

# THE CATALYST

Volume: 01 | Issue: 02

Published on: 6 December 2024



# CONTENT

---

<b>CAMPUS INSIGHT</b> -----	Page 2
1. Navratri Festivities at IFIM: Celebrating Tradition and Unity	
2. BBA vs. BCom Debate Competition: AI in Focus	
3. Empowering Youth for a Drug-Free India: A Session on Awareness and Action	
<b>STUDENT EXHIBIT</b> -----	Page 3
1. Harmonizing Dreams: Hanish Khatri's Musical Journey	
<b>FACULTY CORNER</b> -----	Page 4
1. Prof. Ramini's Insightful Study on Gen Z Conflict Resolution Published in Millennial Asia	
<b>CRITICAL PERSPECTIVE</b> -----	Page 5
1. Turbo-Charge Your Career using 5S Frameworkitions	
<b>PEP COLUMN</b> -----	Page 6
1. PG PEP Activities - Oct 2024	
2. UG PEP Activities - Aug to Oct 2024	

# CAMPUS INSIGHT

## NAVRATRI FESTIVITIES AT IFIM: CELEBRATING TRADITION AND UNITY



IFIM came alive with the vibrant celebrations of Navratri, a festival that embodies tradition, devotion, and joy. With an array of colorful festivities, this year's celebration captured the spirit of Navratri, bringing together students, faculty, and staff for a memorable evening of dance, music, and camaraderie.

The festivities began with the faculty members' graceful Garba performances, beautifully portraying the liveliness and joy of Navratri. Dressed in traditional attire, they danced in unison, bringing the essence of the festival to life.

As the faculty members led the way, their enthusiasm set a wonderful example of community spirit, inviting everyone to embrace the festival with open hearts. Following this, the students took the stage with a powerful and moving performance of "Mahishasura Mardini," a dramatic portrayal of Goddess Durga's victory over the demon Mahishasura. This dance-drama was both artistic and symbolic, capturing Navratri's theme of good triumphing over evil. The passionate storytelling and expressive choreography resonated deeply with the audience, connecting everyone to the rich cultural and spiritual heritage of the festival.

## BBA VS. BCOM DEBATE COMPETITION: AI IN FOCUS

On October 24th, the PEP department hosted a dynamic debate competition between BBA and BCom students on AI-related topics. This event provided a platform for students to explore AI's impact on business, finance, and society, examining both its potential and challenges.

Participants showcased exceptional eloquence and critical thinking, tackling topics like AI ethics in finance, its transformative effects on business, and its influence on job markets and skill requirements.

Each speaker— BBA students focusing on AI's strategic applications in management and marketing, while BCom students delved into its implications for financial systems and data analytics, demonstrated a nuanced understanding of AI's relevance to their field, captivating the audience with insights into the intersection of technology and business. The PEP department's organization of this AI-themed debate encouraged students to confront contemporary issues, offering practical perspectives that will benefit their future careers.





# CAMPUS INSIGHT

## EMPOWERING YOUTH FOR A DRUG-FREE INDIA: A SESSION ON AWARENESS AND ACTION



On October 30, 2024, first-year UG students from BCom and BCA gathered to attend an enlightening session on the importance of creating a drug-free India. This talk shed light on the serious offenses associated with both selling and buying drugs, and its dangerous consequences for individuals and society.

The speaker emphasized how drug-related activities are often closely tied to cybercrime. With the prevalence of online transactions and social media, criminals can more easily target unsuspecting individuals. The speaker urged students to stay vigilant and contact the police immediately if they suspect any suspicious activity, emphasizing the importance of early intervention. A significant part of the session focused on practical ways to identify and respond to cybercrimes.

This interactive session gave students a practical understanding of how cybercrimes are facilitated and the steps they can take to protect themselves. It underscored the crucial role of awareness in combating drug abuse and cybercrime, encouraging students to be proactive in reporting and preventing these activities.

# STUDENT EXHIBIT

Hanish Khatri, a third-year BBA student at IFIM College, is carving a niche for himself in the world of music. A passionate singer and lyricist, Hanish has performed on various platforms across Karnataka, winning hearts with his heartfelt compositions.

