

# THE CATALYST

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# SOCIAL IMMERSION PROGRAM

## DIVING DEEP: A SOCIAL IMMERSION EXPERIENCE

The vibrant campus of IFIM College, set amidst the hustle and bustle of Bangalore, recently underwent a unique transformation. For twelve transformative days, the entire second-year cohort—a diverse tapestry of young minds—was plunged into a deep social immersion program. Divided into 22 clusters, all either entirely of boys or entirely of girls—they were dispatched to renowned NGOs across Bangalore and Chennai, including Akshaya Patra, Youth for Seva, and Bhumi.

"It was not just community work; it was empathy", the self-learning of empathy and a greater understanding of space outside the four walls of the classroom. It is through such exposure that places students in the very heart of these organizations, working among passionate people, witnessing the first-hand challenges encountered by the underserved communities using their unique skills and energies to effect real change. The first few days were orientations and slowly sinking into the unknown.



## Beyond The Work: A Journey of Self-Discovery

The work transcended the labor of duty. It was almost like a soul-searching, self-discovery journey. The students crossed the threshold of zones of comfort into unknown circumstances, being presented with various challenges to navigate. "I learned the importance of teamwork and communication," said Karthika, who volunteered in a school. "Working with others, understanding their perspectives, and finding common ground—these were invaluable lessons."

For many, this experience shattered preconceived notions and confronted deeply held biases. "I came in with a certain set of assumptions about these communities," admits Ujjwal, a student working with a slum development organization. "But the reality was far more nuanced and complex. I learned to see people as individuals, with their own unique stories and struggles."

# SOCIAL IMMERSION PROGRAM

## The Daily Log

The students were directed to maintain a log of their daily activities in the evening. In this simple yet effective tool became chronicle of all living experiences, thoughts, and personal feelings and reflections. The faculty mentors hosted meetings with their mentees on a daily basis to get an update on the daily tasks. The daily log sheet contained information about the tasks with GPS photos which were attached as a proof.



## A Team Effort: Collaboration and Community

The effectiveness of the program was due to the fact that it was a teamwork. The participants were grouped into smaller units and each group was assigned to a specific NGO, which enhanced the spirit of teamwork. They had to learn to depend on their teammates, to help them, and to applaud for them.

“We had challenges, of course,” recalls Ishaan, a student who worked with a disability rights organization. “But we faced them together. We learned how to listen to each other, divide the work and support each other when the going gets tough.”

The team spirit was not limited to the particular NGOs. The frequent contact between the various clusters of participants, including presentations, discussions, and common experiences, created a unified environment and a clear understanding of the link that tied all of them together. This program has opened up a connotation for future versions for the improvement of student learning.



# CAMPUS INSIGHT

## GROOMING WORKSHOP

### WORKSHOP ON GROOMING, COMMUNICATION, AND BODY LANGUAGE

IFIM College hosted an engaging workshop on "Grooming, Communication, and Body Language," conducted by the esteemed Ms. Shikha Nag. The session highlighted the importance of personal presentation and effective communication in the professional world. Students gained valuable tips on enhancing their interpersonal skills, projecting confidence, and aligning their body language with their verbal communication. This interactive workshop was a significant step in preparing students for their corporate journeys.



## MASTER CLASS ON AI IN DIGITAL MARKETING

On 16 January 2025, the MBA second semester students had the privilege of attending a highly informative and engaging workshop titled "Master Class on AI in Digital Marketing." The session was led by Mr. Jay Dattani from IIDE.

Mr. Dattani began the workshop by shedding light on the transformative role of Artificial Intelligence in the realm of digital marketing. He highlighted how AI is revolutionizing the industry by enabling more personalized and efficient marketing strategies. From AI-driven data analytics to chatbots and predictive modeling, Mr. Dattani provided a comprehensive overview of the current trends and future prospects.

Throughout the session, Mr. Dattani's expertise and dynamic presentation style kept the audience engaged. He shared real-world examples and case studies that illustrated the practical applications of AI in digital marketing. The interactive nature of the workshop allowed students to ask questions and gain deeper insights into how AI can be utilized to create impactful marketing campaigns.

The master class was a resounding success, offering valuable knowledge and sparking interest in the exciting intersection of AI and digital marketing. The participants left with a greater appreciation for the innovative technologies shaping the future of marketing.

# CREATIVE NEXUS

## “The Silent Longing”

Being in the crowd I still feel alone...  
Babble to everyone, I still go wonders...

It may be the creep inside me ,  
which makes me soundless..  
It may be the hardships inside me,  
which makes my every single wound with crispness..

Isn't that unbelievable...??

The smiles of sounds went on silent...  
The shy of smile is hidden somewhere...

The kisser who loved to charm out....  
Has been longing to smile in.....



*Antra Singh*  
*BCA - II Semester*

# STUDENT EXHIBIT

## IFIM College Student Represents as Youngest Researcher at SYM-EMERGE 2025

A proud moment for IFIM College unfolded as one of its students became the youngest and only undergraduate presenter at SYM-EMERGE 2025, an esteemed international conference hosted by Symbiosis Institute of Management Studies on 10th of January.



