

THE CATALYST

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Editor's Note

Dear Readers,

Welcome to the premier edition of The Catalyst!

We are thrilled to unveil this delightful little corner of the campus, where every page is a reflection of the brilliance and creativity that defines our community.

Campus life is so much more than lectures and deadlines— it's a tapestry of experiences, achievements, and unforgettable moments. Campus Insight will keep you in the loop with the latest events and essential announcements that make IFIM the place to be.

Celebrating each other is what we do best! In Student Exhibit, we'll shine a spotlight on our extraordinary peers who are crushing it academically and culturally. Meanwhile, Faculty Corner will highlight the impressive achievements of our brilliant educators.

Critical Perspective invites you to dive into thought-provoking pieces that spark lively discussions. And of course, don't miss our Creative Nexus, where puzzles, case studies and a sprinkle of fun will ignite your imagination.

As you flip through the pages of this first edition, we hope you find inspiration, joy, and a deeper connection to the IFIM community. The Catalyst is more than just a newsletter — it's a reflection of the incredible talent and spirit that makes our campus thrive. We're excited to embark on this journey together and can't wait to share many more stories, successes, and moments that define our vibrant campus life.

*With dedication to the art of storytelling,
The Editorial Team*

Editorial Team



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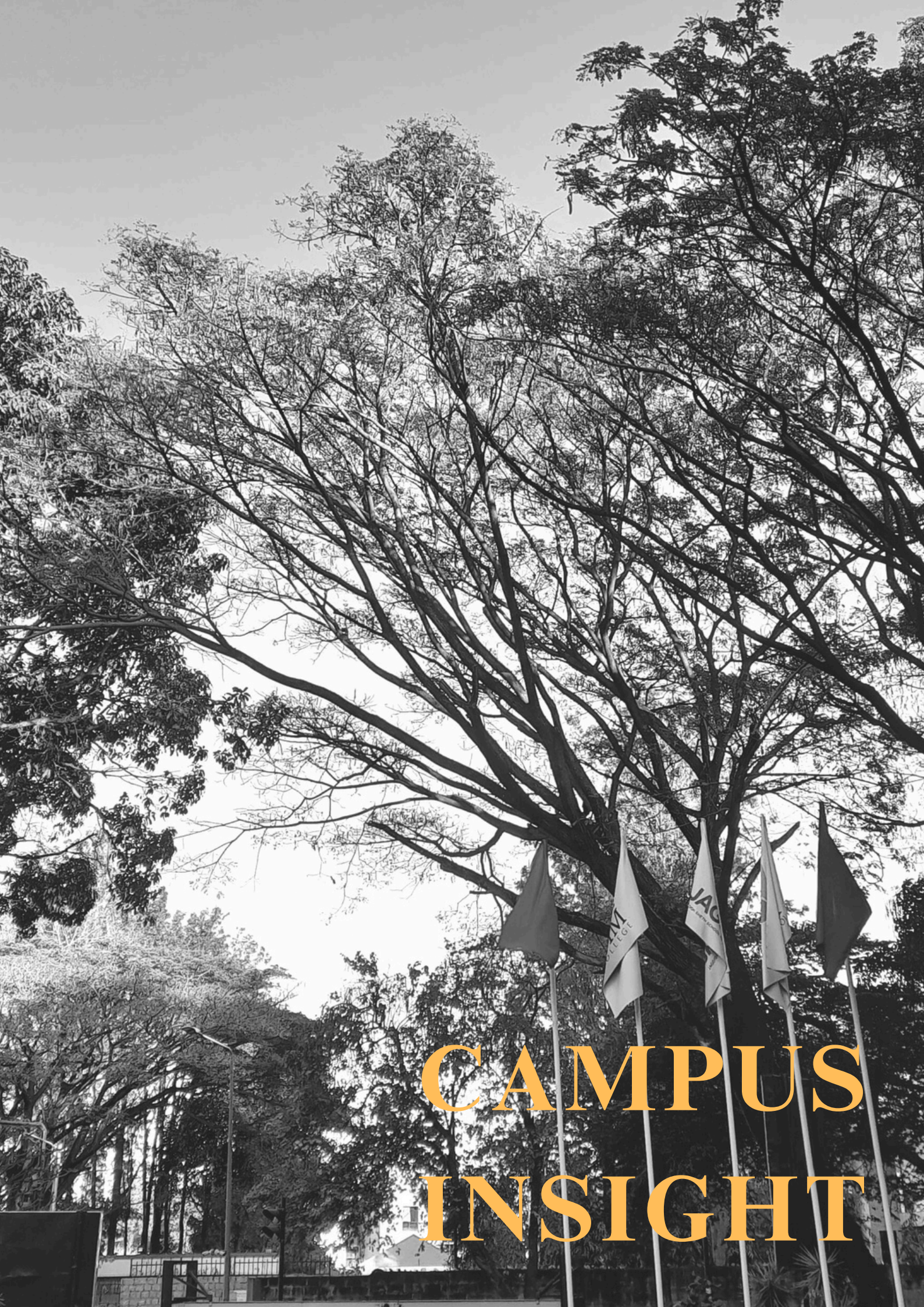
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CAMPUS INSIGHT

CAMPUS INSIGHT

TEACHER'S DAY CELEBRATION

Teacher's day was a heartfelt celebration, paying tribute to the incredible educators who inspire and guide us every day. The event brought together students, faculty, and staff in a spirit of gratitude and appreciation.