His musical journey began with the release of his debut song, Pagal Hoon, on June 7, 2024, which introduced his unique style to the world. On October 20, 2024, Hanish unveiled his second original track, LAAPATA, a moving tribute to those who have faced the pain of abandonment.

He has collaborated with instrumentalist and producer Mr. Dhanush K and Anoop Sound Bar Studio to compose this track. Hanish's dedication and talent continue to inspire the IFIM community and beyond.



[Click here to listen!](#)

# FACULTY CORNER

## PROF. RAMINI'S INSIGHTFUL STUDY ON GEN Z CONFLICT RESOLUTION PUBLISHED IN MILLENNIAL ASIA

It is with great pride that we announce the acceptance of Prof. Ramini's research paper, "Generation Z: Navigating Conflict Resolution Strategies at the Workplace through Their Intimacy Styles", for publication in the esteemed Millennial Asia journal, published by Sage Publications. This peer-reviewed journal, indexed in Scopus and classified within the ABDC – C category, is widely regarded for its rigorous academic standards and significant contributions to the field of management and social sciences.

Co-authored by Prof. Ramini alongside Dr. Shaji Kurian and Dr. Sivagnanasundaram from JAGSoM, Bengaluru, the paper examines the conflict resolution strategies employed by Generation Z in the workplace, with a particular focus on the role of intimacy styles in shaping their approach to interpersonal relationships and conflict management.



The study provides valuable insights into how the unique characteristics of Generation Z influence their professional interactions, offering organizations new perspectives on managing this emerging workforce.

Prof. Ramini's work makes a significant contribution to the growing body of literature on generational differences in organizational behaviour and highlights the evolving dynamics of the modern workplace. This achievement not only reinforces Prof. Ramini's commitment to advancing research in this critical area but also underscores IFIM College's dedication to fostering academic excellence and contributing to contemporary research in business and management. This accomplishment reflects Prof. Ramini's ongoing commitment to advancing academic research and contributing to a deeper understanding of contemporary challenges in organizational management. We extend our congratulations to her on this significant achievement and look forward to the continued impact of her research in shaping both academic discourse and practical workplace strategies.

# CRITICAL PERSPECTIVE

## TURBO-CHARGE YOUR CAREER USING 5S FRAMEWORK

As a young student, you would always wonder about how you can shape up your career and what are the aspects to focus on and how would you accumulate such aspects to embark on a successful and fulfilling career? It is imperative to understand that life is very short and unforgiving, given today's extremely competitive environment in all the fields you would choose to embark on your career. Therefore, it is vital that you would be mindful of how you would use the available opportunities and time frame to accumulate the maximum possible skills and competencies. Time is a very precious commodity even trillion dollars will not get you a minute you lost. Even if you could go back in time, you cannot change anything in the past as it would affect the future. It is called "Grandfather Paradox". To avoid such an event, you should focus on building your career using '5S Framework'.



### **Self-Introspection**

As a student, you should do a self-introspection to know your strengths and weaknesses. It is imperative to map your career path in sync with your strengths and weaknesses. You need to find ways to maximize your identified strengths and minimize the weaknesses. Convert this aspect to identify suitable opportunities to embark on your career. You are living in a VUCA world (Volatile, Uncertain, Complex, Ambiguous) full of distractions and confusions. This self-introspection exercise would help you to focus and become mindful of the tasks you do and accumulate requisite skill sets and competencies to embark on a successful career.

### **Self-Awareness**

Self-introspection helps you to identify your strengths, weaknesses and other traits which would make you aware of your existing state and motivates you to find the requisite skills and competencies to embark on a successful career. Self-awareness is one of the vital traits that you should gain to be conscious of your actions and outcomes. It would be helpful in making important decisions related to your career.

# CRITICAL PERSPECTIVE

## Self-Discipline

Remember that you are living in the VUCA world. To survive this unforgiving environment, you need to have self-discipline. Self-discipline provides a much-needed insulation from all the distractions you encounter and provides you a steady compass towards your career path. Self-discipline is a continuous process which needs to be consciously practiced and internalized to achieve maximum benefit.

## Self-Confidence

To survive in this turbulent environment, you need to have self-confidence. How would you do it? You can acquire self-confidence by acquiring requisite skill sets and competencies to commence a successful career. Apart from this, you need to have conviction to embark on actions and to be committed to successfully complete those actions. Self-confidence would enable you to know yourself and others to know about you.

