

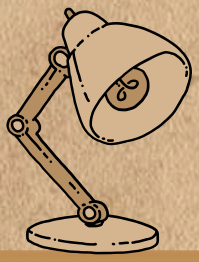


Operating Principle: |Read – Reflect – Respond|

THE CATALYST

IFIM College's Monthly Newsletter | Since September 2024

"A monthly newsletter-cum-magazine, published, spotlighting the academic, creative, and cultural life of IFIM College — featuring student voices, faculty insights, and campus highlights."



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ADVANCE GUIDED LEARNING EXPERIENCE (GLE) PROGRAM ON NEW-AGE TECHNOLOGIES

In collaboration with Edunet Foundation and IBM SkillsBuild, IFIM College hosted a two-day Advanced Guided Learning Experience (GLE) Program focused on emerging technologies like AI, Cybersecurity, and Quantum Computing. Students gained hands-on experience with enterprise-grade platforms and tools.

- Participants earned the IBM SkillsBuild AI certification and engaged with IBM Cloud and Granite LLMs.
- Students built intelligent agents and explored AI agent security frameworks.
- The program covered cyber defense principles and AI-driven threat detection mechanisms.
- Concepts of quantum mechanics, such as qubits and superposition, were discussed.

Day 1: (AI Foundations & IBM Cloud Integration)

- Overview of the IBM SkillsBuild ecosystem and enrollment in the Advanced GLE learning path.
- Foundational modules on ML, LLMs, and prompt engineering best practices.
- Practical lab on IBM Cloud feature activation, Lite service configurations, and testing IBM Granite LLMs in Prompt Lab.
- Selection of capstone project statements and presentation templates.

Day 2:(Agentic Workflows, IBM Bob & Cybersecurity)

- Focus on creating functional AI agents, specifically a nutrition assistant using watsonx Orchestrate.
- Installation and configuration of IBM Bob for AI-assisted code troubleshooting and automated debugging.
- Afternoon sessions on security protocols for autonomous agents and foundational cybersecurity defenses.
- Project reviews and Credly certificate validations for completing the AI foundational track.



This bridged the gap between theoretical knowledge and practical enterprise toolkits, empowering students to create innovative, project-based solutions utilizing modern AI and cloud platforms.

HINDI DIWAS CELEBRATION & SPEECH COMPETITION

The Aksharam IFIM Hindi Club at IFIM College held a Hindi Diwas Speech Competition on September 18, 2026, organized by Prof. Mahaboob Subani and student representatives.
The event featured 22 participants from IFIM College and IFIM Law, celebrating linguistic heritage and building public speaking skills.

- The event began with a lamp lighting and a welcome by Aditi Dixit. Dr. Arun Kumar spoke on Hindi's cultural significance, promoting appreciation for India's linguistic diversity.

- Student hosts Arpitha Kumari and Sharuk Pasha facilitated the competition, where speakers had 2-5 minutes to present on Hindi's importance. A jury of four faculty members evaluated the presentations.

- Trophies and certificates were awarded by Chief Guest Dr. Vishal and faculty members. Rithik won first place, followed by Arpitha Kumari (second) and Sher Singh (third).





The program concluded with a formal vote of thanks delivered by Aakriti Chaturbedi (BCA 1st Year), marking an engaging celebration of literary expression and cultural unity.

INDUSTRIAL VISIT TO ITC BISCUIT FACTORY, WHITEFIELD

IFIM College organized an industrial visit to the ITC Biscuit Factory in Whitefield, Bengaluru, on Friday, 18 September 2026, for 32 students of the BBA Batch 2025–28. The visit was organized to bridge classroom concepts with industrial applications across large-scale manufacturing, automated packaging standards, rigorous quality control, and human resource management practices.

Key Observations & Operational Exposure

- End-to-End Production: Students observed the automated manufacturing workflow of Sunfeast Dark Fantasy biscuits, tracking the cycle from initial raw ingredient mixing and dough preparation to high-temperature baking and final packaging.
- Quality Audits & Repackaging: The cohort examined the plant's quality assurance mechanisms, observing automated defect detection protocols and real-time repackaging procedures for substandard packaging units.
- HR Frameworks & Workplace Culture: The facility's HR Manager conducted an interactive orientation outlining plant operations, regulatory compliance, employee engagement initiatives—such as monthly workforce celebrations—and continuous improvement through Quality Circles. The briefing also addressed factory governance, noting the facility's non-unionized operational framework.



The program concluded with a Q&A session where students engaged with plant management on supply chain, shop-floor discipline, and safety. ITC showcased corporate hospitality through a product tasting and gift hampers. This experience provided practical insights into FMCG production, employee engagement, and managing high-volume manufacturing operations.

FINANCE CLUB ACTIVITY: BUDGET LIKE A PRO

The Finance Club (Bulls & Bears) of IFIM College organized "Budget Like a Pro," an interactive personal budgeting simulation, on 21st September 2026 at BS-6. Coordinated under the faculty supervision of Dr. Purnima Gupta, the 60-minute experiential exercise was designed to introduce first-year MBA cohorts to the fundamentals of financial planning, liquidity management, and practical trade-off decisions under realistic economic constraints.

Icebreaker Activities:

- Needs vs. Wants: Students categorized expenses (rent, groceries, etc.) into "Needs" and "Wants," fostering discussions on financial discipline and lifestyle creep.
- Money Puzzle: Participants collaborated with mixed currency slips to total ₹2,000, forming balanced teams for competition.

Monthly Budget Challenge:

- Teams received a simulated monthly salary of ₹40,000 to allocate across expenses like housing, food, and savings, while preventing deficits.

Surprise Event Round:

Financial shocks were introduced via sealed envelopes, requiring participants to adjust cash flows for sudden expenses and utilize emergency funds.

Teams presented final balance sheets, cost allocations, and emergency strategies to an evaluation panel, including Dr. Vidhya Pillai and Prof. Nikhil Gupta. Presentations were assessed on realism, strategic savings, crisis management, and financial reasoning.





The simulation emphasized the importance of emergency funds, improved financial reasoning under pressure, and acknowledged top performers in categories such as Best Budget Planner, Best Emergency Manager, Smartest Investor, and Best Presentation Team.

DESI SPORTS – KHEL MAHOTSAV 2026

The IFIM College Sports Club held "Desi Sports Day" (Khel Mahotsav 2026) on September 25, 2026, under the theme "Our Roots. Our Game." Supervised by Prof. A. Seshachalam and Prof. Dilip B., and guided by Dr. A. V. Arun Kumar, the event attracted 100 participants from various programs.

Coordinated by students Dinesh Seervi, Prathiska K., Raghav Padode, and Subramanian V., and documented by Vishnu K. Vinod, the full-day event featured ground preparations, welcome addresses, a prayer song, and ceremonial activities.

