

Operating Principle: |Read - Reflect - Respond|



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: 05

July Even-numbered Issue

Coverage: 16-31 July 2025



Institute of Finance and International Management

An Autonomous Institution | Affiliated to Bangalore University

Accredited with 'A' Grade by NAAC

Bengaluru - 560 100

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CAMPUS INSIGHT

1. DECODE THE DEBATE

On July 25, the Department of Computer Applications hosted one of the most dynamic intellectual events of the semester, Decode the Debate: Tech and Reality. Held from 2:30 PM to 4:30 PM, the event brought together sharp minds, bold voices, and powerful arguments exploring how technology is shaping the world around us.



Student debaters took the stage to tackle big questions, from AI replacing jobs and the ethics of virtual reality to privacy concerns, tech addiction, and the future of human connection. The energy in the room was electric as perspectives clashed and ideas sparked new ways of thinking.

The debate was more than just a contest. It was a celebration of critical thinking, creativity, and collaboration. The audience wasn't just observing. They were engaged, thoughtful, and inspired. What truly stood out was the balance of intellectual depth and vibrant enthusiasm. Every participant, whether speaking or listening, walked away with something a new insight, a boost in confidence, or the simple joy of meaningful conversation.

Big appreciation goes to the organizing team, faculty mentors, and every student who took part. Events like these remind us that at IFIM, we don't just prepare for the future. We debate it, decode it, and design it.

CAMPUS INSIGHT

2. MAPPING MINDS AND LEADING FORWARD

As part of Ingenious Technologies' Employee Connect Program, a transformative workshop on Leadership and Personality Mapping in Remote Work was held on July 27 at Radisson Plaza, Mysore. The session was facilitated by Prof. Ramini Singh and brought together employees from multiple departments for an engaging experience rooted in self-awareness and effective leadership.



Participants began by taking the Big Five Personality Test, helping them understand their dominant traits. This was followed by a leadership style survey that encouraged reflection on how their personalities influence their approach to leadership especially in today's flexible remote and hybrid work setups. The session included interactive elements such as ice-breaker games, a gamified case study, and group discussions.

The workshop ended with a creative poster-making activity where participants presented their vision for Ingenious Technologies' growth. The exercise sparked fresh ideas and strengthened the sense of collaboration. The feedback was overwhelmingly positive. Employees appreciated the refreshing format and playful energy of the workshop, with many saying the session rekindled their inner child and brought their teams closer together.

CAMPUS INSIGHT

3. FROM SWITZERLAND TO SIX NATIONS: INGENIOUS FOUNDERS INSPIRE

On 30 July 2025, MBA students at IFIM had the opportunity to attend a thought-provoking guest talk on “Entrepreneurship and Its Challenges” delivered by Mr. Mohit Maheshwari and Ms. Pragya Maheshwari, Co-founders of Ingenious Technologies.



In an open and engaging session, the Maheshwari's walked students through their entrepreneurial journey, which began in Switzerland. They shared how their startup initially focused on app development and SAP consulting during the COVID era. As the tech world shifted, they ventured into Artificial Intelligence, eventually delivering complex AI solutions to global clients including Nestle. While the early stages of their AI journey were difficult and slow to take off, their persistence and constant drive to innovate led to success. Today, Ingenious Technologies operates in six countries around the world.

Their story offered a relatable and practical perspective on what it takes to build something from scratch. They spoke about resilience, experimentation, handling scepticism, and making smart investments. Students were especially moved by the message that failure is not the end, but rather a necessary step toward long-term achievement.

The session provided real-world insights into the entrepreneurial journey and what it means to take risks, embrace change, and turn vision into impact. Students left feeling empowered, motivated, and ready to face the challenges that come with bringing ideas to life.

