

# THE CATALYST

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"Education is the most powerful weapon"

- Nelson Mandela

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# SOCIAL IMMERSION PROGRAMME

The Social Immersion Program (SIP) at IFIM College, conducted from May 29 to June 6, 2025, reflects the institution's commitment to shaping socially conscious and industry-ready professionals. Anchored by the Department of Business Administration and under the able guidance of Prof. A. Seshachalam, SIP Chairperson, the initiative provided students with the opportunity to collaborate with NGOs and work on real-world social issues. This year, the students of the PGCET 2024–2026 batch were divided into nine clusters and partnered with organizations such as Youth for Seva, HSR Citizen Forum, GoPals, KSK, and HOPE.



The program took place across diverse community sites and concluded with an offline viva on June 10, 2025, at the Youth for Seva campus, where student performances were evaluated through peer review, jury assessments, and immersion presentations.

SIP offers students an opportunity to develop practical problem-solving skills by identifying societal issues and proposing feasible solutions. The program aligns with the United Nations' Sustainable Development Goals and helps students build interpersonal competencies, team collaboration, report writing, and adaptability to different environments. Through this, students gained valuable exposure to grassroots realities, enhanced their empathy, and cultivated leadership and communication skills essential for the modern professional landscape.

Prof. A. Seshachalam's leadership has been instrumental, with IFIM College receiving accolades for two consecutive years for impactful community development. As the convener, he expressed his pride in steering the SIP and emphasized the joy of contributing to a better society through education and action. The Social Immersion Program not only bridges academic learning with societal contribution but also leaves a lasting impact on both students and the communities they serve.



# SOCIAL IMMERSION PROGRAMME

The Social Immersion Program (SIP) for Cluster 01 was conducted from 29th May to 7th June 2025 at Manonandana Trust, Bengaluru, under the mentorship of Prof. Rajaram Sastry. Manonandana Trust is a non-profit organization that focuses on early intervention for children with developmental delays and disabilities.



The Social Immersion Program (SIP) for Cluster 01 was conducted from 29th May to 7th June 2025 (10 days) at Manonandana Trust, Bengaluru, under the mentorship of Professor Rajaram Sastry. Manonandana Trust is a non-profit organization that focuses on early intervention for children with developmental delays and disabilities.

During the program, Harshitha, along with her team members, participated in several activities such as conducting surveys on early developmental needs, observing therapy sessions, assisting therapists in their work, creating simple educational tools, and interacting with parents to spread awareness about child development. This hands-on exposure helped students understand the real-life challenges faced by underprivileged families and emphasized the importance of early care and support for children with special needs.



# SOCIAL IMMERSION PROGRAMME

As part of the Social Immersion Program (SIP), the students of Cluster 05 engaged in a 10-day experiential learning journey from Thursday, 29th May to Friday, 6th June 2025 at HSR Citizen Forum, Bengaluru. Under the insightful guidance of Dr. Vidya Pillai, the program provided students with a platform to contribute to meaningful community-based initiatives while fostering a spirit of civic responsibility.

Keerti Karabishti, one of the participants, actively contributed to various sustainability-focused activities such as waste segregation, plogging, and unclogging campaigns. These on-ground engagements offered practical exposure to effective waste management practices and emphasized the importance of reducing plastic use for a healthier environment.

Keerti shared that the experience was both enlightening and motivating, helping her understand the real-world implications of environmental neglect while inspiring a commitment to sustainable living. Organized by IFIM College in association with Youth for Seva, the SIP served as a transformative opportunity for students to become agents of positive social change.



## SOCIAL IMMERSION PROGRAMME

The Social Immersion Program, organized by IFIM College in collaboration with Youth for Seva NGO, was a transformative experience for Cluster 6 students from May 29 to June 6. Guided by faculty mentor Dr. James, MBA student Suraj Satish Nilajkar, a member of Cluster 6, shared his experience of participating in this initiative.

The program immersed students in impactful community work, including sapling plantation, school beautification, temple cleaning, plastic-free drives, and awareness campaigns on civic hygiene and government schemes. Students also mentored younger children, conducted household surveys, and rallied for school admissions.

These engagements deepened their understanding of grassroots challenges, strengthened leadership and empathy, and showcased the power of collective action. Overall, the program has been a catalyst in shaping socially responsible, compassionate individuals prepared to lead with purpose and contribute meaningfully to sustainable development.



