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ASA Chronicles

CAMPUS NEWSLETTER



NSBuzz - Social Media Club

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PRESIDENTIAL ADDRESS



Dear NSB Family,

Welcome to the inaugural issue of the "NSB Chronicles - Monthly Newsletter!" As we embark on this exciting journey together, I want to take a moment to reflect on the incredible spirit of teamwork and unity that defines our campus life. Each event we organize, every success we celebrate, is a testament to our collective effort and passion.

From our recent intercollegiate competitions, where our teams showcased their skills and determination, to the countless talents of our fellow students who inspire us every day, we are stronger together. Remember, it's not just about individual achievements; it's about the bonds we forge and the support we lend one another.

Our institution's vision emphasizes collaboration and growth, encouraging us to uplift each other as we pursue excellence. As you read through this newsletter, let it inspire you to engage, share your stories, and contribute to our vibrant community.

Together, let's celebrate our accomplishments and look forward to the exciting events on the horizon!

Here's to unity, growth and an amazing year ahead!

Warm Regards,

Dr. S.R. Sridharamurthy
President, NSB Bangalore

MESSAGE FROM THE DIRECTOR



Dearest NSB Family Members,

It is with great pride and enthusiasm that I introduce the inaugural edition of NSB Chronicles Bi-monthly Campus Newsletter. This will serve as a window through which you can peer into the vibrant life at NSB Bangalore.

The launch of this newsletter is a significant step in fostering a deeper connection among our students, faculty, staff and stakeholders. It will serve as a window into the dynamic life of our campus, from academic excellence to extracurricular triumphs and everything in between.

At NSB Bangalore, we lay trust in the fact that education goes beyond textbooks and classrooms. It is shaped by experiences, collaborations, and shared victories in the learning spaces and outside.

I would like to take this opportunity to commend the efforts of the Social Media Club. In this edition, we highlight remarkable student success stories, celebrate the students who won laurels at the intercollegiate competitions and showcase talents that continue to inspire us at the NSB campus and beyond. Moreover, you will find updates and reports on our International Conference on Sustainable Practices, International Immersion Programs and International Exchange Programs that provide our students with immense global exposure.

In many ways, NSB Chronicles embodies the core values we cherish at NSB - collaboration, excellence and innovation. As we move forward, I encourage every member of the NSB community to actively contribute to and engage with this platform. Let's ensure that it not only informs but also inspires.

I wish this new beginning the very best and a future filled with great learning and delight!

Warm Regards,

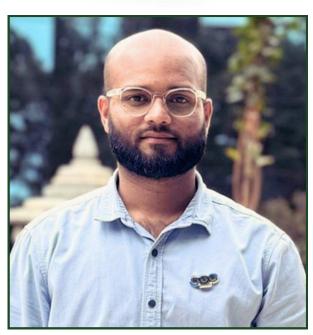
Dr. Srinidhi K. Parthasarathi Director, NSB Bangalore

EDITOR-IN-CHIEF

Dear Readers.

It gives me immense pleasure to welcome you to the very first edition of NSB Chronicles, our new bi-monthly campus newsletter. This initiative is a reflection of the vibrant spirit that flows through the corridors of NSB and I couldn't be more proud to see this come to life.

At the heart of NSB Chronicles is a dedicated and talented group of students from NSBuzzz - Social Media Club, whose enthusiasm and creativity have shaped this newsletter. They've poured their energy into bringing you a window into the exciting events and achievements within and outside our campus. I truly believe that this newsletter is not just about sharing news — it's about celebrating our



community, highlighting our growth and reinforcing our identity. I want to take a moment to express my sincere gratitude to each and every member of the Social Media Club. You are the backbone of this newsletter.

It's often said that "Teamwork makes the dream work," and you've proven that. As a team, we've set goals, worked through challenges and have come out stronger and more unified. Just like pieces of a puzzle, each of you has brought something unique and irreplaceable to the table. Let's keep buzzing with new ideas, passion and innovation!