CAMPUS INSIGHT

4. FUTURE-READY INSIGHTS FROM BUSINESS STANDARD'S JAYARAM

On 23 July 2025, IFIM College hosted a compelling guest session titled “Are You Future Ready?” for MBA students of both the III semester (Management Quota) and II semester (PGCET Batch). Held in the college auditorium, the session was led by Mr. S. Jayaram, Deputy General Manager South & East, Business Standard. With over three decades of industry experience across FMCG, Telecom, Print, and Digital Media, Jayaram brought a wealth of knowledge to the gathering of over 120 students.



Opening the session, Dean Dr. Sakthivel redefined MBA as “Master, Build, and Accelerate” a phrase Mr. Jayaram echoed as he urged students to look beyond their degrees and start preparing early for the corporate world. Sharing real-world insights, he emphasized the widening gap between classroom knowledge and industry expectations, advocating for skills like independent thinking, initiative, and critical analysis.

From highlighting the 3Ps of Sales like Perception, Perseverance, and Persuasion to showcasing the success story of ID Fresh Food’s founder, Jayaram inspired students with practical wisdom. He concluded by stressing the power of consistent habits such as daily reading, which enhance one’s ability to connect ideas and stay relevant. The session also introduced to B-Smart, a mobile app by Business Standard offering curated news, case studies, and job alerts an ideal tool for aspiring professionals.

CAMPUS INSIGHT

5. FACULTY DEVELOPMENT PROGRAM



On 25th July 2025, Dr. Vidhya Pillai and Prof. Ramini Singh represented IFIM College at the CII (Confederation of Indian Industry) Karnataka Industry-Institute Panel Faculty Development Program held at CII, Bangalore. The event focused on strengthening the bridge between industry practices and academic instruction, helping faculty members stay aligned with the evolving needs of the professional world

The session was led by Sasse, a seasoned expert with over three decades of experience across Learning and Development, Customer Service, Operations, and Quality. Currently with Infosys, where she has worked for 19 years, she has also been associated with GE, Reckitt & Colman, Brooke Bond Lipton, and ANZ Grindlays. A certified Design Thinking professional from Stanford and a Six Sigma Black Belt, Sasse brought immense insight into areas like client engagement, change management, and domain knowledge spanning Supply Chain, Retail, Banking, and Manufacturing. Her approach blended deep expertise with real-world scenarios, offering faculty members a fresh and practical perspective. She is certified in Design Thinking from Stanford. She earned an MBA, specializing in Finance, from Newport University, CA. At leisure, she loves globetrot.

◆ Key learnings

- Design Thinking – Learn how to apply a human-centred approach to problem-solving with hands-on examples and experiential learning.
- Decision-Making Capabilities – Gain practical tools and insights into how our mental patterns influence choices, and how to make decisions

The program encouraged educators to rethink their teaching strategies, integrate real-world challenges into classroom discussions, and continuously innovate in their pedagogy. It also provided a glimpse into how global industries function and what skills students need to thrive in such environments. This enriching experience left the participants motivated to bring back valuable insights to their classrooms and contribute more meaningfully to student development and industry readiness.

CAMPUS INSIGHT

6. PSYCHOMETRIC WORKSHOP EMPOWERS SCHOOL COUNSELLORS WITH DEEPER CAREER MAPPING TOOLS

On July 17, 2025, IFIM College hosted a dynamic and insightful psychometric workshop titled “Traits to Tracks”, led by Prof. Ramini Singh. The session brought together 12 school counsellors for an in-depth exploration of how personality traits can be linked to meaningful career paths for adolescents. The core objective of the workshop was to empower counsellors with practical tools and knowledge to better understand student personalities and offer guidance that goes beyond generic career suggestions. Through a hands-on experience with the Big Five Personality Test, participants engaged in lively discussions and activities that revealed how dominant and recessive traits play a crucial role in influencing an individual’s work style, decision-making, and long-term career satisfaction.



Interactive personality-based games set the tone for an engaging learning environment, helping participants experience firsthand how students respond to different scenarios based on their personality types. Prof. Ramini emphasized how psychometric assessments can be a game-changer in counselling practices providing a scientific foundation to segment students, tailor counselling sessions, and help young individuals make more informed and confident career choices.

