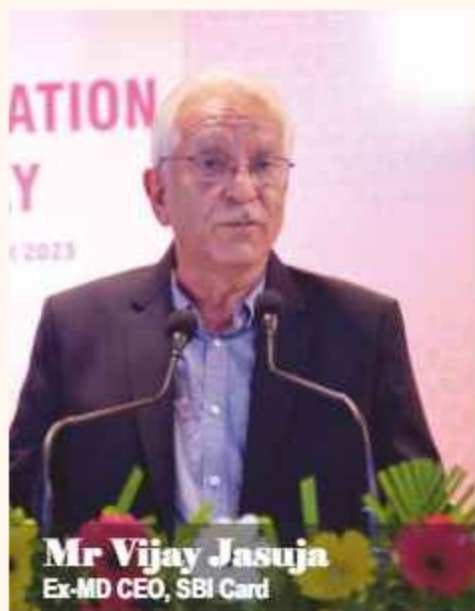




Dr Fr John P J
Executive Director, BSSS IAS

Foundation Day

BSSS IAS celebrated its second foundation day on 3rd August 2023. The event witnessed an enlightening address by Chief Guest Vijay Jasuja, Ex-MD and CEO of SBI Card who shared his inspiring journey at National and International Levels. The festivities included an Inter-club sports competition with various indoor and outdoor games.



Mr Vijay Jasuja
Ex-MD CEO, SBI Card

Dear Readers,

We are pleased to present to you the Quarterly Newsletter - "Manthan" Vol. 2, Issue 3, Jul-Sept 2023 for the third quarter of the year 2023. The quarter experienced a plethora of academic, extra-curricular, and co-curricular activities. The major attractions of this quarter were various MDPs and EDPs along with MoUs signed and inauguration of the embassy office of Synergy University Moscow. We place on record our sincere gratitude to the entire "Manthan" Newsletter team for compiling the newsletter.

Looking ahead to another eventful quarter!

Editorial Team

Message from Executive Director

I hope this message finds you in good spirits. As we are all aware the education system in India is undergoing a rapid change where knowledge and change management are the focus of studies, and practical learning is being given utmost importance. These experiences allow students to become more self-enabled workers and pave their path as viable leaders. The nation is now benefiting from proactive students who contribute to their society's betterment and are able to boost their economy in terms of sustainable innovation and development. Knowledge and its practical application allow students to have a realistic idea of the world and are able to shape themselves as original and innovative professionals who not only benefit their working environment but also add value to the community that they are a part of. BSSS IAS has taken great measures to ensure that their students are not restricted to classroom learning, but are able to apply their knowledge to solve real-life situations. These opportunities are given with the help of case-based projects and live assignments that provide interactive learning and experience in their desired fields. Business acumen is essential to develop as an able leader

and we are consistently making efforts to build this asset amongst our students with the help of various training sessions, seminars, exposure visits, and guest lectures that refine and polish the students on their intellectual and interpersonal skills, that allows them to stand out amongst the crowd as exceptional leaders and provide an essential boost to their professional career. For those who aim higher and want to develop themselves, the Institute has signed various MoUs and is collaborating with well-reputed international organizations that not only provide recognition to our brand but also offer an opportunity to the students to further hone their talent and grab an opportunity to showcase their talent internationally. The continuous effort of our faculty and students has allowed us to cultivate new corporate connections and strengthen the existing ones, increasing job placement opportunities that sets up a bright and promising future for our students. With mindful progress and a positive impact on society as our vision, let's continue this journey with the best of intentions and an unparalleled effort, solidifying us as a premier institution.

Prabodhan '23 – Academic Confluence



BSSS Institute of Advanced Studies organized 'Prabodhan '23'- Academic Confluence on 15th July 2023 wherein Mr. JK Arora, Managing Director SOM Group of Companies, Bhopal enlightened the students on the importance of education. Ms. Yana Oseyeva, Development Director, Department of International Business Synergy University, Moscow briefed students about the integration of Russian and Indian education. Faculties released their publications in the presence of the Archbishop of Bhopal- Most Rev. Dr. A.A.S. Durairaj, SVD.