To our readers, thank you for taking the time to engage with this first issue. Your attention and interest fuel our motivation to continue delivering quality content and insights into the life at NSB. We hope that each edition brings value to you and we look forward to hearing your thoughts, suggestions and feedback. After all, this newsletter is as much for you as it is about us!

Here's to many more editions, many more stories and to the incredible teamwork that will make this newsletter a success. Thank you for being part of this journey. Our club is committed to keep you engage with regular newsletters and through our <u>NSB TV(Click to watch)</u>.

Happy reading!

Kind Regards,

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NSBuzz - Social Media Club

Introducing NSBuzzz - Social Media Club | A.Y. 2024-25 Showcasing NSB to the World



MEET OUR TALENTED STUDENT TEAM



> Unleashing the Superpower: India's Journey to a \$35 Trillion Economy

With India's GDP estimated to hit \$30-35 trillion by 2047, the country is well on its way to becoming a global superpower, thanks to a young population, an expanding middle class, a thriving digital economy, and its focus on sustainability. The country, however, must address several challenges and successfully navigate emerging geopolitical tensions to achieve the vision for 2047.

India's Rs 65-lakh crore consumer market set to skyrocket, eyeing top 2 global spot in the next two decades

India's Rs 65-lakh crore consumer market is on track for exponential growth, aiming to secure a top 2 global position within the next two decades. Driven by rising incomes, urbanization and a booming middle class, this surge positions India as a major player in global consumption, presenting vast opportunities for businesses and investors eyeing the expanding Indian market.

India hub driving global AI innovation; new campus plans on track: SAP Labs

SAP Labs India, the largest R&D hub for the German software maker outside its headquarters, is focused on driving global AI innovations. Managing Director Sindhu Gangadharan announced plans for a new campus in Bengaluru, with the first phase already under construction. This phase, costing €80 million, is expected to be completed by Q2 2025, marking a significant expansion for SAP in India.

➢ Get set for India's biggest ever IPO as Sebi greenlights Hyundai Motor Co's issue of around \$3 bn; launch likely in October

South Korean auto giant Hyundai Motor Co's Indian arm Hyundai Motor India Limited is one step closer to launching its proposed initial public offer of around \$3 billion, with market regulator Sebi giving the go ahead for the mega issue. If the listing plans fructify, this deal, a pure OFS or offer for sale by the promoter, would be India Inc's biggest-ever IPO and beat the earlier record set by state-owned LIC's \$2.7 bn listing in 2022.

◆ WELCOMING CLASS OF 2024-26



The NSB campus was filled with enthusiasm as the fresh batch of students joined the family for the 2024-2026. Over academic year four action-packed reporting days, eager freshmen, accompanied by parents. navigated induction formalities. stepped onto the campus, nervous energy filled the air.

Wide-eved state-of-the-art students scanned infrastructure and vibrant atmosphere. while smiling faculty members newcomers, easing their anxiety. During the whirlwind registration process, our social media team captured the aspirations and motivations of the fresh faces. When asked why they chose NSB, responses ranged from "exceptional faculty" to "falling in love with the campus" after seeing photos. Parents shared their sentiments, too.



We're thrilled to see our child take this significant step. NSB's reputation for excellence reassures us.

INDUSTRIAL VISIT



1.VRL Logistics

At NSB, growth and experiential learning go hand in hand. Our MBA cohort 2023-2025 recently concluded successful industrial visits, with one batch visiting VRL Logistics and the other Rittal India Pvt. Ltd., both in Bangalore.

These experiences highlight how our institution not only educates but also provides invaluable hands-on experience. Visits to thriving companies further fueled our student's passion for knowledge. As we continue to grow, so does our commitment to preparing students for real-world success.



