

# THE CATALYST

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# CAMPUS INSIGHT

## KANNADA RAJYOTSAVA CELEBRATION AT IFIM



The Kannada Rajyotsava celebration on November 14, 2024, was a vibrant and culturally rich event that brought students together to honor the heritage and spirit of Karnataka. The program, which began at 12 noon, showcased a beautiful mix of traditions, art, and performances.

The event commenced a beautifully curated video showcasing the rich heritage and history of Karnataka added a profound sense of pride and connection among everyone present. The stage came alive with mesmerizing performances by the students. The highlight of the event was the Yakshagana dance, Karnataka's

traditional dance. A heartfelt musical performance followed, where a melodious Kannada song resonated with the audience, filling the atmosphere with pride and nostalgia. The highlight of the event was a creative language-based competition, where participants showcased their fluency in Kannada. English words were presented to the competitors, who had to translate them into Kannada on the spot.

The celebration was more than just an event, it was a tribute to Karnataka's cultural identity, bringing students together in a shared appreciation of its language, traditions, and artistic heritage.

## UG OPEN MIC 2024

On November 8th, 2024, the undergraduate students of BBA, B.Com, and BCA came together for a noon of creativity, spontaneity, and raw talent at the Open Mic UG event. Unlike a structured competition, the event had a relaxed and welcoming atmosphere, where students freely expressed themselves through poetry, music, monologues, and even short jam sessions.



The event saw a mix of solo and pair performances, with participants embracing the stage in their own unique ways. Some came prepared with well-rehearsed pieces, while others improvised, letting the moment guide them. The 1 to 2-minute time limit challenged them to make an impact in a short span, and many did so with wit, humor, and emotion. What made the evening even more special was the 15-second creative self-introductions, where students ditched the usual name-and-course routine and instead introduced themselves through punchlines, poetic lines, or dramatic entrances. There were moments of laughter, reflection, and admiration as the audience engaged with each performance, cheering on their friends and appreciating every effort. The absence of strict rules made it a space where creativity flowed naturally, allowing students to experiment and step out of their comfort zones.

# CAMPUS INSIGHT

## OPEN MIC 2024: MBA



The Open Mic, held on 12th November 2024 was a vibrant and engaging event that brought out the creativity and confidence of MBA first-year students. The event provided a platform for students to showcase their talents through poetry, storytelling, music, and spoken word performances. The event was filled with enthusiasm as participants took to the stage, embracing the opportunity to express themselves in front of their peers and esteemed judges.

Performers adhered to key guidelines, ensuring all acts were original and in English. While some students confidently took the stage solo, others opted for pair performances, displaying seamless coordination and chemistry. Each act was kept within the 1 to 2-minute time limit, pushing participants to deliver impactful and concise performances. Adding to the uniqueness of the event, every participant introduced themselves with a 15-second creative self-introduction, with some

choosing humor, poetry, or even a musical note to set the tone for their act. The audience was also treated to short jam sessions, where impromptu music and collaborations brought an electrifying energy to the evening.

The judging panel, consisting of Dr. Shikha, Dr. Vidhya, Prof. Venkatesh, Prof. Binitha, and Prof. Raj, had the challenging task of evaluating performances based on creativity, originality, and stage presence. The event not only highlighted the students' talents but also fostered a sense of camaraderie and encouragement among peers.

## EMPOWERING INNOVATION: A WORKSHOP ON INTELLECTUAL PROPERTY RIGHTS

In today's fast-paced world, where innovation drives progress, understanding Intellectual Property Rights (IPR) is more crucial than ever. To equip students with essential knowledge on patents and design filing, IFIM College organized an online workshop on October 1, 2024, via the Cisco WebEx platform. The event saw the participation of 184 MBA students from the 2023 and 2024 batches, eager to explore the legal aspects of protecting intellectual creations.