Shotput:

- Girls: Sonakshi Singh (BBA) clinched 1st place with a throw of 5.97 m, followed by Keerthana M. (B.Com) in 2nd place at 5.90 m.
- Boys: Prajwal Raj (BBA) placed 1st with a distance of 9.25 m, while Lokesh Gowda (BBA) secured 2nd place with 8.54 m.

Volleyball:

- Girls: BBA claimed 1st place, while BCA finished as runners-up.
- Boys: BCA secured 1st place, with MBA finishing in 2nd position.

Throwball (Girls):

- BBA took 1st place.

Chess:

- Soujanya Bera (BBA, II Semester) earned 1st place, with Tirth D. Desai (BBA, III Semester) taking 2nd place.

Carrom:

- The MBA duo of Ajay & Ankit won 1st place, while Kiran & Dhanraj (BCA) finished in 2nd place.

Kabaddi:

- Boys: Team Red Bulls (BBA) secured 1st place, defeating runners-up Team Youth (BBA).
- Girls: B.Com won 1st place, with BCA finishing in 2nd place.

Lagori:

- Boys: BBA emerged as champions in 1st place, with MBA securing 2nd place.
- Girls: MBA claimed 1st place, followed by BCA as runners-up.

Tug of War:

- Boys: Team Red Bull (BBA) secured 1st place.
- Girls: B.Com clinched 1st place.

With dominant performances across both track and indoor disciplines—clinching 7 first-place titles out of the 10 competitive divisions—the Department of Business Administration (BBA) emerged as the overall department champion of Khel Mahotsav 2026.

Spanning from 8:30 AM to 4:30 PM, it aimed to promote fitness, inter-batch camaraderie, and revive indigenous sports. The full-day sporting meet concluded successfully, reinforcing athletic engagement, traditional sports revival, and vibrant inter-departmental spirit across the campus.





INDUSTRIAL VISIT TO TVS MOTOR COMPANY, HOSUR

IFIM College organized an industrial visit to TVS Motor Company in Hosur on September 28, 2026, for MBA students specializing in Marketing and Human Resources. Coordinated by student Sandipan Hazarika, the visit provided hands-on experience to the students.

Manufacturing & Assembly Flow:

- Component Inward & Inspection: Precision testing and storage of parts via Just-in-Time (JIT) schedules.
- Frame Fabrication & Welding: Automated bending and welding of chassis structures.
- Surface Treatment & Painting: Multi-stage cleaning, coating, painting, and curing for durability.
- Engine Assembly: Sub-assembly lines for building and testing engine blocks.
- Main Conveyor Assembly Line: Timed integration of chassis, engine, wheels, and body panels.
- Testing, PDI & Dispatch: Functional checks before dispatch to dealers and export hubs

Quality Frameworks & Strategic Learnings:

- Observed lean manufacturing practices, including Total Quality Management (TQM), 5S standards, Kaizen initiatives, and safety protocols with mandatory PPE.

Operational & Marketing Alignment:

- Lean practices on the plant floor reduce holding costs, enabling competitive pricing, while flexible manufacturing lines allow quick adjustments based on market demand.

Electric Mobility Transition:

- Executives highlighted TVS's shift to electric two-wheelers, like the TVS iQube, addressing challenges in battery management, charging infrastructure, and consumer awareness.



The visit connected theoretical concepts in Operations Management, Supply Chain Management, and STP, helping students understand how manufacturing precision and operational agility support competitive brand equity in India's automotive sector.

SPECIALISATION-BASED MOCK GD & PI



IFIM College hosted a "Specialisation-Based Mock GD & PI" session on September 19, 2026, involving 131 students in a placement preparedness exercise. Coordinated by Mr. Vinod Sreenivasan, the event simulated corporate recruitment practices to evaluate students' communication skills and readiness.

Industry Recruitment Panel:

- A ten-member panel of senior corporate leaders from HR, Marketing, Analytics, and Finance conducted the mock interviews, including:
- HR: Ms. Jaishree Gaur
- Marketing: Mr. Ankur Verma, Mr. Sandheep V. S.
- Business Analytics: Mr. Praveen Panikkassery, Mr. Arun B. N.
- Finance: Mr. Naveen Govindrajan, Mr. Santhosh K. Y., Mr. Shreyas B. Rao, Mr. Ravish Mishra, Ms. Eeshita Desai.

Event Structure:

- Opening & Briefing: Overview of evaluation metrics and rules.
- Group Discussions (GD): Assessing articulation, problem-solving, and leadership.
- Personal Interviews (PI): Evaluating domain expertise and behavioral competencies.

Feedback:

- Personalized feedback provided actionable insights for improvement.

This simulation offered insights into student competency, helping align academic curricula with corporate expectations.



PERSONALITY ENHANCEMENT PROGRAM: OPEN MIC CHALLENGE (MBA FIRST YEAR)

Under the Personality Enhancement Program (PEP), IFIM College hosted an "Open Mic" event on September 18, 2026, for first-year MBA students to improve public speaking and stage presence.

Coordinated by Prof. Shalini P and a faculty committee, the event featured a rapid-format challenge where participants showcased diverse talents in two-minute performances, including stand-up comedy, dance, and motivational speaking.

Key aspects included:

- Performance Variety: Participants demonstrated skills across multiple categories.
- Time Discipline: Each presentation was strictly limited to 120 seconds.
- Evaluation: A faculty panel provided constructive feedback on performance quality.

Key outcomes included:

- Confidence Building: Students overcame stage fright and developed poise.
- Quick-Thinking Skills: Real-time engagement improved adaptability and spontaneity.
- Self-Expression: Participants connected personal creativity with professional identity.





The Open Mic challenge was pivotal in enhancing self-confidence, time management, and presentation skills for future leadership roles.

ORGANIZATIONAL LEADERSHIP AND LEARNING ACTIVITY FOR FIRST-YEAR MBA STUDENTS

An Organizational Leadership and Learning event took place on September 8 and 9, 2026, for first-year MBA students, aimed at cultivating vital skills in leadership, teamwork, personality development, and career planning.

Day One: Foundational Learning

The first day was dedicated to foundational classroom instruction, which began with a presentation on personality development and career advancement. This was followed by a three-stage evaluation test focused on personality and career, allowing students to reflect on their strengths, self-awareness, and professional inclinations.

Day Two: Practical Application

On the second day, students engaged in practical outdoor activities at the hostel grounds, including analytical problem-solving challenges and structured team-building exercises. In addition to group tasks, interactive self-selected talks provided opportunities for students to share their ideas and engage in open discussions.





Overall, this two-day program offered valuable hands-on experiences in critical thinking, effective communication, and adaptability, reinforcing essential qualities for the students' personal development and future careers.

OPEN MIC 5.0 TALENT SHOWCASE AT IFIM COLLEGE



The Department of Personality Enhancement Programme (PEP) at IFIM College organised Open Mic 5.0 on 11 September 2026 at the IFIM Auditorium under the theme "Grab Your Mic, Own the Room!".

