



**Dr. Fr. John P. J.**  
Executive Director

**B**SSS Institute of Advanced Studies focuses on the 360-degree development of the students, by various pedagogical initiatives that kindle their curiosity, innovativeness and the development of their life skills to give their personality an overall headway. We have designed a structured process for developing vivid managerial skill sets like communication, soft skills, life skills etc., by exposing the students to corporate culture through live projects, case-based teaching pedagogy, industrial visits, field work and simulation platforms to develop a learning environment with high focus of excellence.

I believe that the institutional culture of BSSS-IAS which is rooted in its core values and ethics and strong vision will produce scholars, managers, and future leaders who will exhibit superior work ethics, commitment with impervious focus, extraordinary decisiveness, persistence, and positive attitude. Institute is committed to develop a culture where work is treated as worship and as a means for serving the society so that we strive not only for “work-life balance” but also for “work-life integration”. Overall, we are dedicated to

provide a thriving culture to faculties, staff, students and other members of the BSSS-IAS community that not only results in increased productivity but also fosters camaraderie and institute spirit.

The Institute has created various platforms to provide a conducive system for developing industry-ready, practice-oriented and conceptually sound professionals, which the predisposition to manage and excel in business operations.

At BSSS-IAS we welcome students from diverse backgrounds and culture to pursue management education with great warmth and we expect them to showcase learnability, groomability, agility and adaptability, so that they will be able to work in all kinds of diversity. In the business/ corporate world change is the only normal, so the institute believes in creating prodigies with strong attitude to learn and implement innovative blend of mind, by offering exposure to modern work practices, in the global economy practices in the global economy.

In the end, I would like to quote that *“Leadership is about taking responsibility as future depends on what you do today”*.

## “Carving Young Managers as Brands for Revolutionizing Businesses”

In the wake to manage the highly dynamic new age young managers and to fulfil the relentless need for industry-institute interface and to carve industry-ready young managers BSSS-IAS organized two days HR Conclave on the theme *“Carving Young Managers as Brands for Revolutionizing Businesses”* from 18th to 19th December 2021.

The objective of the conclave was to create a platform to deliberate on the strategies to manage the highly dynamic new age managers. The conclave set-the-stage for industry experts to share their expertise / experience and contribute towards the development of New Gen Managers by bridging the Industry-academia gap hence to carve industry ready young managers.

**The following were the sub-themes of the Conclave :-**

- Challenges faced by organizations across sectors in the new age economy.
- Developing Resilient managers as Brands
- Dynamic Workforce - An opportunity
- Upskilling and Reskilling young managers

HR Conclave provided a platform to the participating students from the various colleges of Madhya Pradesh to learn from around 35 business leaders belonging to diversified sectors. Pan India level expert panel shared their knowledge and provided



their insights regarding various sub-themes of the conclave like “Challenges faced by the organizations across sectors in the new age economy”, “Developing Resilient managers as brands” “Dynamic Workforce – an opportunity” and “Upskilling and reskilling of managers”. The mega event brought together eminent professionals from the industry and students from different colleges of Bhopal, Jabalpur, Indore and Bilai.

The HR Conclave commenced with the welcome address by Dr. Fr. John P.J. Director-BSSS Institute of Advanced Studies. In his welcome address, he emphasized that the conclave is more about grooming young managers with a vision to uphold their dream and convert into achievable reality. The occasion was graced by the eminent dignitaries Dr. Arvind Prakash, Team Leader TSA, Pricewaterhouse Cooper Advisory services, Mr. Kirti Mishra, Co-Founder, Ecociate Consultants Pvt. Ltd., Mr. Mohammad Hanif Mevati, Director- Khadi & Village

Industries, Ministry of MSME, GOI, Mr. Biju Sebastian, Vice- President Corporate-HR, Somany Ceramics, Mr. Rakesh Singal, Training Cluster Head-Lupin Ltd. and Mr. Amit Tyagi, Deputy GM-HR, IR and Admin, VE Commercial Vehicles Ltd.