STUDENT CLUB ACTIVITIES

LOGISTICS CLUB

The Logistics Club recently hosted two insightful webinars on sustainability in logistics, featuring Dr. Brenda Nansubuga from Linkoping University, Sweden, and Raunak Raj, Founder of "Move A Box." Dr. Nansubuga shared sustainable logistics practices and the role of shared mobility in a greener future, while Mr. Raj provided entrepreneurial insights on running a logistics business, discussing strategies, challenges, and opportunities in the sector. The sessions were highly engaging, with students actively participating in discussions and gaining valuable knowledge from both speakers.



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MARKETING CLUB

The Marketing Club recently held an exciting pitch competition where members presented creative marketing ideas for a new pizza concept. Teams developed innovative campaigns, including logos, social media strategies, and community partnerships, to build a strong brand identity. The event was a great success, highlighting both strategic and creative marketing skills.

HR CLUB

On September 14th, 2024, the Yukti-HR Club hosted an engaging Case Study Visualization event in the Seminar Hall. Participants tackled complex HR scenarios through interactive case studies, enhancing their understanding of HR management and honing their critical thinking skills. The event fostered active discussions and encouraged innovative solutions to real-world HR challenges, while also providing a valuable networking opportunity with fellow HR enthusiasts and industry professionals.



ADVENTURE CLUB

On August 17, 2024, NSB students, accompanied by faculty, embarked on an exhilarating cycling expedition to Chikkatirupati, covering an impressive 50 km round trip. The journey, led by Prof. Sridhar M., was filled with excitement, camaraderie, and the spirit of adventure. As they pedaled through scenic landscapes and peaceful views, the participants bonded over their shared passion for fitness and exploration.

STUDENT CLUB ACTIVITIES

ENTREPRENEURSHIP CLUB

On September 14, 2024, NSB Bangalore had the privilege of hosting Mr. Venkatanarayan D, CFO of Elior Technologies, for an insightful guest lecture on **Fundraising in Startups**. MBA benefited from his extensive students experience in financial strategy and startup ecosystems. He shared valuable insights into the complexities of securing funding, understanding investor expectations, and navigating the financial challenges that startups face in today's competitive market. This engaging session empowered students with practical knowledge on financing their entrepreneurial ventures, further enriching their business acumen.



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SAHAAY - CSR CLUB

The Sahaay-CSR Club organized a meaningful workshop titled "Changing the Narrative on Suicide" on 14 Sep 2024. The event focused on raising awareness about mental health and the importance of self-love. Participants were oriented on how to provide Psychological First Aid to individuals experiencing mental distress, empowering them to support others in times of need.

The session was a step toward breaking the stigma around mental health and fostering a more empathetic and supportive community.

PARTNERSHIP WITH WADHWANI FOUNDATION

NSB Bangalore is proud to announce our partnership with Wadhwani Foundation to support and inspire student entrepreneurs through their Ignite Program!

At NSB, we believe in nurturing creativity and guiding the next generation of business leaders to shape the future with confidence. With this strategic partnership, we're ready to guide the next generation of innovators and business leaders!



A GLORIOUS CELEBRATION OF 78 YEARS OF INDEPENDENCE





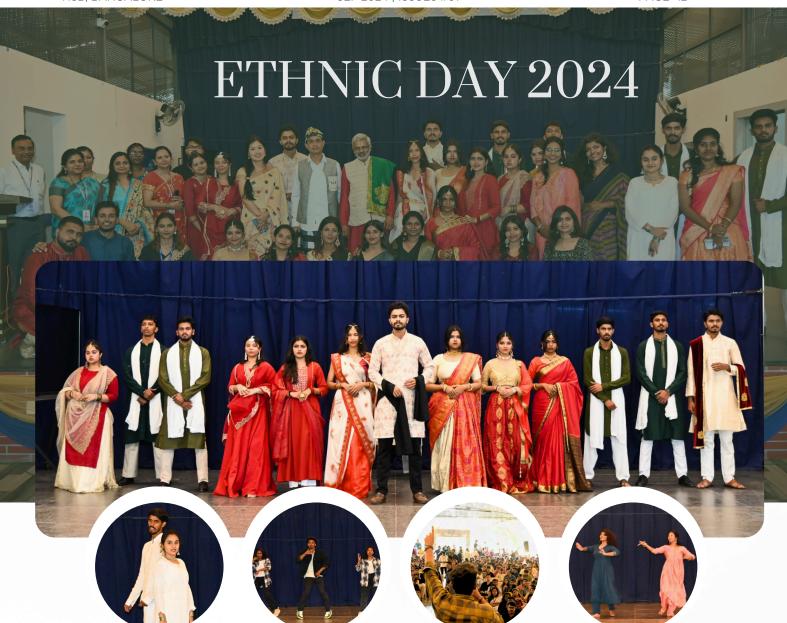
The NSB, Bangalore, commemorated the 78th Independence Day of India with a grand celebration on August 15, 2024.