Designed for undergraduate students across the BBA, BCom, and BCA streams, the event provided an open stage for participants to overcome stage fright and express themselves creatively before a live audience. Guided by student anchors and faculty coordinator Prof. Shalini, performers received a two-minute window each to deliver acts across varied genres, including stand-up comedy, acoustic music, western singing, slam poetry, and storytelling.

A faculty jury assessed participants on originality, stage presence, delivery, and audience engagement, followed by short question-and-answer interactions that encouraged performers to think quickly and articulate their creative ideas.

The session concluded with informal peer networking, allowing students from different streams to share feedback and build collaborative ties for future campus events. Overall, the showcase served as an engaging co-curricular platform that helped students develop public speaking skills, self-confidence, and creative expression.





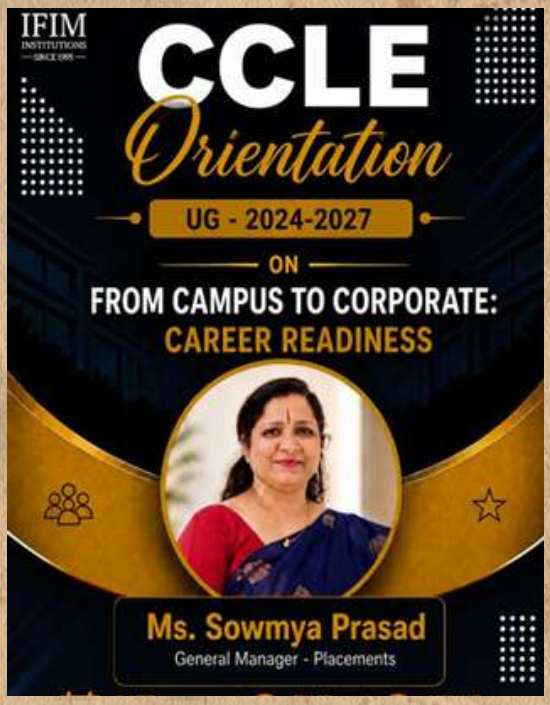
CCLE PLACEMENT ORIENTATION FOR UNDERGRADUATE STUDENTS

On September 24, 2026, IFIM College hosted an orientation session titled “From Campus to Corporate: Career Readiness” for the BBA, BCom, and BCA students of the 2024–2027 batch.

Organized by the Centre for Continuous Learning and Employability (CCLE).The event featured contributions from General Manager Sowmya Prasad, Placements Manager Vinod Sreenivasan, Assistant Manager Preethi Murugesan, and faculty members Prof. Nikhil Gupta and Prof. Sinzy Sylvester.

Key Highlights:

- Participants: The session attracted 112 attendees eager to explore career opportunities and understand industry expectations.



Topics Covered:

- Campus placement procedures
- Eligibility criteria
- Key recruitment stages, including:
- Aptitude tests
- Group discussions
- Personal interviews

The orientation provided valuable insights on professional resume building and domain-specific competencies in business, finance, analytics, and IT, as well as the workplace conduct expected by corporate recruiters.An interactive discussion allowed students to pose questions, while the resource persons shared actionable strategies for interview preparedness and long-term career planning.

By promoting structured and early preparation, the orientation effectively equipped undergraduate students with the guidance and practical tools necessary for a smooth transition into the corporate world.

THE ART OF STORYTELLING SESSION FOR MBA STUDENTS

On September 10, 2026, IFIM College hosted an academic session titled “The Art of Storytelling” for first-semester MBA students, integrated into their Organizational Behaviour course.

Event Details

- Location: Room BS 21
- Participants:45 students

The event aimed to enhance professional communication, analytical thinking, and presentation skills. To prepare their presentations, students gained insights from industry professionals, including Gayatri Dendukuri, Kiran Satheesh, Farha Basu, Sebastian Jacob, Janardhan Reddy R, Mohammad Nizam, and Venkata Sai Komati.

These insights helped students translate industry experiences into well-structured business narratives. Their presentations tackled essential organizational themes such as:

- Work-life balance
- Emotional intelligence
- Virtual teams
- Digital transformation

By framing each case around challenges, decision-making, and outcomes, participants discovered how narrative techniques can clarify complex management concepts and effectively engage an audience. This exercise illustrated that storytelling is a valuable managerial tool for leadership, strategic alignment, and effective communication in the workplace.





COLOURS OF INDIA: ETHNIC DAY AND FOOD FEST CELEBRATION

The Hostel Campus hosted the event "Colours of India" on September 3, 2026, from 3:00 PM to 9:00 PM. Centered around the theme “Dress to Represent – Your Culture. Your Style. Your Story,” this integrated Ethnic Day and Food Fest encouraged students to express regional traditions through vibrant sarees, kurtas, lehengas, and other ethnic attire, fostering an atmosphere that celebrated India’s rich cultural diversity.



An impressive selection of food stalls, featuring:

- Leon's Burgers & Wings
- Grub Wagon
- Frozen Bottle
- Tokyo Waffle
- Bao Bao
- Uncle Peter's Pancakes
- Sesame Street Cafe
- Corn Dogs

In the evening, a lively DJ performance capped off the event, encouraging students from various departments to mingle and celebrate in a relaxed environment outside the classroom. By blending cultural heritage, diverse cuisines, interactive games, and music, the festival provided an engaging and festive platform, strengthening community spirit across the campus.



ONAM 2026 CELEBRATION AT CDE INSTITUTIONS

The Student Council of CDE Institutions hosted the Onam 2026 celebration on campus on August 25, 2026, from 10:00 AM to 3:00 PM. This event aimed to unite students through the rich cultural traditions of Kerala.

- The day kicked off with an inter-team Pookalam competition, judged by scores from the panel and live student voting.
- The formal opening featured a traditional Chenda Melam performance.
- Attendees enjoyed vibrant cultural displays, including dance and music.
- Traditional games, such as Tug of War, were held, along with a shared Onam Sadya.
- The celebration concluded with an energetic DJ session.





There was enthusiastic participation and volunteer engagement from various institutions. Overall, the celebration provided a vibrant community experience and highlighted important operational lessons in crowd management and vendor planning for future campus events.

STRENGTHENING BONDS BEYOND BORDERS: IFIM/JAGSOM ALUMNI GATHER IN DUBAI

The spirit of connection and belonging took centre stage in Dubai as IFIM/JAGSoM alumni from across the UAE came together to celebrate shared experiences, professional achievements, and their lasting connection with their alma mater. The gathering gave alumni an opportunity to reconnect, exchange experiences, and reflect on their professional journeys. Their achievements reflect the education, values, and opportunities provided by the institution over the years.

A key highlight was Pranav's interaction with the alumni, where he shared insights into the institution's journey from IFIM Business School to the Jagdish Sheth School of Management (JAGSoM), highlighting its continued growth and development.