The conclave address was delivered by Dr. Arvind Prakash, Team Leader TSA, Pricewaterhouse Cooper Advisory services. He highlighted how rapid changes are happening in the field of technology and how it is influencing both the people and their workplaces. He mentioned how the field of HR has substantially evolved with time and has embraced technology for executing day-to-day activities of recruiting, employee skill development and performance reviews. He further talked about the need for developing competencies and about the various methods that need to be incorporated for ensuring employee development hence equipping them to work for the betterment of society. He emphasized the importance of skilling the youth for a better tomorrow.

The conclave also set the stage for the unveiling of the first edition of BSSS-IAS Quarterly Newsletter *“Manthan”*, which is the mirror of the academic and co-curricular activities happening at the Institute.

Having detailed discussions on the requirements of industries, as per the recommendations/suggestions of dignitaries, the conclave has made many recommendations/suggestions for molding / mentoring the students for making the students industry ready.

# guru mantra

## Optimism in the sky: Tata and Air India A Future together



Tata's Air India acquisition will undoubtedly give the aviation industry an unprecedented lift. Tata, the salt-to software conglomerate, happens to be the original owner of Air India. J.R.D Tata continued to run the airline through the 1950s and 1960s when the aviation industry was at its glory. Later with changes taking

place in the political environment, Maharaja's success spiraled down to reach the nadir in 2007 when Air India merged with Indian Airlines.

Finally, the turf war between the two majors, Indian Airlines based out of Delhi and Air India with its base at Mumbai, culminated and the government was able to avert the crash landing. The merger is definitely going to develop international hubs in our country.

Tata has four airlines in its kitty which it will have to amalgamate to achieve sustainability. Air India and Vistara through being full-service carriers but have different aircraft types as well as organizational hierarchies. Air Asia with Boeing 737s is positioned as a low-cost carrier while Air India Express using Airbus A320s is an international low-cost carrier.

Air India with a large workforce has to streamline its HR policies and work culture. Tata needs to strive for an integration of operations and strengthen core areas of manpower and optimization of their fleet. Being futuristic, they need to delve into the restructuring of the overall operations.

Tata Group is looking for a perfect leader who will have the challenge of making it an airline that signifies Indian warmth and hospitality.

In the words of Business Guru, Vivek Bindra, the mergers have not worked in favor of the Indian Aviation Industry, whether it was Jet Airways and Air Sahara, Kingfisher and Air Deccan or Air India and Indian Airlines—all showcasing varied cultures.

With its historic deal, Maharaja will resume a journey of optimism and now that the ball has rolled into the Tata's court, they will leave no stone unturned under visionary leadership, true professionalism, and a burning desire.

**Sameer Sharma**

(Business Head, Powerlux Generators, Bhopal)

## Expert Session by BSSS-IAS Faculty

1. Dr. Jessy John, Dr. Ketki Kulkarni, Dr. Pooja Gupta and Dr. Malay Ghosh are now the certified trainers of National Skill Development Corporation of India.
2. Dr. Ananta Geetey Uppal conducted a training session on 'Employability Enhancement Programme' at Teerthankar Mahaveer University, Muradabad, U. P. on 4th February, 2022.
3. Dr. Ananta Geetey Uppal conducted a training session on 'Resume Writing' at P. P. Savani University, Surat on 7th February, 2022
4. Dr. Pooja Gupta delivered a Special Lecture on Mutual Funds in the Investor Awareness Programme organized by the Bhopal Stock Investors Association (Regd. with SEBI) on 26th February 2022.
5. Dr. Ananta Geetey Uppal conducted a training session on 'Business Communication at a Glance' in Orientation Programme for Pre- Seed Stage (UTPANN 3.0) and Seed Stage (VIKAS 3.0) at VIKAS R-ABI, ICAR- National Rice Research Institute, Cuttack on 27th February, 2022.

## Projects & Consultancy @BSSS-IAS

Consultancy project of Hindustan Latex Limited - To conduct the evaluation study on the topic "Analyze the level of awareness, acceptance, usage and other behavioral practice related to M cup among women, with special reference to women in Kerala", under the coordinatorship of Dr. Jessy John, Faculty, BSSS-IAS.

