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SAYAKA

明か

FOUNDATION DAY SPECIAL
設立日特別版



MIJSC

Newsletter by Mizuho India Japan Study Centre
(a Centre of Excellence at Indian Institute of Management Bangalore)

Quick Fun Fact - Tsundoku

Do you have a habit of keep buying books despite having plenty of unread ones? While one might have every intention of reading them, eventually it ends up in a pile – whether due to lack of time or disinterest. Does this sound familiar? Then you might be unwittingly engaging in Tsundoku - a Japanese word used to describe a person who owns a lot of unread literature.

Tsundoku is made up of two different words. 'Tsun' means "to pile up," and 'doku' means "to read." This pun-intended hybrid term first appeared in print in the late 19th century, according to Prof. Andrew Gerstle, who teaches pre-modern Japanese texts at the University of London and can be translated loosely as "to buy reading materials and let them pile up." It was initially used satirically about a teacher who had lots of books but didn't read them. While this might sound like Tsundoku is being used as an insult, however the word does not carry any stigma in Japan.



Editor's Note

Dear Readers,

This edition of the Newsletter is exciting because it begins and ends with books! The concept of Tsundoku is quite familiar to most people who love books (and I am one of them!). Blossom Book House on the other hand is the hunting ground for these book lovers (including me!) and has become the best loved bookstore in Bangalore.

The Centre's Foundation Day is an event that we are looking forward to, as this is the first such event organized by the Centre. The fact that we are getting senior leadership from Industry, Academia and key influencers in the policy domain makes this event a must-attend for all of you.

The Webinar series of inviting experts from various fields (Tatsujin Speak) seems to have established itself as a monthly event to which people eagerly look forward to. The two experts, Araki san and Furuhashi san, did an excellent job of sharing their keen insights from their respective areas of expertise. One talk got converted into an article in business magazine and the other has had the maximum number of likes on the social media. We are looking forward to the other two sessions that have been lined up for you in the coming months, viz. Michael A. Cusumano who is the Sloan Management Review Distinguished Professor and Deputy Dean at the MIT Sloan School of Management and Takahashi Ishikawa who is the Managing Director at Toshiba Software India and is an expert in the emerging Technologies sphere. The combo of a renowned academic and an industry expert is something to look forward to, surely.

The other articles in this edition are also something to look forward to. The funded research projects, which is one of the focus areas of the Centre, is progressing well, with many more faculty showing interest in doing projects with a focus on India-Japan relationship. The details of these projects and the progress on the other projects is something that we are proud to share with you.

I am sure that you would enjoy reading this edition of Sayaka!

Yours Truly,

Saideep Rathnam

編集部注

読者の皆様、

今回のニューズレターは、本で始まり、本で終わるというエキサイティングな内容です。「積読」というコンセプトは、本が好きな人「私もその一人です！」にとってはとても身近なものです。一方、「Blossom Book House」はそんな本好きの人たち「私もその一人です！」が集まる場所で、バンガロールで最も愛されている本屋さんです。

センターの設立日は、センターが主催する初めてのイベントということで、私たちも楽しみにしています。産業界、学界、そして政策領域の主要な影響力を持つ方々からシニア・リーダーシップを得られるということで、このイベントは皆さんにとって必見のものとなるでしょう。

各分野の専門家を招いて行うウェビナー「達人スピーク」は、毎月の楽しみとして定着してきた感があります。荒木秀仁さんと古橋武之さんのお二人は、それぞれの専門分野で鋭い洞察力を発揮されていました。荒木秀仁さんの講演はビジネス誌に掲載され、古橋武之さんの講演はソーシャルメディアでの「いいね!」の数が最も多かったです。今回は、「Sloan Management Review」の教授であり、「MIT Sloan School of Management」の副学部長でもあるMichael A. Cusumanoさんと、Toshiba Software India社の常務取締役であり、新興技術分野の専門家であるTakahashi Ishikawaさんによるセッションが予定されており、今後の開催が楽しみです。著名な学者と産業界の専門家の組み合わせは、非常に興味深いものです。

本号に掲載されている他の記事も楽しみです。センターの重点分野のひとつである受託研究プロジェクトは順調に進んでおり、日印関係に焦点を当てたプロジェクトに興味を示す教員が増えています。これらのプロジェクトの詳細と他のプロジェクトの進捗状況は、私たちが皆さんと共有できることを誇りに思います。今回の「明か」は、皆様に楽しんでいただけるものと確信しております。

よろしくお願ひします。

サイディーブ・ラスナム

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MIJSC Foundation Day

Connect. Explore. Transform

Mizuho India Japan Study Centre (MIJSC) is celebrating its Foundation Day on 14th September 2021, marking its successful entry to the fifth year of its operations. As you are aware, MIJSC (earlier known as India Japan Study Centre) was founded with the aim to become a leading research and networking hub to pursue international, interdisciplinary, and comprehensive research on mutual areas of interest between India and Japan, and to provide students, researchers, business managers and policy makers with a deeper understanding of Japanese and Indian businesses.

