

THE CATALYST

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CAMPUS INSIGHT

ONE DAY PROFIT CHALLENGE: A HANDS-ON LEARNING EXPERIENCE



The "One Day Profit Challenge," held on 20th November 2024 at the Amphitheatre, IFIM College, was an exciting event that brought the entrepreneurial spirit of first-year students to life. Guided by faculty in-charge Prof. Gitanjali and student in-charge Mr. Avadhanam Anand, the event was judged by Dr. Sumanjit Dass, Dr. Vidhya Pillai, and Dr. Syed Ahamed S.

This initiative provided students with practical exposure to marketing principles and entrepreneurial thinking. Eleven creatively named teams, such as Snack & Sip and Krazy Samosa, showcased their business acumen through vibrant stalls offering items like pani puri, cupcakes, mojitos, and keychains, focusing on healthy and homemade options.

Students applied concepts like Unique Selling Proposition (USP), customer preferences, and emotional engagement while managing costs, setting prices, and maximizing profits. Team 6, "Nutrientia," emerged victorious with a profit of ₹1108, thanks to their strategic product choices and effective customer engagement.

Key takeaways included:

- **Marketing Skills:** Real-time application of concepts like USP.
- **Entrepreneurial Thinking:** Focus on innovation and product selection.
- **Teamwork:** Collaboration in branding and stall management.
- **Profit Margins:** Understanding pricing and cost management.
- **Customer Engagement:** Enhanced communication and persuasion skills.

The "One Day Profit Challenge" was a valuable learning experience that bridged the gap between theory and practice, inspiring students to think creatively and collaboratively while preparing them for real-world business dynamics.



CAMPUS INSIGHT

PRODUCT GENESIS 2.0 – A DAY OF PRACTICAL MARKETING

The MBA class of 2024 recently participated in Product Genesis 2.0, a thoughtfully organized event that successfully integrated theoretical marketing concepts with practical applications. Approximately 30 booths featured an array of innovative products developed by students, including candles, immune gummies, cookies, chocolate bars, and jewellery, merchandise, soft drinks, showcasing their creativity and entrepreneurial spirit.

Participants engaged in hands-on 1, earning experiences that encompassed essential marketing disciplines such as branding, pricing strategies, packaging, and sales. Each booth offered the opportunity for students to receive constructive feedback from a panel of judges who evaluated key branding elements, including product tags, logos, and pricing strategies. Additionally, students presented well-prepared pitch presentations that articulated their understanding of market positioning and target audience analysis.



While some faced challenges during the event, a majority successfully sold out their products, gaining invaluable insights into market dynamics and consumer engagement. The event reinforced fundamental marketing principles and underscored the importance of adaptability and strategic thinking in product management. By the conclusion of the day, participants departed with enhanced skills and a renewed sense of confidence, well-prepared to apply their knowledge in their future endeavors within the marketing landscape.



FACULTY CORNER

DR. SATHYA THANGAVEL HONORED WITH BEST PAPER AWARD



Dr. Sathya Thangavel, the Head of the Department of Languages, has been awarded the prestigious Best Paper Award at the International Conference on “Artificial Intelligence, Entrepreneurship, and Sustainability”. The conference was held on the 5th and 6th of December 2024 and was organized by BMS College of Commerce and Management.

In an era defined by rapid technologies advancements, Artificial intelligence is playing a transformative role across various domains, including education. The integration of AI in language teaching and learning has emerged a groundbreaking approach to provide personalized efficient learning platforms. This innovative methodology aligns closely with the Sustainable Development Goals (SDGs), particularly Quality Education (SDG 4), Decent Work and Economic Growth (SDG 8), and Reduced Inequalities (SDG 10), by offering equitable, adaptive and scalable learning solutions.

The Role of AI in Language Learning

AI has revolutionized language education by providing personalized learning experiences, real – time feedback, and interactive platforms for skill enhancement. Specifically, in the domain of business communication, AI tools are instrumental in improving learner’s proficiency in:

- Business-specific language
- Negotiation and cross-cultural communication skills
- Interpersonal communication and emotional intelligence
- Listening and comprehension abilities

These competencies are critical for thriving in the global economy, where communication serves as a cornerstone of success.

FACULTY CORNER

The Experiential study

The study conducted by Dr. Sathya Thangavel explored the interaction of AI tools in teaching business communication to MBA students. Over a 30-hour program, AI-powered platforms were employed to deliver personalized learning experiences tailored to the needs of each student. The process involved:

1. Entry Test: To assess the baseline proficiency of learners in business communication.
2. AI Integration: Implementation of AI tools offering real-time feedback and personalized language instruction.
3. Exit Test: To evaluate the improvements in communication skills post-intervention.

The data collected during the study was analyzed using both qualitative and quantitative methods. The findings highlighted significant improvement in the learner's communication skills, particularly in the areas such as negotiation, interpersonal communication and emotional intelligence.

Key Findings and Implications

The study concluded that AI integration not only enhanced the business communication skills of MBA students but also demonstrated immense potential in preparing them for the complex demands of the modern business world. The personalized approach facilitated by AI bridged gaps in learning, reduced inequalities, and provided a scalable model for education that can be applied across various disciplines.