## 7 New Normal Career Options for MBA aspirants

MBA has become a lucrative option for students intending to pursue higher education, as this degree offers better job opportunities with high pay-package as compared to other post-graduate management degrees. Here are 7 most important job roles and responsibilities for an MBA student -

**Financial Analyst** - Financial analysts produce reports to direct investment activities and develop strategic plans to support the company's long-term financial goals. Financial analysts often focus on financial patterns that affect a particular industry, area, or product.

**Management Consultants** - Professional management consultants help companies improve their existing business model as well as performance, by providing expert advice and solutions to business problems.

**Digital Marketing** - Digital Marketing is one of the developing fields in the industry. Students with experience and knowledge in using search engines can choose the role of a digital sales manager. Digital marketing is emerging as a sector with high pay, flexible working hours, and flexible working conditions, making it one of the top trending job centers for future managers.

**Market Research Analyst** - Market Research Analyst role involves analysis of the current and future market conditions for maximizing potential sales of the business, monitor,

evaluate, and predict consumer preferences and trends to help businesses decide their future strategies to sustain the market competition.

**E-commerce management** - Due to the growing size of the sector for more than a decade, the advent of online shopping forums, e-commerce providing roles in marketing, sales, IT&ITeS, etc.

**Entrepreneurship** - The MBA develops students' ability to develop and grow as an entrepreneur. Experience does not matter if you want to become a business person. Students need creative and critical thinking skills, adequate funds, risk appetite and information on the latest techniques to succeed in this task.

**Human Resources Manager** - Human resources managers recruit and employ staff, negotiate organizational and management objectives, and act as a liaison between senior management and employees. The HR manager is required to identify ways to keep employees motivated, understand the needs of training, transfers, promotions and matters that alarms the need for the disciplinary actions.

**Dr. Ketki Kulkarni**

Faculty, BSSS-IAS, Bhopal



## Research / Book Publications @ BSSS-IAS

1. Singh Devinder P., Paul Justin, Sharma Pooja, "Segmenting the Bottom of the Pyramid Consumers: Theoretical Approach", International Journal of Market Research, SAGE Publications, Volume 64 (3), May 2022, ISSN No. 14707853, <https://doi.org/10.1177/14707853211055048>.
2. Uppal, Ananta Geetey, presented paper on "Challenges in the Implementation of Life Skills in Professional Institutes", in the International Conference on 'Human Values in Higher Education for Holistic Development', Teerthankar Mahaveer University, U.P, January, 2022.
3. Uppal, Ananta Geetey, presented paper on "Sexual Intricacies, Conventional Voices and Trapped Children in Edith Wharton's The Age of Innocence" in the International Conference on 'Emerging Trends and Challenges in English Literature, Art and Culture' at Sri Guru Teg Bahadur Khalsa College, Punjab, April 2022.
4. Uppal, Ananta Geetey, presented paper on "An Analysis of Queer Literature in India", in International Conference on 'Emerging Trends and Challenges in English Literature, Art and Culture' at Sri Guru Teg Bahadur Khalsa College, Punjab, April 2022.
5. John, Jessy and Gupta, Pooja, (April 2022) "Lexicon of Management Terms", Asian Press Books, Kolkata, India. ISBN: 978-93-94636-08-8.
6. Singh N. and Kulkarni K. (2022), *Business Statistics*, Thakur Publication Pvt. Ltd. ISBN: 978-93-5480-193-8.
7. Uppal, Ananta Geetey (April 2022), *Conveying Ideas: A Text Book on Improving Public Speech*. Archers & Elevators Publishing House, Bangalore, ISBN: 978-93-90996-21-6.
8. Uppal, Ananta Geetey (April 2022), *Pragmatic Approach to Corporate Communication*, Archers & Elevators Publishing House, Bangalore, ISBN: 978-93-90996-29-2.
9. Gupta, Pooja (April 2022), Research article, *Women investors bringing new shine to mutual funds investor base*, published in the Annual Report-2022 of the Bhopal Stock Investors' Association (Regd. with SEBI).

