



Dr Fr John P J
Executive Director

I hope this message finds you in good health and high spirits. As we are all aware that the Indian education system has recently undergone a significant transformation, with the introduction of NEP 2020. Visionaries, across the nation, are making efforts to align the current education system with the needs of the 21st-century workforce and fostering innovation, entrepreneurship, and holistic development among students. These reforms are designed to empower the youth with the knowledge, skills, and mindset required to excel in a rapidly changing global landscape. Under the new education regime, more emphasis is given to designing courses with a flare to develop leadership, managerial, and problem-solving skills. The role of higher education has been highlighted for preparing future leaders who can navigate complex challenges, drive innovation, and create sustainable business models. Furthermore, the encouragement for interdisciplinary learning for students to explore diverse subjects through real-world case studies, internships, and industry collaborations, to gain hands-on experience and develop a deeper acceptance of business dynamics, directly focuses on developing entrepreneurship and innovation instincts among the young minds to contribute

in generating employment and nation's overall growth. The PG programmes of BSSS IAS, are well-suited to deliver on this front. This experiential learning approach ensures our students are equipped with the necessary skills and acumen to make an immediate impact in their careers. Institute's constant efforts to connect with industry and corporate by participating in industry expos, and organizing seminars, conferences, expert talk shows, and management development programmes are prominent ways to integrate industry and academia for creating training and placement hub. We continue to strengthen our position as a bridge between the industry/corporate world and our students by embracing practical learning, interdisciplinary education, entrepreneurship, and industry collaborations. It is our endeavor to nurture and cultivate better relationships with the industry to increase internship and job placement opportunities for our students and establish a feedback loop that helps us continuously improve our programmes and lead the institute to greater heights. I urge all students, faculty, and staff to embrace this new era with enthusiasm and a commitment to excellence. Together, let us shape the future of business education and contribute to the progress of our nation.

Unveiling of MS Programme of Assumption University, Bangkok Thailand

On 11th February 2023, BSSS IAS in collaboration with the international counterpart Assumption University, Bangkok (Thailand) announced the launch of the two international flagship programmes - MS Management and MS in Investment Analysis and Management. The event was graced by the presence of the honourable Chief Guest Mr. Rajeev Agrawal - President of the Association of All Industries (AAIM), Mandideep and the Guest of Honor - Dr. Partha Basu - Head HR, Eicher Taffe, Bhopal. In the inaugural speech, Dr Fr John PJ, Executive Director, BSSS IAS elaborated on the relevance of international collaborations and curriculum to provide global exposure to the learners' community.

The honourable Chief Guest - Mr. Rajeev Agrawal, President, AAIM, Mandideep expressed his overwhelmingness to be part of the learning journey of the institute and appreciated the institution's efforts to set quality standards of education in the city. The Guest of Honor - Mr. Partha Basu, HR Head, Eicher Taffe, Bhopal congratulated the Institute for the launch of its first international flagship programme. Mr. Basu also stated the need for industry-academia collaboration to provide momentum to upgrade the quality of education post-covid. He mentioned that international MS Programmes of BSSS-IAS will be a tremendous boon to the industry.



Dear Readers,

We are pleased to present to you the Quarterly Newsletter - "Manthan" Vol. 2, Issue 1, Jan-Mar '2023 for the first quarter of the year 2023. The quarter experienced a large number of academic, extra-curricular, and co-curricular activities. The major attraction of this quarter was BIZZABO-National Level Intercollegiate Management Fest, International Educational Visit to Thailand, and International Conference in collaboration with Assumption University, Thailand, etc., that were organized during this quarter. 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

International Conference on "Resurgence of Economy Post Covid- The Next Normal"



One-day international conference on the theme "RESURGENCE OF ECONOMY POST COVID- THE NEXT NORMAL" was organized in collaboration with Assumption

University, Bangkok, Thailand on 27th March 2023. The honourable Chief Guest - Mr. Manu Shrivastava, IAS, Additional Chief Secretary, Govt. of Madhya Pradesh and Guest of Honor - Dr. Bhumiphat Giltwala, Director, Smart MBA, Graduate School of Business and Advanced Technology Management at Assumption University, Bangkok graced the occasion with their presence.

The conference catered to four different yet interrelated tracks viz., General Management, Finance, Marketing, and Human Resource. The conference witnessed overwhelming participation of 114 researchers, scholars and students from across the globe including India, China, Japan, Russia and Thailand.