The event was organised with the dedicated efforts of Mithoon, Bharat, and Arun. Special appreciation was extended to Kalpana Ma'am for initiating the Jeeva Dubai Chapter, which will further strengthen alumni engagement and build meaningful connections across the UAE.

More than just a networking event, this gathering reminded us of the lifelong bond between our school and its alumni—a community that keeps growing, even as our careers and locations change. As IFIM/JAGSoM alumni continue to build successful careers around the world, such gatherings highlight the importance of community, shared values, and lifelong connections with the institution.



IFIM STUDENTS' RESEARCH PAPER SELECTED FOR PAN-IIM WMC 2026

Bringing student research to a national management platform, Labala Revanth Kumar (BBA, 2023–2026 batch) and Mubarak Pasha (BBA, 2024–2027 batch) have had their research paper, "From Traditional Prestige to Personalized Aspirations: Behavioral Drivers of Educational Choice Diversification Among Tier 2 and Tier 3 Students in India," selected for the 11th PAN-IIM World Management Conference 2026.

Hosted by the Indian Institute of Management Shillong, the conference will take place from 27–29 November 2026 in Meghalaya.

The paper examines behavioral factors shaping educational choices among students from Tier 2 and Tier 3 cities in India, focusing on the shift from traditional institutional prestige towards individual aspirations.

This achievement marks a significant step in the researchers' academic journeys and celebrates student-led contributions to contemporary management research.



ALUMNUS SANDRA V DEVAN HONORED AT PRIDE OF COIMBATORE 2.0

Sandra V Devan, an alumna of our institution and currently a Talent Acquisition Specialist at Pepagora (India) Pvt. Ltd., was honored at the Pride of Coimbatore 2.0 HR Conclave & TTS Awards. She received the award under the Talent Architect category, recognizing excellence and strategy in talent acquisition.
The regional HR conclave, organized by Triothought Tech Solutions Private Limited, serves the city of Coimbatore and its surrounding regions.

It brings together corporate leaders and human resource professionals under the core themes of People, Purpose, and Progress. The Talent Architect category specifically highlights professionals who design recruitment frameworks and build future workforces.





THE TEACHERS WHO BECAME A PART OF MY STORY

Some places never really leave us, no matter how far we go. For me, Carmel Convent will always be one of those places. When I look back at my school years, I remember not only classrooms and examinations but also the friendships, experiences, and teachers who shaped my childhood.

School taught me lessons that went far beyond textbooks. It was where I grew, discovered myself, and learned some of life's most meaningful values through the people who guided me.

One of my earliest memories is of Poonam Sharma Ma'am, my very first teacher. As a child, I often cried on my way to school, finding it difficult to leave home. Her patience and kindness made that unfamiliar environment feel safe and welcoming. Looking back, I smile at the thought of that little girl who never imagined school would become a treasure trove of memories.

Sister Beena was another important part of my childhood. She always listened, encouraged me, and nurtured my thoughts. Her warmth and understanding made me feel valued, and her support remains one of my fondest school memories.I also remember Madhumati Ma'am, my Social Studies teacher for several years. Her classes were both enjoyable and productive. She made learning history, geography, and civics interesting, ensuring that every lesson left us with something meaningful while making the classroom a lively space.

A special memory is connected with Shivani Chib Ma'am. During a school trip, I found myself in trouble, and she stepped in to help me. Her kindness during that moment reminded me that teachers guide us not only in classrooms but also in life's unexpected situations.Each of these teachers represents a different part of my journey: Poonam Sharma Ma'am reminds me of my first steps into school life, Sister Beena of being understood, Madhumati Ma'am of the joy of learning, and Shivani Chib Ma'am of support when it mattered most.

Carmel Convent will always be more than just the school I attended. It will remain a place filled with memories of the girl I was and the people who helped her grow. Years may pass, but the impact of a good teacher stays with us long after the final school bell rings.

– Kritika Sharma,BBA Semester III

THE SIGNIFICANCE OF TEACHERS' DAY: LESSONS BEYOND THE CLASSROOM

I spent nearly twelve years at Kendriya Vidyalaya, Puri, a place that shaped much of my childhood. Looking back, I realise that some of my most important lessons came not from textbooks but from the way teachers influenced my understanding of education, discipline, and self-worth.As a child, I was a slow learner and often struggled academically. I also had a rebellious streak, questioning rules about appearance and discipline. Unfortunately, many of my memories from secondary school are not particularly positive. I often felt that students who excelled academically received more attention, while those who struggled were overlooked. During those years, I experienced bullying and felt unseen, which taught me how deeply a child's confidence can be affected when their struggles go unnoticed.

Yet my primary school memories are very different, largely because of my first-grade class teacher, Sumati Ma'am. I was an anxious child who frequently cried and missed home. Sumati Ma'am patiently helped me with my lessons and comforted me whenever I was upset. She made school feel less frightening and more welcoming.

What makes this memory especially interesting is that a childhood friend from the same class remembers her very differently. While I remember her kindness and support, he remembers her as a strict and intimidating teacher. This contrast taught me an important lesson: the same teacher can leave very different impressions on different students. What feels encouraging to one child may feel frightening to another.

For me, this is the true meaning of Teachers' Day. It is not only a celebration of teachers but also a reminder of the responsibility they carry. A teacher may forget a conversation or incident, but a student can remember its impact for years.

My experiences have taught me that academic performance is only one part of education. A child who struggles with marks is not necessarily incapable, and a student who appears rebellious may simply be trying to express their individuality. Discipline is important, but so are empathy, respect, and emotional support. The best teachers recognise the person behind the grades and help students feel capable, valued, and understood.I may not remember every lesson from my years at Kendriya Vidyalaya, but I remember how certain teachers made me feel: overlooked at times, discouraged at others, and, in Sumati Ma'am's case, comforted and supported. Those memories continue to shape my belief that education should be measured not only by academic success but also by the confidence and dignity students carry with them long after they leave the classroom.