The theme for this year's Foundation Day is **"Connect, Explore & Transform."** This virtual event is divided into three sessions, and each session will look into this framework in detail.

In the first session, we would be sharing the milestones of our activities till date followed by messages from many dignitaries including Keynote address of Ambassador to Japan and Deputy Ambassador to India. In the second session, we would have a message from Consulate General of Japan, Bengaluru followed by sharing of our findings through research funded projects and webinars of subject experts. In the third session, we would be sharing a two major game changing projects that could potentially change the SME landscape and engineering education paradigm in India and Japan.

SESSION 1 CONNECT With Stakeholders

Academia
Industry
Corporate
Government
Media

SESSION 2 EXPLORE Through Outreach Programs, Research & Seminars

Immersion Outreach Programs
Academic Outreach
Executive Outreach
Research
Seminars & Webinars
Annual International Conferences
Roadshows

SESSION 3 TRANSFORM Through New Ventures

Business Excellence &
Transformation (B.E.T) Index
Visionary Learning Community
of India (VLCI)

Connecting with Stakeholders

With the compelling business and national interests propelling the fast-evolving India-Japan business environment, IJSC has successfully developed meaningful connections with different facets of society, be it the Government connect, media connect, industry and corporate connect and most importantly the academic connect.

We have an excellent partner relations with Mizuho Bank, which is among the top 20 banks in the world, and among top three banks in Japan, with total assets of approximately \$1.89 trillion. MIJSC also has a growing number of strategic partnerships with major corporations like Toshiba, Suzuki, Sumitomo, etc.

MIJSC@IIMB works with higher education partners in Japan who share our ambitions, values and aspirations. At present IIMB has signed MoUs with six universities in Japan namely Hitotsubashi University, International University of Japan, Keio University, Tokyo University, Kyoto University, and Waseda University. Our vision of collaboration helps in providing mutual support to enhance opportunities for students, research and/or business development. New relationships are also being explored with Japanese Universities like Meiji University and Hiroshima University.

In 2020, MIJSC launched its first official quarterly newsletter 'Sayaka' with the aim to interlink stakeholders and patrons with Centre's operations and research. The globalized world of the last three decades has given us all an opportunity to interact deeply across space and time. This quarterly publication is helping everyone in the India Japan firmament to gather and exchange ideas that would bring the people of the two countries together.

Exploring India-Japan Relationship through Outreach Programs, Research and Seminars

MIJSC is becoming a forerunner in creating unique immersion focused programs for the students, researchers, executives, & entrepreneurs, to explore transnational industries and culture through outreach programmes. Under Immersive Learning Outreach, MIJSC provides Business Planning for International Markets – Japan (BPIM-Japan), an elective course for IIMB PGP program taught by Prof. Krishna Sundar (Chairperson, MIJSC) with an objective to enable students to appreciate the complexity of business creation in a culturally different region. These immersions allowed students to develop a real-life context to explore competencies needed in the 21st century. In 2020, MIJSC reimaged the global learning through virtual immersions.

At a later stage, we plan to expand the immersion programmes to include Japanese Language Training Programs through partnership with our partnering Japanese Universities.

Continuing with the Academic & Executive Outreach, MIJSC is involved in conducting India Japan Leadership Program (IJLP), a joint India - Japan project which is structured as a bootcamp, for developing innovative project ideas for senior executives and entrepreneurs; an Academic Program for MBA Students called Japan: Economics, Management, Politics and Society (JEMPS) conducted by Prof. Subhashish Gupta which is designed to help students understand the recent history of Japanese Economic Development with a focus on the structure of the Japanese political system and its interaction with the economy.