The integration of AI in language education is a promising avenue for enhancing communication skills and fostering global competencies among learners. By aligning with SDGs and focusing on real-world applications, the approach has the potential to redefine education for future generations. Dr. Sathya Thangavel's study serves as the transformative power of AI in shaping the future of education and preparing students for success in global economy.

CRITICAL PERSPECTIVE

NURTURING INCLUSIVITY IN THE INDIAN EDUCATIONAL ENVIRONMENT: STUDENTS AS CHANGE MAKERS

In a country as diverse as India, the essence of inclusivity is fundamental to achieving holistic development. With over 1.4 billion people belonging to varied ethnicities, religions, languages, and socio-economic backgrounds, inclusivity is not merely an ideal but a necessity. Students, as active participants in this system, are uniquely positioned to lead the charge in creating a more inclusive environment. Inclusivity in education implies ensuring equitable access to learning opportunities for all students, regardless of their socio-economic background, caste, gender, religion, physical abilities, or learning capabilities. It entails creating an environment where diversity is celebrated, and every individual feels valued and empowered to participate fully. The United Nations Educational, Scientific and Cultural Organization (UNESCO) defines 'inclusive education as a process that addresses and responds to the diverse needs of all learners through increased participation in learning, cultures, and communities.' In India, where systemic inequalities often create barriers to education, fostering inclusivity is essential for bridging these divides and promoting social cohesion.

Rationale Behind the Call for Inclusivity

India's educational system faces significant dropout rates, particularly among marginalized communities. According to the Unified District Information System for Education (UDISE) report, socio-economic factors and systemic biases are leading contributors. The Indian economist and philosopher Amartya Sen has dealt with how inclusivity can expand opportunities and reduce dropout rates by addressing the barriers faced by disadvantaged students.

India's diversity is its strength, but it can also be a source of division if not managed inclusively. Educational institutions that promote inclusivity prepare students to appreciate and celebrate diversity, fostering national integration. For example, schools in regions like the Northeast have implemented cultural exchange programs to bridge gaps with the rest of the country. Benedict Anderson's concept of imagined communities underscores the role of shared experiences in building national unity.

Inclusive education encourages the holistic development of students by exposing them to diverse perspectives. A UNESCO report emphasizes that inclusive classrooms enhance creativity, empathy, and critical thinking, as students learn from each other's experiences and viewpoints. Gardner's theory of multiple intelligences further supports the idea that diverse learning environments cater to varied intelligences and foster well-rounded development. The Dutch social psychologist Geert Hofstede's cultural dimensions theory highlights the importance of understanding and respecting cultural differences in collaborative settings. It explains how cultural differences influence behaviour, values, and interactions in societies and organizations. It identifies six dimensions: power distance, individualism vs. collectivism, masculinity vs. femininity, uncertainty avoidance, long-term vs. short-term orientation, and indulgence vs. restraint. This framework helps in understanding and managing cultural diversity.

CRITICAL PERSPECTIVE

The Role of Students in Nurturing Inclusivity

Students can play a vital role in raising awareness about the importance of inclusivity. Paulo Freire's theory of critical pedagogy emphasizes the need for learners to engage in dialogue and reflect on social inequalities to bring about change. By initiating discussions, organising awareness campaigns, and celebrating cultural and social diversity, students can educate their peers about the value of inclusivity. For instance, festivals like Diwali, Eid, Christmas, and Pongal can be celebrated collectively to foster mutual respect and understanding among students of different communities.

India's historical issues with caste-based discrimination, gender bias, and economic disparity often manifest in educational settings. Students can challenge these inequalities by promoting equal treatment and standing against discriminatory practices. B. R. Ambedkar's advocacy for social justice and education underscores the transformative power of education in dismantling caste hierarchies. In Indian colleges, initiatives like Gender Cells and Anti-Ragging Committees have proven to be effective in ensuring student safety and inclusion. The American feminist Bell Hooks, in her work *Teaching to Transgress*, emphasises the importance of creating spaces where marginalized voices are heard and valued. Additionally, creating platforms to discuss mental health, such as peer counselling groups, can address the unique challenges faced by students from different socio-economic backgrounds.

Students have the power to advocate for changes within their institutions. By collaborating with teachers, administrators, and policymakers, they can push for measures like gender-neutral restrooms, scholarships for economically disadvantaged students, and infrastructure for differently-abled individuals. The Right to Education (RTE) Act in India mandates inclusive education, but its implementation often requires active participation and advocacy from students to address ground-level challenges.

Peer mentorship can be a powerful tool for inclusivity. Students from privileged backgrounds can mentor those facing academic or social challenges, helping them bridge gaps in learning and confidence. Programs like 'Each One Teach One,' which pair academically strong students with those needing support, have been successful in schools across India. The Soviet psychologist Lev Vygotsky's theory of the Zone of Proximal Development (ZPD) highlights the importance of peer interaction in facilitating learning and development.