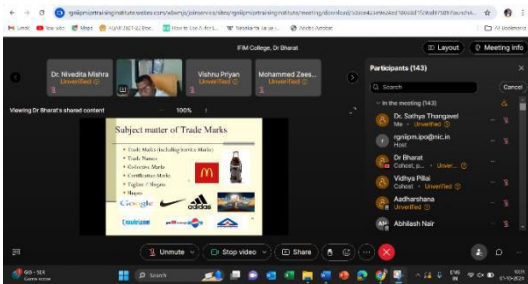
The session was led by Dr. Bharat N Suryawanshi, Assistant Controller of Patents & Designs at RGNIPM, Nagpur, under the Ministry of Commerce & Industry, Government of India. With his vast expertise, Dr. Suryawanshi provided a comprehensive overview of IPR, patents, and design filing, helping students understand the legal frameworks that safeguard innovation.







The workshop covered a range of essential topics, including the different types of intellectual property, such as patents, copyrights, trademarks, and trade secrets. A significant portion of the session focused on the patent application process, guiding students through drafting patent claims, preparing necessary documentation, and filing applications. He emphasized how a strong IPR system promotes creativity and entrepreneurship, aligning with India's vision for a Creative and Innovative India under the National IPR Policy.



The session was highly interactive, with students actively engaging in discussions and seeking clarity on various aspects of IPR. By the end of the workshop, participants had gained valuable insights into protecting their intellectual property, making informed decisions about patents, and navigating the legal landscape of innovation.



The event concluded with a vote of thanks, appreciating the resource person and faculty coordinators for their efforts in making the session insightful. This workshop reinforced the importance of IPR in fostering innovation and safeguarding intellectual assets, empowering students to contribute effectively to the world of business and technology.

## STUDENT EXHIBIT

### Balancing Books and Business: A Student Entrepreneur's Journey

In an era where sustainability is more than just a trend, Akshitha from BBA is proving that passion and perseverance can turn a small idea into a thriving business. Managing Candlify, her parents' soy wax candle business, she seamlessly juggles academics and entrepreneurship—handling everything from social media and marketing to finances and manufacturing, all while pursuing her studies.



Her ability to balance college responsibilities with running Candlify speaks volumes about her dedication and time management skills. By integrating eco-friendly practices with creative business strategies, she is not just managing a brand—she is building a vision for sustainable living. As she continues her journey, she exemplifies how students can successfully blend education with entrepreneurship, proving that with passion and persistence, anything is possible.

# FACULTY CORNER

## PROF. SESHACHALAM ANANTHASAYANAM'S CONTRIBUTION TO INTERNATIONAL HRM AND BUSINESS ANALYTICS



In an era where businesses are transcending geographical boundaries and data is driving decision-making, academic contributions that bridge the gap between theory and practice are more crucial than ever. Prof. Seshachalam Ananthasayanam has made significant contributions in 2024 with two notable books—*International HRM* and *Business Analytics*—and a patent on the impact of disputes on human rights. These works serve as valuable resources for students, researchers, and professionals navigating the complexities of global business and data-driven strategies.

### **International HRM: Managing People Across Borders**

The world of Human Resource Management (HRM) has undergone a paradigm shift. No longer confined to domestic operations, HRM has evolved into a strategic function that is integral to MNCs and international organizations. The book *International HRM*, published by Taran Publications (ISBN: 978-81-19998-15-9), offers an insightful exploration of the challenges and strategies involved in managing human resources across diverse cultural, economic, and political landscapes.

