

NSB CHRONICLES

From India to the World

CAMPUS NEWSLETTER



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Business Buzz

►► India's Consumer Market Surges Amid Rising Urbanization

India's consumer market is poised for unprecedented growth, fueled by urbanization, rising incomes and an expanding middle class. Experts predict that the country's economic transformation will place its consumer market among the top two globally within the next two decades, presenting massive opportunities for global businesses.

►► India Expands Gold Hallmarking Initiative

The Indian government has launched the fourth phase of its hallmarking drive, extending coverage to 18 more districts. This initiative has resulted in over 400,000 gold items being hallmarked daily, signifying a major leap toward standardization and transparency in the jewelry sector.

►► EV Market Surges

India's electric vehicle sales jumped by 50% in 2024, with leading players like Tata Motors and Ola Electric introducing affordable models for the masses. The government's Faster Adoption and Manufacturing of Hybrid and Electric Vehicles (FAME) initiative has been a significant driver of this growth. Experts predict the EV sector will contribute over 15% to India's automobile market by 2030.

►► Diageo Innovates Under Hina Nagarajan's Leadership

Diageo India is undergoing a transformative phase under MD and CEO Hina Nagarajan, the first woman to lead the company. The focus on premiumization and innovation is revitalizing its operations, following challenges from its acquisition and market competition.

CULTURAL IMMERSION AND BONDING: NSB BANGALORE STUDENTS AT SPIC MACAY REGIONAL CONVENTION

On October 16th, 2024 four, students of NSB Bangalore along with the President, began the journey from Bangalore to attend the **SPIC MACAY** convention at **IIT Dharwad**. Along the way, they made a memorable stop at a nearby **Vani Vilas Sagar Dam**, where they enjoyed the scenic beauty and camaraderie, setting a positive tone for the days of cultural immersion ahead. The journey built excitement for the convention and strengthened their bonds as a group.



The **SPIC MACAY** Regional Convention at **IIT Dharwad** offered a holistic experience that combined learning, reflection, and cultural celebration. Through a balanced mix of performances, workshops and heritage tours, the convention effectively introduced youth to India's cultural richness and encouraged a commitment to preserving these traditions. This event served as an exemplary model of cultural education, with lasting impacts on participants' personal and artistic growth.



MBA STUDENTS SHINE IN WORLD INVESTOR'S WEEK POSTER ACTIVITY



Our MBA 1st Semester students showcased their artistic talents and financial knowledge during a Poster Making Activity held on **October 9, 2024**, in celebration of **World Investor's Week**. The activity encouraged students to express their understanding of investment principles, financial literacy and sustainable growth through eye-catching posters. NSB always thrives to foster a collaborative and inclusive learning experience to its students. Students were encouraged to express their knowledge in the field of finance using their creative minds which is a way of improve design thinking and innovative learning.





NSB BANGALORE PARTNERS WITH MCX TO BRIDGE ACADEMIA AND INDUSTRY

An official MOU was signed on October 24, 2024, marking the beginning of a partnership aimed at bridging the gap between academic learning and industry demands. The MOU was signed in the esteemed presence of our **Dr. Srinidhi K.Parthasarathi, Director-NSB** and **Mr. Saurabh Khanna, Manager - Training & Education at Multi Commodity Exchange of India Limited (MCX)**. This partnership reflects our commitment to providing students with cutting-edge knowledge and practical exposure to thrive in today's competitive marketplace. This collaboration not only enhances the academic experience but also opens doors to exciting career opportunities in the commodity trading sector, empowering our students to make impactful contributions in this growing field.



Diwali Celebrations



A Home Away from Home celebration

Even for those who were unable to be with their family, the NSB campus was filled with warmth and excitement during the Diwali celebration. This year's Diwali celebration vacations were a remarkable and touching event for our hostellers who stayed back. Our esteemed **President** graced the occasion by participating in the **campus Diwali celebrations** alongside the students. There was music and laughter and a sense of community in the air.

As one of the students expressed, "Being away from home during Diwali was tough, but celebrating it with our NSB family made it feel like we were back home. The love and care shown by our President and faculties was overwhelming."



As they experienced a sense of connection and belonging with their NSB family, the students—who had previously felt lonely being apart from their families—were overcome with emotion. A delectable dinner in the campus canteen, hosted by our president, was the evening's highlight. The students relished the mouth-watering food and warm company of their peers, faculties, and the President. It was a truly special moment, one that made everyone feel like they were celebrating Diwali with their own family.