# CAMPUS INSIGHT

## Faculty Development Programme

The Internal Quality Assurance Cell (IQAC) of IFIM College successfully conducted a Faculty Development Program (FDP) titled “Teaching in the Age of Intelligence” on 11th & 12<sup>th</sup> June 2025. The first day session was led by Dr. Rajkumar, Senior AI Scientist, who delivered an insightful talk on “AI Tools for Effective Pedagogy.” The aim of the program was to build awareness and skills among faculty members in using artificial intelligence to enhance teaching and learning in higher education.



Dr. Rajkumar explained how AI is changing the way educators plan, deliver, and evaluate learning. He introduced a wide range of AI tools and platforms that can assist faculty in improving classroom engagement and simplifying routine academic tasks. The session focused on real-time applications such as AI-generated content creation, automated documentation, visual thinking tools, and research-enhancement platforms. Tools like Napkin.ai and language-based generation systems were demonstrated, showing how they can be used to create quality teaching materials, presentations, assessments, and media content using simple prompts.

The FDP was highly engaging and well-received by the participants. Faculty members appreciated the practical and hands-on nature of the session, which helped them understand how AI can be integrated into their daily teaching practices. Many expressed interest in exploring these tools further and applying them to enhance student learning outcomes. The session marked an important step toward encouraging digital innovation, improving teaching effectiveness, and preparing faculty for the growing influence of AI in education.



# CAMPUS INSIGHT



The second day session was facilitated by Dr. A.M. Sakkthivel, Dean – Academics, who delivered an insightful and thought-provoking lecture on “Transformative Pedagogies for Enhanced Course Delivery.” The main objective of the FDP was to introduce faculty members to innovative teaching methodologies that align with the rapidly changing educational environment and meet the learning needs of new-age students.

During the session, Dr. Sakkthivel emphasized the need for educators to adapt their teaching styles by incorporating immersive and experiential learning techniques. He highlighted a range of advanced pedagogical tools such as problem-solving approaches, video case-based teaching, insider learning experiences, and simulation-based instruction. These strategies are designed to improve student engagement, encourage critical and analytical thinking, and facilitate better understanding through real-life application of knowledge.

The program also served as a valuable platform for faculty members to reflect on and refine their course delivery practices. It encouraged educators to shift towards student-centered learning models that are more interactive, practical, and impactful. By fostering creativity and innovation in teaching, the FDP contributed significantly to the professional development of faculty and supported the overall goal of enhancing academic quality within the institution.

# FACULTY CORNER

## ‘CONGRATULATING’

**Dr. SATHYA T. & Prof. LAKSHMI SARANYA**



In an effort to promote inclusive education and support learners with special needs, Dr. Sathya Thangavel, Head of the Department of Languages and IQAC Coordinator at IFIM, along with Prof. Lakshmi Saranya, has published a patent titled “Adaptive AI-powered Communication Training System for Deaf Learners – Integrating Linguistic, Psychological, and Business Management Feedback Mechanism” (Patent No: 202541050176). Filed on 26th May 2025 and published on 6th June 2025 by the Office of the Controller General of Patents, Designs & Trade Marks, Government of India, the patent presents a conceptual framework designed to overcome communication challenges faced by deaf learners through a multi-dimensional assessment approach.

A key innovation of the system is its ability to detect and interpret sign-language gestures, converting them into structured data through AI-powered processes. This feature brings technological adaptability and inclusivity to the model, making it a robust solution for supporting deaf learners in both academic and business contexts. The system not only facilitates language learning but also measures cognitive engagement and provides feedback to enhance overall learning outcomes.

The framework integrates interdisciplinary concepts from linguistics, psychology, and business studies to offer a holistic communication training platform. It is designed to improve communication capabilities while simultaneously fostering personal and professional development. This noteworthy accomplishment by Dr. Sathya Thangavel and Prof. Lakshmi Saranya underscores the importance of inclusive innovation in education and reflects IFIM’s dedication to excellence in research and its ongoing commitment to accessibility and social impact.

# CRITICAL PERSPECTIVE

## HEY STUDENTS! AI IS HERE — LET US MAKE IT WORK FOR US!

**“Your Brain + AI = Unstoppable!”**

Hey, you!

Yes, you are scrolling through this page between classes —

Let us talk about something we are all secretly using these days: AI. Not so long ago, Artificial Intelligence sounded like robots taking over the world (or at least our jobs!). But look around — it is already chilling with us in the library, popping up in our phones, and saving our sleepy heads during all-nighters.