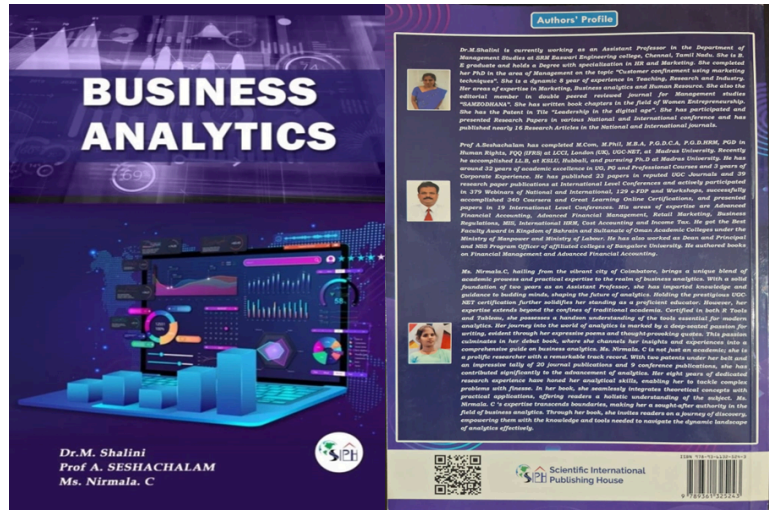
Through a combination of theoretical frameworks, empirical studies, and real-world case examples, this book provides a comprehensive understanding of global HRM. It is particularly useful for HR practitioners, students, and academicians who seek to navigate the complexities of international labor laws, cultural adaptability, and workforce management in a borderless economy.

Available on platforms such as Flipkart, *International HRM* is a must-read for those aspiring to excel in the field of global human resource management.

# FACULTY CORNER

## Business Analytics: The Power of Data in Decision-Making

As businesses generate massive amounts of data, the ability to extract meaningful insights has become a competitive advantage. The book *Business Analytics*, published by Scientific International Publishing House (ISBN: 978-93-6132-524-3), delves into the methodologies and technologies that enable organizations to harness data for strategic planning and improved performance.



Business analytics is not just about analyzing past trends—it is about using data to predict future outcomes and make informed decisions. This book highlights how advancements in data mining, machine learning, and statistical analysis are revolutionizing industries. Designed for undergraduate and postgraduate courses, *Business Analytics* aligns with structured curricula for Bachelor of Technology, Arts, and Science programs. From understanding key business metrics to leveraging AI-driven analytics, this book serves as a valuable guide for students and professionals looking to develop their analytical skills in an increasingly data-driven world.

## Patent: Addressing International and Non-International Disputes

Beyond academia, Prof. Seshachalam Ananthasayanam has also contributed to the legal and human rights discourse with his patent titled *International and Non-International Disputes and Their Impact on Human Rights* (2024).

Disputes, whether on an international or domestic scale, often have profound implications for human rights. This patent examines the legal frameworks governing such disputes, the role of international organizations, and the policies that safeguard human rights amidst geopolitical tensions. It offers a structured approach to understanding the intersection of law, diplomacy, and human rights protection in an increasingly interconnected world.

With these contributions, Prof. A. Seshachalam continues to enrich the academic and professional landscape. Whether it's navigating the complexities of international HRM, leveraging business analytics for strategic decision-making, or addressing human rights concerns in global disputes, these works provide invaluable insights for learners and practitioners alike.

# CRITICAL PERSPECTIVE

## UNLOCKING SUCCESS IN FINANCE: THE POWER OF PROFESSIONAL QUALIFICATIONS

In today's dynamic and ever-evolving financial landscape, the role of professional qualifications has never been more crucial. For students aspiring to build a successful career in finance, the journey can often seem overwhelming, given the complexities of the industry and the vast array of opportunities available. Whether it's investment banking, corporate finance, financial analysis, or fintech, the competition is fierce, and standing out from the crowd requires more than just a degree. This is where professional qualifications come into play, offering students a powerful edge and positioning them for career success.

Understanding the importance of these qualifications and how they can shape your future is vital. Let's break down why professional qualifications are so relevant in the field of finance and how they can act as a catalyst for your academic and overall development.

In a field like finance, where knowledge quickly becomes outdated. This commitment to ongoing education cultivates resilience, adaptability, and the confidence to take on new challenges.