This Diwali celebration at NSB was a testament to the college's commitment to creating a sense of community and belonging among its students. It was a reminder that even when we are away from our families, we can still find a sense of home and togetherness with our friends and mentors.

Wishing you all a belated Happy Diwali from the NSB family!

crossborder collaboration

The collaboration promises to be a transformative journey for the NSB community, strengthening our institution's global footprint while also improving the academic experience for all. Let us celebrate this achievement and look forward to the many opportunities that this collaboration will bring to NSB!

NSB Bangalore Signs Landmark MoU with Lomonosov Moscow State University

NSB Bangalore Partners with Lomonosov Moscow State University for a Brighter Future!

With great pleasure, we announce a significant milestone in NSB Bangalore's pursuit of academic excellence and international cooperation. A Memorandum of Understanding (MoU) between **NSB** and the esteemed **Lomonosov Moscow State University (MSU)**, one of the oldest and most esteemed universities in the world, which was founded in 1755, was proudly signed on **November 19, 2024**.

Present are dignitaries Prominent MSU representatives graced the signing of the Memorandum of Understanding:

- **Ms. Maria Ulianova**, Head of the Projects Department;
- **Dr. Oleg Buklemishev**, Vice Dean for International Relations
- **Dr. S.R. Sridharamurthy**, Our visionary leader, President of NSB, represented NSB and spearheaded this historic event with his motivational remarks and dedication to promoting innovative learning.



Kannada Rajyotsava



NSB Bangalore celebrates Kannada Rajyotsava with pride and joy!

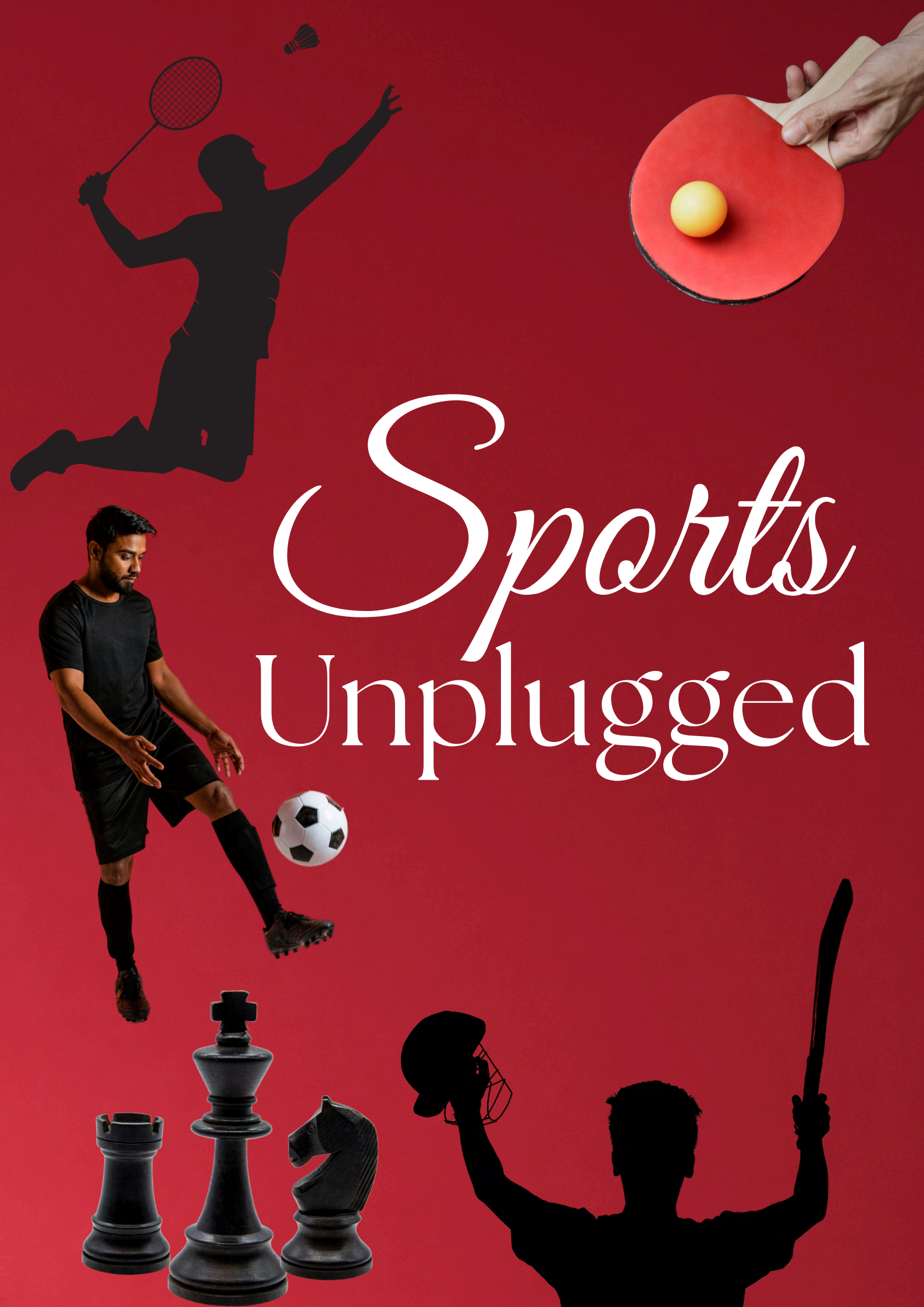
On November 8, 2024, NSB Bangalore embraced the vibrant spirit of Kannada Rajyotsava, which celebrates Karnataka's rich cultural heritage, language and traditions. The event was a wonderful display of unity, pride and creativity, bringing the entire NSB community together.