### **Late-Night Lifesaver**

Raise your hand if you have ever been stuck on an assignment at midnight.

We have all been there! Now, instead of panicking, many of us just open up ChatGPT, Grammarly, or other AI tools. Poof! Instant explanations, cleaner sentences, better ideas. It is like having a super-smart friend who never sleeps (and does not judge your typos).

### **Learning Anytime, Anywhere**

The best part? AI does not care where you are from or what you scored last semester. Free courses, auto-translation, lecture captions, virtual labs — it is breaking down barriers so anyone can learn anything, anytime. Pretty cool, right?

### **But hey... Do not Let It Do All the Work**

Here is the catch though: AI is smart, but you are smarter. If you just copy-paste what an AI gives you, you are cheating yourself. Trust me, your professors can tell. More importantly — you will miss flexing your own brain muscles. That aha!moment when you figure something out by yourself? No bot can give you that. So, use AI to get unstuck, brainstorm ideas, or polish your work. But keep your thoughts, your voice, and your originality at the heart of it all.

### **Little Things That Make a Big Difference**

Here is something to try: next time you use AI to plan your notes or draft an idea, pause and ask yourself — “How would I explain this to my best friend?” If you cannot explain it in your own words, you probably need to understand it better first. Some students even use AI to quiz themselves — just ask it to throw questions at you! Or turn your notes into flashcards. Remember, AI is like a calculator for your brain: it helps, but you still need to know the formula

# CRITICAL PERSPECTIVE

## **One Real-Life Glimpse**

Last month, one of my students told me she used an AI tool to draft her research proposal. It gave her a head start — but she did not stop there. She read more, added her own ideas, discussed them with her friends, and showed me a version that was truly hers. That is the sweet spot — humans and AI working together.

## **We are the Generation That Will Shape It**

Fun fact: the way we use AI today will shape what it becomes tomorrow. Who knows — maybe one of you will create the next breakthrough AI tool. Maybe it will be you reading this right now! But to do that, we have got to know how to work with AI, not against it.

## **Human Touch > Any Tech**

At the end of the day, no fancy chatbot can replace a real conversation with your bestie in the canteen, a lively debate in class, or that priceless group study chaos before exams. So, here is the deal: Use AI. Enjoy it. Be curious about it. But do not lose yourself in the process.

## **AI & You: Quick Do's & Don'ts**

### ***DO:***

- Use AI to plan, organise, and get unstuck.
- Double-check what it tells you.
- Add your ideas — make it yours!
- Share useful tips with your friends.

### ***DON'T:***

- Copy blindly and think it is done.
- Trust every fact without verifying.
- Forget to learn the real concept.
- Let AI replace your brain!

## **A Final Thought**

"AI is just a tool. The real power is you — your ideas, your curiosity, your questions." So keep learning, keep asking, and keep creating. Stay real. Stay sharp. And if you see me around campus — let us swap AI hacks over chai! See you out there, genius!

*Dr Sunetra Chatterjee*  
*Assistant Professor*  
*Department of Computer Applications*



# CREATIVE NEXUS

## “THE PARADISE OF FRIENDSHIP”

"Friendship is the only paradise,  
In which we can be never separated".

How often at night,  
when the heavens are bright  
with the life of the glittering stars,  
Have I stood here amazed  
And asked, as I gazed:

If their friendship  
Exceeds that of ours.

In my book of life,  
the happiest chapter is you.