Participation in AAIM EXPO '23



Session on "Budget Blitz"



MoU signing ceremony at Assumption University, Bangkok, Thailand



Workshop on Python by Dr. Chanturia Georgly

Academic Appetizers

The Role of Emotional Intelligence in Effective Leadership



In recent years, emotional intelligence has become increasingly recognized as an essential component of effective leadership. Emotional intelligence refers to the ability to recognize and understand our own and others' emotions. High emotional intelligence helps leaders manage their emotions, communicate effectively and build strong relationships. Being able to manage stress and remain calm when things get tough is a key aspect of emotional intelligence. Leaders who can stay calm under pressure make better decisions and are also better at building trust, communicating

effectively, and creating a positive workplace culture. Empathy is another important part of emotional intelligence. Team members who understand and connect with their team members on an emotional level can address their concerns, provide support, and motivate them to do their best. As the work environment is rapidly changing this is an important aspect where employees are often dealing with personal and professional challenges. Developing emotional intelligence is a critical component of effective leadership and can have a significant impact on the success of organizations. Emotional intelligence plays an important role in management, helping managers develop the skills and qualities required to succeed in today's complex and fast-changing business environment. By developing their emotional intelligence, managers can more effectively understand and support their employees. Management is influenced by EQ in many ways, including teamwork, communication, and empathizing with employees. Managers with high levels of EQ can communicate effectively if they listen actively, empathize with their employees, and help them overcome obstacles. Leaders set the tone of their organization. If they lack emotional intelligence, it could have more far-reaching consequences, resulting in lower employee engagement and a higher turnover rate. Emotional intelligence is an essential leadership skill that can help you better understand and manage emotions, relationships, and team dynamics. If you are seeking to be a better leader, then you should start by understanding emotional intelligence.

By Ms. Simran Puri, MBA (Finance), SEM-II

Inclusivity at Workplace



Inclusivity in the workplace is a concept that allows employees of all cultures to come and work together in harmony. With the offset of COVID-19, an entirely new workforce has joined

the market with diverse values, beliefs, and ideas. The requirement for their voices to be heard and implemented with guidance is now more than ever. The ideas being well thought out, are brazen and often collide with the practices and beliefs of the existing authority. An inclusive work culture gives voice to all employees and prevents clashes between them. As the world changes rapidly, the need for new ideas, experiences, and perspectives follows, and inclusivity highlights such principles such as innovation, development, and engagement that provide a competitive edge to any organization. Inclusivity is not easy to obtain and requires significant effort from well-established organizations. One of the ways to implement inclusivity is through the induction process of organizations, where the work culture is extensively communicated to all the employees, effectively bringing change to the new workforce. As new organizations emerge, they implement policies that guard employees against discrimination regarding their caste, color, gender, and sexual orientation. An Inclusive work culture would accept differences and allow for effective change in the workplace that guarantees goodwill and success for the organization.

By Mr. Advaidya Nair,
MBA (Full Time), SEM-II



Republic Day Celebrations @ BSSS IAS

The institute celebrated the 74th Republic Day of India on 26th January 2023 with immense enthusiasm and participation of faculties, staff and students. With the blessings of Rev Dr Fr John PJ – Executive Director, BSSS IAS the occasion was celebrated with cultural programmes including heart melting poetry and emotional patriotic songs allowing the audience to dance and appreciate the pride of being an Indian.

Talk-show on "Budget Blitz - Decoding Union Budget 2023-24"

The student at BSSS IAS experienced the Live Budget Session followed by the expert panel discussion comprising of- CA Vivek Singh Rajput, CA Hemant Jain, CA Amit Jain, CA Navneet Garg and CA Amit Kumar Jain.

Club Activities

BIZ-WIZ CLUB – On 24th March, the club organized "Spark – Business Idea Presentation" through hybrid mode to evoke the innovative and forecasting skills among the participants. Mr. Yohannan K. Philip - Jagran Lakecity University stood Winner and Ms. Alisha Khan - BSSS Bhopal was the Runner-up.

NATURE CLUB – On 24th March, the club organized "Ranglehri – Earthen Pot Painting" competition to encourage the creative blend of participants for India culture to be carved on earthen pots. Ms. Parul Chachane and Ms. Prachi Vishwakarma from Narmada College of Fine Arts, Bhopal secured Winner and Runner-up positions, respectively.