The festivities kicked off with a dance performance by a group of enthusiastic students. Next, we enjoyed two captivating singing performances. This had everyone clapping along, celebrating the bond between students and teachers. Adding to the fun, our teachers took part in an entertaining game of Musical Chairs. Laughter filled the room as our teachers competed for a seat, showcasing their playful spirit. The celebration concluded with a touching poetry recital by a talented student.

The Teacher's Day celebration was a resounding success, filled with talent, laughter, and heartfelt appreciation. With dance, music, games, and poetry, students honored their teachers in a memorable way.

NAAC WORKSHOP



A workshop on "Challenges in Accreditation of HEI's Autonomous Colleges" was organised on 24th September 2024. Dr N Jayasankaran, Former Vice Chancellor acted as a resource person.

ONAM CELEBRATION



As the monsoon clouds cleared and the sun shone brightly, our faculty members came alive with the spirit of Onam. This year, Onam was celebrated with great enthusiasm, bringing together the diverse backgrounds to experience the rich cultural heritage of this beautiful festival.

The day began with the colourful flower rangoli, or *pookalam*, adorning the college entrance by our student volunteers. The highlight of the event was when all the faculty members came together to perform the *Thiruvadiram*, dancing gracefully to the vibrant beats of Kerala's rich culture.

The celebration concluded with delightful *Payasam*, filling the air with laughter and joy.

The workshop focused on the complexities faced by autonomous colleges in achieving and maintaining accreditation status, particularly under the framework of the National Assessment and Accreditation Council (NAAC). Insights were provided to ensure quality assurance, improve institutional practices, and meet the seven key criteria of NAAC evaluation. The resource person explicated how to align academic, administrative, and infrastructural functions with accreditation requirements, ensuring a continuous quality improvement culture within the institution.

CLUB ACTIVITIES

COMMERCIA

On September 23, 2024, IFIM College organized a series of insightful sessions in its auditorium, focusing on the Stock Market, Artificial Intelligence (AI), and Digital Marketing. These events aimed to equip students with essential knowledge and skills for navigating today's rapidly evolving financial and technological landscapes.

The first session, held from 11:00 a.m. to 12:00 p.m., featured Mr Kishore discussing the Stock Market. He emphasized the importance of financial literacy and wealth creation through informed investment strategies. Key takeaways included an understanding of global financial markets, portfolio diversification, and risk management techniques. Participants were also introduced to an AI-powered fintech app, highlighting social investing and virtual trading opportunities, alongside workshops designed to enhance financial literacy.



Following this, the session on Artificial Intelligence, led by Mr Venu GR from 2:00 p.m. to 3:00 p.m., provided a comprehensive overview of AI. Students gained insights into career opportunities in this booming field and explored essential skills necessary for success. The interactive discussion encouraged hands-on engagement with AI tools, demonstrating the technology's impact on digital marketing. The session aimed to inspire students to consider careers in AI, showcasing its vast potential.



The final session on Digital Marketing, again presented by Mr Kishore from 3:00 p.m. to 4:00 p.m., focused on how AI is transforming marketing strategies. Key topics included data-driven marketing approaches, search engine optimization (SEO), and the importance of personalization in consumer engagement. Students learned how to leverage AI tools for social media management and audience interaction, preparing them to stay competitive in the industry.

Under the guidance of Faculty In-Charge Prof James and Student In-Charge Kanish Khatri, these sessions provided a well-rounded perspective on the intersection of finance, technology, and marketing. The event served as a valuable platform for students to enhance their understanding and readiness for future career challenges.



CLUB ACTIVITIES

ENTREPRENEURSHIP CELL

On September 17, 2024, our entrepreneurial cell buzzed with excitement as teams showcased their innovative business ideas in a thrilling chart poster competition! With six teams vying for the top spot, the atmosphere was electric.

First up, the dynamic trio of Shalini, Anita, and Sri Vidhya presented **Gem Story**, an eco-friendly, wallet-friendly solution for gemstone jewelry that promises to shine in the market.



Next, Harsh Vardhan, Samiksha, Rathnam, and Nitya unveiled **Cric Tech Innovations**, a game-changer for cricket enthusiasts! They introduced GPS-equipped cricket balls to solve the frustrating problem of retrieving lost balls, hitting a home run with their tech-savvy idea.

Following them, Tanmoy, Aryan, and Hrithik Mongia, tackled a pressing issue with their brilliant concept, **Urgent.LY**. This innovative solution aims to ensure that ambulances can navigate traffic swiftly and safely across India, prioritizing health and emergency response.

Fourth in line, Akshitha and Sai Rajesh dazzled the audience with **Candlify**. Already a budding business at IFIM College, they offer eco-friendly, customizable candles and diyas made from soy wax—an elegant alternative to conventional paraffin, showing that luxury can be sustainable!

The fifth team, comprising Twinkle, Santoshi, Neethu, Bhavyashree, and Dorclus, introduced **Frugal Fun Homies**, a dream come true for newcomers in Bengaluru. This one-stop solution addresses all accommodation needs, creating a seamless experience that feels like a real-life paradise.

Finally, a collaborative effort from BBA and BCA first-semester students delivered a fresh twist to online clothing shopping. Their platform boasts unmatched customization options and a plethora of brands and designs, ensuring a hassle-free experience without the burdens of storage costs.



