



Dr. Fr. John P. J.
Executive Director

Leadership, as we say indicates the responsibility of taking charge of organizing, managing, and guiding others. Over decades, many leadership theories were propounded based on the traits of strong and passionate leaders to develop New Gen leaders ahead! But corporate dynamism is now emphasizing promoting transformational leadership. Transformational leadership emphasizes on creating a vision that will foster a positive and equitable work environment, and support the personal growth and development of individuals by inspiring them to exceed their expectations and achieve extraordinary results.

In the wake of the corporate expectations for a dynamic workforce, it is indeed an awakening call for academic institutions to strive for excellence and navigate through an ever-changing business landscape. In parlance to higher education, transformational leadership goes beyond traditional managerial approaches. It is about continually upgrading the educators and the learners too! It is about

creating an environment that nurtures creativity, critical thinking, and personal development with an intense application of Emotional Quotient (EQ). EQ is the ability to understand and manage, not only one's emotions but others too! It involves self-awareness, empathy, motivation, and social skills. Many studies indicate that leaders with high EQ, build strong relationships, effectively communicate, and steer challenging situations with resilience and composure.

At our institute, we are innovating the teaching pedagogy to promote the ability of budding young managers to articulate a compelling vision for self-growth. We are determined to carve managers with a capacity to envision the mission of the organization and nurture the society with positive impact through collaboration and teamwork. At BSSS IAS, we exposed our MBA students to a rigorous academic curriculum, challenging projects, and simulation exercises to provide them with holistic development in technical and analytical skills bundled with cultivating their emotional intelligence. We aim to encourage inclusivity and supportive culture to value the diverse perspectives and contributions made by all through their unique insights. In addition, we invest in recognizing and appreciating the expertise and dedication of our faculty and staff members. We believe in nurturing the professional aspirations of our crew members and creating a community of passionate educators who shall reciprocate the value system among the learners to help them reach their full potential. As one of the leading management education institutions in Central India, BSSS IAS strives to stay informed, embrace change, encourage experimentation with new emerging teaching methodologies, and leverage technologies to sustain transformative educational experience that prepares our students to lead in a rapidly changing world. In conclusion, by embracing these principles, we are committed to prepare future business leaders who shall harness their leadership power to bring about positive change.

MDP on "Enhancing Leadership and Organizational Skills" for Educational Administrators



One week Management Development Programme (MDP) was organized to meet the training and updation needs of administrators of educational institutions including schools, colleges, institutes and universities from 17th - 23rd April covering the wide area of academic and administrative management.

The Chief Guest of the event, Mr. Rajeev Agarwal, President, Association of Industries, Mandideep, addressed the audience with warm wishes and appreciated their learning zeal, despite leading at highly designated professional profiles. Experts from across India delivered session in the MDP.

The prominent experts included - Mr. Rajeev Agarwal - President, Association of Industries, Mandideep, Dr. Veena Arora Corporate Trainer - Director 3T, CA Aman Arora, Prof. Parul Rishi - Professor, IIFM, Mr. Avinav Kumar - Head of Programmes and Fundraising PHIA, Mr. Saju - Caritas India, Dr. Partha Basu - General Manager Eicher Taffe, Mr. Sumendra Punia - Pradhan Foundation, Dr. Jessy John - HoD BSSS IAS, Dr. Amit Nag - Prof. BSSS IAS, Dr. Pooja Gupta, Asso. Prof. BSSS IAS and Dr. J. G. Sankar, Asst. Prof. BSSS IAS.

Dear Readers,

We are pleased to present to you the Quarterly Newsletter - "Manthan" Vol. 2, Issue 2, Apr-Jun'2023 for the second quarter of the year 2023. The quarter experienced a large number of academic and co-curricular activities. The major attraction of this quarter was the number of MDPs, FDPs and other corporate events that were organized to provide corporate exposure to the learners and connect industry to academia. 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

FDP On "Revolutionizing Education through Cutting Edge Pedagogy"

BSSS IAS organized a national level Faculty Development Programme on the theme - "Revolutionizing Education Through Cutting Edge Pedagogy" in collaboration with St Paul's Institute of Professional and Management Studies, Indore through hybrid mode on 30th June - 01st July 2023. The FDP was inaugurated with the blessing of the Rev. Fr. John P.J., Executive Director, BSSS IAS. The FDP had the essence of expertise from various prestigious resource persons including Dr. Upinder Dhar, Vice Chancellor of Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore, Dr. Veena Arora Corporate Trainer - Director 3T, Dr. Manu Melwin Joy, Professor,

