



Swanand Hegde



He is the only son of a couple living in a small, remote village in Sirsi taluk of Uttara Kaanda dist. Despite being the only son to his parents, he had to depend on a host, philanthropic family for his higher studies. Earnings by his mother and father were not sufficient enough to support their only child's post matriculation studies. While father earned by being a small-time priest travelling across temples of Karnataka and Goa seasonally, mother tried to meet the ends by working as a helper-cook with a caterer in Sirsi.

During his five years (+2 and graduation at MES Colleges, Sirsi) stay with the unrelated host family, Swanand attracted the professional world in a city like Bangalore through the quality time he got to spend with the two sons of the host family who were well-placed IT professionals in the Silicon city during their brief visits to home. When one of his elderly lecturers told him that he can realise his dream of being part of an IT company by going to BSBS in Bangalore, he validated the same through a personal visit to BSBS House with one of the brothers of his host family.

Thus the journey of his dream started for Swanand in June 2017. The teething challenges that Swanand faced in Bangalore continued till the end of his program at BSBS- theft of hi laptop, murder of his room-mate.....hmmm...what not?...the self-sympathiser in him constantly pushed him to run away from Bangalore!

This is all history now :) His BSBS campus placement with Jumbotail Technologies as the Merchandising Associate made him earn a monthly salary of Rs. 29,500/-! For a family which had never seen a Rs. 25,000/- bundle, Swanand's first salary was something unbelievable! From a weak looking, dream-filled, confused, vulnerable rural boy to a confident, charismatic youth who finds time to chant the Veda mantras before the start of the day's work every single day, Swanand's transformation is an inspiring story at BSBS and in his village!

Swanand moved to FootLocker as Site Merchandiser and then to Flipkart recently as Asst. Manager- Category Marketing :) Happens only @ BSBS!





Anjali



She is a Mechanical Engineering graduate (2021 pass out) from an engineering college in Bangalore's Electronic city. She stayed in the near-by free govt. hostel.

"I had nothing to gain going to college as the class schedule was only for the notice board; there wasn't a single faculty to deliver any session throughout the four years (grins). Attendance and IA marks were awarded promptly by the college to each student. We didn't have to bother about anything except paying the exam fee and writing the end-semester University exams. I sat in the hostel, did self-study for exams, wrote and cleared with 64% score..... Please don't ask me any question relating to engineering subjects. I do not know anything" comes the bold & honest reply from Anjali to a question in the interview.

Interviewer: "So, how can we know about you?"

Anjali: "Ask me anything about my village, my friends, mobile phone brands, interesting places around Anekal...."

Interviewer: Ok, why have you come here? what do you want?

Anjali: Good job, good salary....

Interviewer: How will you get?

Anjali: I will learn, I will learn the way my sister (elder by one year)), Kavya learnt. I am daring, I can learn fast, I love to learn by doing. During lockdown, when we were together in the village, I used to see her wake up before 6 AM and start reading something on the mobile. Then after sometime, she would be on the video call, presenting in English. Then, the whole day, online class, reading, writing something, presenting- she would keep on doing in English. I can also do it. I want someone to help me, monitor me.

Interviewer: Ok, tell me how were you during your school days?

Anjali: I lived with my maternal grandparents in their village. No one loved me except my grandmother there. I was very bold, naughty, in top five, very active always....still my mother always said- "Kavya is best". I want to be the best. I want to learn. I want to support my brother (PUC complete). My mother is so very hardworking. She goes to the highway restaurant at 6.30 AM every day and comes back only by 7 PM. She never spent a rupee for herself. She gave everything for our education....breaks down !!!

(This interview was part of the selection process for the AKSelerator™ program).

Kavya getting her first salary deposit of Rs. 25000/- in Sep. 2021 was a turning point to the Kavya-Anjali family in a village in Kunigal. Their younger brother, Srinivas has also been temporarily placed with FabIndia. Impact on the entire family- Happens only @ BSBS.



Sameer Hussain

A B.Com. graduate from a village in Challakere taluk of Chitradurga dist. in Karnataka. Father is a mobile health healer, travelling villages with an injection kit and some general medicine as a registered medical practitioner (not an MBBS degree holder). Mother is a home-maker with two more kids. Family's only source of income is the 6-8 thousand rupees that father earns in a month!

Given the family's economic conditions, the temptations to take up a job were high for him. However, inspiring stories of his seniors who went to BSBS to realise their dreams of starting of their professional career at scalable profiles was far more compelling. Having heard the same, his father took the hard decision of empowering his son keeping the long-term in mind. His father constantly reminded BSBS of the hardships the family was taking to support Sameer's expenses (small though) in Bangalore. When Sameer was offered the position of 'Merchandiser – Export Sales' at an annual salary of 3.5 lacs by Stovekraft India Pvt. Ltd., the father, mother and two siblings walked into the doors of BSBS with folded hands and tears of joy during mid-April 2019!