Highlights from the Celebration **Dr. H.M. Mallikarjuna**, Assistant Professor from the Kannada Department at Christ Academy in Bangalore, delivered an inspiring keynote address to kick off the festivities. His speech eloquently portrayed Karnataka's glorious history, linguistic richness and cultural heritage. The event was an unforgettable tribute to Karnataka's vibrant traditions, guided by exceptional leadership from **Dr. S.R. Sridharamurthy**, President of NSB and **Dr. Srinidhi K. Parthasarathi**, Director of NSB. The event was a touching demonstration of NSB's dedication to respecting and conserving the cultural history while encouraging a feeling of community among its diverse population.



Kannada Rajyotsava is more than just a festival; it's a chance to consider Karnataka's solidarity, culture and tenacity. At NSB, we take pride in preserving and honouring these principles. Everyone came away from the event with a fresh respect for Karnataka's rich history, which was a real monument to the power of cultural fusion and solidarity.

Let's keep honouring our heritage and valuing the wonderful diversity that unites us!



Sports Unplugged

NSB SHINES BRIGHT IN BANGALORE'S SPORTS ARENA!

In this edition of our newsletter, we celebrate NSB's triumphs in two exciting sports events. Our students have demonstrated exceptional teamwork, dedication and passion, making us proud to be part of the NSB family!

NSB Girls' Football Team Wins Intercollegiate Tournament!

At the outset, we heartily congratulate our Girls' Football Team for emerging as tournament winners in the Intercollegiate Women's Football Tournament conducted by Bangalore University.

Our champion team comprised the following talented students:

1. Sharadhi S
2. Poonja S
3. Sreesha S
4. Tejaswini S
5. Sujeeta
6. Agrima Agarwal
7. P Anjani Meghana Patel
8. Nancy Niranjan
9. Shravani Kamlakar
10. Priyanka Kumari
11. Riddhi Agrawal
12. Gayathri K
13. Aksa Presis Damera
14. Elsie Paoh
15. Shilpa V
16. Shwetha T



Brightest Star Plays





At the Bangalore University Tournament, the NSB Table Tennis Teams secure the top spots! On **November 19, 2024**, our girls' team placed second against NMKRV College for Women, while our boys' table tennis team defeated Surana College to win the championship title.

To our Champions, congratulations:

Abishek, Brian Menezes, Shanthi Swaroop, Chandan Chinder, Chethan Kadolkar and Muthu Manikantan make up the boys' team.

Asapu Reshma, Lopamudra Kar Majumdar and Shrawani Kamlakar Bawane make up the girls' team.

Prof. Shivakumar deserves a great deal of praise for his outstanding mentoring and direction!

These triumphs serve as examples of the NSB spirit, which is characterized by tenacity, cooperation and an unwavering quest for perfection.

Stay tuned for more updates on NSB sports endeavors!



Basketball Championship

Congratulations to our talented student, **Sohan P. Hegde** from MBA 2024-26 batch as he has been selected to represent Bangalore University in the South Zone University Basketball Tournament. This prestigious achievement is a showcase of your hardwork, perseverance and exceptional talent on the court. NSB commend your effort and congratulate you on this well-deserved recognition. Your passion and commitment have earned you this incredible achievement! Wishing you all the best.