The event was a testament to the spirit of patriotism and unity that pervades the institution. The celebrations began with a vibrant flag-hoisting ceremony. The national flag was unfurled amidst the enthusiastic cheers and patriotic songs of the students, faculty, and staff. Distinguished guests graced the occasion, adding to the solemnity of the event. Following the flag-hoisting ceremony, a cultural program was organized to showcase the rich diversity of Indian culture. Students presented captivating performances, including traditional dances, patriotic songs, and skits. The performances highlighted the country's heritage and the contributions of its freedom fighters. The 78th Independence Day celebration at NSB, Bangalore, was a memorable event that reinforced the spirit of

patriotism and national pride among the students and staff. The institution's commitment to celebrating India's cultural heritage and fostering a sense of unity was evident throughout the day.



NSB campus was transformed into a vibrant tapestry of colors, cultures, and traditions as students from diverse backgrounds came together to celebrate Ethnic Day. This joyous event showcased the rich cultural heritage of India, with students proudly donning traditional attire from various states.

Students from the North wore elegant Kurtas, Saris, and Lehengas, while those from the South sported stunning Kanjeevarams, Kasavu Sarees and Dhotis. The East was represented with exquisite Bengali Tant Sarees, Assamese Mekhela Chadors and Odia Sambalpuri Sarees.

Meanwhile, the West shone with vibrant Gujarati Chaniya Cholis, Rajasthani Bandhani dresses and Maharashtrian Navvari Sarees.

Leading by example, our President, director, faculties and the staff also embraced the spirit of Ethnic Day by wearing stunning traditional outfits, highlighting the importance of cultural diversity and inclusivity. The atmosphere was electric, with students enthusiastically sharing stories about their cultural traditions and customs. The air resonated with laughter, music, and chatter as friends and classmates admired each other's attire. The celebrations extended to the stage, where talented students showcased their skills through captivating dance and singing performances. Group and solo acts mesmerized the audience with renditions of folk songs, classical dances and contemporary fusion acts.

GANESH CHATURTHI CELEBRATIONS A JOYFUL TRIBUTE





NSB college reverberated with devotion and festivity as the community came together to celebrate Ganesh Chaturthi. The festivities commenced with a solemn puja ceremony, graced by our President Dr. S.R. Sridharamurthy, Director Dr. Srinidhi K Parthasarathi, Dean-Administration Dr. A.V. Rao along with the esteemed faculty & staff members. The elegantly decorated pandal, adorned with flowers and lights, set the tone for an enchanting evening.

As the evening drew to a close, the divine Prasad was distributed amona students and faculty. symbolizing the blessings of Lord Ganesha.



As the sun began to set, the atmosphere transformed into a vibrant cultural extravaganza.

Students from various departments showcased their captivating dance and singing talents through performances, skits, and instrumental renditions. The crowd swayed to the rhythms of classical fusion group

performances and soulful songs. The air resonated with chants of "Ganapati Bappa Moriya" as everyone reveled in the spirit of the occasion.

CELEBRATIONS

The sweet aroma of modaks and laddus filled the air, leaving everyone with a sweet memory of the celebration. Ganesh Chaturthi at NSB was truly a celebration of faith, culture and community.

ONAM CELEBRATION











From the flower carpets to the festive feast, we embraced the spirit of Onam with full hearts and smiles!