## Student Accomplishment @ BSSS-IAS

1. In the intercollegiate competition titled "Design of Branding Content in the Digital Era" conducted by Sadhu Vaswani College, Bhopal on Saturday, 22nd January 2022, among the total 50 participants, Ms. Mukan Malviya and Ms. Arya Jain stood at runner-up position.
2. Research paper accepted for presentation in the International Conference on 'Disruptive Innovation and Digital Transformation in Business Management' conducted by Zakir Husain Delhi College, University of Delhi, GLBIMR Greater Noida on 5th May 2022,
  - a. Maheshwari Mayuri, and Uppal, Ananta Geetey, on the title "Impact of Motivation on the Productivity of the Employees of Banks of Bhopal".
  - b. Malviya Muskan, Jyoti Daryani, and Uppal, Ananta Geetey, on the title "Impact of Covid-19 on HR of E-Payment Platform with Special Reference to UPI".
  - c. Jain Arya, Aatish Masih, and Uppal, Ananta Geetey, on the title "A Study on HR Practices and Performance Appraisal at DMART".
  - d. Puntambekar Aditya, and Uppal, Ananta Geetey, on the title "The Impact of High-Performance Human Resource Practices on Employees Attitudes and Behaviors".



COVID-19 Awareness Aanganwaadi on  
January 12, 2022



Organised by FIN WIN Club of BSSS IAS on  
15th March 2022



BIZZABO - National Level Intercollegiate Event on  
5th February 2022




Thinking Hats Club at BSSS IAS organised  
Management Games Tournament on 30th March 2022

## Academic Appetizers

### Student Club Activities -

- Nature's Club** - To celebrate National Youth Day on Wednesday, 12th January 2022, the club organized -
  - A COVID awareness campaign at Janta Colony, Aanganwadi and distributed free masks and sanitizers in the slum area.
  - A plantation drive to create a herbal garden was conducted at the Asha Niketan campus by planting several herbal and medicinal plants. The objective of the activity was to create environmental awareness and encourage the students to save and conserve mother earth.
- Marketing Marvel's Club** - On Wednesday, 2nd February 2022, the club organized a knowledge sharing session titled "Marketing Jargons in VUCA World" through hybrid mode, to acquaint the students with the industry-oriented marketing terminology.
- FinWin Club** - On Tuesday, 15th March 2022, the club organized the financial literacy quiz competition titled "Quiz De Beurs" for the in-house students.
- BIZWIZ Club** - On Wednesday, 16th March 2022, the club organized a group discussion competition titled "The Clash of Titans" to develop discussion skills amongst the in-house student participants.
- Thinking Hats Club** - On Wednesday, 30th March 2022, the club organized the management games tournament titled "Gameistan" to promote the spirit of competition and sports amongst the students.

### Days of National Importance

- The birth anniversary of Swami Vivekanand marked as "National Youth Day" was celebrated on Wednesday, 12th January 2022 by organizing COVID & Omicron prevention and precautions awareness camps in slum areas and plantations drive around the campus for a clean and green environment.
- 
- To commemorate the 75 years of Indian Independence "Azadi ka Amrit Utsav", the 73rd Republic Day of India on Wednesday 26th January 2022 was celebrated with great honor, valor and patriotism to relive the day when the constitution of INDIA came into effect. The flag hoisting ceremony was followed by the national anthem. The patriotic aura was sustained by the motivational speech given by the Director Dr. Fr. John P. J. The institute campus was reverberated with the rhythmic musical and dance performances presented by the students.
  - International Women's Day was celebrated on Tuesday, 8th March 2022 with nationally and internationally acclaimed youth and women icon Ms. Bhakti Sharma - Sarpanch, Barkhedi Abdullah, Bhopal, who delivered an inspirational lecture on the topic "Importance of women empowerment for building a strong culture and nation".

### BIZZABO - National Level Intercollegiate Event'22

To foster the institutional mission - "To encourage learning culture and propagate versatile and universally accepted management knowledge of high standards and evolve global leaders for society and nation-building", and to encourage management aptitude among the students, the MBA students of Batch 2021-23 organize a National Intercollegiate Event - BIZZABO on Saturday, 5th February 2022 through hybrid mode. The event had the following activities for students participation - :

- Quiztopher Big wins (Quiz competition - Online platform).
- Rang Lehri (Rangoli making competition - Hybrid platform).
- Sangeet Sangam (Solo & group singing competition - Hybrid platform).
- Thirkan (Solo & group dance competition - Hybrid platform).