Happens only at BSBS!





Gunipalli Manmohan

Manmohan was actually both- boy & the girl child to his parents! At a very young age itself, he started managing all the household chores right from drawing rangoli and placing kumkum at the doorstep of their house to managing the kitchen! He had to do this in order to leave enough time at the disposal of his mother to join hands with father to earn for the family for sustenance. Parents' only source of income was a small grocery-cum-stationery-cum-fancy store in their small village near Anantapur dist. His elder sister was married at a very young age, and the bane of such an early marriage was also to be borne by Manmohan's parents. They had to work extra to support her family too.

Inspired by the success of BSBS alumni, who made successful careers with Loreal, Health & Glow and Myntra, Manmohan set his eyes on beauty industry during his BSBS MBA days. Ended up attracting beauty industry by bagging BSBS campus offer from Modi Revlon's professional products division at an annual package of Rs. 4.62 lacs!

From being a boy who was mocked at for being feminine in his demeanour, to making fashion and styling a way and means of life, and for managing the whole week with two shirts and a single trouser with chappals (to save the sole of his mono pair shoes) during his college days, to now immersing himself with stylish hair creams and hair gel complemented with a fresh pair of appropriate semi-formal wear everyday, representing the international beauty brand at lounges of premium salons in Hyderabad, Coimbatore and Vizag cities....

Happens only at BSBS!





Abhijit T V



When Abhijit's father, Shri. Vekatesh visited BSBS, he had come to request the admission team to reject his candidature! He was of the opinion that his son should pursue M.Com. at Tumkur University as he had bagged 4th rank at the University level in his B.Com. course!

However, Abhijit had seen several temporary faculty at his Govt. First Grade College at Koratagere in Tumkur dist. who too had good academic scores, pursued M.Com., but were leading a unsatisfied professional life owing to low salaries, insecure job as temporary teaching staff, tired and disgusted , hoping and waiting for permanent recruitments!

When Shri. Venkatesh was patiently heard and presented with the merits of equipping his son with knowledge and skills which makes it flexible for him to start his career in the corporate world with handsome salary, he took a 'promise' from BSBS and said "Abhijit is your child, not mine anymore" before exiting from the corridors of BSBS. Father had to pull all strings to send the monthly PG expenses for his son in Bangalore. Today, Abhijit is the role model in his surrounding villages!

Abhijit's performance at Redignton India as the Area Ssles Manager has strengthened the company's patronage towards BSBS. As a result, three more BSBS talent have been recruited by Redignton!

Back in the village, parents feel relieved with regular source of monthly income for their sustenance (16-17 thousand rupees per month sent by son). They could afford to renovate the old house with a housing loan too recently, and then arrange their grandchild's first birthday with grandeaour.

Abhijit progress through higher education at a 'responsible' institution was quoted as an example by one of the college teachers in the taluk as a perfect example of adding to the village economy.

Abhijit has now progressed to Zonal Manager position with Miyakawa Corporation, a Japanese Trading company. Every time Abhijit flies between Pune & Bangalore, his parents in Tumbaadi village of Koratagere Taluk in Tumkur dist. too experience the joy of flying :) Happens only at BSBS!



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Manjunatha C.



Yet another rural college graduate who walked into BSBS with father who wore a soiled dhoti-shirt-green towel on shoulder. Though father was a tomato grower, making fairly good income during seasons, he couldn't afford to bear the monthly expenses of a commercial PG in Bangalore. Hence, had to stay in a community charity hostel.

Through the corporate live projects and internship opportunities at BSBS, Manjunatha faced humiliation at the hands of some of the co-workers due to his poor communication skills. He faced few rejections through internship placements. BSBS knew that it was indeed good for him. As expected, it aroused the true potential in Manjunatha to bring out the best and work towards result-orientation in the business tasks assigned in a small internship company he worked with. In doing so (by design), he acquired the much required soft and life skills.

As a committed boy with all the virtues of being a good individual, Manjunatha went on to bag the Business Development Manager position with a start-up export-oriented commodity firm. With his multi-lingual skills, he successfully travels across northern and western states of India meeting traders/ buyers for his export firm.

His employer thinks that this recruit from BSBS was the best thing to happen for his new venture, because of whose commitment and integrity he could plan a two-months post wedding honeymoon with his long-time girlfriend! During his absence, he was pleasantly surprised to see that few new clients were added with increased revenues!

