



# IFIM Institutions

The Best Industry Connect

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# Face to Face

Monthly eNewsletter

IFIM Family Welcomes the 23<sup>rd</sup> PGDM Batch





## IFIM Business School 23rd PGDM Batch Inauguration

IFIM Business School kicked off the new academic year and welcomed the 23rd batch of its PGDM students during the student induction ceremony held in Bangalore. The event saw the fresh batch of students being introduced to IFIM's vision to shape careers and nurturing them for a future of entrepreneurship. Mr. Harish Bijoor, CEO, Harish Bijoor Consults Inc, inaugurated the program as chief guest and the session was addressed by Dr. Abhishek Nirjar, Director- IFIM Business School.

This year was again a record year in terms of the number and quality of students who were admitted. The institute also had taken various innovative measures to make the students highly-ready for absorption by industry. Speaking about the placements, Dr. Abhishek Nirjar, Director- IFIM Business School, said, "We are proud to share that this year too we have seen a 100% placement at our college in a record time where the highest package being Rs. 15 lacs. Recruiters who hired in plenty are Citi Bank, Dell India, KPMG, American Express, Oracle India Pvt. Ltd., Mindtree and Nestle."

Elaborating on the initiatives taken by the institute for the new batch, Dr Nirjar said, "As part of our vision to create socially-responsible and continuously-employable learners, we had a series of innovative initiatives like Industry Internship

Program, Social Immersion Program and Mentorship Program which helped shape our learners over the two years. Our endeavour is to continue to deliver our best through our advanced curriculum and newer initiatives," addressing the students he said "You are all setting up on a two year journey. We are here to ensure your objective is reached. The path to success is discipline and we will do our best to give you the best. The future is in your hand, we are just facilitators."

Giving out some words of wisdom, Mr. Harish Bijoor said, "We live in an age of disruption and it is the only way the future is going to pan out. You are all going to be called 'disruptionist managers'. Do not look at disruption negatively, embrace it. The future need is in systems specializing in data, process and automation and that is what you will learn. So have a great two years, all the best."

The batch of 2017-2019 consisted of students from diverse backgrounds comprising 23 states along with students from two other countries. The inaugural ceremony concluded with a closing note by Dr. Samir Ranjan, Dean, Academics, IFIM Business School, who stressed the futuristic thinking of IFIM Business School while giving words of encouragement to the students.



## Milan 2017

IFIM's annual alumni meet, Milan 2017, turned out to be a memorable event. Special thanks to THE IMPROV for adding unlimited fun to the event and to all our alumni for making Milan 2017 a great success.



## IFIM Business School and IFIM College participate in DH Metrolife Fashion Show

Fashion is life and just like life, you must always express your feelings freely'.

This seemed to be the mantra at the South Zone preliminaries of the seventh edition of 'Deccan Herald Metrolife Fashion Show', presented by TRENDS, which was held at NMKRV College for Women, Jayanagar.

GIBS Business School, Symbiosis Institute of Business Management, IFIM Business School and IFIM College were among the few that combined drapes and saris with western wear to showcase offbeat garments.



## IFIM Business School- NASSCOM Tie-up

IFIM Business School, a leading private B-School in Bangalore, has partnered with NASSCOM SSC to become their first Licensed Training Partner (LTP) in Karnataka.

This strategic alliance between NASSCOM and IFIM Business School aims to offer Associate Analytics, Junior Data Associate and Associate Recruitment courses to all graduate students as an add-on course to enhance their employability skills primarily in IT/ITes Sector. IFIM will follow the curriculum and course content developed by NASSCOM which will further assess and award certificates to the successful candidates along with IFIM via NSDC's SDMS (Skill Development Management System).

The offered training programs are positioned at level 7 in National Skill Qualification Framework (NSQF), which is a post graduate level. IFIM, through this association is all equipped and committed to train 10,000 students and professionals across state. Educational institutions can sign up with IFIM Business School to get their faculty and students trained and certified in turn jointly by NASSCOM and IFIM.