"Chairman's Award for Academic Excellence" was under the annual awards category, awarded to Ms. Muskan Malviya. (MBA Batch 2021-23)



Executive Director's Award for the Best Summer Internship was bagged by Ms Shivani Chilhate - (MBA Batch 2021-23) for her intense research and outstanding internship report.

guru mantra

Potential of India's Production Sphere



India's production sphere is an important giver to the country's financial growth. It accounts for about 15% of India's gross domestic product (GDP) and provides employment to about 12% of the country's workforce. The sphere is extremely diverse and includes many industries such as textiles, pharmaceuticals, automobiles and consumer rare goods. In recent

years, the Government of India has taken several initiatives to boost the production sphere. The 'Make in India' campaign is one of the major initiatives aimed at increasing the share of the production sphere in the country's GDP and boosting the growth of domestic production. The government has also set up several Special Economic Zones (SEZs) to draw overseas capital in the area.

Apart from this, the production sphere in India continues to face several challenges, including lack of substructure, scarcity of trained workers and troubles in getting funds. Moreover, the sphere has also been affected by a slowdown in global demand and increasing competition from countries like China. However, this scenario also offers huge growth opportunities in the sphere and is expected to play a significant role in the growth of the Indian economy through sustained reforms.

India's production sphere needs up-gradation and restructurings for becoming worldwide viable. Absence of actual, stretchy and embattled policy provision along with loyal actions like the advancement of set-up and edification would mean the sluggishness of the sphere. The government needs to discourse the fundamental glitches for the breakthrough ingenuities like Make in India and Skill India to exertion and production sphere to grow.

Prof. Sunil Goyal

(Social Scientist and Columnist)

Professor of DoHE, GoMP based at Indore, Madhya Pradesh.

Working from Home: Cultural Drift



The lockdown forced the corporate world to retreat to their houses and continue its operations. The impact was global and multinational companies went through an extremely rough phase with respect to managing their employees, and the company, and ensuring their survival in the market. The Indian Economy itself suffered a loss of over Rs 19 Lakh Crore, and sustaining any sort

of business seemed hopeless. The concept of, 'Work from Home', served as the only option available for employees to survive financially and for companies to not shut down.

The outcome of Working from Home appeared two-fold. Workers now prefer to work from home as their reporting time no longer exists, hence, they were able to decide their schedule and have a flexible working style that benefitted not only their convenience but companies were able to capitalize on the fact that the employees could work at any given time from the comfort of their homes. Metro city employees were able to save a lot of commute time on distances and were able to utilize that time to meet deadlines and their work goals. Moreover, the happiness index showed that 20% more employees were happier working from home than in an office.

The negative effects of working from home presented themselves in the way that it blurred the lines between personal and professional time which caused an offset in the routines of the employees and had a negative impact on their body clocks. It is essential to balance both sides to ensure that the employees are able to maintain a proper Work-Life Balance.

Ms Akanksha Nair

(Lead- Marketing)

GOOGLE Partner at Continuum Global

MESSAGE FROM HoD

Campus placement is a crucial milestone in the academic journey of a B School Student. It is a time when a student is supposed to showcase their skills and knowledge to potential employers and compete for coveted job opportunities. Even though academic performance is essential, it is not the only factor that determines success in campus placement. With hard work, dedication, and the right preparation, students can achieve their goals and land their dream job.