The workshop concluded on a deeply appreciative note, with counsellors praising the enriching experience, interactive pedagogy, and immediately applicable insights. It reinforced the growing need for personality-driven counselling models in today’s fast-changing academic and career landscapes.

CAMPUS INSIGHT

7. INGENIOUS GLOBAL'S VISIT OPENS NEW DOORS FOR AI CAREERS AT IFIM

On 30 July 2025, IFIM College had the honour of hosting Ingenious Global, a Switzerland-based boutique AI consulting firm, for a company presentation and interactive session at the campus auditorium. This significant visit saw the Founder and Co-founder of the firm travel all the way from Switzerland to engage directly with students and faculty, marking a meaningful step towards global collaboration.

The session brought together MBA and BCA students from Marketing, Finance, Analytics, and BCA streams, alongside faculty from the Analytics department and the placement team. The company visit aimed to present internship and career opportunities, share insights about their global operations, and explore areas of mutual interest for collaboration particularly in the areas of AI product development, business development, and industry-oriented training.



Founded in 2014, Ingenious Global operates across five countries with a lean and expert team of around 30 professionals. The firm focuses primarily on AI and machine learning solutions, with a strong footprint in commodities trading since 2018. Their clientele includes leading multinational corporations like Nestle, COFCO, Roche, and Anglo American. A key highlight of the session was the company's emphasis on compliance, ethics, and international standards such as ISO, GDPR, HIPAA, and SOC2 demonstrating their commitment to responsible AI development. The presentation included a detailed overview of their start-up journey, business growth, and upcoming job opportunities. Several internship positions were introduced, including roles in Data Engineering, Data Science, Visualization, Business Development, and Finance. The session also gave a glimpse of the firm's Mumbai-based operations, highlighting its growing interest in the Indian market.

CAMPUS INSIGHT



An interactive Q&A followed, where students posed thoughtful questions about project work, required skills, and long-term career growth within the company. The representatives responded with transparency, sharing real examples from their work and encouraging students to embrace innovation, adaptability, and ethical responsibility in their future careers. The placement team also engaged in discussions about streamlining the internship and recruitment process in alignment with IFIM's academic calendar.

Overall, the visit by Ingenious Global was a resounding success. It not only offered students a rare opportunity to interact with international industry leaders but also laid the foundation for future partnerships that bridge academic learning with real-world AI applications. The event reinforced IFIM's commitment to preparing its students for global careers and left the campus buzzing with excitement about the new possibilities that lie ahead.

CAMPUS INSIGHT

8. MBA ORIENTATION 2025

The MBA Orientation Program 2025, held from 28th to 31st July, was designed not just to introduce students to the curriculum, but to prepare them for a transformational journey. Through this carefully curated experience, students were equipped with the mindset, values, and exposure required to thrive in today's ever-evolving business world.

Rooted in the KSA (Knowledge, Skills, and Attitude) framework, the orientation focused on:

- Academic preparedness
- Soft skill development
- Industry alignment
- Personal growth and self-discovery

The sessions, interactions, and workshops during the program encouraged students to reflect, adapt, and embrace new challenges. From expert talks to hands-on activities, the program was a high-impact induction designed to overcome initial apprehensions, build confidence, and set the tone for the rigorous yet rewarding two-year journey that lies ahead.

Date: 28th July 2025

Day: 1 – Grand Inauguration & Introduction to the MBA Journey

The day started with the traditional Lighting of the Lamp and Invocation, symbolizing the pursuit of knowledge and wisdom. Dr Sridevi V, Director – IFIM College, delivered a warm and inspiring Welcome Address, encouraging students to embrace excellence, growth, and purpose in their MBA journey.