SPORTS CLUB – On 24th March, the club organized "Back to Basics" with the motive of reviving the earlier days of childhood competition with indoors games of Chess and Carrom. In the brain game "Chess" the BSSS, Bhopal students Mr. Vaibhav Chouhan and Mr. Aditya Maheshwari bagged the Winner and Runner-up positions, respectively. In the tactful game "Carrom" the BSSS IAS students Mr. Namit Beck and Mr. Rahul Mandal from BSSS IAS secured the Winner and Runner-up positions, respectively.

THINKING HATS CLUB – On 24th March, the club organized "Creative Editing" competition. Mr. Akash Kaushik from Dr. Shyama Prasad Mukherjee Institute of Science and Commerce, bagged the winner position and Mr. Shivpal Meravi from BSSS IAS scored Runner-up position.

BRAND MANTRA CLUB – On 25th March, club organized "Brandophile – A corporate walk fiesta" to provide participants with a platform to showcase their brand association through a fashion show. Ms. Riddhi Vashetha from Sagar Institute of Research and Technology was declared Winner and Ms. Deepshikha Xalxo of BSSS IAS secured Runner-up position.

FIN-WIN CLUB – On 25th March "Management Quizzelo" was organized. The team BSSS IAS comprising of Ms. Deepshikha Xalxo and Mr. Pingal Xess secured Winner position and team from Sagar Institute of Management comprising of Ms. Prajakta Kulkarni and Ms. Aditi Chouhan stood Runner-ups.

CHALCHITRA VISHLESHAN CLUB – On 25th March, club organized "War of Music Titans" for musical lovers With the mesmerizing performance by the participants, the Arin Band Group from the Jagran Lakecity University bagged the winner position and the Tribal Band form BSSS, Bhopal secured the Runner-Up position.

CULTURAL CLUB – On 25th March, club organized "Beat the Dance Floor" a group dance competition. The group comprising of Ms. Ajita Thomas and Vaishnavi Randhave from BSSS IAS earned the Winner position and group from SAGE University comprising of Mr. Jai Singh Raghuvanshi and Mr. Ajay Barkade secured Runner-up position.

BIZZABO - National Level Intercollegiate Management Fest



BSSS IAS organized a National Level Intercollegiate Management Fest – “BIZZABO 2k23” on 24-25th March 2023. This annual event was organized by the MBA

students to promote competitive spirits among all students at UG and PG levels. The nationally and internationally acclaimed fashion designer - Mr. Mumtaz Khan, graced the occasion as the honorable Chief Guest in the inaugural ceremony on 24th March 2023. With the aim to inculcate experiential learning among the student, BIZZABO 2k23 invited students of the UG and PG courses from reputed universities, institutes, and colleges across India, to showcase their academic, co-curricular and extra-curricular talents through participation in various competitions, in both, solo and group categories. The 2 days management fest attracted talents, PAN India, in various competitions viz., SPARK - Business idea

presentation, Management Ace, Rang-Lehri–Earthen Pot painting, Back to Basic, Creative Editing, Brandophile: A Corporate Walk Fiesta, Management Quizzelo, War of the Music Titans, Beat the Dance Floor, Recreate Ads, and Nukkad Natak. The event witnessed the participation from 104 students from across India. The youth attention was grabbed during the musical blast on 25th March 2023 with the mesmerizing performance of the prestige band “APRICOT”. With the aims to promote leadership and teamwork among the students, BIZZABO witnessed a huge gathering of student participants, faculties, delegates, and corporates, which made it a memorable event.

गुरु मंत्रा

Cash Apocalypse and Future of Digital Transactions

Mr. Sumeet Sahni

Corporate Trainer and Founder
ACE Training and Consultancy, Bhopal



The digital transaction industry is expanding like a Big Bang and its combination with AI (Artificial Intelligence) is making it smarter in detecting flaws and protecting customers and banks from being victims