1. Class attendance is of paramount importance. It is the foundation of the knowledge and understanding of the core concepts of the field. Classrooms provide an avenue for the student to participate actively in thematic discussions, ask questions, and clarify doubts. Active classroom participation will help a student to develop a deep understanding of the subject matter and hence to ponder about new innovations that can add to the existing theories, which is essential for success in campus placement interviews.
2. Soft skills are indispensable. In today's competitive job market, soft skills such as communication, teamwork, and problem-solving are just as important as technical skills. Employers are looking for candidates who can communicate effectively, work collaboratively, and stand out from the crowd. Therefore, it is important to invest in developing soft skills through training and extracurricular activities. So students need to take an active part in various club activities and soft skills training sessions to polish and refine themselves.
3. Knowledge enhancement is key. The world is constantly evolving, and so are the demands of the job market. To remain competitive, it is important to keep knowledge up-to-date. It is the need of the hour to read industry publications, articles, editorials and attend seminars, and network with professionals in various fields. This will help to stay abreast of the latest trends and developments in the industry, which will give any student an edge in campus placement interviews.

Remember, campus placement is a marathon, not a sprint. It takes time, effort, and dedication to prepare for and succeed in campus placement. Persistence is the only mantra.

"Success is not final, failure is not fatal: it is the courage to continue that count." - Winston Churchill

All good wishes for the upcoming placement season!

Dr Jessy John

HoD & Chairperson-Placement

List of Faculty Publications

Journal Publications

- ☑ Sankar, J. G., David, A., & Valan, P. (2023), Examining User Understanding and Perceptions of E-Commerce Data Privacy, Security, and Protection. In *Confronting Security and Privacy Challenges in Digital Marketing* (pp. 159-185). IGI Global. DOI: 10.4018/978-1-6684-8958-1.ch008. (SCOPUS).
- ☑ Sankar, J. G., David, A., & Ramasamy, R. (2023), Assessing Water and Sanitation Service Quality at Pilgrimage Sites After COVID-19: An Empirical Investigation. In *Prospects and Challenges of Global Pilgrimage Tourism and Hospitality* (pp. 160-179). IGI Global. DOI: 10.4018/978-1-6684-4817-5.ch013. (SCOPUS).
- ☑ Nag, A. K. & Gilitwala, B. (Aug 2023), An Empirical Study of Paradigm Shift in Patient Loyalty Towards Hospitals in The Wake of the COVID-19 Pandemic. *Asia Pacific Journal of Health Management*, 18(2). <https://doi.org/10.24083/apjhm.v18i2.100> [ISSN: 2204-3136 (online); ISSN: 1833-3818 (Print), (SCOPUS), (ABDC), (Web of Science), (UGC Care Group-II)].

Paper Presented

Dr. Durdana Ovais, Richi Simon, Nilofar Kadeer

- ☑ Mapping the climate change attitude: careless or care less, environment development and sustainability. *Journal- Environment, Development and Sustainability*, Springer Netherlands, 2023-7-7.
- ☑ Optimism bias as moderator to deal with anxiety & depression: Empirical evidence from PLS-SEM based approach, *International Journal of Educational Reform*, 2023.

Book Chapters

Book Title- Sustainable Practices in Higher Education.

Chapter Title - Future Managers' Perspective on Attaining the Sustainable Development Goals and Sustainability in India by Dr. Durdana Ovais, Dr. Richi Simon & Dr. Shumayla Hasan. ISSN 978-3-031-27806-8 Palgrave Macmillan, Cham 2023.



Synergy University Course Orientation



Exposure Visit to MAX DB Mall- Semester 3



Farewell of Batch 2021-23



Exposure visit to Aspoorti Department



SATURDAY DHAMALA- A Movie Marathon



Mystique! A quiz competition by the Thinking Hats Club

Academic Appetizers

Women-Led Development – A G20 Initiative



Women were not part of G-20 earlier but over the years, there has been a growing awareness of the need to involve women at all levels. One of the key factors contributing to the shift towards greater inclusivity in the G-20 Summit has been the recognition of women's unique perspectives and contributions. As

discussions at the Summit encompass a wide range of topics, including economic stability, and climate change, it became evident that women's voices were essential to addressing these complex challenges effectively.

First and foremost, diverse perspectives lead to better decision-making. Women bring unique viewpoints and experiences that more comprehensive solutions. Furthermore, gender equality and women's empowerment are integral to achieve sustainable development goals. Gender bias, stereotypes, and cultural barriers can hinder women's advancement in leadership roles, both nationally and internationally.

