

Operating Principle: |Read - Reflect - Respond|

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# THE CATALYST

"A fortnightly newsletter-cum-magazine, published as Odd and Even Issues, spotlighting the academic, creative, and cultural life of IFIM College — featuring student voices, faculty insights, and campus highlights."

**IFIM College's Biweekly Periodical | Since September 2024**

**Volume: 03 | Issue: 04**

**July Odd-numbered Issue**

*Coverage: 1 to 15 July 2025*



**"Books are the mirrors of the soul."**

*-Virginia Woolf*

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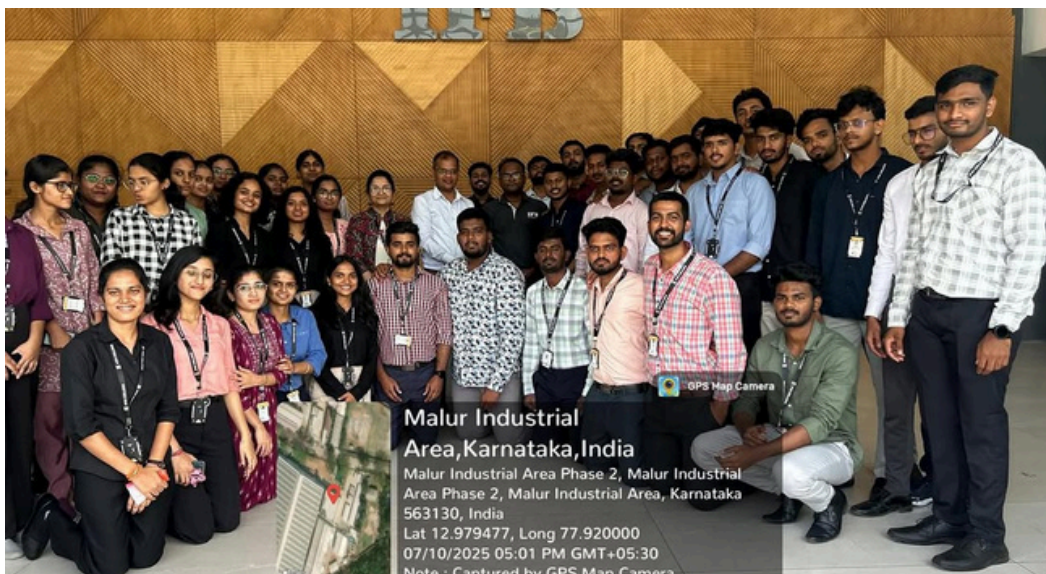
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*-Prof. Meera Govindaraj*

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# CAMPUS INSIGHT

## 1. MBA (PGCET) INDUSTRIAL VISIT

The Department of Management Studies organised an industrial visit to IFB Industries Ltd., Malur, Karnataka, for MBA II Semester (PGCET Batch 2024–26) students, aimed at providing hands-on exposure to industrial operations and bridging classroom learning with practical experience. The visit took place on Thursday, 15th July 2025, and was coordinated by Dr Syed Ahmed and reported by Dr Vidhya Pillai. A total of 45 students along with 2 faculty members participated in the visit.



IFB Industries Ltd., a leading manufacturer of home appliances, offered students a guided tour of its facility focusing on the production of washing machines. The session began with an orientation, followed by walkthroughs of various departments.

The key learning objectives included:

- Exposure to assembly lines and automation
- Insights into quality control and safety measures
- Understanding lean manufacturing and operational workflows
- Observing sustainable and eco-friendly practices

The students gained a real-world perspective on industrial functioning, supply chain logistics, and organizational coordination. The visit reinforced theoretical concepts and inspired greater interest in manufacturing and operations. Overall, the visit was a valuable experiential learning opportunity that strengthened the student's academic and professional outlook



# CAMPUS INSIGHT

## 2. ONE DAY FACULTY WORKSHOP

As part of IFIM College's commitment to continuous professional development, a one-day workshop titled "Empowering Educators: Data-Driven Decisions Using JMP" was conducted on Friday, 4th July 2025. The workshop was organized by Dr Nataraja N S, Area Chair – Business Analytics, and was attended by 38 faculty members. The session was facilitated by Dr Muralidhara Anandamurthy, Academic Lead, JMP Software (Statistical Discovery from SAS).



The workshop aimed to equip educators with essential skills in data analysis, visualization, and statistical decision-making using JMP software, widely recognized for its applications in academic and research environments.