## Self-Motivation

Today's extremely competitive and hostile environment would often make you low in your confidence, therefore, it is imperative for you to constantly motivate yourself to achieve your set career path. It is ideal to get external motivation, however, if it is hardly come-by, you need to use self-motivation to achieve your set goals. It happens in individual player competitive sports like Tennis, Squash, Athletics etc. in which the players often resort to this technique to motivate themselves to stay confident to achieve the goal.

In nutshell, 5S Framework would provide a much-needed impetus and direction to embark on a successful and fulfilling career. It would help you to steer through the VUCA world and make you stay confident to achieve your set goals.

- Dr A M Sakthivel  
(Professor and Dean)

# PEP COLUMN

## PG PEP ACTIVITIES - OCT 2024

This month's PEP classes were vibrant and full of creativity, with activities that focused on storytelling, team bonding, and creative expression. With two engaging sessions, students had the opportunity to build confidence, strengthen group dynamics, and foster a deeper connection with one another through storytelling and rhythm-based activities. Here's a look back at our PEP class activities for October.

### The Untold Story

The first PEP session of the month centered around the theme of "The Untold Story." This activity involved breaking the class into small groups, with each student sharing a personal story with their group. This was a unique opportunity for everyone to share a glimpse of their background or experiences that captured the group's attention. After each member shared their story, the group collaboratively chose the story they felt was the most engaging or meaningful. The selected student from each group then had the chance to share their story with the entire class, transforming the classroom into a forum for diverse voices and unique perspectives.





# PEP COLUMN



**Dance Workshop**

## Navratri Dance Workshop

IFIM College recently held a Navratri dance workshop for MBA students, led by Prof. Shalini.P, to celebrate the festival's vibrant traditions. Students learned Garba and Dandiya, embracing the rich culture through rhythmic steps and coordinated formations. The workshop offered a fun break from academics, allowing students to connect with peers in the festive spirit.

The event's highlight was their performance during the college's Navratri celebrations, where MBA students, dressed in traditional attire, lit up the stage with energetic moves.



**Inspiring Story**

## Inspiring Story

Students got the opportunity to reflect on their own lives and discuss significant experiences that had influenced or inspired them during the first session of October, which had as its theme "Inspiring Stories." Students took turns sharing a story in small groups that had a big influence on them, such as a moment that stuck with them, a personal accomplishment, or a problem they overcame. We were split up into small groups for the first session so that each of us could share an uplifting story from our personal experiences.

Each group nominated the most inspirational story once everyone had finished speaking, and the chosen storyteller then told the tale to the class as a whole. The storyteller had the chance to meaningfully engage the entire class as each student chose a story that spoke to them the most, encouraging attentive listening.

## Group Discussion and Personal Interview (GDPI)

A series of GDPI sessions for MBA aspirants were successfully conducted, providing an excellent platform for candidates to showcase their communication, leadership, and problem-solving skills. The group discussions encouraged critical thinking and collaboration, while the personal interviews focused on individual aspirations, strengths, and career goals. Evaluators were impressed by the candidates' depth of knowledge and maturity. This process not only helped identify the most promising future leaders but also offered valuable insights into the potential and readiness of students for the challenges of an MBA program.



**GDPI**



# PEP COLUMN

The Personal Interviews focused on individual strengths, career aspirations, and the potential for success in an MBA program. Overall, the GDPI process proved to be an enriching experience, providing both candidates and evaluators with a deeper insight into the aspirations, potential, and personalities of the next cohort of MBA students.

## Looking Forward

October's PEP sessions provided a strong foundation in personal expression and group unity, skills that will be essential in the coming months as students take on more complex challenges. With each session, students are discovering new aspects of their personalities and becoming more comfortable with expressing themselves in front of an audience. These monthly activities are not just about developing skills but also about building a supportive community where everyone feels heard, valued, and encouraged to grow.

## UG PEP ACTIVITIES

### Product Launch

As a component of persuasive communication, our first PEP exercise was a Product Launch Presentation, in which students were split up into groups and encouraged to come up with a novel product concept. This exercise aimed to develop persuasive communication skills in addition to showcasing creativity, with a particular focus on how well each group could promote and sell their product to a possible audience.