GUEST LECTURES



Industrial Applications of CPM & PERT



Our MBA students attended an insightful guest lecture on the Industrial Applications of CPM & PERT by **Mr. S Arockia Heronimus Pandian**, GM and HoD of Planning & Contracts at Reliance Infrastructure Ltd., Kudankulam Nuclear Power Project 3&4 BoP on **November 6, 2024**, at the Seminar Hall.



This session highlighted how CPM and PERT are essential for boosting efficiency, streamlining operations and improving decision-making in complex projects. The students of MBA Cohort 2023-25 has attended this event which empowered students with critical knowledge to explore promising career opportunities in business analytics & strategic management.





Latest trends in the Automobile Industry



Our MBA Cohort 2023-25 students had an enriching guest lecture on “Latest Trends in the Automobile Industry” by Mr. Vikas from Infosys on **November 06, 2024**. This engaging session offered valuable insights into the dynamic shifts and emerging technologies shaping the automotive sector today. The students were given opportunity to actively interact with the industry expert and reinforce their expertise to excel in the automotive industry.



Shaping Workspace Standards

The students of MBA Cohort 2023-2025 had an enlightening guest lecture on **"Shaping Workplace Standards: Industrial Policy and the Workmen Compensation Act-1923"**; on November 23, 2024. The session aimed to provide students with a deeper understanding of how industrial policies and legislation have evolved to safeguard employee's rights and improve workplace standards.

The lecture was delivered by an esteemed expert in the field, who shed light on the significance of the Workmen Compensation Act, 1923, in ensuring financial protection for employees in case of workplace injuries or accidents.

The discussion also highlighted the broader implications of industrial policies in fostering a safe, productive and equitable work environment.

NSB Bangalore remains committed to organizing such knowledge-sharing events to equip students with the tools to become informed and responsible leaders.



Career Planning for Future Managers



Our MBA Cohort 2023-25 students had an inspiring guest lecture on "**Career Planning for Future Managers**" by **Dr. Butchi Babu Muvva**, Consultant, Mentor and Faculty, on **November 05, 2024**. In this impactful session, Dr. Muvva shared expert advice on navigating career paths with purpose and vision. Students learned essential strategies for shaping a successful managerial career, focusing on proactive planning, adaptability and goal-setting to make informed decisions for their futures.



Harnessing Emotional Intelligence (EQ) for Effective Human Resource Management



Our students of MBA cohort 2023-25 had an insightful Guest lecture on "**Harnessing Emotional Intelligence (EQ) for Effective Human Resource Management**" by **Dr. Shreevamshi Naveen**, Associate Professor at Dayananda Sagar College of Engineering on **October 28th, 2024**.

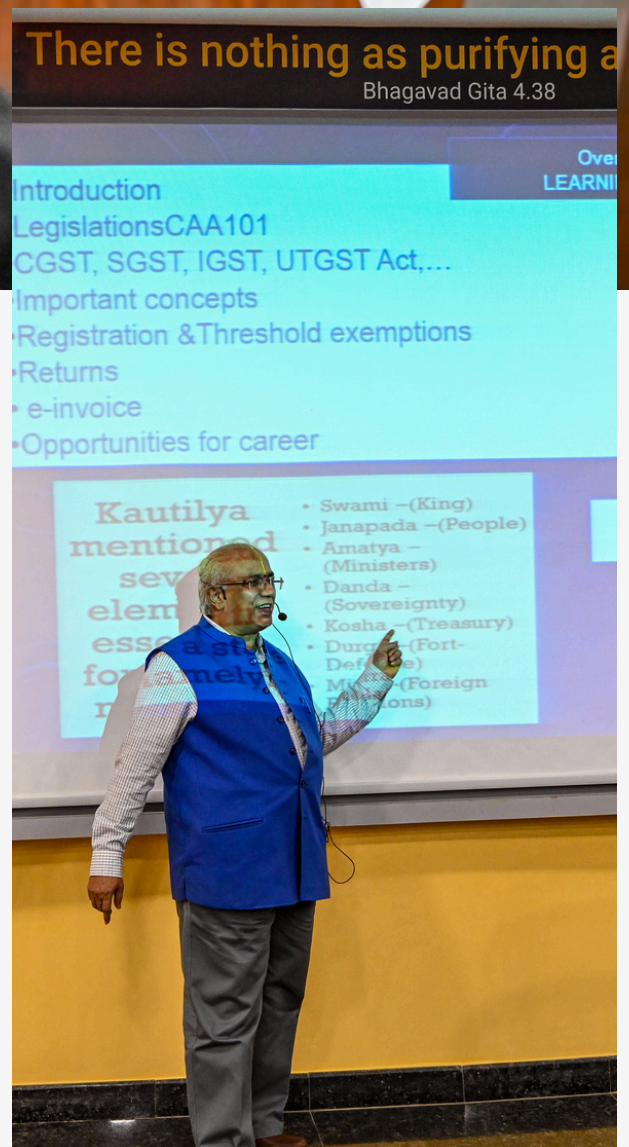
In this engaging lecture, Dr. Shreevamshi shared insights into the power of EQ, helping students understand how to leverage emotional intelligence for better communication, teamwork and empathetic leadership in HR.