– Angel
BBA Semester III

A WORLD BEYOND WORDS

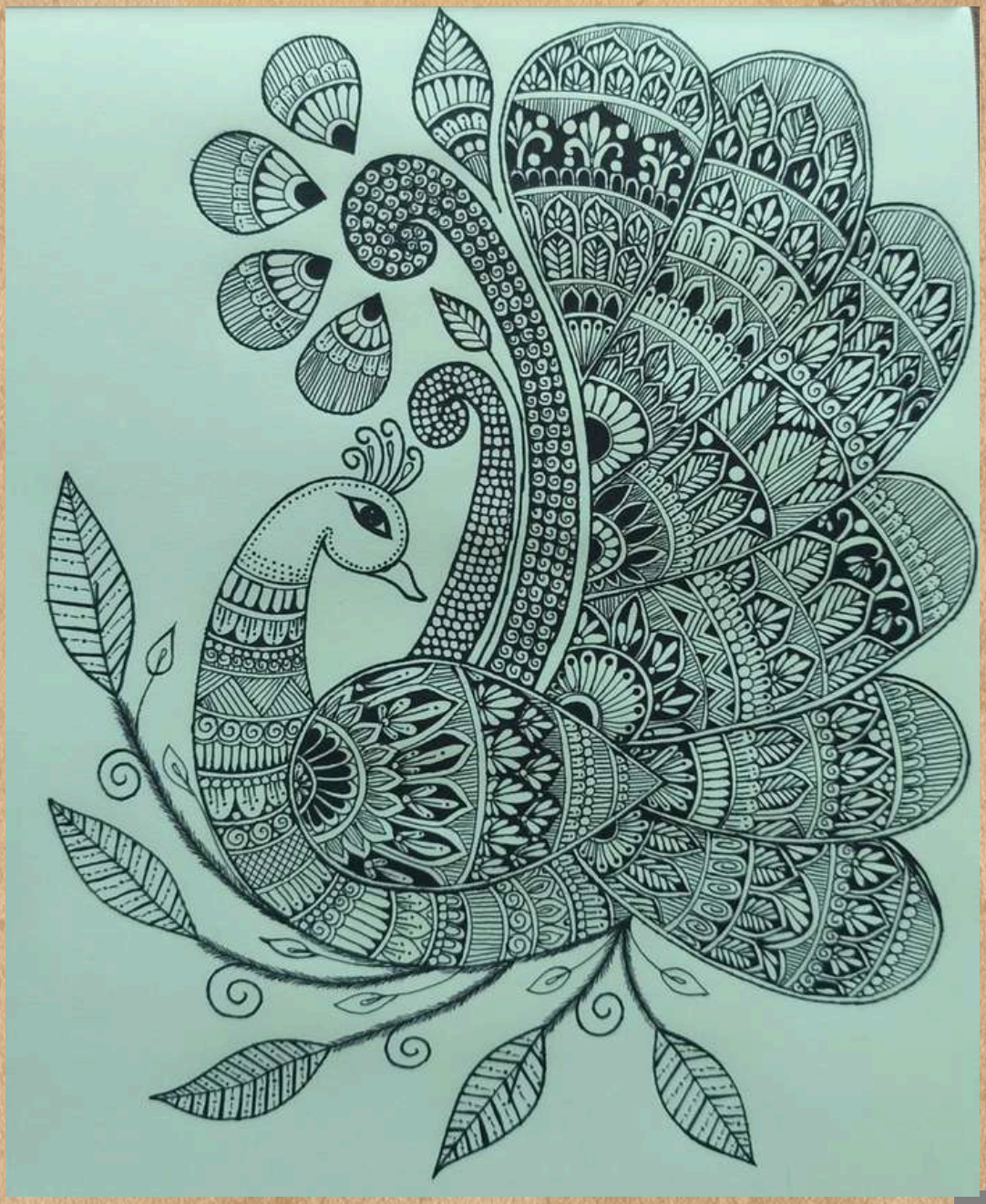


ANONYMOUS ARTIST

A WORLD BEYOND WORDS



KEERTHIKA.G.R



A WORLD BEYOND WORDS



TEJASHWINI



ನನ್ನೊಳಗಿನ ಗೆಳತೀ...

ನನ್ನೊಳಗಿನ ಗೆಳತೀ,
ಒರೆಗಚ್ಚಿ ನನ್ನನ್ನೇ ನಿಂದಿಸುವ ನಿನ್ನ
ದೂರ ತಳ್ಳಲಿ ಹೇಗೆ?
ಹಿತೈಷಿಯೆಂದು ಅಪ್ಪಿಕೊಳ್ಳಲಿ ಹೇಗೆ?
ಒಮ್ಮೊಮ್ಮೆ ಅನಿಸುವುದಿದೆ—
ನನ್ನೊಳಗೆ ನೀನಿರದಿರಬೇಕು,
ಅಥವಾ
ನನ್ನೊಳಗಿನ ನಾನಾದರೂ
ನನ್ನದಾಗಿರಬೇಕು!
ನಿನ್ನ ಅಡೆತಡೆಗಳ ಪಟ್ಟಿ,
ನೀತಿ-ನಿಲುವುಗಳ ಚೌಕಟ್ಟು,
ಬೆನ್ನತ್ತಿದ ಬೇತಾಳದಂತೆ
ನನ್ನ ಬೆಂಬಿಡದೆ ಕಾಡಿದೆ.
ಸರಿ-ತಪ್ಪುಗಳ ತಕ್ಕಡಿ ಹಿಡಿಯುವ ನಿನಗೆ
ನನ್ನ ಮನದ ಮರ್ಕಟದ ಮರ್ಮವೇನು ಗೊತ್ತು?
ಗಾಯಗೊಂಡ ಹೃದಯದ ಮೌನ,
ಒಡೆದ ನಂಬಿಕೆಯ ಆರ್ತನಾದ—
ಇವುಗಳ ಭಾಷೆ ತಿಳಿದಿದೆಯೇ ನಿನಗೆ?

ನಿಂದಿಸಿದವರಿಗೂ ಕೈಮುಗಿಯಬೇಕು,
ನೋಯಿಸಿದವರ ತಪ್ಪು ಮರೆತು
ಮತ್ತೆ ಪ್ರೀತಿಸಬೇಕು...
ಎಲ್ಲವನ್ನೂ ಬೋಧಿಸುವ ನಿನಗೆ
ನನ್ನೊಳಗಿನ ತೊಳಲಾಟದ ಅರಿವಿದೆಯೇ?
ಮನಬಂದಂತೆ ಬದುಕುವವರ ಬದುಕು
ಎಷ್ಟೊಂದು ನಿರಾಳ!

ನನಗೇಕೆ ಈ ಒಳ್ಳೆಯತನದ ಹಂಗು?
ಪ್ರತಿ ಭಾವಕ್ಕೂ ನೀತಿಯ ಬೇಲಿ,
ಪ್ರತಿ ಹೆಜ್ಜೆಗೂ ನಿನ್ನ ಅಪ್ಪಣೆ!
ದೂರಾಗು, ನನ್ನೊಳಗಿನ ಗೆಳತೀ...

THE FRIEND WITHIN ME...

O friend who dwells within me,
How do I cast you away
when you are so quick to condemn me?
And how do I embrace you
as a well-wisher
when your kindness feels like a cage?
Sometimes, I wonder—
perhaps you should not dwell within me,
or perhaps, at the very least,
the self within me
should belong to me!
Your endless list of restrictions,
your rigid frame of rights and wrongs,
cling to me like Betala,
the relentless spirit upon my back,
never letting me go.
You, who weigh every deed
on the scales of right and wrong,
what do you know of the restless monkey
that leaps within my mind?
Have you ever heard
the silence of a wounded heart,
the anguished cry of broken trust?
Do you even understand their language?
I must bow even to those who scorn me,
forgive those who wound me,
forget their wrongs
and shower them with love once more...
You preach it all to me,
but tell me, dear friend,
do you know the turmoil
that rages within me?

ಈ ಲೋಕದ ಲೆಕ್ಕಾಚಾರ
ನೀ ಕಲಿತಷ್ಟು ಸರಳವಲ್ಲ.
ಇಲ್ಲಿ ಸತ್ಯವೆಲ್ಲ ಗೆಲ್ಲುವುದಿಲ್ಲ,
ತ್ಯಾಗವೆಲ್ಲ ಪೂಜಿಸಲ್ಪಡುವುದಿಲ್ಲ.

ನನ್ನ ದಾರಿ ನನಗಿರಲಿ,
ನನ್ನ ತಪ್ಪುಗಳೂ ನನ್ನದಾಗಿರಲಿ;
ಗೆಲುವು-ಸೋಲುಗಳ ನಡುವೆ
ನನ್ನ ಬದುಕನ್ನು ನಾನೇ ಬದುಕಲಿ.

ನೀ ನನ್ನ ಶತ್ರುವಲ್ಲವೆಂಬುದು ಗೊತ್ತು,
ನನ್ನ ಒಳಿತನ್ನೇ ಬಯಸುವವಳೆಂಬುದೂ ಗೊತ್ತು.
ಆದರೆ, ನಿನ್ನ ಒಳಿತಿನ ಹಾದಿಯಲ್ಲಿ
ನನ್ನನ್ನೇ ಕಳೆದುಕೊಳ್ಳಬೇಕೆಂದರೆ—
ಅಂಥ ಒಳಿತಿನ ಹಂಗೇಕೆ ನನಗೆ?

ನನ್ನೊಳಗಿನ ಗೆಳತೀ,
ಒಮ್ಮೆ ನಿನ್ನ ಧ್ವನಿಯನ್ನು ಮೌನವಾಗಿಸು…
ನನ್ನ ಮನದ ಕಿಟಕಿಗಳು ತೆರೆಯಲಿ,
ನನ್ನೊಳಗಿನ ಬಂಧಗಳು ಕಳಚಲಿ,
ನನ್ನೊಳಗಿನ ನಾನು ಉಸಿರಾಡಲಿ…
ನನ್ನ ಬದುಕು ನನ್ನದಾಗಲಿ!

ನನ್ನೊಳಗೇ ಇದ್ದುಕೊಂಡು
ನನ್ನ ಬದುಕಿನಿಂದ
ನನ್ನನ್ನೇ ಗಡೀಪಾರು ಮಾಡದಿರು!

How carefree those seem
who live as their hearts desire!
Why must I bear this burden of goodness?
Why must every feeling
be fenced in by morality,
every step await your permission?
Go away, my inner friend…
The ways of this world
are not as simple
as you believe them to be.
Not every truth triumphs,
not every sacrifice is honoured.
Let my path be mine,
let even my mistakes belong to me.
Amidst my victories and defeats,
let me live my own life.
I know you are not my enemy,
I know you wish me well.
But if your path to goodness
demands that I lose myself,
why should I remain indebted
to such goodness?
O friend within me,
silence your voice for a while…
Let the windows of my mind swing open,
let the shackles within me fall away,
let the self within me breathe…
let my life, at last, be my own!
Do not dwell within me
only to banish me
from my own life!



VANAJA HIREMATH

THE TEACHER AS A CATALYST: SHAPING MINDS, BUILDING CHARACTER AND EMBRACING THE AI REVOLUTION

INTRODUCTION: BEYOND THE CLASSROOM

Teachers serve as mentors, motivators, and lifelong inspirations—not merely instructors. They play a vital role in shaping individuals and society by fostering wisdom, character, and compassion. In an era of AI and changing policies, the emphasis is on how teachers equip students for an evolving world.

- **THE TEACHER IN SCHOOL: BUILDING STRONG FOUNDATIONS**

Teachers establish the foundation for both intellectual and emotional growth. They nurture curiosity, honesty, and empathy while catering to individual learning requirements. The objective is to develop responsible citizens who cherish learning beyond mere exam results.

- **THE TEACHER IN PRE-UNIVERSITY COLLEGES: GUIDING ADOLESCENTS**

Pre-University education plays a pivotal role in the transition to adulthood amid academic and emotional challenges. Teachers offer mentorship, promoting understanding rather than rote memorization, and assist students in navigating issues like anxiety and peer pressure.

- **THE TEACHER IN DEGREE COLLEGES: CONNECTING KNOWLEDGE WITH CAREERS**

In degree colleges, teachers bridge the gap between academic knowledge and practical applications. They promote experiential learning while encouraging essential skills such as communication, teamwork, and entrepreneurship to prepare students for their future careers.

- **THE TEACHER IN POSTGRADUATE COLLEGES: MENTORS FOR INNOVATION AND RESEARCH**

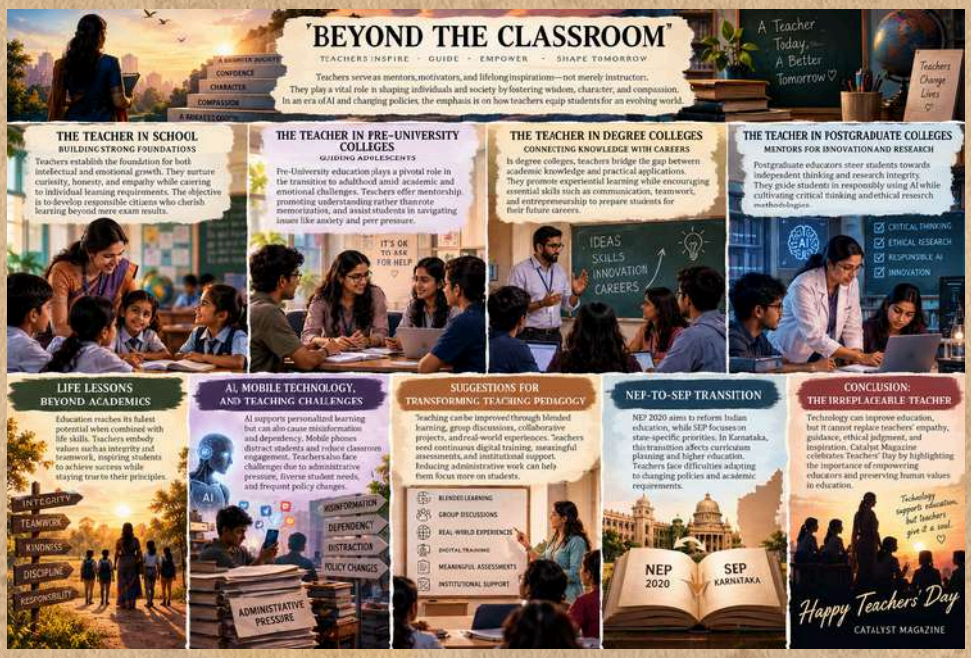
Postgraduate educators steer students towards independent thinking and research integrity. They guide students in responsibly using AI while cultivating critical thinking and ethical research methodologies.