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Chief Guest Keynote:

Speaker: Mr. Roydon Gonsalvez, SVP & Head of Talent Management & Development, APAC – Northern Trust

Mr. Gonsalvez delivered a thought-provoking keynote on professionalism and Agentic AI, highlighting how intelligence must be combined with grace and presence for true impact. He spoke about the evolving role of AI in decision-making and talent acquisition, urging students to stay adaptable and innovative.

Key Takeaways:

- Importance of professionalism in modern workplaces
- Awareness of Agentic AI's influence on talent and strategy

Chairman's Address:

Speaker: Mr. Sanjay Padode, Chairman – Centre for Developmental Education



Mr. Padode addressed the students on the growing influence of Artificial Intelligence, emphasizing the need to be future-ready and to proactively leverage technology .

Key Takeaways:

- Staying updated with technological advancements
- Developing a mindset to harness AI responsibly

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Course Architecture Overview

Speaker: Dr. A.M. Sakthivel, Dean – IFIM College

Dr. Sakthivel provided a detailed explanation of the MBA curriculum structure, covering credits, course design, pedagogy, evaluation methods, and experiential learning opportunities. He emphasized the integration of industry-relevant certifications, internships, and innovative teaching approaches that prepare students for the dynamic business environment.

Key Takeaways:

- Comprehensive understanding of the MBA framework
- Significance of experiential and practice-based learning

Code of Conduct Orientation

Speaker: Prof. Swarnika Dixit, Area Chair – HR



Prof. Dixit introduced students to the institution's values, behavioral expectations, and disciplinary policies. She covered essential topics like academic integrity, professional etiquette, attendance, plagiarism, dress code, and campus conduct, setting the foundation for a respectful and disciplined learning environment.



Key Takeaways:

- Adhering to IFIM's values and standards
- Understanding rules and expectations for professional conduct

Examinations & Library Resources Orientation

Speakers: Dr. Rajendra & Dr. Mahadev



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Purpose Workshop

Speaker: Dr Sridevi V, Director – IFIM College

Date: 29th July 2025

Day: 2 – Purpose, Etiquette & Cultural Intelligence



Day 2 of the orientation was all about introspection, professional development, and embracing diversity. The sessions were thoughtfully structured to help students reflect on their life goals, develop workplace-ready behaviours, and build cultural sensitivity all crucial elements of leadership in today's globalized world.

Dr. Sridevi led an inspiring “Purpose Workshop” that encouraged students to align their personal values with long-term professional goals. Through self-assessment exercises, vision crafting, and goal setting techniques, students



were guided to define their "why" a sense of purpose that would anchor them throughout their MBA journey. The session laid the foundation for intentional learning and growth.

Key Takeaways:

- Discovering and defining one's personal purpose
- Vision creation through reflective exercises
- Setting SMART goals to achieve clarity and direction

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Professional Etiquette Session

Speaker: Ms. Shikha Nag,

Founder – Indian Academy of Public Speaking

Ms. Shikha Nag delivered a dynamic session on the unspoken rules of professional environments. From body language to personal space and dressing, she decoded how perception is built and how students can project confidence, credibility, and professionalism.



Key Takeaways:

- How clothing choices influence perception
- Importance of body language and posture in communication
- Maintaining personal space and professional presentation

Cultural Sensitivity Workshop

Speaker:

Mr. A. Vaidhyanathan,

Founder & MD – Personal
Air Quality Systems

In a global workplace,
cultural awareness is a
must-have.



Mr. Vaidhyanathan shared powerful real-life scenarios to illustrate how being sensitive to diverse beliefs, languages, and customs not only strengthens teamwork but also builds inclusive environments. The session emphasized empathy and open-mindedness as tools for effective collaboration.

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Key Takeaways:

- Respect for cultural differences and diverse perspectives
- Understanding non-verbal cues and inclusive communication
- Embracing diversity as a leadership strength

Ice-Breaking & Leadership Activities

Facilitated by: Prof. Bovina, Assistant Professor - PEP, IFIM College
Prof. Shalini, Assistant Professor - PEP, IFIM College



To end the day on a high-energy note, students participated in engaging outbound games and group challenges that brought out their collaborative spirit. These fun, interactive sessions helped build trust, communication, and camaraderie among the new batch.