GST Implications and Safeguarding Intellectual Property



Our BBA and MBA students from the 2024-27 and 2023-25 cohorts, respectively, attended an insightful guest lecture on **GST Implications and Safeguarding Intellectual Property** by **Mr. Kodandaram M.G., IRS (Retd.)**, on **October 26, 2024**. His expertise provided clarity on important topics such as GST compliance and intellectual property protection in today's digital world. The session was designed to equip participants with practical knowledge and strategies to manage taxation effectively and protect their innovative & creative assets.



A Deep Dive into Business Ecosystems



Insights into ELCIA

On **29th October 2024**, M.L. Sharnappa Shankappa Ballolli the General Manager of The Electronics City Industries Association(ELCIA), Bangalore, was invited by Dr. AV Rao to be one of the plenary speakers on the theme of Business Ecosystems and Industrial Clusters. Through his insights and lecture on Business Ecosystems and Industrial Clusters, he elaborated on the intricacy of industrial marketplace dynamics and how these dynamics affect business growth. **Sri Ballolli's** guest lecture focused on business ecosystems and industrial clusters. He detailed how interconnected industries, institutions and organizations can collaborate into clusters that foster systemic community development. Strengthening the notion of clustering are benefits gained from such an association as shared infrastructure, knowledge exchange, specialized services and collaboration between firm associations. The addressed session saw Sri Ballolli speaking about regulations enforced by governments in the business ecosystems after considering advantages of clustering. Also enacted were initiatives by the government that enhance growth and innovation; yet industrial clusters are experiencing more barriers brought on by the state's infrastructure, labor and regulations.

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Saving Lives, One Donation at a Time: NSB's Blood Donation Drive!

The NSB Bangalore campus witnessed a sea of kindness and generosity on **21st November 2024** as the Sahaay CSR Club organized, in association with AWO, the **Blood Donation Drive**. More than 100 students, faculty and staff members came forward to donate blood and play their part in saving more than 300 precious lives.

As we saw in our NSB community, coming together really makes a difference, especially in the exercise of mass kindness and responsibility.

Compassion, after all, knows no bounds: every donation indeed has the potential to change lives.



Blood Donation Drive proved a tremendous success, thanks to Sahaay CSR Club and AWO for all its efforts. The whole event was very well-organised, the facilitation done by both medical professionals and volunteers seeing that it flowed quite smoothly without any inconvenience or danger.

Heartfelt **THANK YOU** to each and everyone of you who rolled your sleeves up to be a hero. Your selfless act has brought hope and joy to those in need. Together we have shown that we are not just NSBians-we are lifesavers.



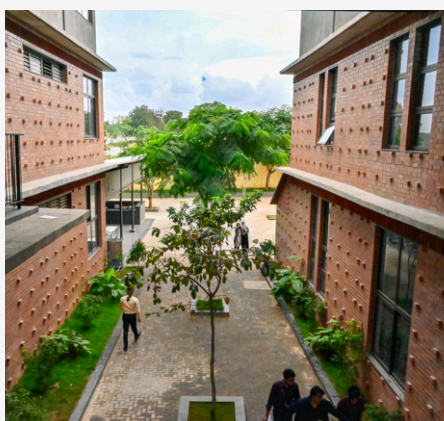
While we celebrated this remarkable achievement, we should remember how important it is to be able to give something back to our community.

We expect this initiative will inspire more students, faculty, and staff to get involved in such similar efforts and make a difference for others.

Congratulations to the Sahaay CSR Club and AWO for organizing this fantastic event!



