

Face to Face



Face to Face brings out its 12th edition of e-newsletter to provide information on happenings at IFIM Business School, Bangalore.

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Editorial Board

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IFIM Business School celebrates its 19th Founders Day



IFIM Business School, held its 19th Founder's Day Celebrations at the campus. IFIM's Founder's Day is to celebrate the far sighted vision and the dedication of the founder, as well as a day to celebrate the achievement of new milestones and sow new dreams.

The ceremony was attended by Shri V. B. Padode - Founder & Chairman of IFIM, Dr. Baskaran – Director, IFIM B-School, Mr. Sudip Banerjee – CEO L&T Infotech, eminent personalities from the corporate world like Mr. Punit Jetli - President, Happiest Mind, Ms. Madhumita Halder, Founder of MadRat Games, the faculty, staff and students of IFIM.

IFIM's Founder's Day is celebrated to honor the founder and Chairman of IFIM Business School – Shri V.B. Padode whose vision is to nurture holistic, socially responsible and continuously employable professionals.

Shri. V.B. Padode, Chairman - IFIM B-School, said, "Our aim was to build an institute where students would learn and grow in a safe environment and where everyone would be appreciated for their individual talents. Education being the foundation stone to a healthy and prosperous career path, it was important to us to provide the students with a holistic learning experience. We aspire to expose the students to real time industry exposure, through internship programs and Finance, Banking Labs. It is our constant endeavor to help nurture these young minds to reach great heights in their career."

Speaking on the occasion, Mr. Punit Jetli, President of Happiest Mind, said "Today there are innumerable competitions in the job market and our education system has to ensure that graduates who become new employees are better equipped to withstand the constantly changing and highly competitive world of work. It's with prestigious institutions like IFIM, that students are not only exposed to the theoretical but also practical knowledge of work culture and global industry trends."

Ms. Madhumita Halder, Founder - MadRat Games sharing her views said, "IFIM helps make prospective young candidates fit for jobs and to counter the need for recruits who are better equipped to withstand the highly competitive world of work."

Annual awards for Best Faculty, Best Staff and Best Alumni were also given away on this occasion. The students put up a cultural show and enthralled the audience.



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Convergence 2014 – “Ethical Leadership”



Convergence 2014, the 6th International Conference was held at IFIM Business School in cooperation with the European SPES forum, Leuven, Belgium and the Business Ethics Center of the Corvinus University of Budapest, Hungary on 9th & 10th January 2014 at the IFIM campus. The conference saw active participation from delegates from 10 countries thereby giving it a strong global flavor. A confluence between industry & academia, the event had several prominent speakers with the theme of the conference being “Ethical Leadership: The Indian Way”. Research papers were presented in 4 tracks namely, Leadership, Ethics, Ethics & Sustainability and Entrepreneurship. Also, there were 3 panel discussions held for this conference.

The inauguration ceremony was presided over by:

- Chief Guest- Mr. C.K Venkatraman, CEO Tanishq Jewellery Division and Chief Ethics Counselor
- Dr. Luk Bouckaert, President European SPES-Forum Belgium
- Mr. Prakash Sethi, Professor, City University of New York and Yale University Baruch College, CUNY, New York
- Mr. Raghunathan, CEO, GMR Varalakshmi Foundation
- Dr. R.S Nirjar, Executive Chairman- Board Of Governors, IFIM Business School
- Dr. S Baskaran, Director- IFIM Business School

The inaugural was also graced by other eminent people from the academia and corporate. Mr. C.K Venkatraman delivered a very enlightening address where he spoke about the various initiatives that his company has undertaken for the betterment of people’s lives. Dr. Luk Bouckaert spoke about the shift to business spirituality and the rising interest in spirituality seeping into the workplace to address issues.



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The conference also saw presentation of around 70 research papers by scholars and academicians, on subjects like:

- Spiritual orientations to business in different Hindu/Buddhist traditions
- Contribution of spirituality to renew contemporary management theory and praxis
- Influence of spirituality and ethics on the commitment of people and organizations to sustainability and justice
- Promising ethical and sustainable business models in India to that of other parts of the world
- New leadership roles emerging in Indian business
- Meaningful way of inspiration of spirituality on entrepreneurship
- Similarities and differences between Indian and European philosophies of leadership

