

## ISBR FACULTY VISIT 3M RESEARCH AND INNOVATION CENTRE

Going by its motto - Real World. Real Learning, ISBR Business School had its Faculty (Teaching staff) visit the 3M Research and Innovation Centre, a one of its kind facility in India

The tour comprised of witnessing their innovations across a wide range of products- adhesives, abrasives, laminates, passive fire protection, personal protective equipment, window films, paint protection films, dental and orthodontic products, electrical and electronic connecting and insulating materials, medical products, car-care products, electronic circuits, healthcare software and optical films

True to its culture of nurturing 'Innovation', 3M abides by a policy of 15% of Employee Time to be devoted to innovation. Total support is given here to ensure it takes shape through proper mentoring, funding and last but not least patenting too with due

credit to the innovating team. The 3M team appraised the ISBR staff with a video presentation on the New Product Development Process, especially as to how an innovative idea be it from the 3M Staff, Customer feedback or Industry insight takes shape from ideation, screening, and market feasibility study to final product and launch. In all, it was indeed an amazing experience for ISBR staff to have a deeper insight into the industry about a Brand whose laurels are unmatched in the Marketing World and more so in the world of Innovation.

**Campus Reporter: Sashank Prasad**



## SCHOOL OF MANAGEMENT, KRISTU JAYANTI COLLEGE AUTONOMOUS ORGANISED BANKING AND FINANCE ENDOWMENT LECTURE

Kristu Jayanti School of Management recently organised the Banking and Finance Endowment Lecture series on the theme 'Contemporary Trends in Banking'. Shri. Murali Ramakrishna CEO and MD, South Indian Bank Ltd was the invited guest speaker. Ms Rekha V.R., Joint General Manager and Regional Head, Bangalore; Mr GERAL James, Cluster Head, South Indian Bank Ltd; Mr Deepak VS and Mr Alit Thomas also accompanied the Chief Guest.

The endowment lecture was inaugurated by Shri. Murali Ramakrishnan in the august presence of Fr. Dr Augustine George, Principal, Kristu Jayanti College and Dr Aloysius Edward J, Dean, Faculty of Commerce and Management. Dr Justin Nelson Michael, Director, Centre for Research welcomed the guest and the gathering. Dr Baba Gnanakumar, Director, Centre for Consultancy, Kristu Jayanti College presented the prelude to the lecture series. Mr Murali reminisced about his college life and shared his experience at Citi

Bank where he worked as an intern. The concept of banking and how different business functions collaborate to make a bank successful, the different specialisation courses the MBA students undertake and their relation with banking were well articulated by him.

The lecture was followed by an interactive Q&A session.

**Campus Reporters: Libin Jose Sabu and Prerna Nayak**