- **LIFE LESSONS BEYOND ACADEMICS**

Education reaches its fullest potential when combined with life skills. Teachers embody values such as integrity and teamwork, inspiring students to achieve success while staying true to their principles.

- **AI, Mobile Technology, and Teaching Challenges**

AI supports personalized learning but can also cause misinformation and dependency. Mobile phones distract students and reduce classroom engagement. Teachers also face challenges due to administrative pressure, diverse student needs, and frequent policy changes.



- **SUGGESTIONS FOR TRANSFORMING TEACHING PEDAGOGY**

Teaching can be improved through blended learning, group discussions, collaborative projects, and real-world experiences. Teachers need continuous digital training, meaningful assessments, and institutional support. Reducing administrative work can help them focus more on students.

- **NEP-TO-SEP TRANSITION**

NEP 2020 aims to reform Indian education, while SEP focuses on state-specific priorities. In Karnataka, this transition affects curriculum planning and higher education. Teachers face difficulties adapting to changing policies and academic requirements.

CONCLUSION: THE IRREPLACEABLE TEACHER

Technology can improve education, but it cannot replace teachers' empathy, guidance, ethical judgment, and inspiration. Catalyst Magazine celebrates Teachers' Day by highlighting the importance of empowering educators and preserving human values in education.



PROF. SESHACHALAM

NAVAPASHANAM MURUGAN IDOL: CONNECTING INDIAN KNOWLEDGE SYSTEMS WITH MODERN MEDICINE

The Navapashanam idol of Lord Murugan at the Dhandayuthapani Swamy Temple in Palani, Tamil Nadu, is one of the most fascinating traditions associated with the Siddha system of medicine and alchemy. According to tradition, the idol was created by Siddhar Bogar, a renowned Siddha saint, alchemist, and healer. It is believed that he fashioned the idol using Navapashanam, a unique combination of nine mineral substances carefully processed to reduce their toxicity and enhance their medicinal properties. Traditional Siddha literature describes Bogar as a master of alchemy who sought ways to alleviate human suffering through innovative medicinal preparations. Rather than developing separate remedies for different diseases, he is said to have aimed to create a powerful formulation with broad therapeutic applications.

The nine substances associated with Navapashanam include Veeram, Pooram, Rasam, Lingam (Jathilingam), Kandhagam, Gauri Pashanam, Vellai Pashanam, Mridharsinghi, and Silasathu. Modern interpretations often associate these materials with compounds of mercury, sulphur, arsenic, and other minerals, although their exact identities remain a subject of debate.

A key concept in Siddha medicine is suddhi, or purification. This process involves repeatedly treating, refining, and combining minerals with herbs and natural ingredients to reduce their harmful effects and prepare them for medicinal use. Numerous traditional accounts suggest that herbs, plant extracts, and organic materials were incorporated into the Navapashanam formulation. These substances may have acted as binding agents while helping to stabilize the final structure. However, the precise ingredients, proportions, and manufacturing techniques have not been conclusively verified through modern scientific research.





The idol is closely associated with the ritual of abhishekam, during which it is bathed with substances such as water, milk, honey, and sandalwood paste. Devotees regard these offerings as sacred and beneficial. One of the most significant rituals is Chandan Kapu, in which sandalwood paste is applied to the idol and left overnight. The following morning, the paste is distributed as prasadam among devotees. Traditional beliefs hold that contact with the idol imparts medicinal properties to the sandalwood paste; however, such claims require further scientific validation.

The Navapashanam tradition also highlights an important principle shared with modern medicine: substances that are potentially toxic can sometimes be used therapeutically when carefully purified, processed, and administered in controlled quantities. For example, arsenic trioxide is used under strict medical supervision in the treatment of certain forms of leukaemia, while sulphur continues to be used in dermatological treatments for conditions such as acne and scabies.
These examples demonstrate that the therapeutic value of a substance depends on its chemical form, purity, dosage, and method of administration.
Despite the many claims surrounding Navapashanam, modern science has not yet conclusively established the composition of the idol or verified all the medicinal properties attributed to it. Nevertheless, the idol remains a remarkable symbol of the intersection between faith, Siddha medicine, ancient materials technology, and Indian cultural heritage.

In conclusion, the Navapashanam idol of Palani is more than a religious artifact. It represents centuries of traditional knowledge, craftsmanship, and medicinal philosophy. Whether viewed through the lens of spirituality, history, or science, it continues to inspire curiosity and encourages further exploration of ancient Indian approaches to mineral processing, materials technology, and healing practices.



PROF. MEERA GOVINDRAJ

A MILESTONE IN INNOVATION AND COLLABORATION



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IFIM College (Autonomous) in Bengaluru achieved a notable milestone with the successful design registration of a Computing Device for Real-Time Consumer Behavior Tracking. The design was officially registered under Class 14-02 as Design No. 502919-001 on 21 May 2026. The registered contributors include Prof. A. Seshachalam from the Department of Commerce, Ms. Sukhita Nagraj Adaki, a third-semester MBA PGCET student, and faculty members from various disciplines.

By bringing together faculty expertise and student creativity, the initiative reflects the institution's commitment to building a strong research culture and inspiring future innovators.

FACULTY ACHIEVEMENTS

SCHOLARLY BOOK CHAPTER PUBLICATION ON INDIAN KNOWLEDGE SYSTEMS AND SUSTAINABILITY



XPLORE PUBLICATIONS

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Ms Bhavitha Kinnera

Bangalore University

has authored the chapter "*Integrating Tradition with the Sustainable Development Goals (SDGs) : Indian Knowledge Systems (IKS) and Environmental Sustainability*", published as Chapter 11 in the volume *Advances in Interdisciplinary Research in Engineering, Business Management and Social Sciences.*

ISBN: 978-93-340-5069-1 · Published: 5 September 2026

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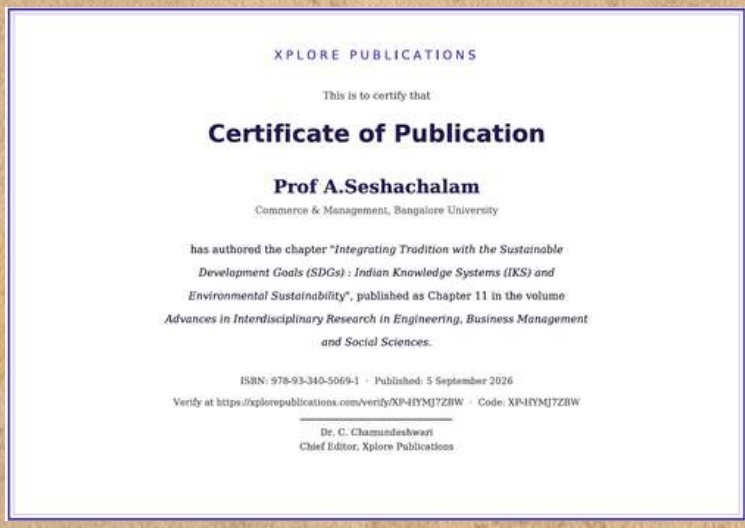