The session was divided into three key modules:

- Introduction to JMP and its application in data-driven academic planning
- Descriptive and inferential statistics for educators
- Hands-on exercises focused on visualizing institutional data and deriving insight

Participants engaged in practical sessions exploring data import, interactive dashboards, hypothesis testing, and regression analysis.

The workshop successfully bridged statistical tools with academic application, empowering faculty members to apply data-driven strategies in teaching, curriculum design, and institutional research. It was a meaningful initiative promoting data literacy and research orientation among educators.



# CAMPUS INSIGHT

## 3. MIND SPARK BCA ACTIVITY

As part of its continued emphasis on innovation and experiential learning, IFIM College organized Mind Spark 2025 – a Creative Coding Presentation for second-year BCA students. The event was conducted on Wednesday, 2nd July 2025, at IFIM College, under the leadership of Dr Sunetra Chatterjee, supported by Dr Rajkumar. The event saw participation from 60 students and 4 faculty members, with Prof. Nikhil Gupta serving as judge and chief guest.



The objective of Mind Spark was to ignite creative thinking and technical exploration by encouraging students to address real-world societal challenges using modern technologies such as AI, NLP, Cyber Security, Java, and Python. The event aimed to bridge classroom knowledge with practical implementation.

The event featured 10 student teams, each presenting solutions to societal issues through technology. The sessions emphasized technical innovation, collaboration, and problem-solving.

Winning projects included:

- Team Error – Mental health tracking using AI & NLP
- Team Techno – Cyber safety model against phishing attacks

Mind Spark successfully fostered confidence, communication, and awareness of how tech can solve real-world problems. The enthusiastic engagement of students and expert feedback made it a truly impactful initiative.

Special thanks to the coordination committee: Dr Sunetra Chatterjee, Prof. Sinzy Silvester, Dr Rajkumar, and Prof. S. Lakshmi Saranya.

# CAMPUS INSIGHT

## 4. ONE-ACT PLAY

As part of the Personality Enhancement Programme (PEP), the Department of Personality Enhancement Programme hosted a vibrant One-Act Play competition for BCA and BCom students on 4th July 2025, at the college auditorium. The event aimed at nurturing students' creativity, communication, and leadership abilities through the art of theatre.



The competition provided a vibrant platform for students to explore performance arts and build essential life skills. Each team consisted of ten members and was given 10 minutes for their act, in addition to setup and exit time. The plays were performed in English, and teams were encouraged to select their own themes—ranging from comedy, social satire, and psychological drama to emotional and moral narratives. Props, sound effects, and costumes were made mandatory, pushing students to deliver professional and polished performances.

The judging panel included five esteemed faculty members:

- Ms. Sharu Anna John
- Prof. Benita
- Prof. Shalini
- Prof. Bovina
- Prof. B.B. Venkatesh



# CAMPUS INSIGHT

They assessed teams based on originality, clarity of language, acting finesse, team coordination, and creative use of stage and promotional strategies. Each performance was followed by constructive feedback, helping participants understand areas of strength and improvement.



The event concluded with a formal vote of thanks, certificate distribution, and a group photograph session. The college also presented tokens of appreciation to the judges for their contribution.

Beyond entertainment, the event instilled vital skills such as confidence in public speaking, teamwork, time management, creativity, and critical thinking. Students also learned about event marketing and visibility through digital promotions and posters. The One Act Play competition was a resounding success—bringing together performance, purpose, and personality development in perfect harmony.



# CAMPUS INSIGHT

## 5. POSTER MAKING CHALLENGE

In a fast-paced and thought-provoking session held on 7th July 2025, MBA 2nd Semester PGCET Section B students of IFIM College participated in a Poster Making Challenge themed “The Role of HR Managers in 2025”. The event, thoughtfully conceptualized and conducted by Prof. Ramini Singh, aimed to cultivate innovative thinking and real-time application of HR concepts in a highly engaging format.



The activity challenged students to work in teams with no use of mobile phones or digital tools, relying solely on their understanding, creativity, and collaboration. Participants were given 30 minutes to design their posters using information drawn from leading sources such as People Matters, Business World, India Today, Mint, and Economic Times. One team member from each group was then invited to present their poster to the class.

The challenge encouraged students to explore the evolving landscape of human resource management—touching on trends like AI integration, mental well-being, DEI (Diversity, Equity & Inclusion), and leadership in hybrid workspaces. More than an art activity, it was a reflection of strategic thinking under time constraints.

