



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

BSSS Institute of Advanced Studies has been established to adopt and impart value-based education to bridge the gap between management education and the corporate world.

Institute's vision is to prepare future managers who are capable of harnessing the maximum output through innovative, entrepreneurial, technological inputs hence playing a crucial role in the economic growth of the nation. Institute reemphasize upon the mission to nurture leaders with the capability of manage resources in a globalized environment, for ensuring sustainable development.

The curricula of our programmes are industry oriented, based on the best global practices. Our academic perfectionism is reflected in the course design and delivery of these programmes. Numerous pedagogic tools are used to help our students to develop not only a holistic business perspective but also to evolve with an attitude and ability to seize opportunities in today's competitive business environment. They are also imparted with core values to remain committed to society along with their corporate pursuit. With a well-knit academic programme along with a strong industrial interface, BSSS IAS continues its journey towards excellence to emerge as one among the top-notch B-Schools of the country with spiralling output quality and impressive corporate recognition.

At BSSS IAS, we strive to achieve excellence in every endeavour- creation of knowledge, imparting the knowledge and augmenting the practice through consulting and executive education. We extend support to the youth of the nation with a customized effort to nurture managerial abilities and competencies to build a strong, skilful and talented manpower. Let us together make strenuous and sincere efforts to make BSSS IAS an Institute of eminence.

BSSS IAS, Institution with unique management education vision

The BSSS Institute of Advanced Studies (BSSS IAS) an institute of excellence, started functioning in City of Lakes. The BSSS IAS is promoted by the Bhopal School of Social Sciences, a prominent institute in the state capital of Madhya Pradesh, with over four decades of existence and expertise in academia and offering a wide range of UG and PG programme. BSSS IAS started the AICTE approved MBA programme from the academic year 2021-22 with 300 seats.

The two-year full time MBA programme offers specialization in HR, Finance and Marketing. For the first time in Madhya Pradesh, BSSS IAS is



Welcoming the newly appointed Archbishop of Bhopal and Chairman, BSSS IAS - Most Rev. Dr. A.A.S. Durairaj SVD

approved to offer sector-specific specialization in Finance and Marketing.

The 2 years full-time MBA programme would involve rigorous pedagogic activities like corporate lecture, MDPs, EDPs, Workshops, Seminars, Conclaves, Colloquium, etc., at National and International levels. BSSS IAS upholds the strong portfolio of national and international consultation as an effort to provide students with industry-orientated learnings.

BSSS IAS Welcomes Its New MBA Batch , 2021-23



BSSS IAS conducted 4 days Student Induction Programme from 27th-30th October 2021. The inaugural ceremony was graced by the presence of honorable Chief Guest - Prof. R. J. Rao (Vice-Chancellor - Barkatullah University). Guest of Honour - Mrs. Anuradha Singhai (Executive Director CEDMAP), Fr. Dr. John P. J. (Director - BSSS IAS), Mr. Kuriakose E (Advisor - BSSS IAS), Dr. Jessy John (HOD - BSSS IAS), faculty members, staff members and freshmen of BSSS IAS.

Student induction programme provided new entrants with the platform to adapt to their new surroundings and the vision to work together collaboratively.

The programme commenced with the welcome address of MBA aspirants by Dr. Pooja Gupta (Chairperson- Admission & Institutional Branding Cell BSSS IAS). At the onset of the event, our honourable BSSS IAS Director - Fr. Dr. John P. J. inspired the students to be enthusiastic towards learning, disciplined to achieve desired results and collaborative in growing.

The Guest of Honour - Executive Director CEDMAP, Mrs. Anuradha Singhai emphasized on the need to develop creative and critical thinking skills, as a prerequisite to face any critical situations, in personal and professional front. Prof. R. J. Rao, Vice-Chancellor, Barkatullah University, deliberated that present generation managers need to remain relevant and resilient throughout their career. He motivated the students to balance their learning with industry expectations and also to enjoy their social lives

with utmost dedication and responsibility. The guest panel inspired the young managers to rationally move towards building strong career with values and ethics.

