

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. FOREIGN TAXATION WORKSHOP



IFIM College organized a workshop on 'Careers in Corporate Taxation' on September 2, 2025, at the college auditorium. The session was conducted by Mr. Anantha Lakshmanarao, Associate Director at KPMG, who has over 22 years of experience in taxation and consulting.

A total of 113 students from MBA, BBA, and BCom programs, along with faculty members, actively participated in the event. The workshop aimed to give students a clear understanding of the career opportunities in foreign taxation, particularly in US and UK contexts, and the skills required to succeed in this growing field.

Mr. Anantha highlighted career pathways in multinational organizations, especially within Big Four firms, where opportunities in tax compliance, consulting, and advisory are expanding. He explained the technical skills needed, such as knowledge of global tax laws, treaty understanding, and strong communication and analytical abilities. Drawing from his career journey, he shared real-world insights on challenges and opportunities in international taxation, which gave students a practical perspective on how to prepare for such roles.

The session was highly engaging and interactive. Students appreciated the clarity provided on professional certifications like the ADIT, which can strengthen career prospects in this domain. The workshop bridged academic knowledge with industry expectations and encouraged students to consider corporate taxation as a promising global career path.



2. DIGITAL MARKETING WORKSHOP

The Placement Department organized a Digital Marketing Workshop on September 3, 2025, at the college auditorium for postgraduate (MBA) and undergraduate (B.Com and BBA) students. The session was conducted by industry experts and certified professionals from Li-Mat Solutions Pvt. Ltd., Electronics City Phase 1. The objective was to introduce students to the fundamentals of digital marketing while giving them hands-on experience with essential tools such as Search Engine Optimization (SEO) and Google Analytics. The workshop witnessed the participation of 140 students across MBA and undergraduate programs.



The resource persons provided students with a comprehensive understanding of digital marketing concepts. Sessions covered important topics such as an introduction to digital channels and career opportunities, SEO fundamentals, Google Analytics dashboards, and content strategy. Students also gained exposure to practical aspects including keyword

research, website optimization, content creation, blogging, and social media integration.

A live demonstration involving real-time SEO audits and campaign simulation helped students connect theoretical knowledge with practical applications. The workshop bridged the gap between academic learning and industry expectations. The program encouraged participants to explore digital marketing as a career path and equipped them with tools that can be applied in both academic projects and professional settings



3. GREEN PLEDGES AND GROWING ROOTS: NSS PLANTATION DRIVE



On 10th September 2025, the NSS volunteers of IFIM College participated in meaningful activities that combined learning, social responsibility, and environmental awareness. The day was planned with a visit to Shubham Karoti Maitreyi Gurukulam at Ramohalli, followed by plantation of saplings and a visit to the famous Big Banyan Tree nearby. The first part of the program was organised under the IKS Club. Instead of inviting a resource person for a session, the college arranged a visit to the Gurukulam to give students firsthand experience of its traditional structure and functioning. The students interacted with the children staying there, spent quality time with them, and understood the value of such an age-old system that continues to exist close to their community. They expressed gratitude for this unique opportunity.

Later, NSS volunteers actively took part in planting saplings at the Gurukulam campus. This activity gave many students their first experience of contributing directly towards protecting the environment. They pledged to continue supporting green initiatives and nurture a spirit of responsibility towards Mother Earth. The day concluded with a visit to the Big Banyan Tree, a 400-year-old natural wonder spread over 3 acres, leaving the students with a sense of awe and connection to nature.



4. PRIZE DISTRIBUTION - BCA EXHIBITION

The prize distribution ceremony for the BCA IoT Demonstration and Prototype Exhibition was conducted on September 2, 2025, following the exhibition held on August 12, 2025, at the Startup Foundry. The event recognized the efforts of the 5th Semester BCA students (2023 Batch), Sections A and B, who presented innovative IoT projects as part of their academic showcase. The First Prize was awarded to the project No Parking System and ETCS, developed by Dhruva Raj K M, Vishwa, Deekshitha, Dharshini Sivan, Chaitanya, and Arya Yadav. Their project secured the top position for its effective implementation and teamwork.



The Second Prize was shared between two teams. The first team presented U-Turn Accident Prevention, comprising Vikram, Esha Verma, Syed Awaiz, Mohammad Afnan S, Spoorti, Rekha Sharma and Kushi. The second Second Prize was awarded to the project Home Automation, created by Bhuvan, Tushar, Vivek, Dinesh, Ramya, Fiza, Harshitha, and Swathi. The recognition of these projects marked the conclusion of the exhibition, with winners being appreciated for their contribution and collaborative effort. The ceremony acknowledged the dedication of the students and their ability to work as teams in presenting practical solutions through IoT.