Key Takeaways:

- Stepping out of comfort zones to build connections
- Real-time leadership, decision-making, and problem-solving
- Emphasizing teamwork through experiential learning



Date: 30th July 2025

Day: 3 – Business, Finance & Technology Insights

Day: 3 of the orientation focused on sharpening the students' understanding of real-world business dynamics, financial decision-making, and the power of emerging technologies.

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Session 1: Growing Your Business in Dynamic Environments

Speaker: Dr. Anupama Murali, Global Head – Continental



Dr. Anupama delivered a powerful session on how artificial intelligence is reshaping the future of mobility. With a sharp focus on the automotive industry, she highlighted major trends like electric vehicles, autonomous driving, connected cars, and Mobility as a Service (MaaS). She also emphasized how AI is being used for predictive maintenance, customer experience, and cost optimization.

The session also covered technological drivers like real-time data, hybrid computing models, low-latency processing, and advanced analytics. Students were introduced to the challenges of privacy, ethics, and security in AI adoption, alongside the growing role of generative AI in innovation and design.

Key Takeaways:

- AI trends transforming the automotive sector
- Role of data and hybrid computing in business evolution
- Generative AI as a driver of innovation and user experience
- Industry's economic impact and employment potential

Session 2: Financial and Investment Decisions for Future Leaders

Speaker: Mr. Pandurang Patkar, BFSI Trainer & Founder – Fin Edu Care



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Mr. Patkar led an insightful session on the importance of financial literacy for aspiring business leaders. He broke down complex financial concepts into practical knowledge, focusing on early planning, risk-return analysis, budgeting, and goal-based investing. Students learned about various asset classes, including mutual funds, equity, fixed-income instruments, and emerging financial tools.



He also emphasized that strategic financial decision-making is a key leadership skill in both professional and personal life. The session was engaging, interactive, and loaded with real-life examples.

Importance of long-term financial discipline

Session 3: Cutting-edge Technologies for Better Business

Speaker: Dr. A.M. Sakthivel, Dean – IFIM College



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Dr. Sakthivel took students through the dual paths of vertical and horizontal business growth. He stressed the importance of customer-centric innovation, brand relevance for Gen Z, and balancing sustainability with profitability.



He also discussed how businesses can leverage advanced technologies to reduce costs, enhance efficiency, and improve user experience. Through contemporary examples, he illustrated how legacy brands are adapting to modern trends without losing their identity.

Key Takeaways:

- Differentiating vertical vs. horizontal business growth
- Integrating sustainability in business models
- Connecting nostalgic brands with modern consumers
- Strategic use of technology to gain competitive advantage

Session 4: Introduction to Practice Courses (PEP/SIP/RI/Mentoring/IIP)

Speakers: Prof. Sheshachalam,

Prof. Bovina,

Prof. Shalini,

Dr. Syed Ahamad,

Dr. Sanchitha



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This session introduced students to the core practice-based learning components of the MBA program at IFIM. Faculty members detailed the structure and purpose of courses like:

PEP – Personality Enhancement Program

SIP – Social Immersion Program

RI – Research Incubation

Mentoring Program

IIP – Industry Internship Program

Each of these modules is designed to integrate real-world exposure with academic learning, shaping students into well-rounded professionals.

Key Takeaways:

- Overview of experiential learning within the MBA framework
- Clarity on course objectives, timelines, and evaluation
- Emphasis on social responsibility, self-awareness, and industry engagement
- Understanding the importance of mentorship and guided research

Date: 31st July 2025

Day: 4 – Adaptability, AI & Personal Power

Day 4 of the MBA Orientation focused on strengthening the students' understanding of emerging technologies, emotional intelligence, adaptability, and personal branding. A powerful line-up of industry experts brought in fresh perspectives to prepare students for the evolving demands of the corporate world.