This hands-on approach not only reinforced classroom learning but also sharpened essential skills like teamwork, time management, business communication, and industry awareness. It exemplified IFIM’s commitment to experiential education—where students are prepared to think critically, communicate effectively, and lead confidently in real-world scenarios.

# CAMPUS INSIGHT

## 6. FINAL STEP IN IIP JOURNEY

As part of IFIM College's effort to enhance student engagement and experiential learning, a digital platform titled "Catalyst" was introduced for MBA students during their Industry Internship Program (IIP). This initiative was aligned with the college's goal to bridge academic theory with corporate practice through structured project-based learning.



Catalyst was actively used during the IIP phase from May to July 2025, involving all MBA IV Semester students. The platform allowed students to systematically document their learning, track internship progress, and receive timely feedback from assigned faculty mentors.

The use of Catalyst was focused on the following key aspects:

- Internship Documentation and structured reporting
- Progress Monitoring through timely updates and reflections
- Mentor Engagement for continuous guidance and feedback

The platform helped in streamlining communication between students and faculty, enabling goal-setting, time management, and the application of theoretical knowledge in real-world business scenarios.

Catalyst significantly enhanced the internship experience by creating a more organized and goal-driven approach to learning. It also promoted accountability, digital literacy, and self-discipline among students. Overall, Catalyst proved to be a valuable academic support tool, adding structure and depth to the IIP and aligning educational outcomes with industry expectations.

# CAMPUS INSIGHT

## 7. WORKSHOP FOR BCA STUDENTS

The Department of Bachelor of Computer Applications organized “Power your website using WordPress,” a workshop exclusively for 3rd Sem BCA students on 3<sup>rd</sup> July 2025. The workshop empowers individuals, especially those without a technical background, to create and manage their own websites with ease. It introduces participants to the fundamentals of web development through a user-friendly content management system, enabling them to build blogs, portfolios, business websites, or even online stores. Such a workshop enhances digital skills that are valuable in today’s job market, particularly in areas like web design, content creation, and digital marketing.

Objectives:

- Understand the basics of WordPress and its ecosystem
- Learn how to install, configure, and customize WordPress
- Explore themes, plugins, and page builders
- Secure and maintain a WordPress website

Event Highlights:

Theme: Any theme of student choice

Participation: 22 teams comprising 2-1 students each.

Tools & Platforms: WordPress

Mentorship: Faculty members

Judging Criteria: Innovation, feasibility, UI/UX, functionality, and presentation.



### WINNERS

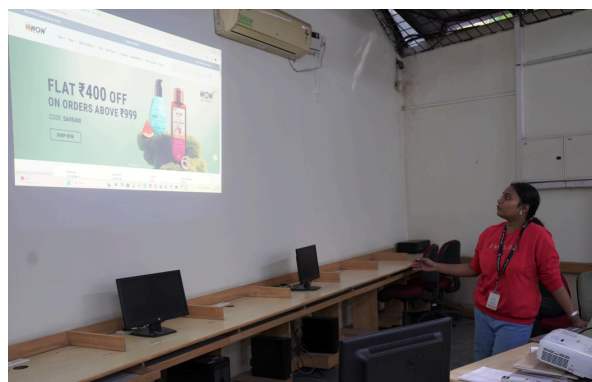
1st Prize: Deepak M

2nd Prize: Dhruv Upadhyay and Dilip Seervi R

# CAMPUS INSIGHT

## Outcomes:

1. Students gained hands-on experience in building and managing fully functional websites using WordPress, even without prior coding knowledge.
2. Students learned to customize themes, install and configure plugins, organize content effectively, and optimize websites users
3. Students developed problem-solving skills, an understanding of web design principles, and a foundation in online content management



Power your website using WordPress was a grand success, providing a valuable platform for 3rd Sem BCA students to showcase their talents, learn collaboratively, and innovate solutions that can create meaningful impact. The department looks forward to organizing more such events in the future to nurture the tech leaders of tomorrow.



# STUDENT EXHIBIT

## 1. CONGRATULATIONS TO PRATHISKA K



Prathiska K, a student of BCom 3rd Semester (Batch 2024–27), has emerged as a dedicated and promising athlete in the field of 10m Air Pistol Shooting. Over the past two years, her consistent practice and focus have led her to achieve commendable milestones, including qualification at both state and national levels during the academic year 2024–25.