STUDENT CORNER

JADHAV CROWNED 2ND PRINCE AT MR. SUPREMACY INDIA 2025

IFIM College celebrates the achievement of Yatin Mukund Jadhav, a student of III Semester MBA, who has brought honor to the institution at *Mr. Supremacy India 2025*. Yatin is known for his confidence, discipline, and creativity, qualities that have always stood out in both academic and extracurricular activities. His participation in the national-level pageant reflects his determination to explore new opportunities and represent himself as a role model for youth. The grand finale of Mr. Supremacy India 2025 was held on 31st August 2025 at Hyatt Regency, Chandigarh.



The competition brought together 35 contestants from across the country, celebrating talent, cultural pride, and social responsibility. Out of this talented group, Yatin secured a place among the top 10 finalists and was crowned 2nd Runner-up (Second Prince). He was also honored with the special title of Mr. Talented, further recognizing his exceptional performance.

The pageant was organized by Supremacy Talents under the leadership of Ashima Sharma, with the theme *“Act – Awareness on Social Causes, Cultural Representation, and Tourism Promotion.”* Reflecting on his win, Yatin shared that the crown symbolizes responsibility as much as recognition, and he hopes to use this platform to inspire young people and promote meaningful causes.

“BLOOD OF BECOMING”

By - Rudrani C

I Sem BBA

There's blood on my hands,
some of it long dried.
I didn't kill, or maybe I did, though no one died.
The blood is often warm,
it leaves me feeling cold.
It comes out stinking foul,
the cuts maybe old.

There's blood on my hands,
the reds are mostly brown,
it never breaks my skin,
the often stains my gown.
My fingers are slick and dirty,
I've run out of soap,
I try to cover it up,
My concealer's called hope.

There's blood on my hands,
I think it looks nice.
It never breaks my skin,
it often stains my eyes.

CREATIVE NEXUS

ART



Mohith M
I Sem BBA

FACULTY CORNER

1. PROF. SUBANI HONORED WITH SHIKSHA RATNA AWARD

Prof. Mahaboob Subani from the Department of Languages, IFIM College, has been conferred with the prestigious Shiksha Ratna Award by Max Life in association with Axis Bank. This award is a testament to his remarkable contributions to the field of education and his consistent efforts in shaping young minds.



With his unwavering commitment to academic excellence, Prof. Subani has played a significant role in nurturing talent and inspiring students to strive for greater achievements. His dedication to fostering learning beyond the classroom has left a lasting impact on students and colleagues alike. Through his vision and guidance, he has continually worked towards creating a culture of growth, responsibility, and leadership among learners.

The recognition of Prof. Subani with this award is not only a proud moment for him but also for the institution. IFIM College extends heartfelt congratulations and wishes him continued success in his academic journey.

FACULTY CORNER

2.ROI FOR CSR PATENT PUBLISHED

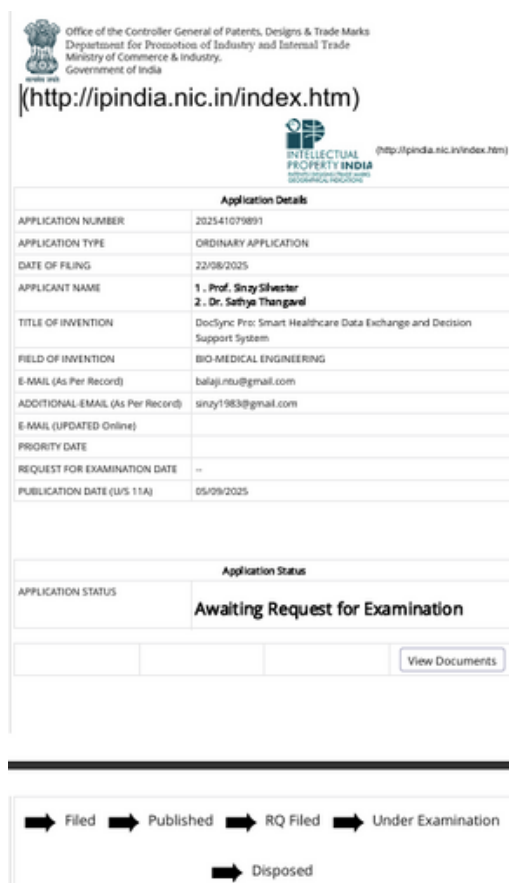
IFIM College is proud to announce that Dr. Sanchita Choudhury, Assistant Professor, Department of Commerce along with Dr. Mrinmoy Bhattacharjee, Professor & Area Chair, Marketing, Alliance University, has successfully published a patent titled “System and Method for Calculating Return on Investment (ROI) for Corporate Social Responsibility (CSR) Initiatives”. The patent was officially published in The Patent Office Journal No. 34/2025 dated August 22, 2025, marking a significant academic and institutional achievement.

The innovation provides organizations with a structured approach to measure both tangible and intangible outcomes of CSR programs. By integrating multi-source data, applying advanced computational models, and delivering visual reporting, the system enhances transparency, accountability, and decision-making for stakeholders. This pioneering work reflects the growing importance of aligning CSR with measurable business value and strategic outcomes.

(12) PATENT APPLICATION PUBLICATION		(21) Application No.202541074963 A
(19) INDIA		
(22) Date of filing of Application :06/08/2025		(43) Publication Date : 22/08/2025
(54) Title of the invention : System and Method for Calculating Return on Investment (ROI) for Corporate Social Responsibility (CSR) Initiatives		
(51) International classification	:G06Q0010100000, G06Q0010063700, G06Q0040060000, G06Q0010060000, G06Q0030024100	(71)Name of Applicant : 1)Dr. Sanchita Choudhury Address of Applicant :Assistant Professor, IFIMCollege, Bangalore, Karnataka 560100, India ----- 2)Dr. Mrinmoy Bhattacharjee Name of Applicant : NA Address of Applicant : NA (72)Name of Inventor : 1)Dr. Sanchita Choudhury Address of Applicant :Assistant Professor, IFIMCollege, Bangalore, Karnataka 560100, India ----- 2)Dr. Mrinmoy Bhattacharjee Address of Applicant :Professor & Area Chair, Marketing, School of Business, Alliance University Bangalore, Karnataka 562106, India -----
(86) International Application No	:NA	
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(87) International Publication No	: NA	
(61) Patent of Addition to Application Number	:NA	
Filing Date	:NA	
(62) Divisional to Application Number	:NA	
Filing Date	:NA	
(57) Abstract : The invention concerns a system and method for calculating the Return on Investment (ROI) on Corporate Social Responsibility (CSR) Projects. The invention empowers organizations to look at both tangible and intangible results of CSR programs and convert it to a common metrics of ROI. Through multi-source data integration, advanced computation and visual reporting, the system is exploited to support strategic decision-making and transparency on the side of the stakeholders.		
No. of Pages : 10 No. of Claims : 5		

This milestone not only highlights the academic excellence and research contribution of IFIM College faculty but also reinforces the institution’s commitment to fostering innovation that bridges industry relevance with societal impact. The college community congratulates Dr. Choudhury and Dr. Bhattacharjee on this commendable achievement and looks forward to the positive implications this invention will bring to corporate practices and policy-making in the field of CSR.

3. PATENT PUBLICATION - PROF. SINZY SILVESTER AND DR. SATHYA



Office of the Controller General of Patents, Designs & Trade Marks
Department for Promotion of Industry and Internal Trade
Ministry of Commerce & Industry,
Government of India
(<http://ipindia.nic.in/index.htm>)

INTELLECTUAL PROPERTY INDIA
(<http://ipindia.nic.in/index.htm>)

Application Details	
APPLICATION NUMBER	202541079891
APPLICATION TYPE	ORDINARY APPLICATION
DATE OF FILING	22/08/2025
APPLICANT NAME	1. Prof. Sinzy Silvester 2. Dr. Sathya Thangavel
TITLE OF INVENTION	DocSync Pro: Smart Healthcare Data Exchange and Decision Support System
FIELD OF INVENTION	BIO-MEDICAL ENGINEERING
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PRIORITY DATE	
REQUEST FOR EXAMINATION DATE	--
PUBLICATION DATE (U/S 11A)	05/09/2025

Application Status	
APPLICATION STATUS	Awaiting Request for Examination
	View Documents

➡ Filed ➡ Published ➡ RQ Filed ➡ Under Examination
 ➡ Disposed

IFIM College is celebrating a significant milestone with the official publication of a patent for the DocSync Pro: Smart Healthcare Data Exchange and Decision Support System. This cutting-edge system is designed to transform healthcare by improving how patient data is managed and used to support medical decisions. This achievement is a clear example of the college's focus on creating real-world solutions through research and teamwork.

The patent application lists two professors, Prof. Sinzy Silvester and Dr. Sathya Thangavel, as the primary applicants. Their leadership and deep knowledge were crucial in guiding the project from the initial idea to a full, patented invention. This success reflects their dedication to mentoring students and pushing the boundaries of academic research.

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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