After an exciting presentation round, the results were in! **Candlify** claimed the first prize, with **Urgent.LY** taking a commendable second, and **Cric Tech Innovations** securing third place. It was a fantastic show of creativity and entrepreneurial spirit! Each idea not only reflected innovation but also a passion for making a difference. The future looks bright for these budding entrepreneurs!

CLUB ACTIVITIES

EUPHRASIA

The HR Club, Euphrasia, recently hosted Newbie Nexus, an event designed to connect with, nurture, and welcome the new members. The event, as one could expect, was a success!

Over 30 participants and even more lively interactions energized the event. There were activities ranging from the Balloon Tower team-building challenge, bringing people together, to the fun and competitive Mr & Ms Networking, Mr & Ms Approachable contest that highlighted participant's approachability and communication skills, also marking Hypo-Idea as another great source of new, exciting ideas that flew from creativity.

MARKETING CLUB

On September 17, 2024, the Marketing Club at IFIM College organized an exhilarating three-round competition, challenging students' knowledge and creativity in the field of marketing. The event attracted participants from various departments, all eager to showcase their skills in branding and marketing strategy.

The competition began with a quiz that tested contestants' knowledge of global brands through a series of challenging multiple-choice questions. Students raced against the clock, displaying their awareness of key players in the international marketplace. The competitive atmosphere heightened as teams vied to answer correctly, setting the stage for an exciting day.

The event wouldn't have been possible without the incredible support of our participants, and volunteers, whose enthusiasm made it truly memorable.



In the second round, participants were tasked with identifying brand logos. This visually engaging round pushed students to recognize logos, some of which presented surprising twists. It underscored the significance of visual identity in branding and reminded contestants that a logo can convey a brand's essence in an instant.

The final round was the most anticipated, requiring teams to demonstrate their marketing prowess. Assigned a product on the spot, students had to create an innovative marketing strategy, encompassing target audience analysis and promotional tactics. This round tested their ability to think quickly and creatively, as they developed unique campaigns tailored to their products.

JNC FASHION SHOW EVENT



On 20th September 2024, a dynamic and talented team of students proudly represented our institution at the Intercollegiate Fashion Show held at Jyoti Nivas College, Bangalore. The event, which gathered some of the brightest young talents from across various colleges, offered a vibrant platform for students to showcase their creativity, innovation, and passion for fashion.

Our fashion team, which consisted of 10 students from various departments. Under the guidance of Prof Niji Nelson, the group demonstrated dedication, teamwork, and a deep commitment to putting forth a show-stopping performance. This year's competition showcased the lively spirit of Coachella, drawing inspiration from the dazzling MADHELLA theme. Each outfit reflected the festival's essence with striking designs, unique cuts, and detailed craftsmanship. The creativity exhibited truly captivated the audience, highlighting the blend of art and fashion in a refreshing and engaging manner.

The Intercollegiate Fashion Show was not only an opportunity for our students to shine but also a chance to solidify our college's reputation as a hub of creative excellence and the experience at the fashion show offered invaluable exposure to the world of fashion design and event management.

KPMG ON ACCOUNTING AND FINANCE

On September 11, 2024, IFIM College welcomed a team from KPMG for an engaging guest session. The session featured a panel of KPMG professionals, including Jinesh Doshi (Director), Aparna Shankar (Manager), Atshaya R (Manager), Vamsi Valluru and Lalitha S (Assistant Managers). They introduced students to newly launched courses in accounting and provided practical insights on financial principles.

The event began with an overview of KPMG, where the significance of financial statements in business operations was discussed. A highlight of the session was the interactive activities, which allowed students to apply their knowledge on balance sheet exercises. This helped bridge the gap between theoretical understanding, providing real-world application.

Additionally, the KPMG team emphasized the importance of storytelling in finance, showcasing how narratives can enhance the relevance and impact of financial information. They also introduced students to full-cycle cloud accounting services and discussed critical aspects of bookkeeping, internal accounting reporting, GST/PST/QST assistance, payroll management, and digital integration tools.

YFS COLLABORATION

IFIM, recognized as a Valued Partner by Youth for Seva (YFS) at their annual event, Seva Sambhrama 2024, continues to demonstrate its unwavering commitment to community service and making a positive societal impact. A special mention goes to Prof B B Venkatesh and his dedicated students for embodying the spirit of giving back. Their collective efforts highlight IFIM's leadership in fostering a culture of social responsibility and active engagement in meaningful causes.

STUDENT EXHIBIT



WITFLUENCE

On September 26th, the WITfluence: Unleashing Your Shakti conference, organized by Wequity, took place at Radisson Blu, Bangalore, celebrating women in technology. The event was an empowering platform for learning, inspiration, and connecting minds from the tech industry.

A group of MBA students from IFIM, from the batches of 2023-25 and 2024-26, actively participated and volunteered at this remarkable conference. Sandra V Devan, Gunavathi S K, K Sruti, Sreevishnupriya J, Amrutha Chandrashekar, Kashish Ansari, Rini Manithra, Ruchi Agarwal, Pradhiksha R, Sneha Subhash, Shanaz Hossain Dewan, Shruti Shil, Shruti Biswas, Pallavi M, Shreya Kunda, Rithika Gupta, Anaani, Sneha Gogoi, and Pavithra were the students who participated and volunteered in this conference. Their involvement made the event an enriching experience, where they could interact with leaders in the industry as well as fellow attendees.