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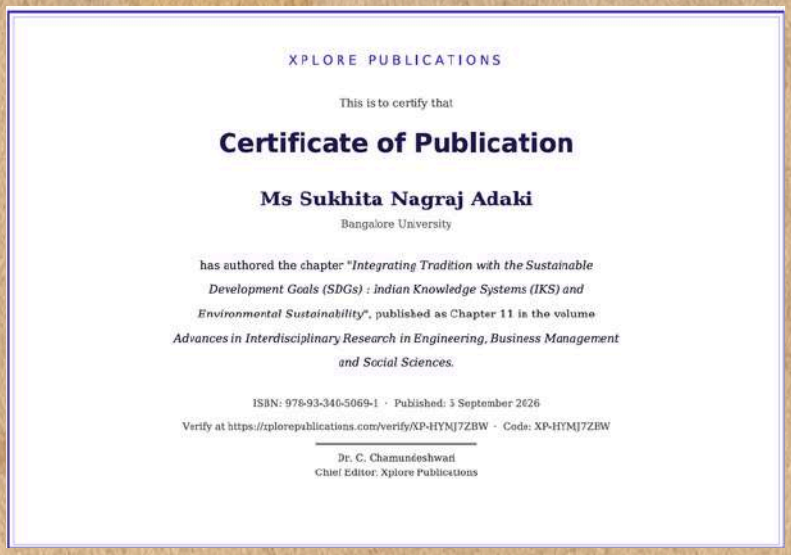

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Dr. C. Chamundeshwari
Chief Editor, Xplore Publications

IFIM College (Autonomous), Bengaluru, achieved an academic milestone with the publication of a book chapter titled "Integrating Tradition with the Sustainable Development Goals (SDGs): Indian Knowledge Systems (IKS) and Environmental Sustainability." Co-authored by Prof. A. Seshachalam and MBA students Ms. Sukhita Nagraj Adaki and Ms. Bhavitha Kinnera, it was published on September 5, 2026, by Xplore Publications in the volume "Advances in Interdisciplinary Research in Engineering, Business Management and Social Sciences."

The chapter explores the connection between traditional Indian knowledge and environmental sustainability, showcasing the college's commitment to collaborative research and the importance of traditional practices in addressing contemporary challenges.

FACULTY DEVELOPMENT PROGRAMME ON INNOVATIVE ASSESSMENT AND STUDENT ENGAGEMENT



DAYANANDA SAGAR COLLEGE OF ARTS SCIENCE & COMMERCE

(Affiliated to Bangalore University. Recognised by AICTE,Accredited by NAAC, New Delhi)

No.1288/SEPT-2026

Date: 22.09.2026

To,
Dr. A Seshachalam
Associate Professor
IFIM College, Autonomous
Bengaluru

Respected Sir,

Sub: Letter of Appreciation

The Department of BBA, Dayananda Sagar College of Arts, Science, and Commerce, Bengaluru, would appreciate your gracious presence as a resource person in Faculty Development Programme on Reimagining Business Education: Transforming Education through the Digital Age" on the topic "Innovative Assessment and Student Engagement" on 3rd September 2026 at 6:00 PM.

We look forward to fostering many more meaningful associations with you in the future.

Thanking You

Yours truly,

22/9/26

Principal

Principal
Dayananda Sagar College of Arts
Science & Commerce
Kumaraswamy Layout, Bengaluru - 560 111

Shavige Malleshwara Hills, Kumaraswamy Layout, Bangalore - 560111.
Phone : +91 8042161762 / 26661104 Fax : 26660789
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Dayananda Sagar College of Arts, Science and Commerce in Bengaluru held a five-day online Faculty Development Programme titled "Reimagining Business Education: Transforming Education through the Digital Age." On September 3, 2026, Prof. A. Seshachalam from IFIM College led a session on "Innovative Assessment and Student Engagement," focusing on modern, technology-enabled assessment practices to improve classroom engagement and learning in digital settings.

The programme, aligned with SDG 4.7, provided a collaborative platform for faculty and academic leaders across India to discuss new teaching methods, showcasing DSCASC's commitment to academic excellence and modern pedagogy.

IGNITE

Got an idea? Ignite the next edition.

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Got something awesome to share? A story, a sketch, a photo, a poem, or even a wild idea? Send it our way and let your creativity take center stage in the next edition of The Catalyst!

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- Optical Illusions

Creativity has no language barrier! Whether it's English, Hindi, Kannada, Telugu, Tamil, Malayalam, or any other language, we'd love to hear your voice. Poems, stories, songs, and creative works in all languages are welcome.

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THE GRATITUDE EDIT

Dear Readers,

We are excited to present you with a new and inspiring edition of The Catalyst Your passion and enthusiasm motivate us as we work to share stories and ideas that ignite curiosity, challenge viewpoints, and initiate meaningful discussions. Each article and feature has been carefully selected to inform, inspire, and resonate with you.

Thank you for being a vital part of The Catalyst community—your support and feedback drive everything we do .With appreciation ,The Editorial Team As you delve into this edition, we invite you to explore a diverse array of topics, each crafted to engage your mind and spirit. From groundbreaking scientific discoveries to heartfelt personal narratives, our contributors have poured their expertise and creativity into every piece.

We encourage you to share your thoughts and join the conversation on our digital platforms or through letters to the editor. Your insights not only enrich our community but also guide us in shaping future editions.

Happy reading, and may this issue spark new ideas and inspire positive change in your world.

Warm regards,
The Catalyst Team

LETTERS TO THE EDITOR

The Catalyst invites contributions from students and faculty members for the "Creative Nexus" and "Critical Perspectives" columns, respectively. "Creative Nexus" accepts creative works such as verses, short fiction, and cartoons, whereas "Critical Perspectives" welcomes critical write-ups from faculty on current issues, with a word limit of 500–800 words. Kindly submit your contributions to the catalyst@ifim.edu.in The editorial team eagerly anticipates a wide array of submissions that embody the vibrant intellectual and artistic community at our institution. Whether you're a budding poet with verses to share, a storyteller with an epic narrative to unfold, or a faculty member ready to engage in profound, thought-provoking discourse, your voice is invaluable to us. By participating, you not only greatly enrich our publication but also inspire your peers. We are excitedly looking forward to seeing your creativity and insights in our forthcoming editions!