Cochin University of Science and Technology, Kerala, Dr Vandana Sharma, Corporate Trainer, Rev Dr Fr John P J, Executive Director BSSS- IAS, Prof Parag Dubey, Professor, NITTR, Bhopal, Dr KG Suresh, Vice Chancellor of Makhanlal Chaturvedi National University of Journalism & Communication, Bhopal. The event witnessed participation from 54 faculties and teachers of reputed institutes across the country. The FDP closed at a positive note of bridging the gap of innovative teaching pedagogy with primary motive of student engagement blended with experimental and experiential teaching-learning activities.

guru lantra

Understanding Artificial Intelligence: Unleashing the Power of Intelligent Machines



Artificial intelligence (AI) has rapidly evolved and influenced our world in recent years. From machine learning's ability to identify patterns to natural language processing's proficiency in understanding human language, AI technologies have transformed various domains. Examples include Google's AlphaGo conquering the world champion Go player and virtual assistants like Alexa, Siri, and Google Assistant providing voice-based assistance. Computer vision has enabled applications like facial recognition for unlocking smartphones and enhancing security systems. The automotive industry has witnessed a revolution through self-driving cars, where AI technologies enable vehicles to navigate

autonomously, making transportation safer and more efficient. In healthcare, AI has contributed to advancements in medical diagnostics, drug discovery, and personalized treatment plans, with IBM's Watson assisting doctors in diagnosing diseases. Several countries, including China, the United States, Canada, the United Kingdom, and Germany, have recognized AI's transformative potential and become global leaders in its development. Ethical considerations such as algorithmic bias, privacy, and responsible AI deployment are crucial concerns that require ongoing discussions and ethical frameworks. Looking ahead, AI is expected to play a significant role in education, personalizing learning experiences for students and improving educational outcomes. Industries such as healthcare, finance, manufacturing, and transportation can benefit from AI's automation, optimization, and predictive capabilities. However, establishing best practices, ensuring transparency in algorithms, addressing data privacy concerns, and fostering inclusivity in AI development are vital for responsible AI implementation. Education institutions have a critical responsibility in preparing students for the field of AI. By offering organized education and training programs, they equip students with the necessary knowledge and skills to comprehend and work with AI technology. Interdisciplinary collaboration fosters innovative thinking and problem-solving, while collaborative projects and research centers provide platforms for developing AI solutions. In conclusion, AI's transformative potential is vast, impacting various aspects of our lives. As we embrace this future, it is essential to establish ethical guidelines, ensure transparency, address biases, and consider diverse perspectives. Education institutions play a crucial role in preparing the next generation for the field of AI, imparting knowledge, fostering collaboration, and promoting innovation. By embracing responsible AI development and deployment, we can harness the power of AI for the betterment of society and address complex challenges across industries.

Mr. Lokesh Payasi

Academic Advisor
Training and Learning India Pvt. Ltd.

Sustainability Consciousness: The Responsibility Lies on Whom?



In both academic circles and the business world, sustainability has become a buzzword. In spite of all the policy initiatives taken by the government and the research done, the road to sustainable development looks hazy. Kofi Annan said in 2001 that the greatest challenge of the twenty-first century is to make sustainable development a reality for everybody. It is human acts that have exacerbated natural resource depletion, wildlife extinction, and pollution throughout time. The World Commission on Environment and Development (WCED) produced the Brundland report in 1983, which defined sustainability as protecting the environment and natural resources while providing social and

economic benefits to future generations. So, when we examine sustainability, we see that it is a broad notion that incorporates environmental, social, and economic challenges. However, it is important to realize that sustainability is complicated and needs multidimensional knowledge and analysis. It necessitates environmental awareness as well as knowledge about sustainability facts, events, and developing attitudes, emotions, and behaviors. Knowledge of sustainability assists people in addressing environmental and development challenges, which are critical to long-term progress. The GoI has been religiously implementing policies to encourage sustainable development including the Swachh Bharat Mission, Save and Educate the Girl Child, Namami Gange Programme, Green Skill Development Programme, Swachh Bharat Abhiyan, and Compensatory Afforestation Fund Act (CAMPA). But changing behavior to be more sustainable seems a difficult task, despite adequate information. The underlying cause may be the belief system. Some people believe they have power over their environment. People act positively when they believe their activities have an impact on a situation. When individuals have this idea, it motivates them to take steps towards a sustainable society. But when people believe that circumstances are beyond one's control feel powerless over their actions, they behave adversely. People who believe they have a control over their surroundings are more aware of the small acts that lead towards sustainable development and behave more sustainably than those with an who believe they are powerless. So now is the time to introspect and redefine our belief system to take care of our "Common Future".

Dr. Durdana Ovais

Faculty, BSSS IAS, Bhopal

List of Faculty Publications

Journal Publications

1. **Dr. Amit Kumar Nag & Dr. Bhumiphat Gilitwala**, "A Study of Indians' Buying Behaviour as Influenced by their use of social media", Journal of Content, Community and Communication, ISSN 2456-9011, June, 2023, Scopus Indexed, SJR Q3 Journal
2. **Dr. Amit Kumar Nag & Dr. Rahul Joshi**, Carbon Trading: Flicking The "Green Switch" Through Market Mechanism, Financial Strategies for Resurgence: A Futuristic Approach, 978-93-93577-75-7, Indra Publishing House (IPH).
3. **Dr. Amit Kumar Nag, Dr. Rahul Joshi & Dr. Neelakshi Arora**, "Neo Banks- A Wind of Change or A Wave of Impact", Financial Strategies for Resurgence: A Futuristic Approach, 978-93-93577-75-7, Indra Publishing House (IPH).
4. **Dr. Amit Kumar Nag, Shrikant Vashishtha & Sanjay Sharma**, An analytical study of portfolio Risk Management in the Indian stock market with special reference to the Adani Group, Financial Strategies for Resurgence: A Futuristic Approach, 978-93-93577-75-7, Indra Publishing House (IPH).
5. **Dr. Amit Kumar Nag & Anjali Soni**, Role of Artificial Intelligence in Banking: Challenges and Opportunities, Financial Strategies for Resurgence: A Futuristic Approach, 978-93-93577-75-7, Indra Publishing House (IPH).
6. **Dr. Jessy John**, "The Relevance of HR Audit For Ensuring Employee Productivity", The Management Accountant, ISSN 0972-3528, June 2023, UGC-CARE

Book Chapter

- **Dr. J. G. Sankar**, "Impact of Artificial Intelligence on Agriculture Value Chain Performance: Agritech Perspective", Blockchain, IoT, and AI Technologies for Supply Chain Management, CRC Press - Taylor & Francis Group, ISBN - 9781003264521, May, 2023.
- **Dr. Pooja Gupta and Dr. Ketki Kulkarni**, "A Study on Preferred Mode of Teaching-Learning among the Post-Graduate Students due to Digitalization in Education", "Resilience and Revival Strategies in the New Normal", Indra Publishing House, India, ISBN 978-93-93577-73-3, June 2023.

Book Publication

- **Dr. Amit Kumar Nag, Dr. Witsaroot P and Dr. Atul Dubey**, "Financial Strategies for Resurgence: A Futuristic Approach", Indra Publishing House (IPH), 978-93-93577-75-7, June, 2023
- **Dr. Jessy John, Dr. Bhumiphat Gilitwala, and Dr. J. G. Sankar**, "Contemporary Issues in a VUCA World", Indra Publishing House, India, ISBN 978-93-93577-74-0, June 2023.
- **Dr. Pooja Gupta, Dr. Kitikorn Dowpiset, Dr. Ketki Kulkarni**, "Resilience and Revival Strategies in the New Normal", Indra Publishing House, India, ISBN 978-93-93577-73-3, June 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.



Campus visit by Mr. N. Raghuraman
Sr. Journalist, Dainik Bhaskar Group



Yoga session on National Yoga Day



Plantation drive on World Environment Day



Session on Career Development

Academic Appetizers

SUMMER INTERNSHIP: A leveraging tool for MBA students



Education is the key to success, as practically everyone knows, but what if I told you that an internship, along with it, puts you a step ahead of everyone else! Summer internships are becoming an important element of a postgraduate programme. Classroom teaching has traditionally been seen as superior due to the live interaction with instructors and theoretical knowledge that we gain.

However, applying that specific theoretical knowledge in a practical working context helps you understand the exact application of the knowledge. During my internship with one of the world's largest corporations, INTERNATIONAL BUSINESS (IBM), Hyderabad under their consultant department, it added new flavors to my learning. Under the mentorship of Mr. Sandeep Chatterjee (designation), I was assigned a project with one of the world's largest FMCG companies, NESTLE. This internship provided me with the opportunity to learn and understand how the consultancy department operates, as well as the issues that the business faces. The biggest advantage of working in this profession is that you will learn a lot about the organization for which you are working. In my case, I was overwhelmed with a wealth of information regarding NESTLE, both favorable and negative. Internships give you with real-world experience such as how work is done, the working culture of that particular firm, the issues that a company encounters, and so on. Gaining corporate experience prepares you for the corporate world and helps you stand out from the crowd because you know how to work, what challenges you might face working in an industry, and you will be better able to apply the knowledge that you are gaining in the practical working environment. Internships assist you make relationships with corporate people and provide a platform for you to interact with people from various academic fields. Overall, internships are an important part of a student's life. They offer the chance to obtain real-world experience, learn new skills, and make industry connections. If you are a student, I encourage that you look into internship opportunities. It might turn out to be the best decision you've ever made.

By Arjun Raj, MBA (Finance), SEM-II

Entrepreneurship as a Career



For those with a passion for creativity and the desire to make a difference, entrepreneurship has become an alluring and gratifying career option in today's vibrant and always changing corporate environment. Entrepreneurship, as opposed to traditional employment, gives one the flexibility to control one's own destiny, pursue personal interests, and leave a lasting impression on society. Individuals have the freedom to spot market gaps, create original solutions, and upend established businesses as entrepreneurs. Entrepreneurs have the ability to address urgent global issues and improve communities by starting socially conscious enterprises or creating sustainable solutions. This sense of purpose offers a great sense of fulfilment and inspires entrepreneurs to overcome challenges. Entrepreneurship enables people to bring their original ideas to life for personal development and self-discovery. It is a field that instills learning of vital lessons of business such as marketing, finance, operations, and leadership. Entrepreneurs have the ability to address urgent global issues and improve communities by starting socially conscious enterprises or creating sustainable solutions. This sense of purpose offers a great sense of fulfilment and inspires entrepreneurs to overcome challenges. Entrepreneurs may tackle urgent global issues and improve communities by starting social This sense of purpose offers a high level of satisfaction and serves as motivation for overcoming challenges encountered along the business journey. Due to its possibilities for personal development, artistic expression, societal influence, and legacy-building, entrepreneurship has become a popular career choice. While choosing this course calls for tenacity, fortitude, and a willingness to take calculated risks, the rewards could be enormous. Individuals that embrace entrepreneurship can control their own future, make a significant impact, and leave a lasting legacy in the commercial world.

By Ms. Shalita Sharma, MBA (Full Time), SEM-II

Celebration of World Environment Day

BSSSIAS celebrated "World Environment Day" on 5th June 2023 by organizing plantation drive in the campus. In the presence of Rev. Dr. Fr. John P J, Executive Director, BSSS IAS and Mr. Kuriakose Emmanuel, Registrar, BSSS IAS many tree were planted by the faculties, staff and students.

International Yoga Day Celebrations @ BSSS IAS

The institute celebrated "International Yoga Day" on 21st June, 2023. On the theme "Vasudhaiva Kutumbakam", the yoga session was performed and administered by Dr. Sangeetika Mishra, Asst. Prof. BSSS, Bhopal at the BSSS IAS Campus. The students, faculties and staff of BSSS IAS availed the benefits of yoga by participating and performing Yog mudras, during the session.

EDP on "Developing Effective Leaders with vivid Managerial Competencies"



One day Executive Development Programme was conducted for the middle-level managers of SOM Industries and New Life Laboratories Pvt. Ltd., Bhopal on the theme "Developing Effective Leaders with vivid Managerial Competencies" on 25th June 2023.

The occasion was graced by the presence of honorable Chief Guest – Mr. Rajeev Agrawal, President, Association of Industries, Mandideep. In his inaugural address, Mr. Rajeev Agarwal encouraged and promoted the industry participation in such institutional initiatives of connecting industry and academia for training and employee development.

MDP on "Enhancing Leadership and Organizational Skills for Educational Administrators"

The second One-week Management Development Programme (MDP) was organized on the theme "Enhancing Leadership and Organizational Skills for Educational Administrators" to meet the training and updation needs of the second batch of the administrators