New programmes are on the anvil. Business Organization and Management - Japan (BOM - J) Executive Programme helping managers to develop core business skills and competencies, which would equip them to handle issues involving cross-functional areas with a strategic perspective through immersive learning experiences. Annual International Conferences with a focus on a research theme linked with India Japan relationships is planned during Jan-Feb 2022. The idea of this is to bring together researchers, practitioners, and experts from various fields to network, share ideas and create possible solutions to the issues raised. The centre aims to conduct this on a physical mode. Roadshows covering the academic and industrial sector are also planned for the purpose of networking and highlighting the various initiatives of MIJSC. Typically, these roadshows would be half-day events that bring potential partners together for thought leadership, and networking.

MIJSC's objective is to improve the quality of institutional investigation in India and Japan, and to build a critical mass of scholars whose work will have a positive and profound impact on the Indian and the Japanese corporate sectors. The Centre is supporting research projects by faculty members of IIMB on a broad range of research endeavours that are relevant to India & Japan.

MIJSC's flagship program viz. 'Tatsujin-Speak' or 'Expert-Speak' is a webinar series that brings high-quality information and insights about select areas of India-Japan interactions to the informed and interested members of the public. Each invited speaker is an outstanding personality in their specialized area of expertise. The Centre focusses on bringing insights from researchers, leaders, entrepreneurs, artists, and scientists and integrate it under different chapters of business, technology, culture, and sustainability and present a refreshing perspective on life and society that explores the close bond between India and Japan.

Transforming through New Ventures

Road ahead for MIJSC is filled with endless and bright transformations. We are on the cusp of launching two major game-changing projects that could potentially change the SME landscape and engineering education paradigm. The first is Business Evaluation and Transformation (BET) Index project which aims to act as a connect between Indian Small and Medium Enterprises (SMEs) who are looking for financial, market and/or technological support with companies in Japan who are looking for investment and/or collaboration opportunities in India. Presently the core team members of the B.E.T initiative have been actively engaged in building the framework for such a platform. Beta Stage trials are in progress. This project is driven essentially as a research project, as the longitudinal data that would be generated in this project which could be used for driving research initiatives in the area of SMEs across many sectors of the industry.

The second project is Visionary Learning Community of India or VLCI Project. VLCI is setup as learning community with the objective to create a new generation of manufacturing change leaders by creating a common language between industry, engineering college faculty and the students through state-of-art inputs. This Program will be brought under the aegis of MIJSC to provide an academic anchor, thereby offering certification programs, both for faculty and students, of rural/semi-urban engineering colleges across India.

Despite the lows caused by the Covid-19 virus and its variants in the years 2020 and 2021, MIJSC has adapted greatly to the changed circumstances by moving most of its operations online and continued to move forward on a high note with so many exciting activities. In this new world, which is Volatile, Uncertain, Complex and Ambiguous, MIJSC is also trying to transform itself to help unlock new opportunities, to drive new growth, and to deliver new initiatives.

For more details visit: <https://www.iimb.ac.in/centres-of-excellence/mijsc>

MIJSC in 'Business World'

In the article published by BW, Businessworld, Saideep Rathnam, COO of Mizuho India Japan Study Centre at IIM Bangalore, and Hidehito Jay Araki, Director of Japan Business at Udyen Jain & Associates, discuss the key challenges that the organizations face and how they need to address these challenges before setting up businesses in India and Japan. They also discuss the different strategies that the businesses need to follow in order to achieve transnational business successes.

MIJSCが「ビジネスワールド」に登場

BW「ビジネスワールド」に掲載された記事の中で、IIMバンガロールのみずほインド日本研究センターのCOOであるサイディープ・ラスナムさんとUdyen Jain & Associatesの日本ビジネス代表取締役である荒木秀仁さんは、インドと日本でビジネスを立ち上げる前に、組織が直面する主要な課題と、これらの課題にどのように対処する必要があるかについて議論しました。また、国境を越えたビジネスを成功させるために、企業がとるべきさまざまな戦略についても議論しました。



Link to the article: <http://bweducation.businessworld.in/article/Unlocking-Secrets-Of-Transnational-Business-Success-/19-07-2021-397091/>

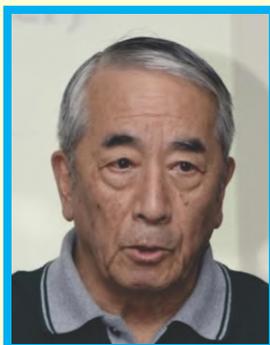
Seminars @ MIJSC MIJSCでのセミナー**Hidehito Jay Araki**