Happens only at BSBS!



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Sagar C.



Son of a typical labour-class couple, who had a late child through their marriage. It was but natural for the parents to pamper and to fulfil the dreams of their precious son, who turned out to be academically well performing too. However, it was way beyond their limits to think of higher education in Bangalore given the accommodation costs in addition to the college fee. They were also aware of the fact that the Banks would consider them non-bankable given their very low income.

Despite all the financial challenges, Sagar Chandraiah decided to go only to BSBS to equip himself for his life and his career. His seniors Nandesha Niak and Komala at his graduation college were testimony to the transformation at BSBS. With the generous help of one of the young graduate college teachers, he managed to get some loan from Canara Bank in Challakere. Repaid the entire loan in exactly two years from the date of his BSBS campus placements and set the right note for future lending for BSBS aspirants from his entire district!

BSBS had to consider his mother's request of securing a housekeeping work for herself in a PG where his son also could stay, thus managing his accommodation costs.

Sagar, is, today, the most stylish and performing Sports Leader of Urban mobility category of products with Decathlon India. His mother has now applied for Home Loan to build a small dream house of their own! Wouldn't you agree that this responsible education?!

Sagar is said to have recently remarked that "BSBS is like a car garage. It gets scarp vehicles and turns it into brand new cars only to be sold at premium prices!"

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Nandesha Naik



“A kaccha house at the Lambani hatti of Kuruiduhalli village in Challakere taluk of Chitrdurga district in Karnataka, with his father on a manually pedalled bi-cycle strung with a cane holding some fish to be sold for the day”- this is what best describes Nandesha Naik’s family background.

His single focused goal of establishing himself in a white-collared job in one of the leading firms of India Inc. bagged this raw, yet soft looking, soft-spoken boy the Research Analyst position with Redseer Consulting. Today, he comprehends the videos across the web world to provide insights to brands!

The true story of a first generation literate-cum-graduate boy in the entire first circle of his family! With every morsel of food that he eats at the millennial offices environment, he tries to validate the reality of the day- his dream of working in a modern company in Bangalore!

For the community in general and the family in specific, which least thinks of higher studies for the male itself, Nandesha’s success has been an unstoppable inspiration. While two of his female cousins came to BSBS during the subsequent years, his own sister unsuccessfully attempted BSBS admission test process.

When his father recently called on the mobile number of the Chief Corporate Relations at BSBS to invite for celebration marking the conversion of their cow-dung smeared flooring and walls of their old house to a pacca house built with bricks and cement and painted colourfully with a cement ceiling, there was spontaneous celebration at BSBS!

Well, now it’s your’s turn to say “Happens only at BSBS”?!

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The famous Kunigal brothers at BSBS Vijaykumar & Praveen

Both are from the families of the sons of soil. Sons of soil in the true Indian farming context- both the families living hand to mouth doing less than subsistence farming . While Praveena’s family lived on half an acre land, Vijaykumar’s family sustained on income from milking two buffaloes.

When both had cleared BSBS admission test process only after intense training for basic maths and English, they were in for a shock when they realised that they fell short of few thousands to add up to the registration fee at BSBS. They borrowed two months time during which time period one of them worked with a sand miner loading and unloading sand near Kunigal for daily wages and the other sold one of one of his bovine family member to make up the difference in the registration fee amount!

Being sensitive to the world’s of such hungry graduates, taking responsibility of their life and career, and being their ‘all-weather friend’, happens only at BSBS!

Today, both successfully handle some of the big-ticket clients in their companies as revenue heads / key-account managers!

Recently, when Praveena visited the Govt. First Grade College in Kunigal, his lecturers were competing to pose for a photograph with him! Vijaykumar received continuous calls to deliver sessions to his juniors at the college.





One of the most-inspiring BuSiBee - Lakshmi Kulkarni

For, she was born to fight! Lost her mother as a seven year old child. In order to have access to good food, education and motherly care, father decided to put her to the Jawahar Novodaya Vidyalaya at Gajanur. She later joined the Indira Gandhi Women's Govt. First Grade college in Sagara for graduation in commerce.

When she arrived during the early hours (5.30 AM) at the doors of BSBS in April 2014, they couldn't afford to take a hotel room for a quick change following their overnight bus journey! Father had worn a clean Safari suit, but was barefoot!- innocent, yet bold and confident to face life for his two daughters. His earnings per month as a local priest and a part-time job in the village flourmill fetched him Rs. 1900/- a month! Yet, he dared to dream of higher education for his elder daughter in Bangalore! BSBS had to arrange a charity run community hostel for her as they couldn't afford the monthly commercial PG charges.