The research paper “A Multidimensional Analysis of Institutional and Personal Factors” (Authors: Dr Lakshmi P. & Revanth Kumar, IV Sem BBA) examines the critical determinants of students' selection of higher education institutions in India. Using PCA, the study identifies two dimensions that shape student preferences.

What matters most for students are the institutional attributes, which include academic reputation, placement opportunities, and infrastructure as well as global exposure. These students pay more heed to brand image, a strong placement record, and of course institutional quality.



A variety of personal and financial considerations, including tuition fees, family influence, scholarships and location, plays an important role in decision-making, making it hard for the student to choose between institutional prestige and affordability, accessibility, and familial expectations.

This research paper therefore recommends institutions of higher learning to become more student-centric and provide for their needs through modern infrastructure, accessibility to financial support, and excellence in academic activities. Actionable Findings in relation to these recommendations to improve appeal to potential students have been identified by institutions through improvements in branding, programs on financial aid, and better career development.



# FACULTY CORNER

## **‘Congratulations’ to Dr. Sunetra Chatterjee on her Doctoral Achievement**

We extend our heartfelt congratulations to Dr. Sunetra Chatterjee on successfully completing her Ph.D. in Computer Application. Her research was conducted in the domain of EBMCC and IoT. She pursued her doctoral studies at Sri Satya Sai University of Technology & Medical Sciences (SSUTMS), Bhopal, India, demonstrating dedication and academic excellence. On January 7, 2025, she was conferred with her doctoral degree. We congratulate Dr. Chatterjee and wish her continued success in her academic and professional endeavors.



# CRITICAL PERSPECTIVE

## PREPARING FOR PLACEMENTS: A ROADMAP FOR FINAL-YEAR UG STUDENTS

### **Preparing for Placements**

As the final year of undergraduate studies approaches its culmination, the excitement and anticipation of placements become a defining chapter in a student's journey. This crucial phase demands preparation, persistence, and a strategic approach. Here's a refined guide to help you navigate the placement process and secure your dream job.

### **Understanding the Placement Process**

The placement process may seem complex but breaking it into clear steps makes it manageable. Start by researching the companies visiting our campus. Understand their job roles, eligibility criteria, and recruitment stages—such as aptitude tests, group discussions, and interviews. Being well-informed will help you prepare with clarity and focus.

### **Building a Strong Academic Foundation**

Academic knowledge is the cornerstone of your placement preparation. Revise key concepts in your core subjects and identify topics frequently tested during technical rounds. Your final year project is a testament to your technical abilities—ensure it is well-structured, innovative, and ready for detailed discussion during interviews.

### **Strengthening Technical Expertise**

In today's competitive job market, technical skills are indispensable. Identify tools, programming languages, or certifications relevant to your field and gain proficiency in them. Leverage online platforms like Coursera, Udemy, or workshops organized by the college to build your expertise and add value to your profile.

### **Mastering Communication Skills**

Effective communication is vital throughout the placement process. Practice group discussions, mock interviews, and presentations to improve your ability to articulate thoughts clearly and confidently. Strong communication skills can set you apart and leave a lasting impression on recruiters.

### **Crafting an Impressive Resume**

Your resume serves as your professional introduction. Highlight your academic achievements, internships, projects, and certifications. Ensure it is concise, error-free, and tailored to the specific job role. A polished resume reflects professionalism and showcases your preparedness.

### **Excelling in Aptitude Tests**

Aptitude tests are a common screening method in the placement process. Dedicate time to practicing quantitative aptitude, logical reasoning, and verbal ability. Use online resources, practice books, and mock tests to improve your speed and accuracy. Consistent practice is key to excelling in this stage.

# CRITICAL PERSPECTIVE

## **Preparing Through Mock Interviews**

Mock interviews are a great way to build confidence and refine your responses. Seek constructive feedback from mentors, faculty members, or placement trainers, and use it to enhance your performance. Simulating real interview scenarios helps you stay composed and confident during the actual process.

## **Highlighting Soft Skills**

Recruiters value interpersonal skills as much as technical expertise. Demonstrate your teamwork, adaptability, and problem-solving abilities using examples from group projects, leadership roles, or extracurricular activities. These real-life experiences can help you stand out in interviews.

## **Networking Strategically**

Networking is a powerful tool in today's professional landscape. Connect with alumni for guidance and maintain a professional LinkedIn profile to engage with industry professionals and recruiters. Networking not only provides valuable insights but can also lead to unexpected opportunities.

## **Staying Updated**

Being informed about industry trends and current affairs demonstrates your awareness and interest in the field. Read newspapers, follow industry blogs, and attend webinars or seminars. Staying updated adds depth to your interview responses and reflects your enthusiasm for the role.

## **Cultivating a Positive Mindset**

The placement journey is as much about resilience as preparation. Embrace setbacks as learning opportunities and stay motivated. Confidence, coupled with a positive attitude, is your greatest asset in overcoming challenges and achieving your goals.

Placements mark a significant transition from academic life to a professional career. By following this roadmap and committing to consistent effort, you can approach this phase with confidence and enthusiasm. Remember, success lies not only in reaching the destination but also in the growth and experiences gained along the way. Best wishes to all final-year students embarking on this exciting chapter of their lives!

*Dr. Sunetra Chatterjee*  
*Assistant Professor*  
*Department of Computer Applications*  
*IFIM College, Bengaluru*

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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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## 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:*