"Japan is home to thousands of companies with great technological advancements and established quality culture. But their products / services are not marketed well worldwide, which is why they are never able to surpass the popularity of the South Korean and Chinese products. However, India is strong in customer interface such as marketing, and sales. When these two skills are combined, strong partnerships can be forged and it will eventually contribute to the foundation of a new uptick in India and Japan business growth.", said Mr. Hidehito Jay Araki, Director, Japan Business, Udyen Jain & Associates at the Centre's flagship lecture series 'Tatsujin-Speak' aka 'Expert-Speak' on 25th June 2021. During this one-hour virtual dialogue titled "Unlocking the Secrets of Transnational Business Success – Exclusive Insights on the Corporate Landscape in India & Japan", Araki San touched upon the challenges of doing businesses in markets that are unique in their way and what skill sets are needed to understand deeply both the hard and soft elements of doing business in these countries. Link to the full video: <https://youtu.be/FVeVhPcpdyM>

2021年6月25日に開催されたセンター主催のレクチャーシリーズ「達人スピーク」（通称：Expert-Speak）で、Udyen Jain & Associatesの日本ビジネス代表取締役である荒木秀仁さんは、「日本には、優れた技術を持ち、品質文化を確立している企業が何千とあります。しかし、その製品やサービスは世界的にはあまり普及していないため、韓国や中国の製品の人気を超えることができないのです。しかし、インドはマーケティングやセールスなどの顧客接点に強いです。この2つのスキルが合わされば、強力なパートナーシップを築くことができ、最終的には日印のビジネスが新たに盛り上がる基盤となるでしょう」と述べました。

「トランスナショナルビジネス成功の秘訣を探る：インドと日本の企業事情に関する独占的洞察」と題された1時間のバーチャル対談では、荒木秀仁さんが、独自の市場でビジネスを行う上での課題や、ハードとソフトの両方の要素を深く理解するために必要なスキルセットについて触れました。

ビデオ全編へのリンクはこちら：<https://youtu.be/FVeVhPcpdyM>

**Takeyuki Furuhashi**

Mizuho India Japan Study Centre's (MIJSC) 'Tatsujin-Speak' seminar chaired by internationally renowned business consultant and JICA Expert, Mr. Takeyuki Furuhashi, successfully completed on Friday, 23rd July 2021. During this virtual conversation titled "Transform Self Before Transforming Company - Leadership Secrets for Improving Manufacturing Competitiveness", Furuhashi San shared that in order for the leaders to improve their performance, leaders must examine what they do in the context of what transformational leadership embodies. For example, an effective leader unlearns, indulges in management by facts, and then learns to demonstrate to others by doing it by oneself. This also includes asking for opinions, gathering ideas, and making sure that everyone on the team and the value chain (which included the suppliers) to feel included, heard, and valued. Link to the full video: https://youtu.be/58BiA_HJ-ew

国際的に著名なビジネスコンサルタントであり、JICA専門家でもある古橋武之さんが座長を務め、みずほインド日本研究センター（MIJSC）の「達人スピーク」セミナーが、2021年7月23日（金）に無事終了しました。「会社を変える前に自分を変えろ：製造競争力を向上させるためのリーダーシップの秘密」と題された今回のバーチャル対談で、古橋さんは、リーダーがパフォーマンスを向上させるためには、変革型リーダーシップが体現する文脈の中で、自分の行動を検証する必要があると話しました。例えば、効果的なリーダーは、学習せず、事実による管理にふけり、自分でそれを行うことで他人に示すことを学びます。これには、意見を求め、アイデアを集め、チームやバリューチェーン（サプライヤーを含む）の全員が含まれている、聞いている、価値があると感じるようにすることも含まれます。

ビデオ全編へのリンクはこちら：https://youtu.be/58BiA_HJ-ew

Associates' Speak (A special section featuring articles by the Students, Alumni & Faculty with MIJSC)

WHAT JAPAN IS MADE OF : A WEEK IN JAPAN

-Rajesh Naidu, PGP-2018 Student, BPIM 2019 Batch

A week in another country on your own. Seems exciting to think about. It is even more exciting to be, especially in Japan.

Our week started with the ever so beautiful Hakone. They have passes of a week to look at this city. I think it is too short to appreciate it. Hakone has lakes, shrines, mountains close by Mt. Fuji that one could rope across and even a mountain themed shopping. In just a day we started on a train ride to a mountain base, rope way to the top, lunch on the mountain top, cruise through a lake back to the city and a bus ride back to our stay. Each had its own way to show how breath-taking this city is. It is safe to say Hakone owns all the colors in fall.