Inaugural of Ramanna Block & Canteen



The new academic floor and cafeteria of the **Ramanna Block** were inaugurated on **November 8, 2024**, making NSB's most recent milestone. This cutting-edge facility is evidence of NSB's dedication to promoting creativity and quality in education. Honoured Visitors and Appreciation Ceremony Prominent attendees at the event included: **Prof. D.R.Nagaraj**, former president of **NHRD & NIPM**; **Prof.B.S.Prakash**, renowned academician and **Prof.K.V. Raghavaiah**, former general manager of human resources of ITC. Additionally, NSB expressed its sincere gratitude to the civil contractor and architect who helped realize this goal. Their commitment and involvement in this outstanding project were recognized with a special felicitation ceremony. The newly designed academic block embodies modern architectural marvels tailored to enhance the student learning experience. Equipped with cutting edge facilities and a welcoming cafeteria, this space has been thoughtfully curated to foster collaboration, creativity and comfort

INDUSTRIAL VISIT-TITAN



On a remarkable day of exploration and learning, our MBA Cohort 2023-2025 students had the privilege of visiting Titan Company, one of India's most iconic brand on **09 November 2024**. The visit offered an in-hand experience of the company's operational excellence, innovative practices and customer-centric approach. The visit was not just an academic experience but a source of inspiration. It highlighted the importance of integrating business operations with creativity, a lesson invaluable to future business leaders. As our students continue their MBA journey, such industry interactions serve as a stepping stone in transforming them into well-rounded professionals equipped to excel in the business world.



INDUSTRIAL VISIT-Featherlite



The cohort 2024-2026 had an enriching industrial visit to **Featherlite Products Private Limited**, on **October 07th, 2024**. As one of India's leading furniture brands, **Featherlite** offered our students a unique behind the scenes experiences, showcasing their advanced manufacturing processes and innovative designs. This visit provided an in-depth understanding of key aspects such as operations management, production strategies, and supply chain efficiency.



Students had the opportunity to observe real-world applications of theoretical concepts, gaining practical knowledge and industry exposure that will undoubtedly enhance their learning journey and future careers.

A Cultural Tapestry Woven at NSB: The Inauguration of the Heritage Club

On **October 25th, 2024**, a colourful tapestry of culture came to fruition with the inauguration of the Heritage Club. With this initiative thoughtfully conceived, students will be given the opportunity to dive deep into our cultural roots so that the rich heritage of India will not only be preserved but will also be joyfully celebrated.

The inaugural event was a mesmerising spectacle, featuring a captivating performance by a renowned Classical Dancer who had traveled all the way from Kerala. The dancer's graceful movements, intricate footwork, and expressive gestures transported the audience to a world of myth and legend. That performance heuristically reiterated the power of art and culture to knit all people together through the passage of time.

The club also looks forward to collaborating with local communities and organisations to promote cultural awareness and conserve culture. Besides being a museum for cultural tradition, the Heritage Club at NSB trains aspirants for exploration and the preservation of cultural value, which is to be continued further in generations to come. It is considered as a testimony to the interminable powers of culture to galvanise people and enhance a quality in life.



A Day of Cultural Enrichment: Exploring France and Karnataka Artistic Heritage



Last month on **27th October 2024** our college committee embarked on a cultural journey, visiting the France Education at Hotel Lalit Ashok and the Karnataka Art Gallery at Chitrakala Parishat. The enriching experience offered a unique opportunity to delve into the world of French and Indian art.

The participating institutions offered a wide range of innovative programs that feature world-class faculty. Students were greeted by different university representatives, who provided them with background knowledge related to their respective disciplines of study, as well as possible programs for studying abroad. The exhibition offered a unique opportunity to meet with experts from engineering, business, art and sciences, helping them understand the French education system.



here was a fine exhibition of Indian artists, including paintings, sculptures, and installations showcasing their talent. The students were quite enamoured with the paintings, dazzled by their colours, detailing, and the themes explored. The sounds of the traditional instruments along with graceful dances mesmerised the spectators. The students were immersed in the world of Indian folk music and dance, feeling the pulse of its culture.

NSB'S STUDENT COUNCIL ELECTIONS 2024: AN ERA SHIFT OF LEADERSHIP

The much-awaited Student Council elections of NSB College took place recently, sending excitement through the student body leadership. Students of the MBA cohorts were yonder competing for the coveted council positions. Contestants from the MBA Class of 2023-2025 include: Sriya P and Priya N. Rao, both of whom are running for various leadership capacities. Representing the MBA Class of 2024-2026 were Vidhyasree N and Aaron A, expressing their desire to bring fresh perspectives to the Council.