NSB organized a vibrant Onam celebration on 17 September 2024. The event was a testament to the rich cultural heritage of Kerala and showcased the enthusiasm and talent of our students. The festivities commenced with a captivating Pookalam competition, where teams of students meticulously crafted intricate floral designs. The vibrant colors and artistic expressions of the Pookalams created a stunning visual spectacle. The winners were awarded prizes for their creativity and skill.

 \mathbb{CSR}

FUNDRAISING CAMPAIGN-WAYANAD FLOODS





Unity in Action!

We are proud to announce that our CSR club, Sahaay, has raised ₹275,000 for the Wayanad Relief Fund! In a special ceremony, our student coordinator Dhruvan (MBA 2023-25) handed over the funds to Honourable Minister MB Rajesh, alongside MP, MLA, and the District Collector.

A heartfelt thanks to our leaders, President Dr. S.R. Sridharamurthy and Director Dr. Srinidhi K. Parthasarathi, for their invaluable guidance. Special appreciation to Prof. Anita for her unwavering support. Our students' dedication proves the strength of unity and social responsibility. Let's continue to make a positive impact.





INTERNATIONAL CONFERENCE

"SUSTAINABLE PRACTICES IN RAPIDLY CHANGING BUSINESS SCENARIOS"

The recent International Conference on "Sustainable Practices in Rapidly Changing Business Scenarios", which has headed by the Dean of Administration Dr. A. V. Rao, held from 18th to 20th September 2024. This remarkable event, preceded by a workshop on "Multivariate analysis using SPSS and AMOS". Students & Research scholars from across regions have actively participated in the workshop which was conducted both offline and online.

The conference attracted over 200 participants globally. Our students and participants were not only engaged but also profited immensely from the insights of industry leaders like Mr. Chella Pandian Pitchai, AVP Global Head, Biocon Biologics Ltd., Bangalore, Mr. Harsha Malligere, General Manager EHS & Sustainability, Page Industries Ltd., (Jockey) and Mr. Biju Sivakumar, CEO, Navio shopping, Mumbai. As our instituion grows, we continue to strengthen the bond between students and faculty, ensuring mutual benefits in knowledge, research and global exposure. Together, we thrive!











EAGLES UNBOUND





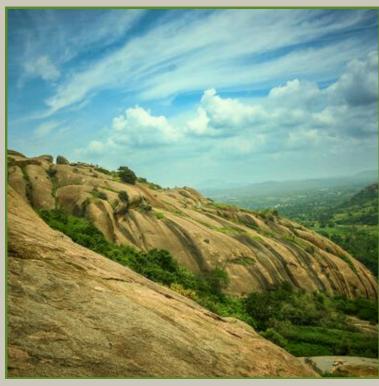


In August 2024, the cohort 2024 of NSB went on an exhilarating adventure trip to Eagles Unbound Adventure Camp near Kanakapura as part of their orientation program. This outdoor retreat was packed with activities like trekking, zip-lining and teambuilding exercises that helped students step out of their comfort zones and build lasting connections with their peers. The trip not only challenged their limits but also fostered teamwork, resilience, and a strong sense of community—values that will guide them through their journey at NSB.



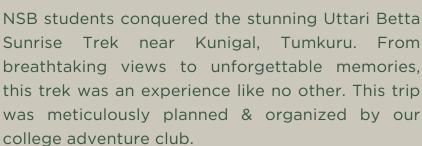


TRIKKING TO UTTARI BETTA











PLACEMENT HIGHLIGHTS

During August and September 2024, many of our talented students at NSB Bangalore successfully secured placements with top-tier organizations, marking a significant milestone in their professional journeys. These placements with leading companies reflect not only the hard work and dedication of our students but also the quality of education and industry-relevant training they have received at NSB.











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NSB BANGALORE HAS BEEN RECOGNIZED AMONG THE 'TOP 10 PROMISING COLLEGES FOR LOGISTICS & SUPPLY CHAIN MANAGEMENT PROGRAMS' BY THE HIGHER EDUCATION REVIEW 2024!