Most recently, Prathiska participated in the 13th Karnataka State Sports Shooting Competition and Championship 2025, conducted from 1st to 9th July, with her event held on 7th July 2025 under the ISSF (National Paper) category. Organized by the Karnataka State Rifle Association in collaboration with the National Rifle Association of India, the event served as a qualifier for the next competitive level and featured a high standard of participation from across the state.

Her performance in this event placed her among the top 10 athletes—a significant achievement that reflects her dedication and discipline. Beyond rankings, Prathiska views each competition as an opportunity for growth. The experience has not only sharpened her technical abilities but also enhanced her emotional control and focus—qualities that are vital in the sport of shooting and equally valuable in life. Prathiska continues to train with the goal of reaching the top position in upcoming championships, embodying both sporting spirit and academic excellence.



# STUDENT EXHIBIT

## 2. CONGRATULATIONS TO RAHUL S MARGOL



Rahul S Margol, a student of MBA Section-B (PGCET), has successfully cleared the prestigious CA Intermediate examination, marking a significant milestone in his professional journey. This accomplishment reflects his dedication, resilience, and consistent hard work toward his long-term goal of becoming a Chartered Accountant.

The CA Intermediate is known for its academic rigor and challenging nature, making Rahul's success all the more commendable. Balancing the demands of this course alongside his MBA studies speaks volumes about his time management, focus, and determination.

His achievement is a proud moment for the IFIM community, exemplifying the values of academic excellence and perseverance. It also highlights the role of strong support systems—family, faculty, and peers—in nurturing student success.

Rahul's journey is an inspiration to many aspiring professionals, and we extend our heartfelt congratulations as he continues forward with commitment and purpose in his pursuit of a distinguished career.

# CREATIVE NEXUS

## “LITTLE BY LITTLE”

Little by little, the seed will grow,  
Under the ground, where no one will know.  
No flowers yet, no leaves to see,  
But something is moving quietly.  
Day by day, the sun will shine,  
The rain will fall, and roots will climb.  
It may seem slow, it may feel small,  
But strong things start where no one saw at all.  
Step by step, we learn to try,  
We fall, we fail, we sometimes cry.  
But every try, and every tear,  
Is building something strong and clear.  
Don't rush the bloom, don't fear the pace,  
Even the moon takes time to grace.  
Your journey's yours — not fast or late,  
The best things grow when they wait.  
So dream your dream, and do your part,  
With steady hands and an open heart.  
You're not behind, you're not too slow —  
You're just a seed, about to grow.

*-Mohammed Ayaz  
V BCom*

# CREATIVE NEXUS

## ART



*Brundha N*  
*III BCA*

# CRITICAL PERSPECTIVE

## “CREATING MUTUAL BENEFITS: ALIGNING INDUSTRY AND ACADEMIA”

Companies can implement a structured quota system aimed at creating internship opportunities specifically for the children of their employees. By offering these internships, businesses not only support the career development of the next generation but also foster a culture of mentorship and community within their workforce.

The financial compensation provided to these interns can be framed as a contribution to the company's Corporate Social Responsibility (CSR) initiatives. This approach positions the organization as a proactive participant in developing a skilled workforce while simultaneously enhancing its reputation as an employer that values family engagement and community welfare.

Moreover, by facilitating these internships, companies can enable students to gain invaluable hands-on experience in their respective industries. This not only helps the interns develop critical skills that are essential for their future careers but also allows them to better understand the workings of business organizations from the inside. Ultimately, this initiative creates a mutually beneficial scenario where students are better prepared for the job market, and companies can cultivate a homegrown talent pool that is also familiar with their corporate culture and values.

It's a win-win for everyone involved—educational institutions, businesses, the vibrant young population, and the economy as a whole! This synergy creates opportunities that benefit all stakeholders and drive progress forward as summarized below:

- The company will benefit from the fresh perspectives brought by young minds while also naturally fulfilling its corporate social responsibility (CSR) commitments.
- Parents will develop stronger loyalty to the organization, which will lead to better employee retention.
- Businesses will experience growth due to having skilled human resources.
- Educational institutions will receive valuable insights to align their curricula with the needs of the industry.

# CRITICAL PERSPECTIVE

- The economy will advance as a result of a skilled labor force and enhanced human capital.
- Unemployment rates will be reduced to a level of voluntary unemployment.t.
- Students will gain hands-on learning experiences, improving their chances of securing their dream jobs.

**-Prof. Meera Govindaraj**  
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## 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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## 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)