In conclusion, women participation in the G-20 Summit represents a positive shift towards greater inclusivity and diversity in global decision-making. As the world faces increasingly complex challenges, harnessing the collective wisdom of all genders is paramount. By recognizing and supporting the active engagement of women in these critical discussions, we move closer to a more equitable and prosperous world for all.

Mr. Savio Varghese
MBA (Dual), Batch 2023-25

Book Review: Atomic Habits By James Clear



"Atomic Habits" by James Clear is a book worth reading. It is a transformative guide to personal development and behavior change. The book's main lesson is that over time, modest adjustments can have a tremendous impact. It laid clear emphasis on the power of small, incremental changes, or "atomic habits," which can lead to remarkable results over time.

The writer also explores the psychology behind habit formation, offering readers an understanding on the working of habits and implementing it for a positive change.

The book comprises of two sections: the first half explains how habits function and how to modify them, and the second part offers helpful guidance on how to put these changes into practice. Whether anyone is looking to break bad habits or build new ones, this book provides an effective roadmap for success. Out of all the self-development books, this book stands out because it offers practical guidance on tracking progress, building new habits, and fostering an environment that encourages positive change.

Overall, "Atomic Habits" is an excellent book for someone who wants to improve their habits and achieve their goals. It is well written in a simple language and offers valuable resources. I highly recommend this book to everyone and implement its principles to transform their lives.

Mr. Prakhar Joshi
MBA (Dual), Batch 2023-25

INDUSTRIAL EXPOSURE VISITS



The students of MBA Batch 2023-25 had the unique opportunity to gain valuable industrial exposure and engage in an educational visit to prominent companies and historical sites on 19th August 2023. They visited Daulat Ram Industries, Crompton Greaves, and Vardhman Yarn. These visits aimed to bridge the gap between theoretical knowledge and real-world applications, providing the students with insights into the functioning of industries, production processes, and corporate environments.



Industrial visits for the students of MBA batch 2023-25 to HEG, Parle-G, and Anant Spinning Mills.



"AAGAZ 2023"

To welcome the new MBA Batch of 2023-25, BSSS IAS organized the event "AAGAZ", with the motto of "Elegance meets Talent". The students engaged in various activities such as ramp walk, talent show and tug-of-war to showcase their capabilities, strength and teamwork. The title of Mr. Fresher was awarded to Mr. Aditya Lakhera and Ms. Ishika Tulsani was crowned Ms. Fresher. The Best Pair award for Traditional Attire was won by Ms. Shiza Masroor and Mr. Savio Varghese.



MDP on Application of Advanced Excel for Corporate Executives



Skilling Sessions



Inauguration of Sports Zone



Session on Natural Language Processing for Decision Making

Institute Bonanza

MDP- “Excel for Managers”

An MDP on “Application of Advanced Excel for Corporate Executives”, was successfully completed on 5th August 2023, in association with the Confederation of Indian Industry, Bhopal. The program aimed at equipping the corporate executives with necessary skills to leverage the power of Excel for data analysis, reporting, and decision making. The MDP was inaugurated by Mr. Rajkumar Singh, Vice President- IIR & IR- Vardhman Textiles and was attended by participants from various industries in Bhopal.

XEBIA

A training program on “NLP for Decision Making” was conducted by Resource Person Mr Leonard Jesuraj, Associate Director (L&D), Xebia on 02 September 2023. It offered insight for our MBA students to rely on their senses for essential decision making, along with the impact of self-image and behavior patterns on personal goals that allow for specific outcomes.

Machine Learning Session

A two-day high leverage training program was organised on Textual Analysis and Data Mining Training on 23rd and 24th September 2023, under the guidance of Dr. Pratyush Banarjee, Associate Professor, IMI Bhubaneswar. The students were introduced to the software, ‘Orange’, through which they were able to learn business analytical skills that will allow them to make decisions through data-backed models.