Presents



NSB BANGALORE

Recognized as

COLLEGES FOR LOGISTICS & SUPPLY CHAIN MANAGEMENT PROGRAMS

For its exceptional academic expertise, capability to adapt to the evolution of educational field and transformational impact on students' career.



Mary Janifha Evangeline
Assistant Managing Editor

STUDENT SPEAKS

66 I am writing to convey my sincere thanks for the wonderful opportunity to take part in the student exchange program in the university of Deusto, Spain. This experience has been transforming and enriching, providing priceless insights and learning opportunities that have been extremely helpful in my academic and personal development.







NSB focus on experiential learning helped me develop the skills I need to succeed in the job market. The opportunity to network with professionals and alumni further prepared me for my future career. Thanks to the support from NSB's president, I was accepted into my dream program at Mercer University, USA. I am confident that the skills and knowledge I gained at NSB will allow me to excel there and represent my Alma mater proudly.

P.V. Gaurav Sharma, Cohort 2021-23



66 I'm thrilled to share with you that I have successfully obtained my passport with a French visa, which would not have been possible without your recommendation and endorsement. Your guidance and the opportunities provided by the college have been instrumental in helping me achieve this important milestone. I'm eager to represent INDIA and our Institution positively during my time in France.I'm expressing my deepest gratitude for the lifetime opportunity you provided me to study at Excelia Business School in France.

Trishul Igoor, MBA 2023-24

66 NSB provided me with this opportunity to study in International Exchange Program. It has been almost three months since I have been in Ajman, and studying and enjoying life in UAE is fantastic. The student life at NSB is fascinating, they provide suitable facilities, and the beauty of NSB's Infrastructure is another best part. NSB Academy is the best choice for MBA students. They give their best to support and develop students.

Padma P, MBA 2021-23



OFF-CAMPUS HIGHLIGHTS

Celebrating Excellence: Our Recent Triumphs



NSB Bangalore Students Excel at Infinito Management Fest!

Our students of MBA Cohort 2024-26 for their outstanding performance as runner-up in Valor (Finance Event) at Infinito Management Fest 2024 organized by Presidency Business School on 25/09/24! Your financial acumen and teamwork shine bright!

Students Shine at ASTHRA 2024!

Our MBA and BBA students have once again demonstrated their excellence by dominating ASTHRA 2024. Their exceptional performance showcased their talent, dedication, and competitive spirit.



NEWSTACULAR NEWSTACULAR

NSB Bangalore Students Win Best Reporting Team at Newstacular!

Our MBA Cohort 2024-26 students have once again demonstrated their excellence by winning the 'Best Reporting Team' award at the Newstacular Event, organized by SIBM, Bengaluru on September 9th, 2024. This recognition is a testament to their exceptional skills in press reporting and analysis.

NSB Bangalore Shines at Infosys Springboard Summit

NSB Bangalore was proudly represented at the Infosys Springboard Summit, where attendees participated in an insightful session by Pramod Varma, former Chief Architect of Aadhaar and India Stack. The summit offered valuable industry insights, reinforcing NSB's commitment to staying connected with leading innovators.



INTER COLLEGE EVENT DHAKSHA DHARA



Participation of Our NSB students at the events Daksha Dhara and Infusion at Padmashree Institute of Management and Sciences (PIMS) and Atria Institute of Technology (AIT) respectively.

Students of NSB participated in the above two events and came out in flying colours. While the students at AIT put up good shows and most of the teams reached Finals, the students at PIMS did a great job and won many prizes. The students won awards in both Curricular and Co-Curricular Activities.

First place in sutra (fashion in passion), Anshin Nexus (Business Plan) and Samsiddhi (Marketing) events. Second and third places in Daksha Prabandhak (Best Manager) and Anshin Nexus (Business Plan) respectively.