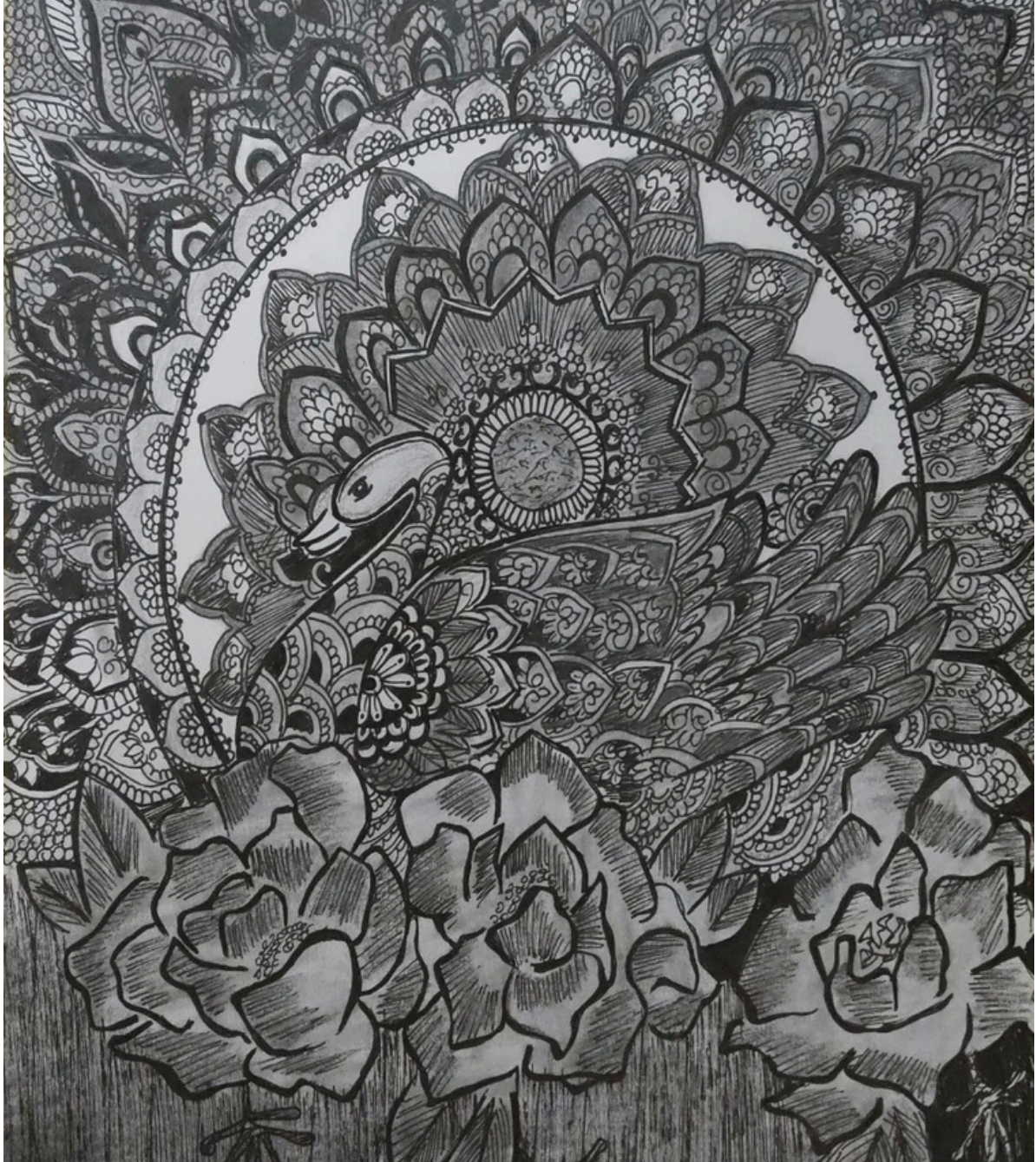
There are many words spoken  
And a tear to dim the eye,  
But the saddest word ever spoken  
Is a simple "Good Bye".

As years glide by,  
We may part & scatter,  
But as long as your  
Heart remains loyal,  
Distance doesn't matter.

*Sneha S.*  
*III BCA*

# CREATIVE NEXUS

## PENCIL SKETCH



*Panchami*  
*III BCA*

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## LETTERS TO THE EDITOR

*The Catalyst* invites contributions from students and faculty members for the "Creative Nexus" and "Critical Perspectives" columns, respectively. "Creative Nexus" accepts creative works such as verses, short fiction, and cartoons, whereas "Critical Perspectives" welcomes critical write-ups from faculty on current issues, with a word limit of 500–800 words. Kindly submit your contributions to [thecatalyst@ifim.edu.in](mailto:thecatalyst@ifim.edu.in)

## THANK YOU NOTE

*Dear Readers,*

*We are delighted to present another enriching edition of *The Catalyst*. Your unwavering support and enthusiasm inspire us to continue our mission of delivering insightful and thought-provoking content. It is your engagement that drives us to challenge perspectives, and spark conversations that matter. Every article, feature, and insight has been thoughtfully curated to bring you relevant, engaging, and impactful content that resonates with your curiosity and aspirations.*

*We appreciate your continued support and readership. Your feedback and engagement shape the evolution of *The Catalyst*, making it a space for shared learning and inspiration.*

*Thank you for being a valued part of our journey!*

*With gratitude,  
The Editorial Team*

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