"BIZZABO - National Level Intercollegiate Event 2022" witnessed an overwhelming participation of a total 70 entries from various colleges across the country, like St. Aloysius Jabalpur, Mahatma Gandhi Chitrakoot Gramodaya University Satna, Dharmesh Girls' College Badal Punjab, Kristu Jayanti Autonomous College Bangalore, etc., to name a few, in addition to top-notch colleges of Bhopal.

### Upskilling Programmes @ BSSS-IAS

In the endeavor for continuous growth and upgradation BSSS IAS has organized various upskilling programmes to enrich the knowledge of students and faculties, as below -

- International Seminar on Entrepreneurship Skill Development was organized on 24th March 2022. The key speaker Mr. Bryce Anderson, Entrepreneur & Investor - USA, in his address revealed his entrepreneurial journey and motivated the audience with his success mantra - "THINK IT, SHARE IT, SHIP IT".
- One-week special session on Tally 9.0 was organized from 18th April - 23rd April 2022, for upgrading the students on accounting software.
- Two-days workshop on "Corporate Etiquettes" was organized on 2nd & 4th May 2022 for students.
- A one-day "Awareness Programme on Commodities Derivatives" was organized in collaboration with SEBI, MCX Indore and Bhopal Stock Investors Association under the GLOBAL MONEY WEEK initiative of OECD International Network of Financial Education on Saturday, 26th March 2022.
- Placeability Enhancement Training (PET)**- Placeability Enhancement Training programmes are learner-oriented sessions conducted regularly by the in-house and external soft skills trainers. Experts/Resource persons from academia and industry educate the students on the importance of developing personality traits, qualities and etiquettes in line with the corporate expectations. The training programmes focus on various aspects like Mock Aptitude Tests, Mock Interviews and Group Discussion, Pre-Placement Talk etc.
- Management Aptitude Development Programme (MADP)** - More than 15 sessions were conducted for the under-

graduate students in more than 10 colleges, institutes and universities, across India, providing the training on various management aspects like management, decision-making, personality analysis and career planning.

- Management Competency Development Programme (MCDP)**- offers the value-added certificate courses in core subjects in alignment with international credit-based grading system.

### Corporate Events @ BSSS-IAS

#### 1. Rural Immersion Programme/ Fieldwork

As a crucial component of the MBA programme, 7 days "Rural Immersion Programme/Fieldwork" was organized from 4th -10th may 2022 to enable the students to relate theoretical inputs in each semester with practical situations in the field and to get acquainted with the problems and challenges of the people at the grassroots level. The students of the batch 2021-23 were divided into groups to visit 6 different places - a. Samaritan Social Service Society -Satna, b. Kripa Social Welfare Society - Ujjain, c. KDSS - Khandwa, d. Manav Vikas Seva Sangh - Sagar, M.P., e. Barefoot College, Tilonia, Rajasthan, and f. Pragati Society, Jhabua, M.P for fieldwork.

#### 2. Summer Internship

As part of the course curriculum, students pursuing MBA programme(s), are required to undertake the Summer Internship Programme (SIP) of min. 8 weeks after completing the first year of the PG programme, with any organization of national or international repute. BSSS-IAS has invited more than 150 companies to the campus for internship, of which 24 companies have initiated and completed the selection processes. The project based summer internship in most of these companies offer stipend commitment for the Pre Placement offers based on the student performance. SIP shall focus on research and market analysis, to develop research acumen among the students thus, developing their critical and decision making skills.

### A FACE

*Do you know how beautiful you really are!  
Even when you hide, not letting anyone see  
your scar.*

*Yes! People hate to see you and you go  
through that guilt, I know you stay awake,  
Wiping your tears off under that quilt....!!*

*It's not you but the mob who should feel  
ashamed, Not because you are burnt but  
because they are Tamed.*

*They can't even imagine the way you feel,  
Because they are humans with hearts of  
steel.*

*They Mock You, Tease You even harass you  
for having a burnt face,*

*Because this world admires the one with  
FAKE grace.....!!*

*Yes! They don't know and will never know  
what you went through, because they say "Its  
Normal" of what happened with YOU!*