The debates were a necessary gloss into the candidates' leadership qualities the contest had thus become tough but fair. Highly competitive elections offered an excited result after this close fight where, **Priya N. Rao** (MBA 2023-2025) was elected President of the Student Council for 2024 with great experience and a futuristic vision. **Aaron Albuquerque** (MBA 2024-2026) was elected Vice President and his innovative ideas for student engagement are bound to make an impact.



Furthermore, Amit Kumar Bharadhwaj (MBA 2023-2025) has been elected to the General Secretary with Vighnesh Rajaram Gawande (BBA 2024-2027) serving as Deputy General Secretary.

The election process was very interactive, including debates between each of the candidates and their challengers to showcase their ideas, strategies and plans for improving student life at NSB College. Members of the faculty had the opportunity to listen to each candidate present their platforms, addressing a series of key issues about academic initiatives, extracurricular activities and student welfare and enhancing the campus experience itself.





NISM FINANCE

CERTIFICATION COURSE



The event hosted by NSB Bangalore, in collaboration with SEBI **NISM Mumbai**, focused on providing MBA students of cohort 2023-25 batch, a two-day certification course on financial markets and career avenues. Held on **November 22 & 23, 2024**, this program was facilitated by **Dr. Chaitanya Kittur**. This workshop offered students with insights into investment philosophies, employability-focused financial training and a comprehensive understanding of the capital market



The course also featured an engaging Quiz Round to test the knowledge gained during the sessions. On the Day 2 of this course tomorrow, where participants will receive their well-deserved certificates from SEBI NISM Mumbai, symbolizing their readiness to excel in the financial world!

Inter College Events



NSB takes the utmost pride to Congratulate our brilliant MBA (2023-25 & 2024-26) and BBA (2024-27) cohorts for their outstanding achievements at **Bytewaves IT Skill-A-Thon**, hosted by **Krupanidhi College of Management** on **07 & 08 November, 2024!**

From **winning Tech Trivia**, IT Manager to clinching **runner-up in the Ideathon** and **Treasure Hunt**, you've shown remarkable skill and spirit. Here's to more victories and continued success!

A big congratulations to our talented minds **Aravindan K** and **Harini S** of MBA Cohort 2023-25 for bagging the **runner-up** title at **HR Helden** in Fusion 2k24 organized by **T-John College** on 25 October 2024. This outstanding accomplishment reflects their hardwork, excellent team work and in-depth knowledge in the field of HR. Each achievement inspires us to aim even higher. Your success is an inspiration to all and we are confident that you will continue to shine in all your future endeavours.



STUDENT CLUB ACTIVITIES



HR Yukti Club



On October 26, 2024, the YUKTI-HR Club of NSB Bangalore organized an exciting debate competition that engaged students in thought-provoking discussions on critical HR topics.



The event provided a platform for participants to showcase their analytical and oratory skills while exploring diverse perspectives on contemporary HR challenges. The competition aimed at fostering critical thinking, teamwork and communication skills among the students. The event witnessed enthusiastic participation from students from every batch, debating on topics related to current business challenges, workplace dynamics and emerging HR trends.



BUSINESS ANALYTICS CLUB

The Business Analytics Club of NSB hosted a breathtaking event, 'DataThon,' on **November 23th, 2024**, challenging our students to decode complex datasets using industry-leading tools like Tableau, Excel and Power BI.

From data visualization to actionable insights our students demonstrated exceptional analytical skills and innovative problem-solving. At NSB, we believe in empowering our students with the tools to lead in the data-driven world.



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CHANDANA DEVI

Chandana Devi
NSB Alumni
Batch 2011



Senior Batch at France

Our students of MBA Cohort 2023-25 are currently enriching their journey through NSB's Exchange Program at Eklore School of Management, France! This incredible opportunity allows them to dive deep into international business practices while immersing in the beauty and culture of France. Here's a glimpse of their recent industrial visit to a local vineyard and Eklore's vibrant campus. An enriching initiative by NSB aimed at providing students with global exposure and multicultural learning experience.