While talking about the MoUs Dr. Sandhya Chintala, Executive Director, SSC NASSCOM & Vice President, and NASSCOM said, "Enabling students with both the foundational and high end requirements of Data Science and Big Data Analytics is strategic move for IFIM. These QPs will enable students to deal with huge volumes of unstructured and structured data, capturing and warehousing data in ingenious ways, combining them with

statistics, mathematics, programming, problem solving etc. This will provide them with the ability to look at things differently and analyze insights which can lead to better decision and strategic business moves; assets that demand cost-effective, innovative forms of information processing that enable enhanced insight, decision making, and process automation. We congratulate IFIM in this endeavor, to enabling this umbrella of techniques for candidates under its care."

In line with this Mr. Sanjay Padode, Secretary CDE, IFIM Institutions, expressed his happiness on the association and added that "It is one of the milestone in the IFIM history and can be looked at strategically from IFIM's view point".

Dr. Abhishek Nirjar, Director IFIM Business School, further added "The Indian education ecosystem has been experiencing a continuous shift. In order to meet the industry demands, we have collaborated with NASSCOM to bridge the skill gap in the analytics domain. The Institute has a dedicated Center of Excellence in Analytics and an IBM analytics lab, equipped with latest s/w. Having immensely experienced and skilled faculty with right mix of corporate and academia, the Institute has a proven excellence in offering courses on Business Analytics and Big Data. By associating with NASSCOM, it will help us to create a sustainable industry-ready talent pipeline by scaling quality capacity, to enhance employability at all levels."

## IFIM Business School's 21st Convocation Ceremony

IFIM Business School witnessed its landmark celebration with its 21st Annual Convocation held at their campus. This year saw 169 students of the 2015-17 batch receive their post-graduate diplomas in the presence of Mr. Kamal Bali, President and Managing Director, Volvo Group India Pvt. Ltd, along with Mr. VB Padode, Chairman - Centre for Developmental Education (CDE) Society and Sanjay Padode, Secretary (CDE).

Mr. Sanjay Padode, Secretary, Centre for Development Education welcomed the guests and congratulated the graduating students. "As the employment industry is ever evolving with room for improving quality and profitability standards, the eligibility criteria of hiring people also keeps changing. Organizations now look for the skills and experience of an individual, while also keeping the students' grades as a benchmark. The onus now lies on the Institute to adapt to teaching methods that encompass industry exposure through live research projects, internships and personality enhancement activities. Only then will educational institutions prove their worth by creating job ready professionals," he said.

Chief Guest Mr. Kamal Bali said, "I am glad to be part of this ceremony where I see great enthusiasm in young minds. This enthusiasm along with innovation is the key to success.

Innovation led to the growth of businesses which acted as a differentiator between the developed world and the developing world. A good framework of regulations gave rise to an idea-led market, which in turn provided a platform for innovative digital companies to grow. The Government's vision to shape a new, confident and aspirational India which is going to be led by youth, requires advanced skill training and education.

The technological progress in the past three decades is phenomenal and the future of the country is largely dependent on young Indians taking over the reins of this transformational journey. The youth must realize their opportunity, power and responsibility and each one of us are capable. Through calculative risks and creativity, we can achieve the complete utilization of talent in the country."

The convocation was also attended by dignitaries from the corporate world, the Board of Governors of IFIM, the alumni of the Institute and proud parents of the graduating batch, which included both regular and executive PGDM students. The convocation concluded with celebration by the graduates who are ready for a new start of professional life and their proud parents.



## EPSI petition to waiver GST from educational services by IFIM Law College and Kritika Padode

Calling out to stakeholders of higher education institutions across the country, a group of like-minded people led by the members of the management of a leading educational group from the city have decided to launch a campaign seeking the government's attention to auxiliary services being taxed at Higher Educational Institutions (HIEs), between 5, 12, or 28% towards operational, developmental and maintenance costs.

As auxiliary services including catering, housekeeping, transportation for students and faculty and even costs in the light of development fees, and costs for arranging examinations and such were exempted from the tax regime, when HIEs were brought under the tax regime in 2014, institutions are now urging the Central government to continue that, even after the rollout of Goods and Services Tax.