HR Desk - Birthdays



Mr. Santhosha	01st March	Dr. Safish Kumar	18th March
Mr. Anil Kumar	06th March	Prof. Lakshmi G S	23rd March
Prof. Priyadharshini	09th March	Prof. Rahul Gupta	10th April
Prof. Muthu Lakshmi	10th March	Prof. Sharieff	16th April
Dr. Karpagam	11th March	Mrs. Kala Sridhar	25th April
Mr. Shiva Prakash	13th March	Mr. Mahadev Kokkari	30th April



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Annual Awards



Mr. Pradeep M. was awarded as Best Staff of the year 2013-14



Dr. D N Murthy was awarded as Best faculty of the year 2013-14



Mr. Saujanya Kumar Das (BATCH : 1998 -2000) was awarded as Best Alumni of the year 2013-14



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Students of Howard University Visited IFIM



A delegation of students and professors from Howard University, Washington (USA) spent a day at IFIM on 19th December. The purpose of their visit was in relation to their project presentations. As a part of their course at Howard University, they had undertaken live projects with 2 Indian companies namely GetIt Infomedia and Rotomotive. The students have done their project work under the guidance of Dr. D.N Murthy (Dean- Research & International Relations at IFIM). The students presented their projects to Dr. Murthy, Dr. Barron Harvey (Dean of School of Business at Howard University) and the company representatives from GetIt Infomedia and Rotomotive.

The students appreciated this unique experience of live projects. It helps them get a global perspective to their business studies and a wide variety of interaction with different nationalities. Dr. Harvey expressed his gratitude towards IFIM for providing this opportunity and hoped to see more such collaborations in the future.

IFIM Accreditations

Accreditation is a process of voluntary, non-governmental review of educational institutions and programs. AACSB International accreditation represents the highest standard of achievement for business schools worldwide and is headquartered at Florida. IFIM Business School is a member of AACSB and is undergoing the Pre Accreditation Process.

Recently, IFIM B School Director and the Deans have attended the Business Accreditation Seminar and Assurance of Learning Seminar held in Bangalore. The Secretary, CDE also recently attended the AACSB ICAM at Singapore. Our faculty members actively participated in the different forums of AACSB and leveraged the experience gained to strengthen the quality system at the institute.

Also, IFIM has collaborated with South Asian Quality System (SAQS) for SAQS accreditation and the Peer Review Team has visited the institute. Director attended the International Conference on "Internationalization of Management Development and South Asian Response" organized by AMDISA scheduled at Hyderabad, India.



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P. Inc event at IFIM

P.inc is a movement that focuses on empowering women by helping them get back into the workforce after an extended break. The organization that calls itself a one-stop shop for training, placement and other essential services to assist in rebuilding your career, toured 8 cities within India to promote this initiative. Dubbed the Talking Tour, the seminar features prominent panelists who share their own experiences, guiding women who are looking to re-join the job market. Such an event took place in IFIM on 25th April, 2014.

A number of women in the country take a break from their busy careers for a varied number of reasons. Primarily they do it to focus on their family or children. Sometimes they may choose to pursue some other avenues or work on their dreams. Whatever the reason may be, when they decide to restart their career they face a lot of difficulties. In most cases they are unable to start where they left off and are forced to take up jobs that do not compliment their skill set.



The P.inc Talking Tour tried to address some of these concerns faced by women. The panelists included Sudha Murthy, the Chairperson of Infosys Foundation, Vinita Bali, Ex-MD, Britannia Industries, Sachi Irde, Executive Director, Catalyst Consulting and Dr. Kshira Muthanna, Technology & Quality Leader, GE. The panel was moderated by veteran journalist Bachi Karkaria who is also the Advisor and Editorial Curator for P.inc.

The panel talked about various issues faced by women during recruitment as well as at the workplace. They also talked about the need to educate corporations about the problems faced by women and how their policies could be changed to better integrate women and diversify the workforce. The need for women to focus on what they want and how to go about it was the central theme of the seminar.





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Sudha Murthy talked about how she had to compromise with her family and her social life for her company. Vinita Bali talked about how a confident and talented professional can succeed regardless of their sex. The importance of having a support system at home was also showcased. Having an understanding spouse, in-laws or parents and relatives is very important for a working woman. If not you should try to develop such a system. The priorities need to be organized and the goal should be clear. Confidence, credibility, professionalism are very important traits to possess in a work environment. Corporations are businesses and cannot afford to ignore the large skilled workforce represented in this demographic.

The seminar came to a conclusion with a question and answer session with the panelists where the women were able to interact and discuss their specific problems.

P.inc is a wonderful initiative that has decided to focus on an often overlooked social issue. The immense response that the Talking Tour has received shows us that a large number of women are facing similar problems and something needs to be done to rectify it.