Today, this is all history for Lakshmi Kulkarni, who has been winning the 'best employee' award consistently for the last three years with a 1000 crore rupees listed company. She is also happily married to an IT professional in Bangalore who admires BSBS more than Lakshmi! Though her father and sister still live in a kaccha house back in Hirekerur, they live happily relishing Lakshmi's progress everyday, watching her travel abroad on business trips and receiving the monthly regular income sent by her. Her prompt repayment of her education loan has fuelled the Bank Managers in her dist. to consider loan applications from students selected at BSBS!





Another inspiration- Harini



Born to just-literate father and illiterate mother, Harini saw her father working as a waiter in the Guest house of Brindavan gardens (a KSTDC property, hence a govt. employee) during the day time and making pakodas in a mobile cart in the evenings. When she came to BSBS with her father, all that her just-retired father had was a small piece of land in the village (Hassan dist.) where he wanted to build a small house to live and Rs. Six lacs of life's savings (provident fund)! Banks in Mysore considered not worthy to lend her, as they were leaving the city, to migrate to their village. They were yet to establish in their village in another district. While building a house and arranging marriages of the two daughters was the priority for father, Harini was adamant on equipping herself for her career. When she bagged BSBS Campus offer with Redignton India and later a career progression supported by BSBS to a technology company as Digital Marketer, she became the backbone of her ailing father and sister. While Harini lost her mother during the first year of her career, her father expired recently immediately after her marriage.

As she stands alone with the responsibility of her younger sister on her shoulders, she marches ahead with smile as she knows that she can always fall back on BSBS for the moral and career support required.



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Mohammed Rafiq



A boy from the so-called minority community from one of the backward villages in Hassan district of Karnataka; first in the family to pass 10th std.! A typical large joint family with elders of the family working as licensed coolie in the APMC yard, Rafiq dared to dream big. Post his graduation at a near-by college, he set his eyes on Silicon city of India first and then on one of the oil leaders of the East. He yearned to earn for his family with dignity and style.

With its small size and intensive engagement with students, Rafiq saw the 'guru' he was looking for in BSBS. BSBS found him to be one most rustic boys, unable to read and comprehend sentences in English, with less than 60% academic scores throughout! However, BSBS found that he was aware of his weaknesses, was ready to fully submit to transform himself. Rafiq turned out to be one of the finest professionals BSBS got to see!

Through corporate live projects with Helix Technologies, Idea Software and Consulting & Shoppers' Stop Ltd. and, Internship with Melborne Consulting, Rafiq bagged campus offer from a technology start-up in the food services e-commerce space. Through the maze of business in hospitality industry, he learnt all the possible virtues needed to be a good and effective business development professional. When the start-up slowdown, his career progression was supported by BSBS to lead the alternate promotional channels of a mid-size, home-grown FMCG player.

With all his goodness and commitment to work, he concretised his dream of flying to UAE with the moral support of his employer and....BSBS! Rafiq is married to a stylish girl from a comparatively well-to-do family. He is the guiding force for his extended family members. Having experienced the fruits of transformation at BSBS, Rafiq recently successfully persuaded his nephew to join BSBS and is supporting him with the fee. Happens only at BSBS!

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Renuka



A very silent, but academically well-performing girl, had scored a rank well within the first 600 at the state level entrance exam for PG in Management. She had turned to BSBS only because of her father's inability to source Rs. 50k on the day of her counselling! BSBS decided to support Renuka and admitted her through the BSBS Admission Test Process (BATPRO) with the minimal registration fee. Sourcing educational loan was highly challenging given their unstable and low family income. More than seven banks that she approached rejected her loan application. A great sense of hopelessness had dawned on her and her family w.r.t. her higher education.

Like her, the last thing to do for BSBS too was 'to give up'. But BSBS was well aware of its commitment to this section of the society- the unaffordable, perceivably the non-bankable segment of the society. It was also aware that it was necessary to push boundaries to make a difference to aspirants from such families, because, with one good corporate placement, the family could uplift itself gradually. Today, Renuka is the Asst.Vice-President of customer relations with a company that pioneered discount broking model in India for traders and investors, a company that she got placed 09 years ago through BSBS Campus Placement – Perceivably a non-bankable girl turned to become a financial advisor to lakhs of retail investors! And,...the sought-after customer by many banks with her good, stable salary!
Happens only at BSBS!



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These are only a dozen from 300 such inspirational real-life stories.

While they are being handed over the BSBS campus offers, they are told “be good, do good. Give value, get value. Think of BSBS first when you are in trouble”.