"The decision of the finance ministry to tax outsourced services in HIEs according to the GST scheme is in turn forcing the managements to implement a hike in the fee structure to neutralize the extra expenditure that comes upon them," said Kritika Padode, Member of Centre for Developmental Education, IFIM Institutions, who is spearheading the campaign.

"Two months down the line, there has not been any response to this which led to such an online campaign stemming out," asserted Ms Padode. Emphasising on the importance of the government acknowledging the demands, she added that HIEs (including those run by the government) would otherwise be

forced to compromise on the quality of educational infrastructure and facilities provided to cope with the budget, which would have a serious impact reflecting on the quality of students graduating into the industry.

T.V. Mohandas Pai, Chairman, Manipal Global Education, ascertained that the government should keep their promise of not bringing education and health sectors under the tax scanner. "It is high time that the government realise that educational institutions, be it schools or HIEs come under the same social sector and is not a business. When schools were considered and exempted, the government had to give the same consideration to HIEs as well, which would have avoided such a situation," he said. The petitioners are at the moment planning to file a Public Interest Litigation on behalf of all HIEs, students and parents across the country and have submitted an open letter to the authorities concerned.

Earlier in June, Education Promotion Society of India (EPSI), a nodal agency which represents more than 3,500 private colleges in the country, had taken a delegation of chancellors, vice-chancellors and educationalists to the Union Finance Ministry demanding the same. According to EPSI, the fact that the problem would have equal impact on HEIs and varsities (both private and public) was emphasized then which led to ministers Arun Jaitley and Santosh Gangwar assuring a sympathetic consideration to the demand.

## IFIM Law College Orientation Program

The orientation program for the BB.A., LL.B. batch 2017-'22 kickstarted successfully at the IFIM campus. Chief Guest Ms. Ekta Bhal delivered an enlightening speech on the importance of facts in a lawyer's life and also spoke about the key skills that are crucial for building a successful career in Law.



Mr. Krishna S Dixit, Associate Solicitor General of India, addressed the students of IFIM Law College during the orientation programme with an excellent speech on "Ace-ing a Career in Law"



## Freshers Business Challenge Competition (FBCC)

Freshers Business Challenge Competition (FBCC) was hosted by IFIM Entrepreneurship Cell to instil the spirit of entrepreneurship in the students of PGDM 2017-19 batch. Dr. Harish Pant, Director, Hampson Industries Private Limited distributed the prizes to the participants.



## IFIM CSR Committee organised 'SEWA SANDWICH'

IFIM CSR Committee organised 'SEWA SANDWICH' activity to help the new volunteers understand the joy of giving. The CSR team visited the village near the hostel and distributed 251 sandwiches. Ms. Kalpana Padode, MD, Home Catering Services Pvt Ltd, sponsored this event.



## Guest Lecture by Praveen Bose

Mr. Praveen Bose, from Brand-comm - Branding, Public Relations, Digital Marketing, delivered a guest lecture on A Day in a Reporter's Life to the students of B.A. Journalism.



## IFIM Business School's 12<sup>th</sup> International Conference, Convergence focused on the need of growth driven actions in all spheres to have a sustainable future

IFIM Business School, Bangalore held its two day International Conference, Convergence on the 15<sup>th</sup> and 16<sup>th</sup> of September. The event themed 'Management 2022: Growth and Sustainability Challenges', comprised of a series of plenary sessions and paper presentations.

Sanjay Padode, Secretary, Centre of Development Education, in his introductory address emphasized on the transformation that our country is going through today which will be a remarkable step in the development of India. "Be it economically, socially or technologically, innovation is the key to every form of growth. This innovation will be brought by the young minds of this nation who are now in their growth phase. Hence, this is a crucial time. With the right ecosystem build around them, they will grow with the potential that many cannot predict."