Overview of Placements for Batch 2012 – 14

Placements traditionally have been a strong forte at IFIM Business School. Year 2013-14 witnessed an upward trend despite the economic turmoil. The cycle saw a positive turnout of potential employers with an increase in number of recruiters, career opportunities, average and median salaries and a significant addition to the list of newer companies. This was achieved through strategic structuring of the department. This effort resulted in diversified focus across industries and added prominent names to the list of the recruiting companies.

A total of 100 plus companies participated in the placement cycle of 2012-13 compared to a total of 73 in 2011-12. The highest CTC of INR 14 lakhs plus was bagged by one of our students at Mehtab Vegetables & Fruits (Dubai). The average salary so far is INR 5.2 lakhs. Select new companies who have got added in the list are Aayuja Technologies, Aditya Birla Minacs, Dell India Ltd, Blue Dart, Myntra.com, DTDC Nikkos Intl Pvt Ltd, Cerebrus Consultants, Capgemini, SAIL, Citi Union Bank, Standard Chartered Finance Ltd, and International Money Matters, ING Vysya Bank, Progressive Digital Media, Prabhudas Lilladher, Sundaram Finance, TV18 Home Shopping Network Ltd. & Toyota Financial Services India Ltd.

The overall placement cycle of 2013-14 saw greater number of opportunities generated per student across different specializations spread across profiles, salaries and geographies (both domestic and global).

The Placement Cell of IFIM is well connected with the industry and works throughout the year to enhance campus relations. We deem it our privilege to appreciate the efforts of students who are good at communication skills, focused on analytical thinking, passionate, competent, proactive and ready to take challenges. The collective efforts have been instrumental in making this happen.

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MDP Program

Program on Finance for Non Finance Executives

IFIM conducted a one day program on 31st January 2014 on the topic Finance for Non Finance Executives. The program saw participation from the corporate as well as academia.

The program director Prof. Premsundar Iyengar, a senior professor of Finance took the participants through the entire journey of business vehicle undertakes from the time it raises finances to the time and beyond that it generates a 'surplus' and possibly 'redeploys them' The participants got an exposure to Financial and Management Accounting, to Corporate Finance, to basic Business laws, to a bit of Monetary economics, to Risk mitigation derivatives like Futures Options and Swaps The delivery was filled with practical applications these concepts bear and case studies designed by the Professor.

"The program was very enriching and covered various topics. It helped me to gain an insight into the basics and key topics of finance." said Rohith Ragav, Senior Executive- Business Development –TUV Rheinland.



IFIM News

- ISO 9001: 2008 Certificate has been renewed with the zero NCs consistently for the two years.
- IFIM B School organized Voters Registration Campaign and received nearly 450+ applications. IFIM students also volunteered in voter registration drives conducted by WIPRO and help them register 1000+ forms.
- SARASWATHI PUJA: Saraswati, the Indian Hindu goddess of knowledge, music, art and culture. It is believed that Saraswati Puja or Shree Panchami is the most auspicious day to start learning new things in one's life. IFIM Family celebrated this special day with full of spirit, joy, enthusiasm, dedication and with faith on 4th and 5th of Feb 2014.

Student Updates

- IFIM students swept off IZEE Business school fest, Signature 14, bagging prizes in most of the events and also going home with the overall trophy. This triumphant display of talent was put forth by Reno Remus Fernandes, Ashiq Mohammed and Diya Mukherjee for the marketing event, Suraj Temsena and Preetam for finance event, Pratap for the best manager event, Suraj kumar and Darshini R for web designing & Swati kushwaha and Pollob Duarah for Presentations. In culturals, Pollob Duarah again captured 1st price in pencil sketching, Subham and team for group dance & Arun Abraham and team for short film.



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- IFIM College won the first prize in short film making in Indus Business Academy. Indus Management and Cultural fest was India's 9th largest college fest. The theme for the short film competition was "On the way to IBA campus".
- Skulls from IFIM has won 1st price in Group Dance at TARKASH 2014, IBS Bangalore

Article Who changed me ?

Peter was touched by Bala's thoughts. Wow!! How did this thought not strike me so far? – He pondered over & over again & finally did it.

During the warm daylight while Bala was engrossed in his afternoon nap, ting –tong - the calling bell rattled him. Cursing the outsider, Bala found the courier boy waiting to run after delivering the packet at the door.