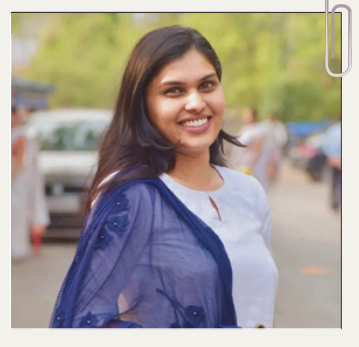
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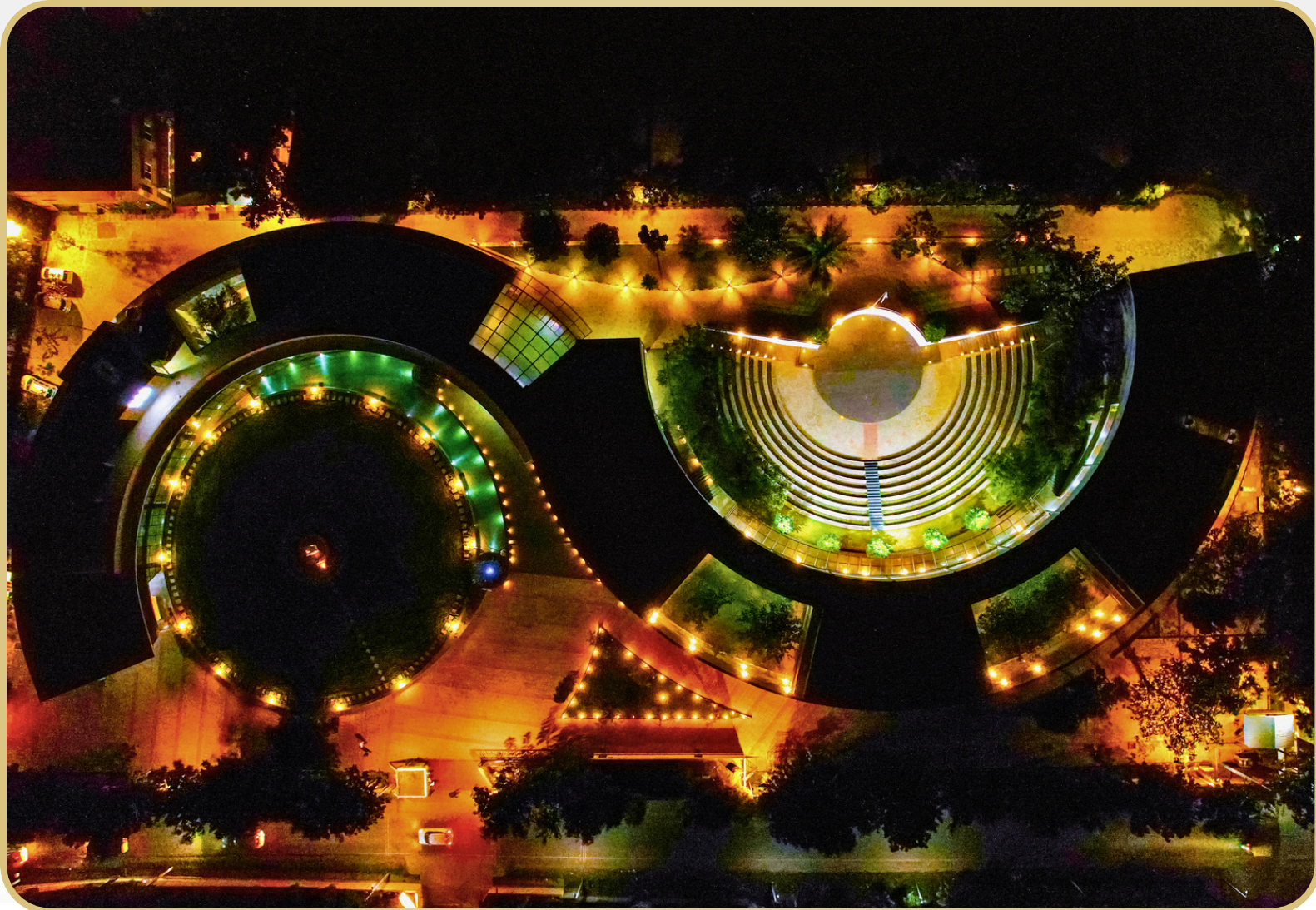
DHANUSHYA E
MBA - BATCH OF 2023



SHREAYA PANDITRAO
MBA - BATCH OF 2024



AASHI RAMTEKE
MBA - BATCH OF 2024



Sy.No.85, Singena Agrahara, Huskur Post, Anekal Taluk,
Near Electronic City Phase II, Bengaluru, Karnataka 560 099

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