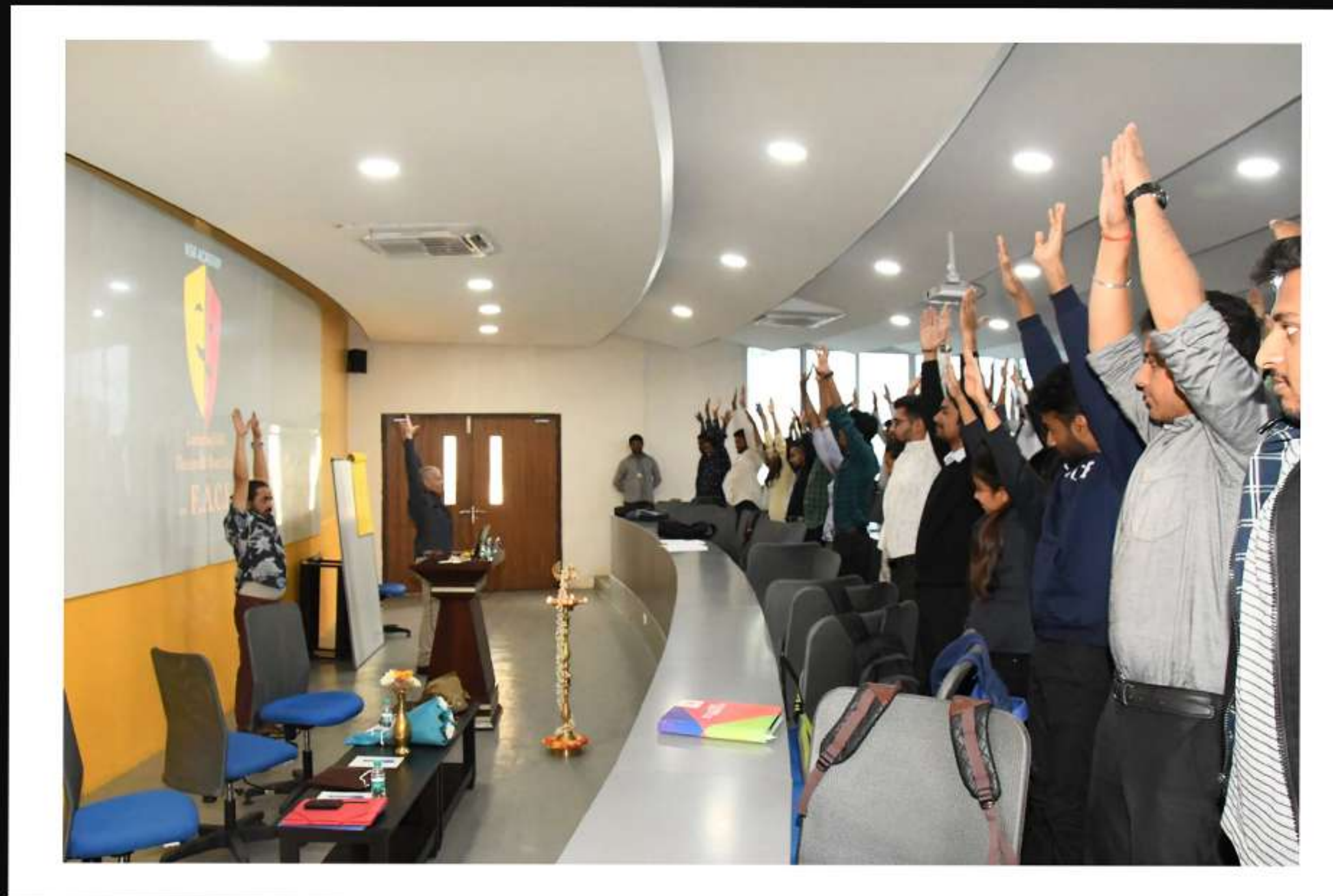
MOVIE

Club Inauguration

" In the process of making our students more valuable, NSB Academy also focuses on integrating multiple forum in its curriculum."

NSB Academy is happy to launch F.A.C.E (Foundation for Artists and Craftsmen Empowerment), the Theatre and Movie Club of the institute.

The Club was launched by an internationally renowned Director Mr. Otto Huber who is currently the Director of Theatre Art Switzerland and Dr.Upendra KR, an expert in Theatre and Education. The event was presided by Dr. Sridharamurthy, Director of NSB Academy.



Daddy's Little Girl

As I look back to see
I remember times spent on your knee

When it came to my biggest fears
you came along to wipe away my tears
But as years started rushing by
I'll have to say with a sigh

You needed me just as bad
and those times were so sad
But now we're a family once more
and I know there's so much in store

You always seem to know when
I need a smile
especially when you haven't seen
one in a while

We seem to always be on the same page
even though there's a big difference in
age

We know how to make each other laugh
and it makes time fly past

Daddy that's why I'm so thankful for you
I would never ask for anyone new
I love you so very much
because you help me with all my prob-
lems and such

I know you wish you could
give me the world
but I'm proud enough with my title
"Daddy's Little Girl"

By: Ojasvi Mahajan

The World Is Black

I Wake up everyday
Just to look at the state
The world turning great,
With each passing date.

Look around to find,
The wars taking place.
People afraid to look behind,
afraid of what they might face.

The world is black,
the eyes stare at you cold,
and no one tells what you lack
you fail at trying to be bold.

And you look above in hope,
I hope He's listening to you.
You are falling from the slope
and there's nothing we can do.

I hope this doesn't be
the end of humanity,
and that people would see
the end of this insanity.

By: Saurav Kumar Das



By: Ananya sharma

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Huskur Post, Aneka Talukl,
near Electronic City Phase II,
Bengaluru, Karnataka 560099

**A HELPING HAND
IS BETTER THAN PRAYING LIPS.**

**SAHAAY works to-
wards the upliftment of
the under privileged
children in the society.
Our ethos rests on the
pillars of CARE, HELP
and HOPE.**

**As a SAHAAY initiative
NSB has planned to
celebrate the new year
by lending a helping
hand to the needy as a
part of social recon-
struction.**

**NSB would like to con-
tribute to the gifted
children through
SAHAAY.**

SAHAAY



Care.Help.Hope

**SCAN
TO
HELP**

A Design By  *@janmejay89*