Next comes movement, to the mountain side, fields all the way, and one could feel the cities taking their humdrum with them as we travel to the infamous Mount Fuji. A day planned at the theme park was ruined with rain that never stopped. Or so we thought. "There is an Onsen nearby", one of my friends said, "we could try it". Turns out the Japanese know how to relax and be hygienic at the same time. Sitting in an outdoor Onsen as rain drizzles looking at the snow-cap Mount Fuji of mid-December is an experience one could not forget.

The next day was followed by us taking some world-record bearing roller coasters (yes, coasters plural) head on. A sobering experience. Welcomed, anyhow. Much more of the country needed to be explored. We started for Osaka and Kyoto.

Osaka, a perfect blend of shrines and temples in the middle of skyscrapers and concrete jungle. We spent the day at the Osaka castle, captured it in all its fall beauty. Shopped at night, in the streets of Dotombari, cruised through its canals, mid-city while looking awed at the completely lit sky scrapers. How the city changed into the glitz and glam, mesmerizes one to go through the experience again just to see how it happens. Alas, we had no time. Next day followed by a visit to the Osaka Aquarium. Its theme is the Whale sharks that reside within it. Delightful day which took us to what it might look like in the depths of great oceans itself. Remarkable and splendid. I find myself running out of adjectives for it.

Finally, a day in Kyoto. Kyoto felt like the traditional powerhouse of Japan. We visited the famous Chiyodaku Shrine and the Arashiyama bamboo forest. The shrine has one thousand Toris. They say a Tori (the gateway made of wood) is a connection between this world and a higher one. So, its sacred when you pass beneath one and one can find them near every shrine. Divinity aside, other side definitely looked much more pleasant through the Tori.

When we look Japan through a Tori, with all the dazzling cities, verdant county side, scenic mountain views and heck of a roller coaster rides on one side, one could see what this country is really made of is, its polite and kind people.

Calendar of Activities (August – October 2021)

活動予定表 2021年8月～10月

IMPORTANT EVENTS

14th September MIJSC Foundation Day

Keynote Speakers

Hon. Toshihide Ando, Minister and Deputy Chief of Mission, Embassy of Japan in India

Ambassador Sanjay Kumar Verma,
Embassy of India in Japan

24th September 'Tatsujin-Speak' Webinar

Speaker: Michael Cusumano San, SMR
Distinguished Professor and Deputy Dean at the MIT Sloan School of Management

Time: 3:00 PM to 4:00 PM

29th October 'Tatsujin-Speak' Webinar

Speaker: Takashi Ishikawa San, Managing Director at Toshiba Software India Pvt. Ltd (TSIP)

Time: 3:00 PM to 4:00 PM

大事なイベント

9月14日 MIJSC 「財団の日」

基調講演者

在インド日本国大使館大臣兼公館次席: としひで・あんどさん。

在インド大使館の大使: サンジェイ・クマール・ヴェルマさん。

9月24日 「達人スピーク」 ウェビナー

講演者: Michael A. Cusumanoさん

「Sloan Management Review」の教授であり、「MIT Sloan School of Management」の副学部長としても勤めています。

時間: 3:00時～4:00時 (インド時間)

10月29日 「達人スピーク」 ウェビナー

講演者: Toshiba Software India社の常務取締役であり、Takahashi Ishikawaさん

時間: 3:00時～4:00時 (インド時間)

Working Papers Published 発表された研究論文

Insights into Understanding Japanese Crafts & Related Policies – Prof. Suresh Bhagavatula

Conventionally, cultural economics focus more on the arts than crafts. However, while art is acknowledged as a driver of innovation, crafts play an integral role in keeping traditions alive. While machinery and automation can provide convenience and better margins, handicrafts and their impact are often overlooked. Handicrafts connect us to the past, where hand-operated tools made everything. While we no longer need handcrafted products in the modern technological world, there is something about these imperfectly made products that make them aesthetically valuable to niche segments of the population. Making the products by hand required skills and training that took long years, and most of these skills are learnt under the guidance of master craftspeople than in a formal educational institution. Japan has been one of the nations that placed handmade objects high in value and therefore developed policy frameworks to ensure that Japanese handicrafts find a market and can remain economically viable for their producers. The objective of this study is to run through some of these unique policies that have helped handicrafts thrive and stay relevant even in today's day and age.