During the keynote address, Mr. Ramesh Krishnan, CEO, India and Head of MESA, Parkway Pentai, IHH Healthcare, Singapore said, "Growth and innovation are two terms which have played an essential part in my journey. I have travelled from being an engineer to moving to MBA, then healthcare, and now mergers and acquisitions. At each stage, I realized that innovation begins from the self. If you don't constantly grow and innovate, you cannot have a lasting impact in your life, in the larger community and the nation as a whole. Youngsters need to feel that 'Aha' moment of life which comes when you feel the growth in life."

Members of the panel discussion included Rama N.S, CEO ELCITA, Dr. Ashwini Kumar Sharma, Former Director General, NIELIT, Pankaj Mishra, Executive Director (Global IT Sourcing), Sony Pictures Limited and Gururaj Deshpande, Vice President and Head Bangalore Development Centre, Infosys on the topic of Innovation as a Growth Driver: Challenges and opportunities. Speaking on the challenges of the entertainment industry,

Pankaj Mishra, Executive Director of Sony Pictures emphasized on how the new players like Netflix and Amazon have built an empire in the industry which was ruled by a handful of players for about 20 years. "Sony has seen all ups and downs of the entertainment industry and yet managed to keep a strong name because it believed that innovation has to go hand in hand with time."

The papers presented were based on the tracks of Innovations in Finance, The Future Marketing, Emerging Trends in Technology and Business, Challenges in Supply Chain Management and Logistics and Strategy, Innovation, Entrepreneurship and Corporate Ethics.

## IFIM College launches PG programs – MBA and M. Com in September 2017

IFIM College, Affiliated to Bangalore University and accredited with grade 'A' by NAAC, offers education which focuses on academic rigor and overall personality development. The college fosters an atmosphere of intellectual vigor and moral rectitude in which the youth may find their fulfillment and achieve greatness as eminent citizens. With a campus strategically placed in Electronics City, Bengaluru, one of India's largest Electronic industrial parks, IFIM College bridges the gap between classroom learning and practical experience, thereby creating business-ready corporate professionals.

In September 2017, IFIM College successfully launched PG programs – MBA and M. Com., affiliated to Bangalore University. Both programs are two-year, full-time courses. The Master of Business Administration (MBA) program is an internationally accepted master's level degree that imparts a strong theoretical

foundation in business concepts. Besides imparting managerial knowledge, it provides practical opportunities via internships, group assignments and individual projects to test what students learn in the class by building core skills in the areas of management and leadership.

The Master of Commerce (M. Com.) program at IFIM is designed with a strong professional focus. The University courses are delivered with module extensions including work based skills and integrated with practical learning through industry interactions. The program offers students to collaborate with the faculty on research projects. During the two year program students are prepared for careers in Banking, Insurance, Financial markets, Accounting and Academics.



## Mentoring Orientation

Mentoring is a symbiotic and synergetic relationship with mutual benefits. The essence of mentoring is a sustained human relationship that helps young professionals at IFIM Business School, gain from diversified experiences, wisdom and knowledge provided by industry leaders. Mentoring fosters a sense of bonding that builds reciprocal relationship over the period between mentors & mentees. The Corporate Mentor Orientation Meeting for the new academic year was held on Saturday, August 19, 2017 at the IFIM campus.

The meeting opened with Ms. Surekha Shetty welcoming the attendees and giving everyone a brief overview on IFIM Business School and the corporate mentorship program. She then invited Dr. Abhishek Nirjar to give the detailed presentation on IFIM B School's history, bespoke management program and other unique initiatives. Dr. Nitin Balwani continued the session with an in-depth session on and procedures, roles and objectives of corporate mentoring. He then invited speakers to give an insight into mentoring from different perspectives of – student, mentor and alumni.

PGDM 2016-18 batch student Mr. Anurag Kumar shared his experience on how mentorship helps students, and he also gave a personal example from his student life at IFIM. He specifically mentioned that the one-on-one individual sessions with mentors helped all students, as they are not only encouraged to study, but also develop their skills and abilities.

The next person to share their experience from the point of view of a mentor was Mr. Naresh Sadasivan, Founder & Chief Executive Officer - Zeyga Pvt. Ltd. He mentioned that this was his third year associated with IFIM and it is one of the most fulfilling experience in his life. In the first year, he felt strange, because he was used to mentoring only employees since the past thirty years, but this was the first time he tried to mentor students.