It started with inspirational sessions: the power of continuous learning and fostering innovation. This provided workable takeaways for participants in applying this to their careers and personal growth.



ELCIA AGM EVENT



The Electronics City Industries Association (ELCIA) recently conducted its Annual General Meeting (AGM), focusing on the financial performance of both ELCIA and the ELCIA Trust. The meeting also provided a platform for discussing plans and initiatives for the organization. A significant highlight for our institution was the participation of two BBA 3rd semester students, Karthika Desur and Niranjan Chadawada, who were selected to host the prestigious event.

This opportunity offered invaluable exposure to our students, enhancing their organizational and communication skills while providing them with first-hand experience in a professional setting. It allowed them to interact with industry leaders and gain insights into corporate financial management and strategic planning. Such events underscore the importance of real-world experiences in complementing academic learning, paving the way for personal growth and future career success.

PEP COLUMN

PEP Class Activity – Newspaper Reading and Best Speaker Recognition

I am delighted to share the highlights of our recent PEP class, which centered around engaging with current news stories in an interactive and dynamic way. The class activity provided students with the chance to practice their public speaking by simply reading out news articles. This straightforward yet impactful exercise ended with two students being recognized as the best speakers of the day.

The Activity: Reading the News

The primary focus of this session was to develop confidence in public speaking by reading aloud from a newspaper. In our fast-paced, information world, the ability to stay informed is essential. However, for this activity, the emphasis was less on analyzing or summarizing the news and more on practicing clarity, tone, and delivery in reading.

Each student selected a news article that interested them. The variety of topics reflected the broad range of student interests, covering everything from political events and international issues to technology and entertainment. This diversity of subject matter made the class both informative and engaging, with every student contributing a unique perspective.

What made this exercise stand out was the focus on the delivery of the reading. It wasn't about giving an opinion or analyzing the content—it was about reading clearly, engaging the listeners, and practicing speaking in front of an audience. This simple act of reading a

piece of news out loud gave students the chance to focus entirely on how they communicate, which is a key aspect of public speaking.

The Best Speaker Selections

At the end of the class, two students were selected as the best speakers, Sneha Gogoi and Vivek Dasari. These individuals stood out for their confidence, clarity, and ability to engage their audience through their reading. Both students displayed a strong command of their material and an excellent sense of pace and tone, making their readings captivating to the class.

The selection of the best speakers was based not only on how well they read the news but also on how effectively they held the attention of their peers. These two students excelled in making even a simple news reading feel engaging and lively important skills that will serve them well in any public speaking scenario.



Vivek Dasari
(MBA 2024-26)



Sneha Gogoi
(MBA 2024-26)

Why This Activity Matters

Although the task of reading the news may seem simple, it had several important benefits for the participants:

1. Improving Public Speaking Skills: The act of reading out loud in front of an audience helped students build confidence. Public speaking is one of the most important skills in both academic and professional settings, and practicing it in any form is valuable.

2. Focusing on Delivery: Without the need to analyze or interpret the news, students could focus entirely on how they delivered the content. This allowed them to work on their tone, pace, and articulation—crucial elements of effective communication.

3. Listening and Engagement: The activity also encouraged students to listen attentively to their peers. Engaging with different topics and hearing a variety of voices made the session both educational and enjoyable.

4. Diversity of Interests: The broad range of articles chosen by students reflected a variety of interests, from global politics to entertainment news. This not only kept the session dynamic but also introduced students to new perspectives and ideas.

5. Boosting Confidence in a Low-Pressure Environment: For many students, public speaking can be intimidating. By focusing on reading, rather than presenting or analyzing, the activity created a low-pressure environment that allowed students to practice speaking without the stress of preparing a full presentation.

Looking Forward

This PEP activity was a refreshing reminder that even simple exercises can have a significant impact on our personal and professional development. By practicing the basics clear and confident speech, audience engagement, and effective delivery we are laying the groundwork for more advanced communication skills.

We would like to extend our heartfelt congratulations to the two students who were recognized as the best speakers. Their success highlights the importance of practice and confidence in public speaking, even in straightforward tasks like reading the news. For all participants, this was an opportunity to improve, grow, and take one more step toward becoming more effective communicators.

As we continue with future PEP classes, we will build on these foundational skills, incorporating more exercises that challenge and inspire students to be the best versions of themselves. We encourage everyone to keep participating actively, as each session provides a new opportunity to learn and improve.

Thank you to everyone who contributed to making this activity a success, and we look forward to seeing continued growth in our upcoming sessions.

**BY: ANAANI IZA VINOD
(MBA 2024-26)**

FACULTY CORNER



A LEGACY OF LEARNING: Prof. MAHABOOB SUBHANI'S 15-YEAR JOURNEY AT IFIM COLLEGE



Fifteen years ago, Prof. Mahaboob Subhani embarked on a journey at IFIM College that would leave an indelible mark on the institution and its students. His career in education, however, began long before he joined IFIM, during a pivotal moment while volunteering with the Sarva Shiksha Vigyan program. It was here, while working with underprivileged children, that a simple question asked by one of the students sparked a passion for teaching that would define his life.