### 1. Building Expertise: A Foundation for Success

One of the key advantages of pursuing professional qualifications in finance is the depth of knowledge and expertise that they provide. In a field where precision and analytical thinking are paramount, a professional qualification equips you with specialized skills that are highly valued by employers. Whether it's the Chartered Financial Analyst (CFA) credential, Financial Risk Manager (FRM), or Certified Public Accountant (CPA), Association of Chartered Certified Accountants (ACCA), these certifications are designed to provide students with in-depth knowledge of key concepts such as financial analysis, risk management, corporate governance, and investment strategies. The financial sector is constantly evolving, and professional qualifications ensure that you are not only familiar with the current best practices but are also adept at adapting to new regulations, trends, and technologies.

### 2. Enhancing Employability and Career Advancement

In a globalized world where the finance industry is interconnected and highly competitive, employers often look for candidates who demonstrate both educational qualifications and professional expertise. A degree alone may no longer suffice to guarantee success; professional qualifications can significantly enhance your employability. Many leading finance firms and multinational corporations actively seek candidates who hold professional qualifications like CFA, FRM, ACCA, CMA or CA, as these qualifications demonstrate a commitment to the profession, a high level of competence, and an understanding of the global financial system.

### 3. Mastering Time Management and Discipline

Pursuing a professional qualification is a rigorous and time-consuming process that requires dedication, focus, and discipline. Students who take on the challenge of obtaining such qualifications often find that the process itself helps to enhance their time management skills. With the combination of academic responsibilities and certification exams, students must learn to prioritize their time effectively, balance multiple commitments, and stay motivated throughout the journey.



# CRITICAL PERSPECTIVE

## **4. Fostering a Growth Mindset and Personal Development**

Professional qualifications are not just about acquiring technical knowledge—they also help to foster a growth mindset and contribute significantly to personal development. By committing to a professional qualification, students take on the responsibility of continuous learning and improvement, which is essential in a field like finance, where knowledge quickly becomes outdated. This commitment to ongoing education cultivates resilience, adaptability, and the confidence to take on new challenges.

## **5. Building a Competitive Edge in a Global Industry**

The finance industry is one of the most competitive sectors in the world, and professional qualifications offer students the edge they need to succeed. Financial institutions, consulting firms, and investment companies are always on the lookout for candidates who stand out in terms of both education and professional training. For students aiming to build a career in global finance, holding a recognized professional qualification can also provide access to international job markets. These qualifications are often valued worldwide, allowing you to explore opportunities beyond your home country.

## **6. The Role of Networking and Community Building**

Along with the academic and technical knowledge that professional qualifications provide, they also offer a unique opportunity to connect with like-minded professionals and experts in the field. Many professional qualification bodies have an extensive network of members, mentors, and alumni who are actively involved in knowledge-sharing and professional development. These networks often host conferences, workshops, and events where students can interact with industry leaders, learn from their experiences, and even find potential job opportunities.

## **Conclusion: The Path to Excellence in Finance**

In conclusion, professional qualifications in finance offer far more than just certification; they represent a commitment to excellence, an investment in personal and professional development, and a gateway to opportunities in the global financial market. For those of you considering a career in finance, now is the time to reflect on your goals, plan your journey, and embrace the professional qualifications that will help you unlock your full potential. Remember, in finance, knowledge is power—but it's the professional qualifications that will turn that knowledge into success.

- Prof Jayesh  
(Chartered Secretary finalist and Professor)

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## THANK YOU NOTE

*Dear Readers,*

*Wishing you all a wonderful and prosperous New Year! As we step into 2025, we're excited to bring you fresh perspectives, thought-provoking content, and a brand-new rhythm to The Catalyst.*

*This edition marks a significant change—our transition to bi-weekly publications! Your unwavering support has made this possible, and we're incredibly grateful for your enthusiasm and engagement. With this shift, we aim to keep you even more informed, inspired, and ahead.*

*Thank you for being part of this journey. Together, let's make this year one of insight, impact, and innovation*

*With gratitude,  
The Editorial Team*

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