The 4 days events followed a series of activities comprising of -

1. Familiarization with College, Dept./Branch
2. Literary Activity
3. Proficiency Modules
4. Lectures & Workshops by Eminent People
5. Creative Arts through ice-breaking activities
6. Culture activities under cultural performances Mentoring & Universal Human Values
7. Introduction to various club activities in college for extra-curricular participation

On the valedictory ceremony, the BSSS IAS fraternity was delighted to welcome the Chief Guest most reverent Fr. Dr. Leo Cornelio (Archbishop of Bhopal) and esteemed members of advisory committee including - Fr. Dr. John P. J. (Director - BSSS IAS), Dr. Anil Dhagat (Vice-Chancellor - Shri Krishna University Chhatarpur), Fr. Dr. Davis George (Director - St. Aloysius College, Jabalpur), Mr. Albert Wilfred D'Souza (Chairman - Aldel Education Trust, Mumbai) who encouraged the new students with their benevolent words and wisdom to lead their desired career path with enthusiasm, cooperation and openness towards unlearning, learning and relearning.



guru mantra

Financial Planning and Personal Finance



Financial Planning is an often-heard phrase these days. Media (print, web and electronic) is full of information about it while Investment advisors, insurance or mutual fund agents and companies all thought it as the tool which would help you select the right investment for your needs. Most people nurture dreams of owning a bigger house or car, exploring the world, giving their children the best possible education, a blissful retirement, etc the average person can today expect to live a healthy life well into his or her seventies or eighties, which means that retirement life is almost as long as working life. Financially, it implies that savings (after taking into account inflation) should be enough, not just to maintain the same lifestyle for almost 25-30 years, with no new income, but also to take care of medical expenses, which are usually high the older a person gets. Planning for all this is a tall order for anyone. That's why it's critical for everyone to plan their finances from an early age.

With the growing inflation, it is well-known that the rising cost of living shall not be in line with the current income level of the salaried or self-employed people. Therefore, investing at early stage will provide a strong base to build a fortune. But all investments have its' own associated risk, therefore, the core of financial planning is to understanding of the market movements and investment sentiments to plan investment avenues based on financial goals to be achieved. Financial planning begins with self-assessment of needs, to save money for future investments. It requires extensive study of companies and financial markets to identify avenues that shall meet the investment objectives. Thus, for beginners it is essential to enter these markets with the assistance of an expert planner to support their knowledge for informative timing of investment and withdrawals from the dynamic financial markets.

Dr. Atul Dubey
Faculty, BSSS IAS, Bhopal

Is Sustainability just environmentalism?

People, Planet and Profit—The Triple Bottom line



Sustainability is not just environmentalism. Meeting our needs and without entailing the capability of future generations to meet their own needs. Social and Economic resources are being weighted equally with natural resources. According to UN World Commission on Environment and Development, "sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs." Developing sustainable business practices implies creating strategies that preserve the long-term viability of People, Planet and Profit— known as the triple bottom line.

Sustainability in FMCG and retail includes implementation of sound eco-friendly practices that reduce any harm to the environment and help conserve natural resources. It extends from procurement of raw material to manufacturing practices, packaging, and distribution. The key sustainability practices adopted by global businesses include reducing greenhouse gas emissions, energy conservation, water conservation, appropriate packaging, waste reduction, and recycling. Wal-Mart, IKEA and H&M have ventured towards more sustainable retailing, largely by leading collaboration across their supply chains.

Dr. Pooja Sharma
Faculty, BSSS IAS, Bhopal

Financialization of Housing: A concept of Wealth Creation

Housing and real estate markets worldwide have been transformed by global capital markets and financial excess. The phenomenon of financialization of housing, occurs when housing is treated as a commodity like a vehicle for wealth and investment rather than a social good. The report on the "financialization of housing" throws light upon the need for various changes that need to be incorporated in the overall perception towards the concept of housing and it linked human rights. "Housing" is preserved as a commodity, a means for accumulating wealth and often as security for financial instruments that are traded and sold on global markets. Though all of us encourage innovation with respect to financialization in many of financial products, but considering housing also as a commodity will take away the right of a whole majority of people who also have the right of life with dignity. The report focused on the way capital investment in housing has increasingly disconnected housing from its social function to a way to amass wealth with a focus on long term return. Recently short selling was also observed in this area proving the commodification of housing. Influx of capital has increased housing prices in many cities of India to levels that most residents cannot afford. Housing prices are no

longer commensurate with household income levels, and instead are driven by demand for housing assets among global investors. Housing loan mania / real estate mania is actually exploiting the ignorant people and hence denying them with their fundamental rights, with excessive burden inherited by these people because of the huge fluctuations in the mortgage rate is making poor people more confused and forcing them to evict their property in the hands of shrewd market players. This monetary discrimination has widened the gap between haves and have nots and even made the dreams of middle income persons to have a nice home, unattainable in one's life time. Strict legislations should be imposed with respect to global investors the government can plan for increase taxation policies for foreign investors and indigenous investors. The government should come up with some capping with respect to the maximum pricing when it comes to commercial and global investment, hence making housing accessible to all. Housing can be considered as investment avenue but should be practiced with caution in alignment with Government of India's vision for "housing for all".



Dr. Jessy John
Faculty, BSSS IAS, Bhopal

21st Century Higher Education: Opportunities for innovative and creative teaching-learning pedagogy

"Live as if you were to die tomorrow; learn as if you were to live forever." – by Mahatma Gandhi.



The quote by Mahatma Gandhi insists on the ability of an individual to continue learning irrespective of any age, caste, creed, gender or circumstances. The very existence of humankind depends upon the capabilities of mind to accept and experiment in the dynamic surroundings. Every now and then, the internal and external environment around an individual provides challenges and opportunities to explore and discover new surprises. The year 2020 dwelled upon the abilities of an individual to be adaptable to possibly all odd situations and adept to the expectation of the new normal world. The economic set-back caused by COVID pandemic, made the world look dark and dead. Months of mourning, struggle to sit-

back locked, new philosophy of work-from-home, online teaching-learning, managing work-life balance, technology adaptations, etc., were indeed some of the several challenges encountered in past 10 months, in addition to the challenges of social, emotional and financial façades. The Covid-19 pandemic raised and reframed the bars of survival not only with physical abilities but also with the mindsets. It compelled everyone to welcome and accept the growth mindsets and learn to learn, adapt, adept and grow! During COVID-19, academia witnessed a drastic change from traditional teaching-learning experience to a whole new technological intervention. The class-room teaching was converted into flipped class-room emphasizing on blended-teaching pedagogy with experiential learning, thus opening newer opportunities to reach wider global academic audience.

Dr. Pooja Gupta
Faculty, BSSS IAS, Bhopal

FDP on Outcome Based Education



FDP on Outcome Based Education was conducted on 14th October 2021 with the objective to realign the focus on educational outcomes and hence to mentor the students

with a specific focus on their managerial skill development. various accrediting bodies have mandated that for securing academic accreditation, educational institutions must change the teaching-learning processes from 'input based model' to 'outcome-based model'. During the FDP Participants were acquainted with intricate aspects of Blooms Taxonomy and were taught about the need to align various evaluation methods and rubrics to ensure the academic standards. The participants were also given hands-on training with respect to the way in which course outcome and programme outcomes need to be calculated based on various direct and indirect evaluation methods.



Board of Directors at BSSS-IAS during Student Induction



Presentation during Seminar related to Career Counseling



Address to the budding managers by Expert from Corporate



Cultural Activities during Induction Programme

Academic Appetizers

Student Club Activities:

- BIZZ WIZ CLUB** – On 2nd December 2021, the club organized an intra-collegiate quiz competition – “**Quizzomania**” to acquaint the students with the world of Brands. After a cutthroat competition, Team Uranus consisting of Shrashti Sahu, Shoeb Rehman, and Sidhesh Arakh bagged the 1st prize and the Team Saturn consisting of Raavi Singh, Arya Jain, and Jaya Singh Raghuvanshi received the 2nd prize.
- CHANAKYA CLUB** – The Club conducted number of activities, under the banner of “**Talking Titans**”, as below -
 - On 7th December 2021 - organized a Public Speaking Competition on the topic “**Marketing Strategies for Brand Building**”. The participants were judged using various parameters such as organization, quality of content, good range of vocabulary, pronunciation and correct grammar. Mr. Huzefa Mansoor and Ms. Ayushi Gautam were adjudged as first and second prize winners on the basis of their discourse.
 - On 9th December 2021 - organized a Public Speaking Competition on International Anti-Corruption Day, on the topic “**Your Right, Your Role, Say No to Corruption**” wherein students deliberated about the importance of developing a generation with high commitment for nation building.
 - On 10th December 2021 – organized a Collage Making Competition on “**Equality-Reducing inequalities, advancing human rights**” with the objective of creating awareness and interest about human rights.
- MARKETING MARVEL'S CLUB** – The Club hosted following activities –
 - On 14th December 2021 – organized a “**Carve for Craving - Cafeteria naming and LOGO designing competition**” with the aim to draw creative blend of techno-savvy budding managers to sharpen their marketing creativity.
 - On 14th December 2021 – organized a Open Mic Session on the topic “**Economy Growth Vs. Energy Conservation**” to celebrate of National Energy Conservation Day and to provide the students a platform to express their thoughts.

Upskilling Programme @ BSSS IAS

In order to promote overall professional growth and development BSSS IAS organized several upskilling programmes for faculties and students this includes -

- Faculty Induction Programme** for BSSS IAS faculties was conducted on 17th August 2021, by Dr. Anil Dhagat - Vice Chancellor of Sri Krishna University, to orient the faculty members with the various methods of effective teaching pedagogy for conducting the session.
- Managerial Aptitude Development Programmes** are organized for under-graduate students to provide them with the information about various specializations in MBA programme. The aim of the programme is to assist in building their understanding for selecting suitable career path, in future, while opting for higher education degree courses.
- Management Competency Development Programme** offers the value-added certificate courses in core subjects in alignment with international credit-based grading system.
- “**Earn while you Learn Programme**” is an initiative of Placement Cell @ BSSS IAS which provides the opportunity to MBA students to undertake LIVE PROJECT with industry under the real corporate environment and mentor guidance. Under this programme 3 students of MBA - 1st semester viz., Md. Fakhri, Muskan Malviya and Priyanshi Sakre received the Summer Internship offer letter at Accrual Intelligent Manual (AIM), New Delhi to join as OJT interns.

Is the world witnessing the influence of silent pandemic - depression?

By looking at the history of depression, the word got its' audience from the 200 years old impact of mass industrialization or in scientific term "radical environmental mutation". Our environment has radically mutated but the question arises - has the human genome changed over the last 200 years? The answer is, it hasn't! It indicates profound mismatch between the genes that we carry, the bodies and the brains that they're building and the different world that we find ourselves in. This is a reason why depression has been pronounced to be a disease of civilization which refers to the disease of lifestyle that leads to complete detachment from ancient lifestyle or no connection to it whatsoever. Humans were never designed to be socially isolated, sedentary, indoor, fast-food laden, sleep deprived, frenzied pace of modern life. Survey says 1 in 9 Americans take antidepressants. Throughout western world this silent disease is on peak. Reason? Complete detachment from ancient lifestyle.

The foremost reason of depression is "brains runaway - stress response" or simply a flight or fight response in its most extreme form. This was designed primarily to aid our ancestors when they faced predators or other physical dangers that requires intense physical activity which may go on for 10 seconds to few minutes or in extreme cases for few hours. But now the stress response runs from weeks to months or even years, at a time. The extreme and persistent condition of stress disruptive neuro-chemicals that leads to depressive illness. As the world, if recognizing the growing number of cases of mental illness/depressions, efforts have been initiated, across the globe, to propagate and implement the need of balance life, prioritizing tasks, enjoyment measures in life, family togetherness activities and self-exploration exercises.

(Author – Vineet Kumar, Student – MBA Sem I)

Corporate Events @ BSSS IAS

HR CONCLAVE '21

18th - 19th December 2021

Eminent Corporate Speakers are:

 Dr. Arvind Prakash Team Lead- Advisory PricewaterhouseCooper Advisory Services	 Mr. Mohammad Hanif Mevati Director Khadi and Village Industries Commission (KVIC) Ministry of MSME, Govt. of India	 Mr. Pankaj Dija VP- Programme Head DevOps & SRE for CIO-RCA & Global Head of RCA - Compliance, Deutsche Bank	 Mr. Arun Kumbhat Advisor Access- Health Digital
 Mr. Arsh Moini COO Azeetho Software	 Mr. Kirti Mishra Co-Founder Ecolectra Consultants Pvt. Ltd	 Mr. Avilash Dwivedi GM- CSR Mahindra and Mahindra Ltd	 Mr. Rakesh Singal Training Cluster Head Lupin Ltd
 Mr. Biju Sebastian Vice President Corporate- HR Somany Ceramics	 Mr. Priyank Vijay Circle Head RBC Bank	 Ms. Mahua Roy Choudhary Project Coordinator- Governance and Knowledge Management Bihar Rural Livelihoods Promotion Society	 Mr. Arun Shukla Vice President-Sales Growth Jacky
 Mr. Madhu Alexiouse COO Mathusol Capital Services Ltd	 Mr. Biju Mathew Thomas Head of Injectable Manufacturing Operations Mylan Laboratories Limited	 Mr. Amit Tyagi Deputy General Manager - HR, IR & Admin VE Commercial Vehicles Ltd.	 Mr. Rishu Kumar Regional Business Head Ujjivan Small Finance Bank
 Shri CB Malpani (Vice President, Federation M.P. Chamber of Commerce & Industry) MD, Shree Paragatplast	 Mr. Ashish Thekera Senior Director & Head - Financial Institutions & Digital Business Ruthera Arc	 Ms. Radhika Chandorkar HR Varun Beverages Ltd.	 Ms. Namita Pandey HR Srijan