The study is divided into three parts. In the first part, I will be discussing the history of the craft policies. In the second part, I will be discussing the handloom sector in Kyoto with a specific focus on the Nishijin area. In the final part, I will be highlighting the interactions with entrepreneurs, weavers and store owners, which I had in Kyoto and Tokyo.

Click this link to read more:

https://www.iimb.ac.in/sites/default/files/inline-files/Prof-Suresh-Bhagavatula_Insights-Japanese-Crafts-Related-Policies.pdf

日本の工芸品を理解するための洞察と関連政策 – 教授のスレッシュ・バガヴァトゥラ。

従来の文化経済学では、工芸よりも芸術に焦点が当てられてきました。しかし、芸術はイノベーションの原動力として認められていますが、工芸品は伝統を守るために不可欠な役割を果たしています。機械やオートメーションが利便性や利益をもたらす一方で、手工芸品とその影響は見落とされがちです。手工芸は、手で操作する道具がすべてを作っていた過去につながります。テクノロジーが発達した現代社会では、もはや手づくりの製品は必要ありませんが、こうした不完全な製品には、ニッチな層に美的価値をもたらす何かがあります。手作業で製品を作るには、長い年月をかけた技術と訓練が必要であり、これらの技術のほとんどは、正式な教育機関ではなく、熟練した職人の指導の下で学ばれます。日本は、手作りのものに高い価値を置く国の一つであり、そのため、日本の手工芸品が市場を獲得し、生産者にとって経済的に存続できるような政策枠組みを構築してきた。本研究の目的は、現代においても手工芸品が繁栄し、関連性を保つことができるようにした、これらのユニークな政策のいくつかを検討することです。

この研究は3つのパートに分かれています。第1部では、工芸政策の歴史について述べます。第2部では、京都の手織り部門について、特に西陣地区に焦点を当てて説明します。最後に、京都と東京で行った、企業家、織り手、店主との交流を紹介します。

研究論文へのリンクはこちら

https://www.iimb.ac.in/sites/default/files/inline-files/Prof-Suresh-Bhagavatula_Insights-Japanese-Crafts-Related-Policies.pdf

Working Papers in Progress

S.NO	TITLE OF THE RESEARCH	研究のタイトル	FACULTY / 教授
1	Persisting with promising technology under conditions of uncertainty	不確実な状況下での有望な技術の継続	Prof. Sai Yayavaram
2	Strategies for Dynamic Management of Innovation in Technology Products	技術製品のイノベーションをダイナミックに管理するための戦略	Prof. Ishwar Murthy
3	Demographic Complementarities & Opportunities for India Japan Engagement	人口動態の補完性と印日交流の機会	Prof. Rupa Chanda



Prof. Suresh Bhagavatula



Prof. Sai Yayavaram



Prof. Ishwar Murthy



Prof. Rupa Chanda

Interesting Fact about Bangalore

Blossom Book House



Where: Blossom Book House, 84, Opp. Amoeba, Church Street

Read to know more: <https://www.thebetterindia.com/111571/blossom-book-house-bengaluru-mayi-gowda-church-street/>

Any trip to Namma Bengaluru is never complete without the ritualistic pilgrimage to Church Street. And if you are on Church Street and you do not check out Blossom Book House, then you have probably missed out on a very important experience. Blossom Book House, a three-storeyed book store located on Church Street Bangalore, is undoubtedly one of the beloved bookstores in city. Standing tall since 2001, it was built and is run by Mayi Gowda, who started out selling books on the street initially just to fund his engineering course and slowly built his business up to the point that it has now become synonymous with Bengaluru's love for literature and books. You

have innumerable titles in this literary heaven from Sanskrit dictionaries to the latest graphic novels and literary releases, to the national and international bestsellers, both new and pre-owned. If you are confused as to what to buy, then there are quaint little chairs lying around where you can sit quietly and read randomly.

About MIJSC

Mizuho India Japan Study Centre (MIJSC) was set up as a Centre of Excellence at the Indian Institute of Management Bangalore, IIMB to serve as a facilitator for many collaborative initiatives among academia, industry, and government agencies between India and Japan on various areas of mutual interest. The Centre will serve as an intellectual gathering point for collaborative and innovative community of scholars, industry leaders and participants. It will work towards bringing together faculty, research scholars, students, government agencies and industry leaders of India and Japan for knowledge creation and dissemination.

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