The third person to speak was Ms. Renu Lata Rajani, Vice President – Infosys. She mentioned she has been involved with mentoring at IFIM since the past two years, She initiated by saying IFIM Business School is one of the greater institutions compared to others as it has a large number of unique initiatives, the best being corporate mentoring. The faculty attitude is excellent and the USP of IFIM according to her is that it runs like a corporate rather than a Government office or traditional school. The highlights of her experience included one-on-one sessions with mentees and round table group discussions.

Mr. Mithun Appaiah, CEO – IFL Sumeru Foods, was the fourth person to speak from the point of view of alumni and mentor. He mentioned that mentorship was not available when he was a student and had to rely on his own friends, external contacts and family to be job-ready and advice when he was placed in Nestle after graduating from IFIM. He had a huge gap, as he had to rely on his cousin from HCL for job advice. He mentioned that the current students from IFIM are lucky as they get not only a lifelong advisor and friend but a professional guide to mentor them, through this program.

The fifth individual to speak was Mr. Makarand Rege, Head - Learning & Development at Akshaya Patra Foundation. He said corporate mentoring has been a fascinating journey for himself as he gave students a direction and helped his mentees discover themselves. Faculty mentors take care of the academic part but it is the corporate mentor's duty to give mentees the energy and the way.

The last mentor to speak was Mr. Dinesh H.S. - Learning & Development, Country Lead at Hewlett Packard. He mentioned that earlier he was working in corporate, he then shifted to being a guest lecturer and finally a mentor. He said while 'helping others discover their purpose I discovered myself'.



## FUN - VISTA

IFIM boasts about being one of the most happening colleges and yet again the students of E-cell portrayed their skills by pulling off their flagship event named FUN-VISTA. It is well said that inspiration leads to success. When we were enlightened with the idea of conducting the event it was that inner excitement that made us work tirelessly with great enthusiasm. This helped us in conducting the first ever food and game show at IFIM.

The preparations started vigorously about a week before the main event. We went looking for sponsors and participants. It was exciting to see many entrepreneurs actively showing interest. At the end of the week we were able to get a bunch of participants and sponsorships from Vivo, Calcutta cabin, Hostel backpack and Harsha.

The day of the event was no less than a carnival which featured dishes from various cultures and countries. The fun stalls had its own ways to attract the crowd. Vivo did an amazing set up which kept the place lively with games and competitions.

The day began when the participants were called for setting up the stalls. The rules were explained and parameters were set for the competition. From delicious cuisines of Kolkata to lip smacking street food of Mumbai. From Italian pizza to American style sweet corn. There was no compromise on varieties. We also had stalls featuring games which can win you prizes. A tarot card reader was indeed one of our special participants.

As the day moved on we could see a significant rise on the footfalls and it felt as if the excitement was soaring at its mere peak. The students of IFIM were not left behind in terms of participation. I believe they dominated the fast food section and people were glued to the taste they offered. The people were running out on options they were offered Dosas, Pizza, Kabas, Biryani and the list goes on. It turned out to be the paradise for the foodies.

The day was about to end but the enthusiasm had no limits. We also hosted some competitions which includes 'Passing the banana' and 'Mr. and Ms. Golgappa'. They were literally offered green chilli paste and red chilli powder with golgappa but their competitive spirit made the winner consume 20 such pieces in 30 seconds. The job of engaging the crowd with tunes of guitar and songs, was nearly done but the music club of IFIM. Their hymns made the crowd groove. If there was heaven at that moment it was here at IFIM.

The event ended with smiles on the faces of both participants and crowd. The awards were distributed to the deserving based on various parameters as given by the judges. There was cheers all over as the winner was none other than students of IFIM namely Nitu and Sagarika. They were able to mesmerise the taste buds and minds of many people with their bhel puri and lemon juice. It turned out be a moment to capture and a boost to conduct even better events from the E-cell.



## IFIM Law College inauguration presided over by Chief Guest Hon'ble Justice Mr. Aravind Kumar





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