BSSS IAS Advisory Board Meeting



Academic Collaboration with Institute of Excellence in Higher Education (IEHE), Bhopal

Management Terms

1. **Adhocracy** is form of business management that emphasizes individual initiative and self-organization in order to accomplish tasks. This is in contrast to bureaucracy which relies on the set of defined rules and set hierarchy in accomplishing organizational goals.

2. **A/B testing** also known as split testing, refers to a randomized experimentation process wherein two or more versions of a variable (web page, page element, etc.) are shown to different segments of website visitors at the same time to determine

which version leaves the maximum impact and drive business metrics.

3. **Abilene paradox** a group of people collectively decide on a course of action that is counter to the preferences of many or all of the individuals in the group. It involves a common breakdown of group communication in which each member mistakenly believes that their own preferences are counter to the group's and, therefore, does not raise objections. A common phrase relating to the

Abilene paradox is a desire to not "rock the boat". This differs from group think in that the Abilene paradox is characterized by an inability to manage agreement

4. **Asset stripping** refers to the process of purchasing an undervalued company and then separately selling its assets. The premise of asset stripping is to sell the individual assets of the acquired company at an aggregate higher price than selling the whole company by itself.

Guest lectures @ BSSS IAS

- On Thursday, October 28th 2021, BSSS IAS invited the industry expert - Mr. Amit Tyagi, Head HR, Volvo Eicher, Bhopal to deliver his lecture on the topic "Expectations of Corporate From Young Managers". He explained various fundamentals to the MBA students for developing their career road-map to achieve desired jobs.
- On Friday, October 29th 2021, BSSS IAS invited Mr. Narendra Singh, Zonal Manager, AMUL to deliver his lecture on the topic "Versatile Managers: A vision". He provided the insights for the students to be prepared for high industry expectations for multi-tasking and multi-talented, technology savvy, industry oriented task-force.
- On Thursday, November 10th 2021, BSSS Institute of Advanced Studies conducted a guest lecture on Kinetics. The resource person for the session was Mrs Punam Agrawal director of Neostylus is an author who has published books titled – Leadership Training, Recruitment Tools, Business Communication- Soft Skills. She has a diverse background covering HR, Coaching, Counseling, Communications, Consulting and Interior Designing and Certified Psychometric Test Professional from CAMI-USA and have successfully completed CELIA from Cambridge, UK along with the Train the Trainer Course & NLP Practitioner.
- On Thursday, November 27th 2021, BSSS Institute of Advanced Studies conducted a guest lecture on Job opportunities in Mutual fund. Mr. Kapil Malik, Deputy Vice president, Regional Head-SBI Mutual Fund, MP & CG, took the session, He explained in detail about the nitty-gritties of financial markets.

BSSS INSTITUTE
of Advanced Studies

A center for academic & corporate interface

ADMISSION OPEN

BATCH 2022-24

Add on courses:

- Soft Skills Development Programme
- Managerial Competency Development Programme
- Industry Orientated Live Projects
- Earn while you Learn - Corporate Interface

PROGRAMMES:

- ▶ MBA
- ▶ MBA Finance
- ▶ MBA Marketing

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Forthcoming Events @ BSSS IAS

Executive Development Programmes

- Paradigm Shift and Challenges of Business in the Global Scenario on 10th Jan - 14th Jan 2022.
- Calibrating Financial Management in the New Normal Economy on 07th Feb - 11th Feb 2022.

National Seminar

National Seminar on "Resurging Indian Economy by 2025: Transcending Traditional Management Practices" on 5th March 2022.

Editorial Board

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