of online financial frauds. The day is near when cash (currency notes) will be a locomotive and kept only in museums and an event “Cash Apocalypse” is evident. AI is proving to be a great tool in detecting anomalies in consumer behavior and methods of digital transactions have become smarter in detecting financial frauds, increasing detection rate based on non-obvious, saving time and money, and reducing the volumes of risk alerts. AI is also able to extract data from unstructured sources which makes marketers to predict the spending behavior of customers and these marketers are now able to offer better and more precise product and service to them. AI engines can recognize patterns with the self-ability for adaption, improvement, and self-learning. Businesses can focus more on innovation and offering better methods of digital transactions to their customers rather than worrying about cyber security and fraud detection. The day is near when paying by UPIs, credit/debit cards, and E-wallets will be forgotten and customers will be feeling convenient with GPS-AI (Global Positioning System-AI) enabled payment methods, in which the customers just need to configure the applications with their bank account number and payment authentication which will be good enough to make payments on its own. With this new payment method, customers do not need to make a transaction but the machine behind it will recognize that they have shopped and the payment will be made without a mobile phone or cash wallet.

The AI behind it can identify the gestures and intentions to buy or return goods which will not only open avenues for a number of AI-based digital payment methods but it will also make our life easier, faster, and more convenient.

Spark: An Effective Assessment Approach For Assessing Skills of Students

Dr. Divakar Singh

Asso. Prof. Christ College, Bhopal



India's youth population can contribute to the country's welfare and wealth. Education should develop responsible, productive, and critical awareness of social, economic, and political issues. Students should

develop independent thought and critical evaluation skills. The current higher education curriculum should be enriched with skill-based activities and research-oriented knowledge, using thorough assessment and examination techniques. A balanced professional attitude is crucial for maintaining a healthy working environment and relationships. Assessment of professional skills is essential for job readiness. The current higher education examination system in India relies on written tests, but skill-based examinations can identify student's true potential. The SPARK (Skill-based Performance Assessment and Research-based Knowledge) model suggests a redesign of the higher education examination system to assess student's holistic development. The model focuses on Skill-based Performance Assessment and Research-based Knowledge, aligning with the NEP 2020 curriculum and the skills required for economic and social development. Universities often lack research-oriented content at the graduate level, making the assessment approach inadequate for enhancing research abilities. The National Education strategy recommends examination system reform to reduce exam-related stress and improve the overall quality of higher education institutions. An effective blue print for assessing these skills can be categorized as Content-Based, Skill-Based, and Research-Based assessment which shall focus on assessing skills and abilities rather than just the traditional rote learning methods. The focus is now on developing critical thinking, problem solving, creativity, innovation and research capabilities among students. These activities will help students to gain practical knowledge and develop their skills which can be applied in their future endeavors.

List of Faculty Publications

Journal Publications

1. **Dr. Atul Dubey**, A Study on Globalisation, Inequality and Current Trends of Economy, International Journal of Social Science & Management Studies, (I.J.S.S.M.S.) Peer Reviewed-Refereed Research Journal, Indexing & Impact Factor - 5.2, Ex - UGC, S.N. 5351. ISSN: 2454 - 4655, Vol. - 9, No. 2, March - 2023
2. **Dr. J. G. Sankar**, Adoption of Big Data Analytics: Determinants and Performances Among Food Industries, International Journal of Business Intelligence Research (IJBIR), ISSN: 1947-3591, February 2023.
3. **Dr. J. G. Sankar**, Empirical analysis of mental well-being of pregnant women during Covid-19 period: A case study on pre-and post-delivery periods. The Seybold Report Journal, ISSN: 1533-9211, March 2023.

Paper Presented

- **Dr. Ketki Kulkarni and Dr. Pooja Gupta** presented a paper on “A Study On the Preferred Mode of Teaching-Learning Among The Post Graduate Students Due To Digitalization In Education” in a One-Day Hybrid International Conference on “Resurgence of Economy Post Covid- The Next Normal” held on 27th March 2023.

Book Chapters

- **Dr. J. G. Sankar**, Applying Drone Technologies and Robotics for Agricultural Sustainability, in Application of Drone Technology in Agriculture: A Predictive Forecasting of Pest and Disease Incidence, IGI Global, ISBN: 9781668464137, January 2023.

On-going Consultancy Project

- Consultancy project of the Hindustan Latex Limited to “Conduct a pre-post analysis of changes in the behavioural practices related to M Cup among women in Kerala with special reference coastal areas, was issued under the coordination of Dr. Jessy John, Professor, BSSS IAS.