This experience led Prof. Subhani to recognize that education was not merely about the transfer of knowledge, but —

about fostering curiosity, nurturing potential, and guiding students to achieve their best. From the moment he began teaching, his approach was to view the classroom as more than just a place for lectures—it was a space for transformation. Every student who entered his classroom was encouraged to explore, imagine, and challenge their limits. He believed that greatness could be achieved through persistence, curiosity, and heart.

At IFIM, Prof. Subhani found a supportive environment that allowed him to cultivate his passion for teaching and research. The college's extensive library and academic resources provided him with the tools to continue his intellectual pursuits, leading to the publication of several internationally recognized research papers. His contributions to the academic field, particularly in Hindi literature, have earned him numerous awards, including the National Excellence Award by the Bharatiya Scouts & Guides Karnataka, and the Savitribai Phule International Idol Teachers Ratna Award.

Throughout his career, Prof. Subhani has maintained a deep connection with his students and colleagues. One of his most cherished memories is an informal meeting with the late Mr B B Padode, a key figure at IFIM, who made him feel like part of the IFIM family. This sense of belonging and community has been a driving force behind his dedication to the college and its students.

As Prof. Subhani reflects on his 15 years at IFIM College, his journey serves as a testament to the transformative power of education.

EMPOWERING LEARNERS: Dr SATHYA THANGAVEL'S INSIGHT ON LANGUAGE ACQUISITION

Dr Sathya Thangavel, a distinguished faculty member at IFIM College, has made significant strides in the field of language acquisition, particularly through her groundbreaking work in metacognitive learning. Her book, **The Metacognitive Edge: Advancing Language Acquisition***, offers a revolutionary approach to language learning, empowering students to take control of their educational journey.

Metacognition, or the ability to think about one's own thinking, is central to Dr Sathya's philosophy of education. Her work emphasizes that understanding how learners process information can dramatically improve their ability to acquire new languages. The book provides both theoretical insights and practical strategies for enhancing key language skills, such as Listening, Speaking, Reading, and Writing (LSRW), through metacognitive techniques, encouraging learners to plan, monitor, and evaluate their progress, which leads to more effective and self-regulated learning.

The journey to creating **The Metacognitive Edge** was not without its challenges. Balancing her academic responsibilities with personal commitments, particularly motherhood, Dr Sathya faced several obstacles along

the way. However, her dedication to the project and her commitment to improving language education saw her through, resulting in a resource that has been well-received by educators and learners alike. Beyond the publication of her book, Dr Sathya has made substantial contributions to IFIM College. Her work has been instrumental in fostering students to take ownership of their learning, aligning perfectly with the college's mission of creating a dynamic and supportive educational environment.

Dr Sathya's impact extends beyond her students to the broader academic community. Her work has provided educators and researchers with valuable tools to better understand and enhance language acquisition. By integrating metacognitive strategies into the classroom, she has paved the way for more innovative approaches to language learning, ensuring that students are equipped with the skills they need to succeed.



**Click the name of the book to get your copy*

WITFLUENCE



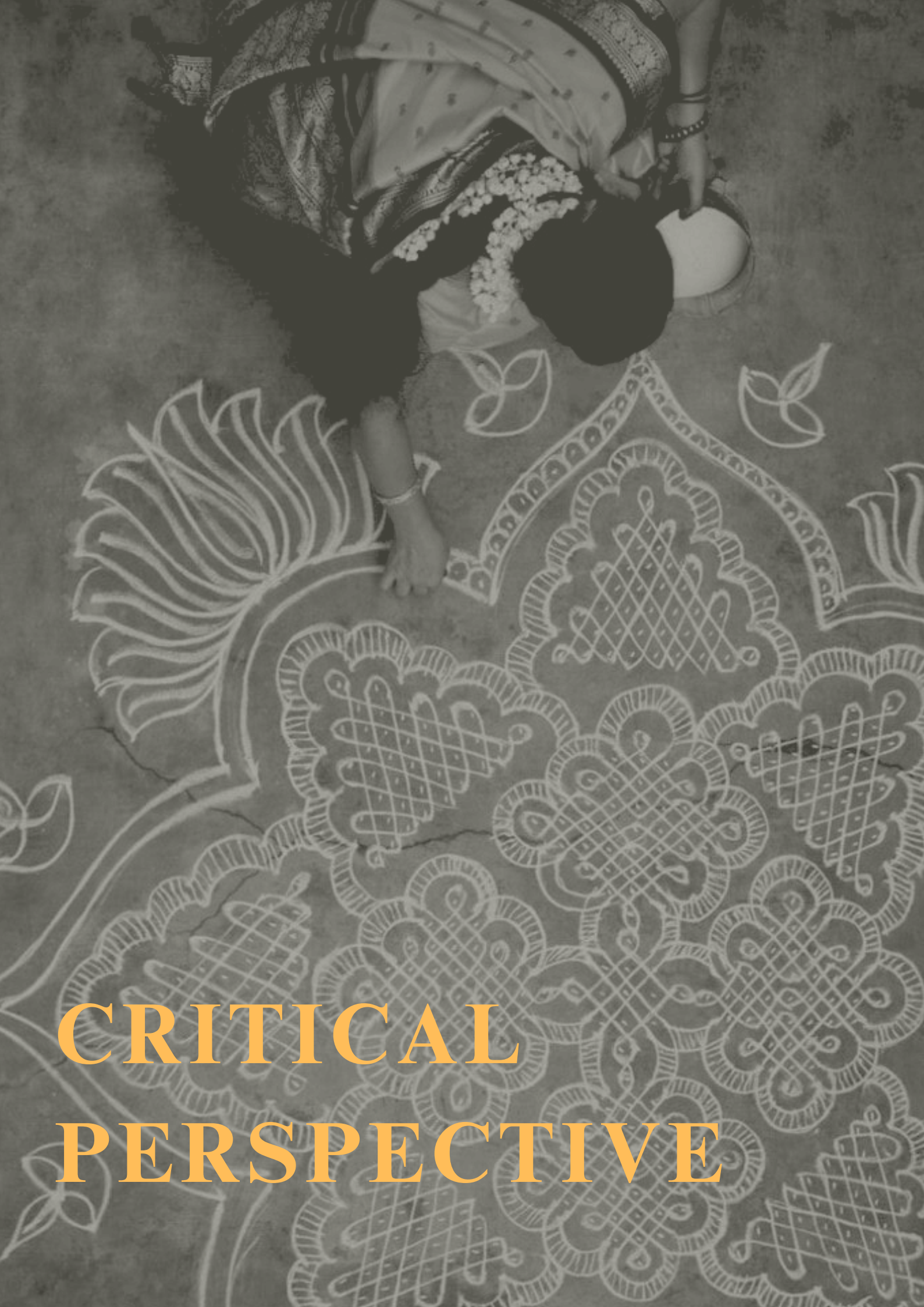
On 26th of September 2024, Dr Sridevi, Dr Syed Ahamed S, Dr Vidhya Pillai, Dr Nataraja N S and Prof Ramini Singh presented a comprehensive report titled "Diversity and Inclusion at Indian Workplaces" at the WeeQuity (Women in Technology) Conference. The aim of this report is to describe the intellectual landscape of workplace diversity in India and propose a future research agenda to support Indian organizations navigating the complexities of diversity and inclusion (D&I).