EDP on “Developing Effective Leaders with Managerial Competencies”

An Executive Development programme on “Developing Effective Leaders with Managerial Competencies”, was conducted by the BSSS Institute of Advanced Studies on 25th June 2023, with reputed industry experts to highlight the essential competencies that build a leader.

MoU with United Engineering Industries Private Limited

An MoU was signed between BSSS Institute of Advanced Studies and United Engineering Industries Private Limited to strengthen corporate relations.

Forthcoming Events @ BSSS IAS

1. Rural Immersion Program for the MBA batch 2023-25 from 19th November to 25th November.
2. Campus Placement Drive for the MBA Batch 2022-24.
3. Colloquium of Industry- Academic for Fortifying Sustainable Management practices on 13th January 2024.
4. One Day National conference on Entrepreneurial Ecosystems and Startup Environment: Fostering Innovation and Entrepreneurship on 2nd March 2024.

MANAGEMENT DEVELOPMENT PROGRAMMES

S.NO.	TOPIC	DATE (FROM-TO)
1.	Managing Work & Wellbeing: Wellness Programme for Middle Level Managers	07 - 09 December, 2023
2.	Harnessing Emotional Intelligence Skills for Stress Management	18 - 20 January, 2024
3.	Data Driven Analytics for Efficient Decision Making	02 - 04 May, 2024
4.	Finance for Non-Finance Executives	16 - 18 May, 2024
5.	Enhancing Leadership & Organisational Skills for Administrators	20 - 24 May, 2024
6.	HR Analytical tools and its application for enhancing Organizational Development	14 - 16 June, 2024
7.	Business Intelligence and Analytics using Power BI	20 - 22 June, 2024



BSSS Institute of Advanced Studies

(Approved by AICTE, MoE, GoI & Affiliated to Barkatullah University)

ADMISSION REGISTRATION OPEN

MBA
BATCH (2024-26)
with PGP - MCB

Placements (2022-23) Highest Package Offered

INR 9.0 LPA
200+ Corporate Associates

PROGRAMMES

- ▶ **MBA Full Time**
Dual Specialization- (Mkt. Mgmt., Fin. Mgmt., HRM, BFSM, RM, T&T Mgmt.)
- ▶ **MBA Finance**
- ▶ **MBA Marketing**

Post Graduate Programme in Managerial Capacity Building (PGP - MCB)
from Synergy University Moscow, Russia.
• HR Analytics
• Business Analytics

INTERNATIONAL PROGRAMMES

MS Programme from ASSUMPTION UNIVERSITY, BANGKOK, THAILAND -
• M.S. in Management
• M.S. in Investment Analysis & Management

Teaching Pedagogy

- Soft Skill & Personality Development Courses
- International, National and Rural Immersion
- Industry-Oriented Live Projects
- Earn while you Learn - Corporate Interface
- Experiential learning through SIP and Field visits

Facilities

- Hostel for Boys & Girls
- Education loan



VISIT NOW
www.bsssias.ac.in

OUR PARTNERS



E-6, Arera Colony, Danapani Road
Bhopal, M.P. (India)

+91 (0755) 2921781
+91 (0) 7223035813

admission@bsssias.ac.in
info@bsssias.ac.in

Editorial Board

Chief Patron

Rev Dr Fr John PJ
Executive Director,
BSSS IAS

Advisors

Mr Kuriakose E
Dr Jessy John

Editorial Members

Dr Pooja Sharma
Dr Pooja Gupta
Dr Durdana Ovais

Student members

Mr Adwaidya Nair, Mr Mayank Chandwani, Mr Mukul Paul, Ms Meenakshi Shejwal

Feedback and Suggestions

Kindly share your feedback and suggestions to: publications@bsssias.ac.in

Published and Printed by the Publication Cell, BSSS IAS
E-6, Arera Colony, Bhopal - 462016 Website: www.bsssias.ac.in