NSB STUDENTS INVITED TO YOUNG LEADERS SUMMIT' @ IIM BANGALORE

Our students had participated in the Young Leaders Summit (YLS) at IIM Bangalore, where they engaged with industry experts and like-minded peers. The three-day event was a blend of knowledge-sharing and networking, highlighted by interactions with industry leaders such as the CEO of Myntra and the Marketing Head of Zepto.

This summit was more into practical insights of corporate world, particularly in marketing domain.

It was an enriching experience for all involved. Our students Alolika P. from 2nd Semester 2023-25, along with her teammates, has emerged as the winner in the Case Study Competition conducted by IIM Bangalore.







NSB PRESIDENT ATTENDS USSEC CONVENTION AT MUMBAI









Our esteemed President, Dr. S.R. Sridharamurthy, recently attended a high-profile USSEC convention at

the iconic Taj Mahal Palace in Mumbai. Honored by the presence of the Honorable Governor of lowa State, USA, the event highlighted our President's impactful contributions. Sharing his experience, Dr. Sridharamurthy reflected, Staying at the Taj Mahal Palace, a 120-year-old symbol of legacy and pride, was a dream come true. The experience filled with emotion and sentiment.

INSPIRATIONAL NUGGETS

Success is not the key to happiness. Happiness is the key to success. If you love what you are doing, you will be successful.

- Albert Schweitzer



Education is the most powerful weapon which you can use to change the world.

- Nelson Mandela



To be successful, you have to have your heart in your business and your business in your heart.

- Thomas Watson Sr.



TIPS: STAYING SAFE IN THE DIGITAL AGE

As technology continues to advance and transform our world, cybersecurity has become a critical priority for everyone. With increasing threats online, individuals and organizations alike must equip themselves with the knowledge and tools to safeguard personal and sensitive data from cyberattacks.

Cybersecurity: A Universal Responsibility

As the digital landscape expands, cyberattacks pose serious risks, leading to financial losses and damage to reputations. In today's world, understanding cybersecurity is essential for everyone, from professionals to everyday users. By staying informed and proactive, we can protect ourselves from these rising threats.

Collective Efforts in Promoting Cyber Safety

Across various fields, individuals are taking charge in promoting cybersecurity, organizing initiatives to raise awareness about digital safety. By working together and building support networks, people are creating a culture of cyber awareness that benefits all.

Practical Tips to Stay Safe in the Digital World

Here are practical tips for protecting yourself online:

- **Use Strong, Unique Passwords:** A password manager can help generate and store secure credentials.
- Enable Two-Factor Authentication (2FA): Adding an extra layer of security can reduce the risk of unauthorized access.
- **Regular Software Updates:** Keep operating systems and antivirus software updated to address vulnerabilities.
- Be Wary of Phishing Attempts: Avoid clicking on suspicious links or downloading attachments from unknown sources.
- **Educate and Share Knowledge:** Spread cybersecurity awareness to help create a safer digital environment for everyone.

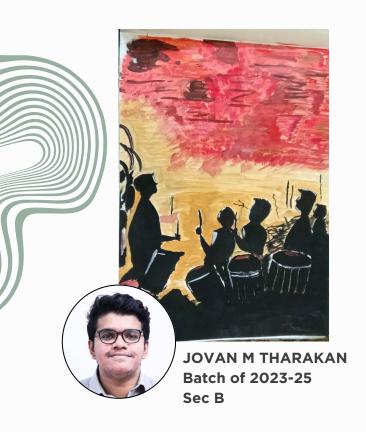
The Role of Everyone in Cybersecurity

People from all walks of life contribute to cybersecurity by bringing diverse perspectives and skills to the table. By staying informed, taking precautions and fostering collaboration, we can all play a part in protecting the digital space from cyber threats.

In a world driven by technology, cybersecurity is a shared responsibility. By adopting proactive measures and staying vigilant, individuals can help create a safer, more secure digital future for all.

Tapas Kumar SahooDigital Marketing Executive

STUDENT TALENTS











TEAM NSB CHRONICLES











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NSA Chronicles



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