Bala couldn't believe the laminated photograph sent by Peter. A beautiful one with Peter, Julie, Ana & son Lawrence wearing the colorful cap and hugging his elderly mom – a live scene came across his eyes & tears started rolling. The caption read as "Hi Bala – I have learnt a good lesson from you. Thank you friend for bringing me nearer to my mom!! "

Bala went back to those days when Peter had come down to Bangalore from Hamburg, Germany on a Bharat-Darshan trip. The closed worldwide group used to mutually benefit during their short tours. Peter, a journalist-cum photographer traveled to capture the cross - cultural insights in India. Bala entertained his stay at Chandra Layout. Bala lived with his mother & 2 Kids. His wife expired 10 years before & had left him alone to nurture their kids.

One rainy evening, Bala's old ailing mom was dozing across the torn pages of a 600 year old story book eagerly waiting to see her son return from office for dinner. She always banked on a walker to help transport her from one place to other inside the home. The evening crawled & the clock struck 10.45 pm and she had no news from Bala. At last, she heard the noisy lift come up to their floor. Bala stepped in with Peter and LO! Mom was shocked seeing both together at those late hours.

Every day Peter had followed the instruction to reach home only after 7 pm (the tentative arrival time of Bala) the idea being not to disturb his mom. That particular evening, Bala was stuck up in a business audit meet and totally forgot about Peter. Bala recalls the patience Peter had to stand out in the rainy evening for so long hours. He was so full with generosity that he decided not to trouble Aunty by pressing the calling bell.



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Every afternoon, Peter & aunty chatted for hours together in English, Tamil and with few half broken syllables. It was so ironical that both enjoyed the entire conversation without any productive component being added. He shared his credentials & also the pictures of his family. He was impressed by Mahatma & adopted Gandhian values. A strict vegetarian & a teetotaler stay by Peter Postel for a week was OKAY for Bala & his mom. Bala used to cook because necessity became the mother of culinary skill set and also used to feed his mom for dinner. Peter used to give help him in the kitchen and was taken aback seeing Bala & his mom living in the same home with so much of understanding & affection. Everything inside Chandra layout was so unusual for him & he had an array of doubts which was clarified by both son & mom. He was spellbound witnessing the relationship they shared in a beautiful cohesive manner. Bala told in a simple way, "Look Peter, she cared for me till I grew up & now it's my turn to return my gratitude to her". Peter urged, "We get so engrossed with our own problems that we cannot afford to have parents & relatives who would add up to our misery and break our privacy." Bang came Aunty's answer, "An individual who is self centric & keeps looking at one's own problem lands up in adding more sorrow. On the contrary, he who embraces others' challenges enjoys the real joy of giving & becomes the hero of his world." She spoke very convincingly pulling the thought from the epic, Mahabharath.

Peter had divorced his first wife, Ana and was living with his 2nd wife, Julie. His son, Lawrence stayed with Ana. His dad passed away & elderly mom had taken a flat around 500 kms away from his city. Peter had to leave India and got busier in purchasing goodies, gifts & ethnic stones for his family & friends. He loaded his baggage with stuff for one & all except for his son & first wife. "Hi Aunty ! See the gifts & hampers am taking from India for my people. This is for my daughter, this for Julie, this for my buddy John etc etc.....!". The excited tone got hampered by the pin drop silence of Bala's mom. Her eyes were searching for some small stuff for his son & Ana. She pulled out a colorful cotton cap & sandal sticks & handed over to him. "Peter Beta! Why don't you give these items to your son & Ana? Am sure they would love it & also feel happy to get it from you". "Appadiya ????????", smiled Peter. He had picked up some cute words in Tamil during his short stay from her.

Peter bid farewell & piled up all the relishing moments spent in India & particularly his unconditional time with Bala & Aunty. The stay for 45 days transformed his thoughts. He met Ana & Lawrence with the gifts & added joy to their lives. He convinced his mom to sell her property & stay with him which ended up being a real big challenge.

The colorful wrapper on the packet did make a big noise. The laminated blissful photo was thrown open. Thanks to social media, the Skype was immediately connected & both Peter & Bala met each other with their loving moms cuddled in the sofa-set. The fat dripping tears spoke everything which words would have never spoken !!!!!

By, Ms. Kala Sirdhar

Contribution of Newsletter Content

Staff & Faculty:

- | | | |
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| a) | The Founders Day | - Ms. Swathi Mutalik |
| b) | Convergence 2014 | - Ms. Swathi Mutalik |
| c) | HR's Desk | - Ms. Kalaivani |
| d) | Students of Howard University Visited IFIM | - Ms. Swathi Mutalik |
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