The research methodology employed in the report includes performance analysis and scientific mapping through tools like VOSviewer and Biblioshiny. Data for the study was collected from the Scopus database, which comprised 319 publications ranging from 1990 to 2024. The study used advanced techniques like term co-occurrence analysis, bibliographic coupling, and thematic mapping to identify key themes and emerging research areas in the field of D&I.

The key research opportunities were Workforce Diversity, Migration, Cultural Influence, Human Resource Management in D&I, Gender Disparity, Civil Society and D&I, Disaster Management and Diversity, and Economic Impact of Diversity

The report outlines the current landscape of workplace diversity and inclusion and highlights areas that require further research. The findings and suggested research agenda aim to equip Indian organizations with the knowledge needed to improve D&I practices, enhance innovation, and achieve sustainable organizational success.





CRITICAL PERSPECTIVE

HOW TO QUESTION EVERYTHING YOU'VE EVER KNOWN ABOUT TRADITIONS (WITHOUT LOSING YOUR MIND)?

"All our weight is just a burden offered to us by the world" – Hozier.

Traditions seep into every corner of our lives. For you and me, they're about family gatherings, rituals, and Instagram-worthy moments. As per the dictionary, they're 'the transmission of customs or beliefs from generation to generation'. But there's more to it—something deeper beneath that surface, far more complicated. Traditions are old habits; they define us, guide us, and sometimes they control us in ways we don't even notice.

Traditions are like the Jekyll and Hyde of human experience; one minute, they're warm and familiar like an old blanket, and the next, you're gasping for breath, choking under their weight. Our relationship with traditions can be both nourishing and suffocating. So how do you question them without losing your mind? That's where I've got you covered. Here's your step-by-step guide to navigating the strange, often confusing world of traditions.

Step 1: Ask Yourself, Why Am I Doing This?

Traditions are meant to ground us, aren't they? They tell us who we are, where we come from, and what we're supposed to believe. But what if there's more to it? We inherit these customs like hand-me-downs, expected to wear them proudly, even if they don't fit. And we rarely question it.

Because to question a tradition is to question the people who gave it to you. Family. Community. Your ancestors. Everything that makes you, *you*. We perform the tradition because we're afraid of what happens if we don't. Imagine choosing not to light the diya, not to touch the feet of those who have caused you harm, or when you refuse to take part in rituals that bring you no peace. Doesn't it send a shiver down your spine at the mere thought of going against your elders? Take a step back and question, "Why do you do this?" Because there's a kind of quiet rebellion in simply asking why. And maybe that's where your freedom begins.

Step 2: Break it Down, Brick by Brick.

The moment you begin questioning things is when you fall down this rabbit hole of endless existential crisis. And trust me, it's a necessary step to understanding things. When you start breaking it down, you see that sometimes the rituals aren't just about blindly following customs—they're about control. About making sure you remember your place in the world. But at what cost?

Tradition often disguises itself as comfort, but comfort can be deceptive, can't it? What's familiar isn't always what heals us. We inherit these rituals like old scars, passed down with words like "duty" and "honor." But is it duty to honor something that no longer serves you? Or is it just fear, dressed up as reverence?

Step 3: Dig into the History

Most of the traditions we follow today didn't start as feel-good rituals. They were functional, even necessary for survival. But now? They've become more about repetition than purpose. Look at something as simple as the practice of women being excluded from rituals during menstruation. Once, it might have been rooted in practicality— an ancient need to protect women in times when hygiene was limited. But today, it feels more like a wound that never quite healed, it has become a means of discrimination, exclusion within family.