Initiatives Students Can Pursue to Strengthen Inclusivity

- Hosting events that celebrate various cultures, traditions, and languages helps foster mutual respect and understanding.
- Volunteering with organizations working for underprivileged children or differently-abled individuals provides students with firsthand experience of inclusivity in action.
- Establishing student-led committees to address issues of exclusion ensures continuous efforts toward inclusivity.
- Platforms like social media can be used to raise awareness, share success stories, and organize inclusive campaigns.
- Working closely with teachers to incorporate inclusive practices in teaching methods and curricula can make a significant impact.

CRITICAL PERSPECTIVE

Nurturing inclusivity in Indian educational institutions is not merely a goal but a necessity for building an equitable and progressive society. By raising awareness, challenging biases, creating safe spaces, advocating for inclusive policies, and engaging in peer mentorship, students can play a transformative role in fostering inclusivity. The journey toward inclusivity requires perseverance, empathy, and collaboration, and students are well-equipped to lead the charge in this transformative endeavour.

- Dr Fredrick Ruban A
(Assistant Professor of English)

PEP COLUMN



Capstone Program: Mr. and Ms. PEP PG 2024

The Capstone Program, a holistic assessment at the end of Level 0 program was conducted on 07th December, 2024. A panel of eminent jury members from the corporate world assessed about 97 students on the various competencies and skills learnt through the semester. Students were divided into four groups, with each group engaging in team presentations, problem-solving activities, and an interactive Q&A session. The top eight were shortlisted for the final stress round and the best 2 were declared Mr. PEP and Ms. PEP MBA 2024, their journey was a testament to the transformative impact of PEP. Alan Augustine Joseph MBA A and Haritha, MBA B was declared Mr. and Ms. PEP 2024 respectively.

The jury members were:

- Ms. Lata Vasisht-Chairperson Aadhya Airtek,
- Mr. Abhishek Kumar Srivastav-Segment Success Manager Infosys ,
- Ms. Sweta Tripathy-Wealth Coach Corporate Skills Trainer, Regional Channel Head HDFC Bank and
- Mr. Charan H.S senior Brand Manager and Advertising Professional, Founder Mindfleck.

PG PEP ACTIVITIES

Book Review Presentation: Learning Through Literature

Book Review Presentation was conducted for the MBA students on 2nd December 2024 to test their critical thinking, presentation skills and persuasive communication. Students selected books that offered personal growth insights, ranging from topics like time management and emotional intelligence to leadership and productivity.

The students had to apply critical reading techniques and persuade the book to their peers, convincing them why it was must-read. This encouraged deep understanding of self-help principles while enhancing persuasive communication and public speaking skills. Books like Atomic Habits, The 5 AM Club, and How to Win Friends and Influence People were analyzed by the students.



PEP COLUMN

UG PEP ACTIVITIES

Book Review Presentation

On December 5th and 6th December, 2024 a Book Review Presentation was hosted for the Semester-End Evaluation of the PEP program. The event, organized for third-semester students of BBA, BCom, and BCA, aimed to enhance analytical thinking, presentation skills, and persuasive abilities. Each group reviewed a self-help book and sought to convince the audience of its value and relevance.

The BCA students presented on December 5th, while the BBA and BCom students took the stage on December 6th. The presentations highlighted key insights from books chosen for their ability to inspire and assist personal growth. Participants not only summarized the content but also crafted compelling arguments to encourage the audience to explore the books themselves.

The event was judged by Ms. Shalini Prakash, Ms. Binita, and Mr. Venkatesh, who assessed the presentations on clarity, engagement, and impact. Their constructive feedback helped participants refine their approach and provided valuable insights for future endeavors.

The Book Review Presentation was a blend of creativity and intellectual rigor, emphasizing the importance of self-improvement literature while equipping students with critical communication and presentation skills.



Capstone Program: Mr. and Ms. PEP UG 2024

The Capstone Program, a holistic assessment at the end of Level 0 program was conducted on 14th December 2025. A panel of eminent jury members from our own alumni members who are doing well in their career assessed about 180 students on the various competencies and skills learnt through the activity. Students from each course were divided into two groups, with each group engaging in individual presentations and an interactive Q&A session. The top eight boys and girls were shortlisted for the final stress round and Mr Gaurav from BCA and Ms. Asmitha, BCom were declared Mr. and Ms. PEP 2024 respectively.

The jury members of the same were,

- Ms. Alita William Jonathan, Software Development Senior Analyst, Accenture
- Mr. Jessey Vinay, Deputy Editor Video News Curation, Reuters
- Mr. Adithya Sreekumar, Team Lead - Online Reputation Management, Swiggy
- Mr. Abdur Rouf, Head Of Marketing Operations, Aviate
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THANK YOU NOTE

Dear Readers,

As we move forward in 2025, we are thrilled to bring you yet another enriching edition of *The Catalyst*. Your continued support and enthusiasm fuel our passion for delivering thought-provoking content that informs, inspires, and engages.

This edition represents the essence of our journey—persistence, growth, and innovation. With every article, we strive to keep you ahead, offering insights that resonate with your interests and spark meaningful conversations.

Thank you for being a part of our journey. Together, let's continue to make this year one of discovery, progress, and shared success.

With gratitude,
The Editorial Team

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