of educational institutions including schools, colleges, institutes and universities from 06th – 10th June 2023 covering the wide area of academic and administrative management. The event was inaugurated by Mr. Rajeev Agarwal, President, Association of Industries, Mandideep, as the honorable Chief Guest of the event. Experts from across India delivered session in the MDP. The prominent experts included – Mr. Rajeev Agarwal - President, Association of Industries, Mandideep, Dr. Veena Arora Corporate Trainer - Director 3T, CA Aman Arora, Prof. Paul Rishi - Professor, IIFM, Mr. Avinav Kumar - Head of Programmes and Fundraising PHIA, Mr. Saju - Caritas India, Dr. Partha Basu - General Manager Eicher Taffe, Mr. Sumendra Punia - Pradhan Foundation, Dr. Jessy John – HoD BSSS IAS, Dr. Amit Nag – Prof. BSSS IAS, and Dr. J. G. Sankar, Asst. Prof. BSSS IAS. The BSSS IAS Executive Director, Rev Dr Fr John P J, expressed his appreciation to the participants from prestigious organizations throughout India for having instilled faith in the Institute's efforts to draw quality through such training programs. He encouraged the participants to engage with the trainers as much as possible in order to learn more and profit from this training session.

INSTITUTE BONNAZA



One Day Career Development Programme for Graduate Students

With the aim to assist the graduate students of various esteemed institutions across India in discovering the skills and techniques for advancing in their career, a One-day Career Development Programme was organized on 19th May 2023. During the programme sessions were held on various essential topics such as – Creating Video CV, Developing Networking Skills and Personal Branding. The experts included – Ms. Geetika Joshi, Corporate Trainer, Bhopal and Ms. Rinki Puri, Corporate Trainer, Indore delivered sessions to 48 student participants from various colleges, institutions and universities of Bhopal.

MoU signing with St. Xavier's College, Jalukie, Nagaland



To foster the academic needs of collaborative learning and expanding networks for academic exposure, an MoU was signed with St. Xavier's College, Jalukie, Nagaland on 02nd June 2023, to encourage faculty and students' participation in various academic, co-curricular and extra-curricular activities. The online ceremony was graced by the presence of Rev Dr Fr John P J – Executive Director, BSSS IAS, Fr. Francis Checrangal – Principal, St. Xavier's College, Mr. Kuriakose Emmanuel, Registrar BSSS IAS, faculty and staff of both the colleges.

Forthcoming Events

- **Prabodhan '23** – Academic Confluence to be held on 15th July 2023.
- **Sayonara '23** – Farewell Party for MBA Batch 2021-23 to be held on 15th July 2023.
- Orientation Programme of PGP in MCB to be held in August 2023.
- Induction Programme of MBA Batch 2023-24 to be held in September 2023.
- International Conference "Innovative Sustainable Practices: A Global Perspective" to be held on 10th November, 2023.
- National Level Summer Internship Report Competition to be held in November, 2023.

MANAGEMENT DEVELOPMENT PROGRAM Schedule 2023-2024

S.No	Program Director	Tentative Topic	No. of Days	Month & Year
1.	Dr. Jessy John	Enhancing Leadership & Organisational Skills for Administrators	5 Days	October, 2023
		HR Analytics	3 Days	December, 2023
		Power BI & Data Visualization	3 Days	December, 2023
2.	Dr. Amit Kumar Nag	Finance for Non-Finance Executives	3 Days	November, 2023.
3.	Dr. Pooja Gupta & Dr. Kejo Kulkarni	Data Driven Decision Making	3 Days	December, 2023
4.	Dr. Atul Dubey & Dr. J. Gomathi Sankar	The Power of Connections: Enhancing Personal Relationships In The Workplace	3 Days	October, 2023
5.	Dr. J. Gomathi Sankar & Dr. Atul Dubey	Managing Work & Wellbeing: Wellness Programme for Middle Level Employees	3 Days	September, 2023
6.	Dr. Durdana Ovais & Dr. Pooja Sharma	Harnessing Emotional Intelligence Skills for Stress Management	3 Days	November, 2023



BSSS Institute of Advanced Studies

[Approved by AICTE, MoE, GoI & Affiliated to Barkatullah University]

ADMISSION REGISTRATION OPEN

MBA BATCH (2023-25)

Placements (2022-23) : Average Package offered in the first phase:

INR 8.3 LPA
100+ Corporate Associates

PROGRAMMES

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

Add-on Courses

- Post Graduate Programme in Managerial Capacity Building
- MBO Programme (Business Analytics of Analytics) & MBA (AI and ML) Professional Course

Opportunity for Dual-Degree

- Internationally accredited 30 Programmes from ASSUMPTION UNIVERSITY THAILAND in -
- M.A. in Management
- M.B.A. in International Marketing & Management

Teaching Pedagogy

- Self Learning & Personality Development Course
- International, National and Rural Seminars
- Industry Oriented Live Projects
- Learn while you Learn – Corporate Internship
- Experiential learning through IIP and Field work

Facilities

- Hostel for Boys & Girls
- Education loan

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