Each group delivered a comprehensive presentation, detailing the product's unique feature,

target market, and competitive edge. They identified specific market needs and explained how their product provided innovative solutions to these challenges. The exercise closely mirrored a real-world product launch, stressing the importance of market research, product differentiation, and delivering a clear customer value proposition.

### Fearless Speaking Activity

In the Fearless Speaking segment, each group member introduced a fellow teammate using an adjective that best described their personality, followed by an explanation of the qualities supporting their choice. This allowed participants to creatively reflect on each other's strengths and characteristics. The activity concluded in the group collaboratively crafting a unique slogan that captured their team's identity.

Groups were evaluated on several factors, including the creativity in selecting adjectives and slogans, coordination in working together, and overall teamwork demonstrated throughout the task.



**Persuasive Presentation**



**Fearless Activities**

# PEP COLUMN

This exercise encouraged participants to speak confidently in front of others, while also fostering stronger relationships through mutual understanding and positive interactions within the group. Additionally, it provided an opportunity to develop essential skills such as collaboration, effective communication, and thinking creatively under pressure.



## Memorable Incidents

In an insightful activity, each student was encouraged to share a memorable moment that significantly impacted their lives. This open forum allowed individuals to reflect on personal milestones, challenges, and achievements, creating a deeper sense of connection within the class. Students shared stories of triumphs, like reaching long-held goals or discovering new passions, while others recounted their journeys through difficult circumstances, demonstrating resilience and self-growth.

The exercise was not just about celebrating achievements but also about recognizing the power of self-improvement and the lessons learned from overcoming adversity. By sharing their journeys, students not only inspired one another but also gained a renewed perspective on the importance of perseverance, personal development, and supporting each other through both successes and setbacks.

---

## THANK YOU NOTE

Dear Readers,

Welcome back to *The Catalyst*! We're thrilled to bring you our second edition, and we couldn't have done it without your continued interest and support.

Your engagement motivates us to push boundaries and craft content that resonates with your quest for insight and excellence. With each edition, we aim to inform, inspire, and challenge perspectives—keeping you ahead in a world that never stops evolving.

Thank you for being part of this journey. Together, let's continue redefining what exceptional truly means.

With gratitude,  
The Editorial Team

## CONTRIBUTORS

**Dr Syed Ahamed S**

Assistant Dean

**Dr Sathya Thangavel**

Assistant Professor | HOD - Languages,  
Head - IQAC

**Dr Vidhya Pillai**

Area Chair- Marketing | Program Head-MBA

**Dr Sumanjit Dass**

Assistant Professor | Program Head-BBA

**Dr H S Gitanjali Shankarappa**

Associate Professor | Program Head – BCom

**Prof. Sinzy Silvester**

Assistant Professor | Program Head – BCA

**Prof. Bovina Arunan Sunath**

Assistant Professor | Area Chair - PEP

**Prof. Venkatesh B B**

Assistant Professor

**Prof. Niji Nelson**

Assistant Professor

**Prof. Shalini Prakash**

Assistant Professor

**Prof. Mahaboob Subani**

Assistant Professor

## EDITORIAL TEAM

**Editor-in-Chief**

Dr Sridevi V

Director

IFIM College (Autonomous)

**Editorial Advisors**

Dr A M Sakkthivel

Dean

IFIM College (Autonomous)

Dr Fredrick Ruban A

Assistant Professor of English

Department of Languages

**Publishing Advisor**

Dr Sumanjit Dass

Assistant Professor

Program Head - BBA

**Editors**

Lekha Shree

(BBA 2022-25)

Yana Yadav

(BBA 2022-25)

## REPORTERS

Campus Insight -

**Pranav Shanmugam (BBA 2023-26)**

**Niranjan (BBA 2023-26)**

Student Exhibit -

**Karthika Desur (BBA 2023-26)**

Faculty Corner -

**Deeksha Upendra (BBA 2023-26)**

PEP Column -

**Anaani Iza Vinod (MBA 2024-26)**

## LETTERS TO THE EDITORS

We value your opinions and chic insights. Have thoughts on our latest issue? Or maybe something more fabulous to share? We're all ears. Send your letters to:

