

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."

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CAMPUS INSIGHTS

1. BRAND BENGALURU: MBA STUDENTS LEARNING OUTSIDE THE CLASSROOM

On 1 August 2025, the MBA students engaged in the Brand Bengaluru trip, a thoughtfully designed city immersion program that sought to extend learning beyond conventional academic settings. The objective was to provide students with an opportunity to experience Bengaluru as a living case study—reflects the interplay of culture, history, and development. By visiting key landmarks, students observed how the city sustains its identity as the ‘Garden City of India.’



Each team was tasked with documenting its journey, combining first-hand observations with structured analysis. These learnings were later presented on 8th August, in a formal forum that allowed students to share their insights and perspectives.

Among the presentations, Group 1—comprising Umang Pandita, Akshit Sehwaig, Apoorva Hegde, Sandhya Kumari, and Manav Ladha—distinguished themselves with the depth, coherence, and originality of their work. Their study of KR Market, Victoria Hospital, Vanivilas Hospital, and Tipu Sultan’s Palace offered a nuanced understanding of how historical and social spaces continue to influence the city’s contemporary fabric.



The initiative not only enriched academic learning but also underscored the value of experiential engagement in shaping holistic management education. The recognition of Group-1 reflects the academic rigor, engagement, and insight that the program aimed to foster.

2. LEADERS SPEAK: INSIGHTS BEYOND THE CLASSROOM

As part of IFIM College's continuous endeavor to nurture future-ready leaders, a guest session titled "Empowering Future Managers through Transformative Learning" was conducted on Wednesday, 13th August 2025, at the College Auditorium. The session was led by Dr Renjith Krishan K, Founder & CEO, Ymetaconnect and Professor, University of Technology and Applied Sciences, Oman. The event was attended by 120 MBA students from the Management Quota and PGCET batches, along with four faculty members.



The session focused on equipping students with global perspectives, adaptability, and leadership strategies in an AI-driven knowledge economy. Dr Renjith pointed out the importance of developing new-age managerial skills such as empathy, creativity, and ethical judgment, alongside technological literacy. He also highlighted the role of transformative learning.

In this approach, interactive and student-led methods replace traditional teaching practices. Such strategies significantly enhance long-term retention and improve student engagement. Key frameworks such as metacognition, the R-A-R (Review–Action–Reflect) model, microlearning, and dual coding theory were introduced to strengthen decision-making and problem-solving abilities.

The session also underscored the value of diversity, ethical practices, and structured approaches to address complex business challenges. Overall, the session inspired students to embrace adaptability, innovation, and ethical responsibility, shaping them into competent global leaders of tomorrow.

CAMPUS INSIGHTS

3. CYBER SHIELD: UNMASKING DIGITAL FRAUDS

As part of IFIM College's initiatives to promote financial awareness and digital safety, a workshop titled "Cyber Fraud Mechanism and Safe Banking Tips" was conducted on Wednesday, 13th August 2025, at BS 21. The session was organized for MBA, BBA, BCom, and BCA students, with 40 participants in attendance. The workshop was facilitated by Mr. Mallidi Shiva Pratap Reddy, Cluster Head – Operations, ESAF Bank, who was joined by Dr Rekha Menon, Head – Customer Service Quality Department, and Mr. Kalyan K from the same department. The experts provided in-depth insights into the growing prevalence of cyber fraud in the banking sector and the crucial role of awareness in ensuring safe financial practices.



The session covered various types of frauds impacting customers, practical safety measures for secure banking transactions, and real-world examples to help students relate to the subject. An interactive Q&A segment enabled participants to clarify doubts and learn preventive strategies directly from industry professionals. This workshop not only broadened students' knowledge of cyber fraud but also instilled a sense of responsibility towards financial vigilance. The collaboration with ESAF Bank reinforced IFIM College's commitment to equipping learners with practical knowledge for safe and responsible banking in a digital-first world.

4.UNLOCKING THE FUTURE: IOT DEMONSTRATION & PROTOTYPE EXHIBITION

On 12th August 2025, the Department of Computer Applications proudly hosted the IoT Demonstration & Prototype Exhibition at the Startup Foundry, where the 5th Semester BCA students (2023 Batch), Sections A and B, showcased their innovative projects. Dr Vishal, Associate Professor, Department of Computer Applications, is a key instrument in conducting this exhibition. The event reflected months of dedicated effort, blending creativity with technical precision, and highlighted the transformative potential of the Internet of Things in addressing real-world challenges.



The exhibition featured prototypes ranging from smart automation and safety systems to agricultural monitoring tools, environmental sensing devices, and efficient energy management solutions. Each project was presented with live demonstrations, documentation, and engaging explanations, allowing visitors to understand the design process, technologies employed, and practical applications.

Students from various programs visited the stalls, engaging in insightful discussions that promoted interdisciplinary learning and collaboration. Faculty members from the Department of Computer Applications and other departments appreciated the students' innovation, teamwork, and professionalism while offering constructive feedback. The exhibition not only showcased technological creativity but also reinforced IFIM's commitment to preparing industry-ready graduates.

5. EMBARKING ON EXCELLENCE: UG 2025 INAUGURAL CEREMONY

The inauguration ceremony of the UG Batch 2025–28 was held on 11 August 2025 at IFIM College with the traditional Lamp Lighting. Dr Sridevi V delivered the welcome address, and the Chief Guest, Mr. Bemardshaw, emphasized professionalism and the role of AI in decision-making. The program concluded with a vote of thanks by Prof. Swarnika Dixit, followed by a photo session and lunch.



On the same day, Dr. A. M. Sakthivel, Dean of IFIM College, explained the UG program structure, curriculum, pedagogy, and evaluations. He highlighted the importance of experiential learning through internships, projects, and certifications. Later, Prof. Swarnika Dixit conducted the Code of Conduct session on 11th August 2025, stressing institutional values, discipline, and academic integrity. Students were briefed on etiquette, attendance, plagiarism, and responsible campus behavior.



On 12th August 2025, Ms. Shikha Nag conducted an engaging and insightful session on “Grooming and Professional Etiquette” for the students. She emphasized the importance of personal appearance and grooming as key elements in building a confident professional image. The session highlighted how appropriate clothing choices reflect one’s personality and professionalism. It also shed light on cultural sensitivity in professional settings.

On the same day, Dr. Rajkumar delivered an insightful address to the students on the growing imperative of Artificial Intelligence. He highlighted its vast applications in diverse industries, discussed the pressing ethical concerns associated with its rapid growth, and emphasized the urgent need for students to acquire AI-related skills to remain relevant, innovative, and competitive in the future.



CAMPUS INSIGHT

On 12th August 2025, Mr. Marshal J. A. Sebastian delivered a session on cognitive intelligence, introducing students to advanced AI tools for research, academic inquiry, and professional communication. He emphasized adaptability, analytical reasoning, creativity, and innovation as indispensable competencies for sustaining professional excellence.



On 12th August 2025, Dr. Sumanjit delivered an insightful session on Personal Branding, emphasizing the importance of building a professional identity and career success. He discussed confidence, authenticity, communication, and the power of digital presence on platforms like LinkedIn, encouraging students to take conscious steps toward building a strong personal brand.

On the same day, Mr. Rangaraj Bhattacharya conducted an engaging session on Storytelling, showcasing how stories serve as powerful communication tools in leadership and presentations. He explained how storytelling simplifies ideas, inspires action, and builds emotional connections. Students were encouraged to use personal experiences to create impactful and authentic narratives in academic and professional settings.



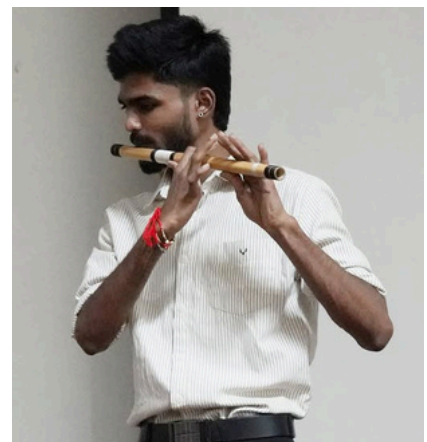
Later, on 13th August 2025, Prof. Ramini presented a session titled Stand Out: The Art of Building Personality. The session focused on cultivating self-awareness, communication, confidence, and emotional intelligence. Prof. Ramini discussed the importance of aligning values and strengths with a consistent personality that leaves a lasting impact, urging students to embrace individuality and stand out in professional and social environments.

CAMPUS INSIGHT



On 14th August 2025, Dr. Vishal C led a session on From Idea to Online in a Day, providing a step-by-step guide to transforming an idea into a digital presence within 24 hours. She emphasized agility, speed, and experimentation as key skills for innovation. Through practical tools and insights, students learned to overcome perfectionism and adopt a mindset of continuous improvement and effective execution.

On 14th August 2025, Prof. Niji and Prof. Bovina hosted Talent Hunt – 60 Seconds to Fame, a vibrant platform for students to showcase their creativity, spontaneity, and confidence. The session highlighted the importance of expressing oneself within a limited timeframe and explored how talent spans beyond performance arts to communication and problem-solving. Students were motivated to seize opportunities that push them beyond their comfort zones and celebrate their individuality.



6. SPIRIT OF FREEDOM: 79TH INDEPENDENCE DAY CELEBRATION

As part of its tradition of celebrating national pride, IFIM College observed the 79th Independence Day on 15th August 2025 at the College Amphitheatre with great enthusiasm and patriotism. The program commenced at 8:45 AM, bringing together students, faculty, and staff in a spirited gathering to honor the nation's journey of freedom.



The celebration was coordinated by Prof. B.B. Venkatesh under the guidance of Dr Sakkthivel A. M., Dean. The program began with a welcome address by Prof. Swarnika Dixit, Assistant Dean UG & BBA Program Head, who greeted the audience warmly and highlighted the significance of the day. This was followed by the Presidential Address by Dr Sridevi V, Director of IFIM College, whose inspiring words emphasized India's progress and the pivotal role of youth in shaping the country's future.

The atmosphere of patriotism was further enriched through cultural performances by students, including patriotic songs, dances, and skits, which celebrated India's unity in diversity. Their energetic performances filled the amphitheatre with pride and joy. The program concluded with a vote of thanks by Prof. Sinzy Silvester, BCA Program Head, who expressed gratitude to all contributors. The gathering then enjoyed refreshments, marking the close of a meaningful and memorable Independence Day celebration.

“THE BLESSINGS OF ANANDPUR”

*By - Manoj R
V BCom*

In the sacred town of Anandpur Sahib, nestled between the Shivalik Hills and the Sutlej River, there stood a revered temple known as Takht Sri Kesgarh Sahib. This temple was not only a spiritual center but also a place where the community gathered, seeking blessings and solace.

Adjacent to the temple was a humble tiffin stall run by Venkat and his wife. Every morning, devotees would visit the temple to offer their prayers and then enjoy a hearty breakfast of idli, dosa, and vada at Venkat's stall. Venkat managed the stall with warmth and hospitality, while his wife prepared the dishes with love and dedication. Their combined efforts made the stall a favorite among the locals and pilgrims alike.

One day, a poor man arrived at the stall. Despite his tattered clothes and empty pockets, Venkat served him a full meal without hesitation. His wife, however, was concerned about giving food for free, fearing it might affect their earnings. Venkat reassured her, explaining that acts of kindness bring divine blessings and that they had always been provided for. As time passed, the couple continued their routine, serving both the affluent and the needy with equal grace. Their business flourished, and they felt a deep sense of fulfillment in their work.

One monsoon morning, as heavy rains lashed the town, Venkat and his wife ventured out to their stall, crossing the swollen river by boat. Despite the inclement weather, they set up their stall, hoping for customers. Soon, two patrons arrived, braving the storm to enjoy their meal. After finishing, they waited for the rain to subside but eventually decided to leave, unable to wait any longer.

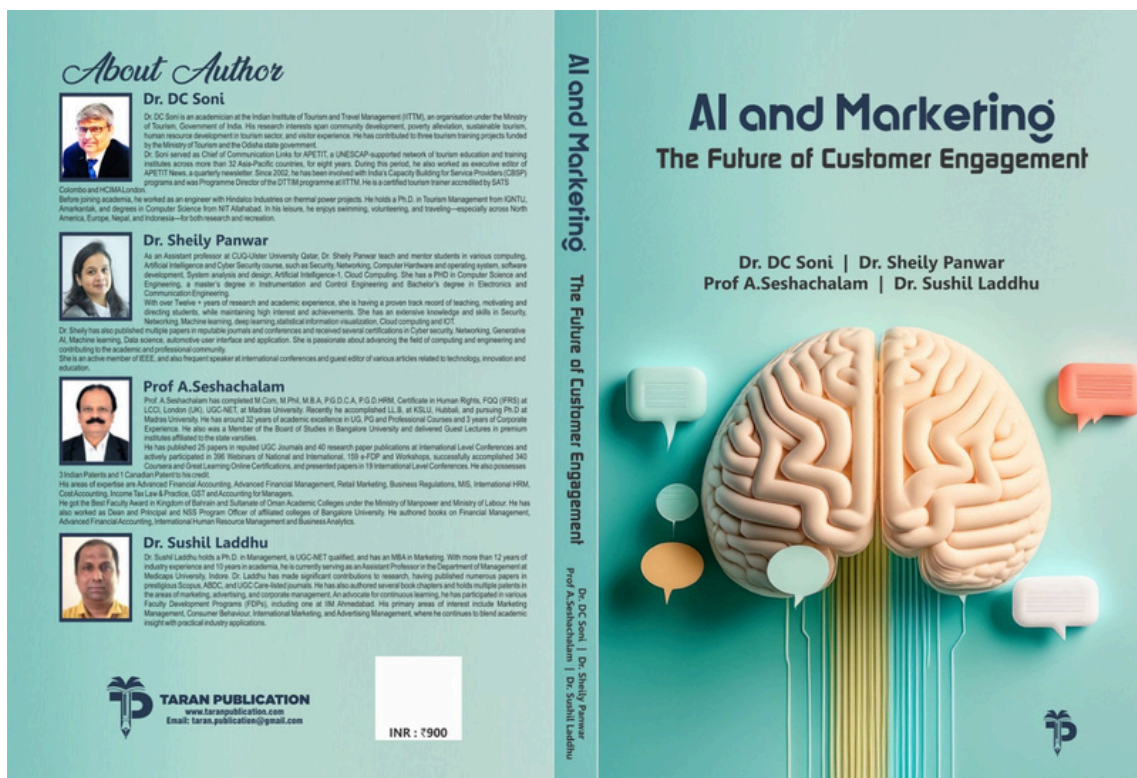
Just then, the poor man appeared again. Noticing the couple's concern about crossing the river, he smiled and, to their astonishment, performed a simple act of magic, conjuring a sturdy boat. He assured them that the boat would safely carry them across the river. Venkat and his wife were awestruck, witnessing a miracle that reaffirmed their faith in the divine. Their stall continued to thrive, and they remained steadfast in their commitment to serve all, regardless of their status, with kindness and humility.



Bhavana N
III Semester BCA

1. HUMANIZING AI IN MARKETING – A PUBLICATION BY PROF. SESHACHALAM

A remarkable addition to contemporary marketing literature, “AI and Marketing: The Future of Customer Engagement” authored by Prof. A. Seshachalam, explores the dynamic intersection of Artificial Intelligence and marketing strategy. The book provides readers with a comprehensive understanding of how AI is revolutionizing customer engagement through personalization, predictive analytics, and intelligent automation.



The work traces the evolution of marketing from traditional mass campaigns to the highly targeted, data-driven approaches enabled by AI. With clarity and depth, it demonstrates how businesses can harness AI to create smarter, more meaningful, and customer-centric experiences. A key strength of the publication lies in its balanced perspective—while showcasing the immense potential of AI, it emphasizes the importance of ethics, empathy, and human connection in sustaining long-term customer relationships. By positioning AI as a transformative force rather than a mere tool, the author highlights both opportunities and challenges in modern marketing practice. This book stands as a valuable guide for those seeking to understand and adapt to the rapidly changing landscape of customer engagement in the digital era.

FACULTY CORNER

2. ALIGNING PROFIT WITH PRINCIPLES: AN INNOVATIVE CANADIAN PATENT



Prof. Seshachalam Ananthasayanam has published a Patent with the No. 1235781 on 8th August 2025. The title of the patent is “Business Ethics and Commerce: Aligning Profit with Principles.” The patented work emphasizes that in today’s business environment, success cannot be defined solely by financial profit. Instead, organizations must align profitability with ethical principles that ensure transparency, fairness, and sustainability.

By embedding responsibility into decision-making, businesses can foster trust, strengthen reputation, and build long-term customer loyalty. The work highlights practices such as fair pricing, honest marketing, responsible sourcing, and equitable treatment of employees as pathways to achieve both financial growth and ethical conduct.

It further demonstrates that integrity, when coupled with innovation, creates meaningful and lasting social impact. This achievement reflects a progressive approach to commerce, where profitability and ethics complement one another. It reinforces the idea that doing good is not only morally right but also an enduring strategy for success.

CRITICAL PERSPECTIVE

DEVOTION TO DISPOSAL: IDOLS AND SACRED WASTE



Across India, image worship is deeply rooted in devotional traditions. Idols and photographs serve as tangible representations of the divine. However, once these items are damaged, faded, or no longer in use, their disposal becomes a sensitive issue.

Many people place old or broken idols and photos under sacred trees like the Peepal or Banyan, or leave them near temples and public places. Some resort to immersing in river water. This practice has led to clutter and environmental concerns, especially since modern idols and frames are often made of non-biodegradable materials like plastic, metal, or painted wood.

Addressing the Issue:

1. Creating Awareness: Raising awareness through citizen-led groups and the Swachh Bharat mission. Educational institutions can organise street plays to spread awareness in streets, parks, and housing societies.

2. Economic and social inclusion: Trash picker associations could be formed and recognised by law. Collection permits could be issued to the members, and the same could be tied to government e-wallets. Thus, the monetary rewards could be connected to the quantity of collections. This would go a long way in sustaining their efforts. According to an unpublished study by FSG in 2020, there are about 22,500 to 35,000 waste pickers living in the Bengaluru municipal corporation region. The study finds that waste pickers belong to disadvantaged social groups and rarely complete education. As waste picking is largely unrecognized by law, these individuals face social and economic exclusion. This arrangement could benefit all stakeholders involved-the households, the waste pickers, and the government.

3. Process: Designating one or more locations for collecting discarded idols and photos, which can then be sent to facilities that assist with recycling. The entities making these idols and photos could be involved in recycling. This might reduce their cost of production. These centres could be linked with the NGOs already working in this line, alongside other social work.

<https://www.thehindu.com/life-and-style/bengalurus-sampige-foundation-restores-worn-out-images-of-deities/article68199202.ece>

CRITICAL PERSPECTIVE

4. Involvement of Business Units: Each idol and image must have a clearly labeled tag that specifies the materials used in its creation. This label should not only outline the composition—whether it be biodegradable, synthetic, or non-toxic materials—but also provide comprehensive disposal instructions.



For instance, the disposal instructions may state that after use, the idol or image should be immersed in water, bury the idol in your garden or pot. By including this information, we promote responsible practices and encourage consumers to handle these items with care.



5. Penal provisions: Establish a penalty for the absence of proper labelling and for inappropriate disposal practices.

Prof. Meera Govindaraj
Assistant Professor
Dept. of Commerce

CONTRIBUTORS

Prof. Vidya Pillai
Program Head - MBA

Dr Vishal
Associate Professor

Prof. Meera Govindaraj
Assistant Professor

Prof. A Seshachalam
Assistant Professor

Prof. Venkatesh BB
Assistant Professor

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*](mailto:thecatalyst@ifim.edu.in)