*But don't feel low, keep YOUR head UP and  
GROW, because one day You'll be at the top  
Watching everyone going BELOW.....!!*

*Yes! Trust Yourself as you'll WIN even being  
flawed, and ONE DAY even the guy who  
threw acid on you will APPLAUD.*

*By Jayesh Adwani, MBA (FT-Dual)*



Signing of MoU with CII on April 21, 2022



Dr. Fr. John P.J. welcomed Ms. Bhakti Sharma, youngest female Sarpanch of M. P. on the International Women's Day celebrated on March 08, 2022



Guest Lecture on Customer Relation Management in Banks by Mr. O.P. Budholia (Retd. Asst. General Manager - Canara Bank) on March 12, 2022



International Seminar on Entrepreneurship Skill Development by Mr. Bryce Anderson, University of Kentucky, USA on March 24, 2022

## Management Terms

**Affiliate:** a person or business which sponsors the products or services of another for a charge. Ecommerce sites use affiliate programmes to encourage other website vendors to track traffic, by paying a commission on each sale concluded using a certain affiliate link.

**Blog :** A blog is simply an online record of content relevant to your marketplace.

**Bounce Rate:** Calculation of individuals who visit a specific website and check out of it without visiting another page on the website.

**Churn Rate:** It denotes the number of clients who discontinue using a product or services within a specific period.

**Disintermediation:** Elimination of intermediaries from a supply chain, that is when companies deal with customers openly.

**Dodo:** A product with a small market share.

**Ephemeral content:** Type of content that is temporary in nature. It is only anticipated to stay for a certain time after which it vanishes.

## Guest Lectures@BSSS-IAS

1. On Thursday, 6th January 2022, an expert session on "Secrets of Success Mantra" was conducted by Er. Rajesh Gupta, Joint Collector and Executive Magistrate emphasizing the importance and need of time management for a successful and prosperous future.
2. On Thursday, 3rd February 2022, A session on "Analysis of Union Budget 2022" was led by CA Harjit Hasija. He highlighted the intricate aspects of the Union Budget covering tax policies, GST regime and Govt. relief and exemptions for attracting and disciplining return filing.
3. On Saturday, 12th March 2022, an expert lecture on "The Banking sector and changing phase of Customer relationship Management" was delivered by Mr. O. P. Bhudoliya, Ex. Asst. General Manager, Canara Bank on the need of understanding banking norms and practices in the digital era through his professional experiences and challenges faced during his stint with the banking sector.

## Industry-Academia collaborations@BSSS-IAS

- BSSS-IAS has signed MOU with Confederation of Indian Industries (CII) in order to strengthen the industry institute Interface and to bring in new companies to the campus to support for Placing the students as well as for seed funding the innovative and budding entrepreneurs of the institute.

## Forthcoming Events @ BSSS-IAS

1. Special training session on Advanced Excel from 9th -14th May 2022.
2. Executive Development Programme on "Paradigm Shift and Challenges of Business in the Global Scenario" from 13th June-17th June, 2022.
3. Executive Development Programme on "Calibrating Financial Management in the New Normal Economy" from 18th July-23rd July, 2022.

## National Seminar

National Seminar on "Resurging Indian Economy by 2025: Transcending Traditional Management Practices" on 9<sup>th</sup> July 2022.

**Flywheel:** Doing repetitive business with customers through relationship building and consumer engagement.

**Geofence marketing:** Form of location-based marketing where a geographic boundary is placed around a point of concentration.

**Google Analytics:** A free tool that can be used to link up with the website, enabling businesses to track traffic through their site and their interactions. It delivers invaluable insights about the website, which can be used as a basis to recognize growing prospects.

**Lead Nurturing:** The drill of developing a series of communications that seek to develop a probable

customer and to increase the engagement with them.

**Pester power:** marketing strategy adopted by marketers to bombard the children with various messages so that by influencing children and their psychology, the parents are persuaded to purchase the products hence changing the buying habits of parents.

**Sales Pipeline:** A visual exemplification of sales predictions and where they are in the purchasing process.

**Servitization:** refers to industries using their products to sell "outcome as a service" rather than a product. Netflix and Spotify, delivering media as a service.



**BSSS INSTITUTE of Advanced Studies**

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