It's safe to say that we cling to traditions because we're afraid to be the one who "breaks" the chain. And that's where the problem lies—when something once flexible becomes rigid, it starts to lose its meaning.

Step 4: Are You the Architect or the Prisoner?

It's time to consider, are you shaping your traditions, or are they shaping you? Are you choosing to follow them because they bring you joy, or because you're too scared to imagine life without them? If traditions start feeling like obligations, maybe it's time to reassess.

Take the act of touching feet, it used to be an act of deep respect, but now? It feels like an obligation. What matters is that if you do, it's because *you* choose to. Respect your elders, take blessings from your mentors, but do it because it carries meaning for you, and not because you were told it must. The same goes for the festivals we celebrate. Light the diya, throw the colours, sing the songs—but do it because you want to, not because you're told that's the only way.

Step 5: Don't Be Afraid to Break the Rules

Here's where the rage kicks in. There's a lie we've all been told: that traditions are sacred, immutable. They're not. You don't have to wear the weight of every custom passed down through generations, especially when they start to feel more like burdens than blessings.

Look at how many people are rethinking wedding rituals—rejecting the outdated dowry system, mixing cultural practices, and making their unions about them, not about ancient obligations. Or take Holi—once restricted by caste and class divisions, it's now breaking free, becoming a celebration of unity in ways it was never allowed to be.

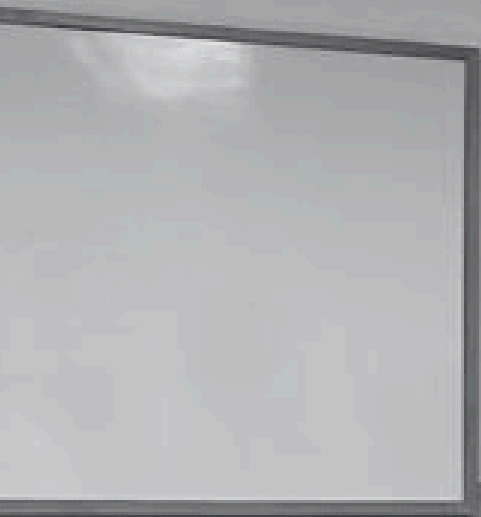
Step 6: Make Peace with the Past, but Don't Let It Define You

Traditions connect us to our roots, but they don't have to define our future. It's a double-edged sword that defines us just as much as we define it. The goal isn't to reject everything that's come before, but to make peace with it. Keep what works, discard what doesn't, and, most importantly, create space for something new.

To conclude, I think, traditions have a funny way of living within you, so stop worrying so much about identity. They evolve as you evolve. The myth that traditions are supposed to be rigid is just that- *A myth*. Tradition, as far as I'm concerned, only has purpose when it breathes, when it grows, when it breaks and rebuilds itself. In fact, every time you reshape a tradition, it gets purpose and meaning like never before.