Session 1: Generative AI – Disrupting the Future

Speaker: Dr. Arpit Yadav, Senior AI Scientist – CCE



CAMPUS INSIGHT

Dr. Arpit Yadav delivered an eye-opening session on Generative Artificial Intelligence, explaining how tools like GPT, GANs, and diffusion models are revolutionizing industries through automation, creativity, and innovation. He provided real-world applications of generative AI in marketing, healthcare, education, and finance, making the session both informative and inspiring. Beyond technology, Dr. Yadav addressed ethical concerns, limitations, and the responsibilities of future leaders in adopting AI thoughtfully. The session sparked curiosity and encouraged students to explore AI not just as a tech tool but as a force for positive disruption.

Session 2: Behavioural Analysis & Storytelling in Leadership

Speaker: Mr. Rajesh Gupta, Associate Vice President – MetricStream



Mr. Gupta's session explored how behavioural cues, emotional intelligence, and storytelling influence workplace dynamics. He emphasized that great leaders understand human behaviour, and even greater leaders can communicate through stories that inspire and influence.

Using corporate examples, he demonstrated how storytelling can simplify complex ideas, build trust, and strengthen team engagement. Students were also introduced to reading non-verbal cues, practicing empathy, and leading with emotional insight.

Key Takeaways:

- Behavioural awareness as a leadership asset
- Storytelling as a strategic communication tool
- Emotional intelligence in team dynamics
- Crafting narratives that inspire and influence

CAMPUS INSIGHT

Session 3: Adaptability & Work Engagement

Speaker: Mr. Mohin Mohammed, Head – Talent Attraction, Finastra



Mr. Mohin Mohammed led a session centred on adaptability and emotional connection to work—two traits critical in fast-paced, changing workplaces. He explained how employees who adapt well are more engaged, more resilient, and ultimately more successful. He also broke down how engaged employees contribute to performance, satisfaction, and career growth, while adaptable one's drive innovation and culture. The session was practical, insightful, and grounded in industry experience.

Session 4: Personal Branding – Your Professional Identity

Speaker: Mr. Vishal Chinchure, Talent Acquisition Leader – EY



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Mr. Chinchure gave a compelling session on personal branding the subtle yet powerful art of presenting oneself with authenticity and clarity. He guided students on how to shape their personal and professional identity using tools like LinkedIn, professional etiquette, and value-based communication.



He also emphasized that personal branding isn't about self-promotion it's about credibility, consistency, and being known for what matters most to you. Students were encouraged to start building their brand from Day 1 of their MBA.

Key Takeaways:

- Personal branding as a professional differentiator
- Creating an authentic and consistent online presence
- Communicating values, skills, and career goals clearly
- Importance of visibility and trust in career development

STUDENT EXHIBIT

1. IFIM TEAM SHINES AT AGENTIC AI DAY 2025



Avinash, an MBA student at IFIM, along with his team of four, secured the Runners-Up position at Agentic AI Day 2025, a complete 30-hour innovation hackathon held on July 26 and 27 at the Bangalore International Exhibition Centre. The event was organized by Hack2Skill and powered by Google Cloud, focusing on building autonomous intelligent agents using the Google stack.

Their winning idea, "SahayakAI," is an AI-powered educational platform that supports teachers working in multi-grade classrooms, especially in rural areas. It simplifies teaching by automating lesson planning, quiz and worksheet creation, attendance, grade tracking, and even content translation, giving teachers more time to engage with students.



Some of the platform's key features include

1. AI-generated teaching resources
2. Localized, multi-language content
3. Attendance and grade tracking tools
4. "Ask Sahayak" chatbot for real-time teacher support
5. Professional development modules for teachers

The project was built using tools like Next.js, Firebase, Google AI and Vertex AI, Genkit AI, and Cohere, and brings together various AI workflows into one web-based platform that aims to close the education gap in rural communities.