INSTITUTE BONNAZA



Visit to "Bangchan General Assembly Co. Ltd. (BGAC) VPC", Thailand

The students of the BSSS Institute of Advanced Studies visited Bangchan General Assembly Co. Ltd. (BGAC) VPC, a Mercedes-Benz assembly unit, based in the Khan Na Yao District in Bangkok, Thailand, on March 8, 2023, as a part of their international education trip to Assumption University, Bangkok, Thailand.

Institute's Innovation Council Orientation Programme 5.0

The BSSS IAS Institute's Innovation Council members participated in the Orientation Programme organized by the Institute Innovation Council of Ministry of Education, GoI on 11th January 2023.

Seminar on "Impact of Budget & Investor Awareness" by Bhopal Stock Investors' Association

Students of MBA participated in the seminar organized by Bhopal Stock Investors' Association (Regd. under SEBI) on the topic "Impact of Budget & Investor Awareness" on 11th February 2023. The first expert session was delivered by CA Amit Jain on the changes in taxation schemes and its impact on tax payers. The second session was conducted by Dr. Pooja Gupta, faculty BSSSIAS on imparting awareness on Budget 2023 and its sectoral influence for strategizing investment.

Workshop at Assumption University, Bangkok, Thailand

The Assumption University of Thailand had organized a workshop for the students of BSSS IAS on 09th March 2023, which was facilitated by Dr. Sirichai Preudhikulpradab, Program Director, Master of Management (Organization Development and Management). The session focused on dynamic tools and techniques that can be used in setting up efficient teams in an organization on the basis of lateralization of brain functions, which eventually ensure efficiency in an organization as well as optimum utilization of human capital. The session gave the audience an exposure to the workshop-based learning, as one of the practical teaching pedagogies. Discussions were encouraged on the various organizational leadership techniques and pondered the concept and importance of "CHANGE" in the 21st century. The session was concluded by Dr. Bhumiphat Gilirwala, Director, Smart MBA, Graduate School of Business and Advanced Technology Management at Assumption University, Thailand, addressing the gathering, followed by a vote of thanks to Dr. Sirichai Preudhikulpradab as well as The Assumption University for organizing such an insightful session for the BSSSIAS students.

One-Week Management Development Programme (MDP) on "Enhancing Leadership and Organizational Skills for Educational Administrators"

A one-week Management Development Programme on 'Enhancing Leadership and Organizational Skills' was organized for the educational administrators of various schools, colleges and institutions, across India from 17th – 23rd April 2023. The session was inaugurated by the honourable Chief Guest – Mr. Rajeev Agarwal, President - Association of All Industries, Mandideep. On this occasion, Mr. Rajeev Agarwal appreciated the efforts of the BSSS IAS for always being innovative and proactive in providing such opportunities, in collaboration with the industries. During his session on "Happiness Quotient", Mr. Agarwal allowed the audience to practice the need to learn, unlearn and relearn the set standard of happiness and leadership, through various participative activities. He emphasized that happiness is directly associated with people management through leadership and motivated the participants from top-notch institutions to prioritize the happiness quotient to become a harmonious leader.

Dr. Fr. John PJ, Executive Director BSSS IAS expressed his gratitude to the participants from reputed institutions, across India to have imbibed the faith the Institute's efforts to draw quality through such training programmes. He motivated the participants to make maximum engagement with the trainers to learn more and be benefitted from this training programme.

Delegates from Synergy University, Moscow Russia visited campus

On 16th February 2023, BSSS IAS welcomed a group of six delegates from Synergy University Moscow, Russia for campus visit and strategic conversation for collaboration. Dr. Anastasia Shanshina, Executive Director, Department of International Business Affairs, Synergy University Moscow Russia, presented the academic value system at their university and deliberated on curriculum enrichment, student and faculty exchange programmes with BSSS IAS.

Industry Talks/Expert Sessions @ BSSS IAS

- ◆ Mr. Prem Sagar Tiwari, MD - Apex Bank, reflected his expertise on the topic 'Cooperative Society and Banking Services' on 25th January '23.
- ◆ Dr. Sanjay Payasi, Anand Institute, Bhopal conducted session on the topic 'Marketing Research' on 28th January '23.
- ◆ Mr. O. P. Bhudolia, delivered an expert session on 'Customer Relationship Management' on 09th February '23.
- ◆ Dr. Chanturia Georgiy Senior Lecturer, Synergy University, Moscow Russia conducted a workshop on Python on 16th February 2023.



BSSS Institute of Advanced Studies

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

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