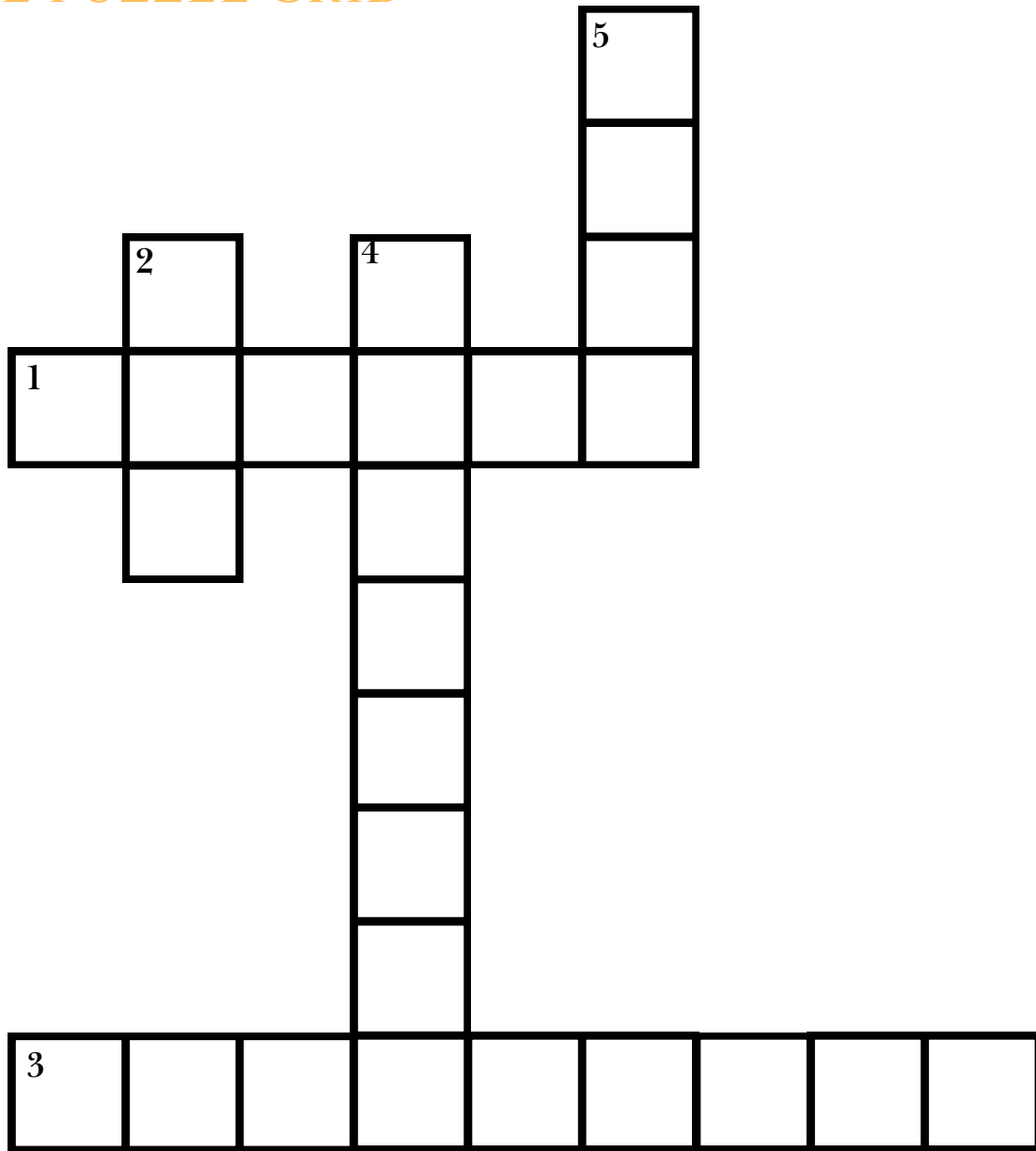
**BY: LEKHA SHREE
(BBA 2022-25)**

CREATIVE NEXUS



CREATIVE NEXUS

THE PUZZLE GRID



Cross

1. Festival of lights (6)
3. A festival that is celebrated to honor the birth of Jesus (9)

Down

2. Islamic celebration marking the end of Ramadan (3)
4. A nine day festival celebrating the goddess Durga(8)
5. A festival of colours celebrate all over India (4)

Share your answers here



MAHINDRA'S MARKET SURGE: WHAT DID THEY DO DIFFERENTLY?

Introduction

In September 2024, Mahindra & Mahindra (M&M) surprised the automotive industry by surpassing Tata Motors to become India's third-largest automaker, despite the overall market slowdown. While competitors such as Maruti Suzuki and Hyundai struggled with declining demand and inventory pile-ups, Mahindra managed to increase sales by 24%.

Situation Overview

As the Indian automotive market grappled with slow consumer demand due to inflation and tightening financial conditions, several major players like Tata Motors, Maruti Suzuki, and Hyundai faced significant challenges. However, Mahindra achieved remarkable growth by capitalizing on specific market trends and opportunities.

Key Industry Trends:

- **Declining Sales for Competitors:** Maruti Suzuki and Hyundai experienced lower shipments due to excess inventory and slowed demand.
- **Inventory Woes:** Tata Motors struggled to move their stock efficiently and saw stagnation in their product offerings.

Strategic Differentiation

1. EV Focus & Sustainability Push

While many companies focused on traditional models, Mahindra saw the rise of electric vehicles (EVs) as a major opportunity. Its early and consistent investment in the EV segment paid off, aligning with consumer demand for sustainable alternatives.

In contrast, Tata Motors was slower to innovate within the EV space, leading to missed opportunities. Mahindra's EV models, combined with government incentives for clean energy vehicles, helped it capture a growing eco-conscious market segment that competitors were not adequately addressing.

2. SUV Domination

Mahindra took advantage of the SUV boom, particularly in semi-urban and rural areas where SUVs provided greater utility. Competitors like Tata Motors did not expand in this segment as aggressively, missing out on potential market share. Mahindra's investment in larger vehicles paid off, as it targeted markets where SUVs are preferred over smaller sedans.

3. Competitive Pricing Strategy

In a price-sensitive market, Mahindra offered well-positioned pricing that appealed to middle-income buyers, especially in a time of rising inflation. Their ability to balance quality with affordability set them apart, while competitors struggled to strike the right pricing strategy in such conditions.

Decision-Making Dilemma

With Mahindra gaining a strong foothold in the market, competitors such as Tata Motors are now under pressure to rethink their strategies. Tata Motors needs to decide whether to double down on EV innovation or refocus its efforts on traditional segments like SUVs, where Mahindra currently leads.

Discussion Questions:

Q1: What key factors differentiated Mahindra's strategy from competitors like Tata Motors and Maruti Suzuki, which contributed to Mahindra's market success?

Q2: How did Mahindra's investment in EVs and SUVs provide them with a competitive advantage during a time when other companies were facing stagnant sales?

Q3: What steps should Tata Motors take to respond to Mahindra's rise? Should they focus on expanding their EV line, improving SUV offerings, or rethinking their pricing strategy?



SPORT UTILITY VEHICLES



Share your answers here

THANK YOU NOTE

Dear Readers,

Thank you for joining us on the debut of *The Catalyst*. Your support and interest mean everything to us, as we strive to deliver the finest content—tailored for those with a refined taste for excellence.

We deeply appreciate your engagement and confidence in us. This is only the beginning, and we are committed to keeping you informed, inspired, and always one step ahead.

Here's to setting new standards together. We look forward to bringing you more, because for us and for you—nothing less than exceptional will do.

Warm regards,
The Editorial Team

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