CREATIVE NEXUS

EVIL WALLS

Bound in the evil walls, human was the real cause
Passing through the ajar doors, kind word coded morse
Red shed like the mortal norse, kindness dripping from the sword
Tangled in the work abhor, omitting the benign words

You bleed the same, you cut through the same
Yet still is the cultured, cruel game of blame
Strip off the mask and all goods and ills are same
The walls make packs and flocks, and most zealot king to claim

The walls act rock on glass, shatter races into pieces
The lower always walk on grass, and upper tie those to the leashes
Minds are stolen put to thrall, body faces face in feces
Gather yourself put amass, time to rise tie up laces

Verse is peep to the evil world of walls
Where mortal prays grim demiurge cons
Hands are red be any faithful flocks
Brawler brawl for fantasy end up wars

~Nirmal Baviskar
V BBA (2023-26)

CREATIVE NEXUS

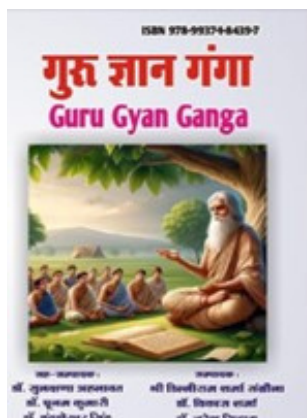
ART



~Panchami S
III BCA

FACULTY CORNER

“BRIDGING THE LANGUAGE GAP: THE COMPLEX CHALLENGES OF TEACHING HINDI IN NON-HINDI REGIONS”



The task of teaching any language is never simple, but when it comes to teaching Hindi in non-Hindi speaking areas, the complexity increases manifold. Prof. Mehboob Subani's insightful analysis highlights not just the linguistic hurdles, but also the social, cultural, administrative, and technical challenges teachers face in such regions.

Linguistic and Grammatical Barriers: For students, whose mother tongue differs significantly from Hindi, grasping its grammar, pronunciation, and vocabulary can be forbidden. Concepts like gender, number, sandhi (joining of words), and samas (compound words) often confuse learners, especially when they have no prior exposure to similar structures.

Suggested solutions: Making grammar more conversational and example-based, including comparative studies with local dialects, and using audio-visual tools for better pronunciation can significantly help overcome these obstacles.

Low Student Interest and the Influence of Other Languages: In many non-Hindi regions, students take Hindi as a compulsory subject, not out of genuine interest. This, coupled with the dominance of English and local languages, further distances them from engaging with Hindi. Traditional rote learning and exam-focused teaching methods fail to spark curiosity or emotional connection with the language.

Suggested solutions: Introducing activity-based learning methods like storytelling, drama, and dialogues, along with relatable content from films, literature, and social media, can rekindle interest and make the learning experience more enjoyable and practical.

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CRITICAL PERSPECTIVE

VIBE CODING: AI MEETS CODE—AND DEVELOPERS START VIBING

Prof. Nikhil

Professor in IT & Analytics

The first time I heard the term “Vibe Coding,” my brain somehow made a hard left and thought of vaping. You know, that “healthier” alternative to cigarettes that ironically makes you look like you’re always standing in fog. Anyway, much like vaping is supposed to help you quit smoking, vibe coding is here to help you quit... writing endless boilerplate code. So maybe it’s not that different after all. So what is vibe coding, really? It’s a fancy (and surprisingly chill) name for AI-assisted coding.

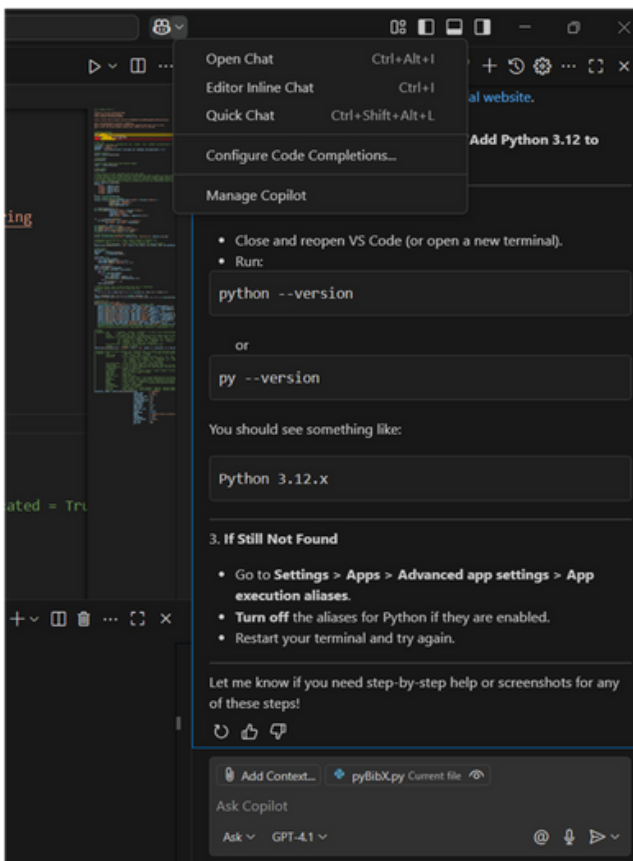
We’re already living in a world where asking ChatGPT to explain code is easier than Googling five stackoverflow posts and still ending up confused. AI tools like OpenAI’s ChatGPT, Microsoft’s Copilot, Google’s Gemini, and xAI’s Grok are all basically racing each other to become your new coding BFF. Then there’s Perplexity’s Comet, which promises a “different” web experience—which honestly sounds like either a revolutionary breakthrough or just a browser that asks you how you’re feeling today.

These AI tools are sneaking into software development faster than a junior dev sneaking a semicolon into a Python file. One of the first big movers here was Visual Studio Code (VS Code)—Microsoft’s open-source love letter to developers. With AI integrations like Copilot (powered by GPT), your code editor now reads your code, understands it (mostly), and even talks back. It’s basically the intern you always wanted—minus the coffee runs.

Now, instead of writing all your code line by line like it’s the 1800s, you can just ask the AI to review it, suggest changes, or even write new features. Got an error? Upload a screenshot and let the AI play tech support. Need a refactor? Just say the word (literally). With a few clicks, you can apply AI-generated suggestions, and boom—you’re back to watching cat videos 20 minutes ahead of schedule.

CRITICAL PERSPECTIVE

Here's a true story: My brother-in-law, a seasoned developer at Infosys, was given a task that he estimated would take about three weeks. The client, as clients do, wanted it in two. After some corporate haggling, three weeks were approved. He tried vibe coding for the first time and—cue dramatic music—finished the whole thing in three days. Development, testing, documentation... all done. His mind? Blown. His weekend? Saved.



But before you throw your keyboard in the air and let AI take the wheel, remember: GPT can make mistakes. Sometimes hilarious ones. It might suggest deleting a crucial function or renaming your main file to “final_final_definitely_final_v2.py.” It takes a human brain (still, thankfully) to guide the AI and catch the odd hallucination. So no, your non-coding cousin can’t build an app just by chatting with GPT... yet.

That’s why companies are now hiring AI-literate developers—humans who can both code and vibe with the AI. It's the evolution of the developer: part coder, part prompt whisperer.

In the end, vibe coding is about deeper integration between AI and programming. We may be heading toward a world where developers write less code and spend more time reviewing, prompting, and refining. Sort of like how calculators made math easier—or how Excel made us all pretend we know what a VLOOKUP is.

How does all this affect you? Vibe Coding is taking the development community by storm the same concept is creeping into your browser. Look out for Vibe browsing, which is soon going to change the way you browse!

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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

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