

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."

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# OFF CAMPUS

## 1.A JOURNEY BEYOND THE FINISH LINE: THE SPIRIT OF KANYATHON

Kanyathon, which began in 2011 as a small student-led initiative, has grown into one of India's most inspiring youth-driven movements focused on empowering girls through education, health, and opportunity. Over the years, it has impacted more than 3,00,000 girls, creating not just access to learning but also confidence and hope for a better future.



Kanyathon 2026 marked the 15th edition of this journey, bringing together over 14,000 participants across Bengaluru, Karjat, BITS Pilani, and Jammu. With close to ₹1 crore raised and support from leading organizations, the initiative continues to expand both its reach and its impact.



Organised entirely by students of IFIM Institutions, Jagdish Sheth School of Management (JAGSoM), and Vijaybhoomi University, Kanyathon has come a long way from its humble beginnings in 2011 with just 400 participants. Today, it stands as a national movement addressing gender inequality and promoting access to education for girls. In 2026 alone, the initiative raised close to ₹1 crore, supported by contributions from individuals and leading organizations such as Wipro, HP, Infosys, Siemens, Deutsche Bank, Tech Mahindra, and Biocon. These numbers are not just milestones, they are reflections of trust, belief, and collective action.

# OFF CAMPUS

At the heart of Kanyathon are its students. From planning and coordination to execution, they take complete ownership of the initiative, demonstrating leadership, teamwork, and a strong sense of social responsibility. Through this experience, they move beyond academics and step into real-world roles where their efforts create meaningful change.

Beyond the run, Kanyathon has evolved into a platform that connects students, corporates, NGOs, and communities with a shared purpose. Through awareness campaigns, outreach initiatives, and skill development programs, it continues to drive lasting impact and contribute to building a more inclusive society.



The journey of Kanyathon is not just about numbers or milestones, but about the stories it creates stories of growth, resilience, and transformation. At its core lies a simple yet powerful belief: when you empower a girl, you change generations.



Kanyathon is not just an event, it is a movement that continues to inspire, uplift, and shape a better tomorrow.

# OFF CAMPUS

## 2.LEARNING BEYOND THE CLASSROOM AT WONDERLA

On March 24, 2026, the IV Semester BBA students of IFIM College set out for an industrial visit to Wonderla Theme Park, Bengaluru, under the guidance of Prof. A. Seshachalam and Dr. Tanaya Saha. What seemed like a day of fun turned into a meaningful learning experience, giving students a closer look at how a large-scale entertainment business operates.

The visit began with an orientation session where park officials explained the basics of operations and safety protocols. As students explored the park, they observed how everything runs smoothly behind the scenes, from managing long queues to ensuring safety standards are strictly followed. It gave them a real understanding of how important planning and coordination are in such high-energy environments.

Students also got the chance to interact with staff and learn how customer service plays a major role in shaping visitor experiences. From ticketing systems to pricing strategies, every aspect reflected careful planning and smart decision-making.



The way Wonderla handles crowd flow, maintains service quality, and creates memorable experiences stood out as a strong example of customer-focused business practices.

Despite minor challenges like limited time and heavy crowd in certain areas, the overall visit was insightful and engaging. It not only enhanced students' understanding of business operations but also showed them how theory translates into practice.

The Wonderla visit proved that learning doesn't always happen within four walls. Sometimes, it comes with a mix of observation, interaction, and a little bit of excitement.

# CAMPUS INSIGHT

## 1. EMPOWERING FUTURES THROUGH DATA AND AI

IFIM College recently took a strong step towards bridging the gap between academics and industry with the launch of a 160-hour Advanced Course on Data Analytics using Artificial Intelligence. The program, which began on February 9, 2026, was conducted at the Startup Foundry and saw the participation of 66 BBA and BCom students.



Organized in collaboration with the Edunet Foundation and supported by leading industry partners, the initiative was part of a broader effort to equip students with practical, future-ready skills. The program also marked the beginning of a meaningful partnership following the Memorandum of Understanding signed between IFIM Institutions and Edunet, aimed at enhancing skill development and placement opportunities.



The training was led by Mr. Xavier J. Stalin, Manager of Training and Placement at IFIM College, along with Mr. Aswath, Master Trainer from Edunet. Together, they guided students through an engaging learning experience that combined technical knowledge with real-world applications.

Spread across structured sessions, the course focused on building strong foundations in data analytics, followed by advanced concepts, case studies, and project-based learning. Students worked with real datasets and tools, gaining hands-on experience that went far beyond traditional classroom learning. Despite academic commitments like internal exams, the schedule was carefully designed to ensure a smooth learning journey.

# CAMPUS INSIGHT



What made the program stand out was its focus on inclusivity and opportunity. Designed specifically for female students of second and third-year BBA and BCom programs, it encouraged greater participation of women in technology-driven fields such as data science and business analytics.

Beyond student benefits, the initiative also strengthened IFIM's commitment to industry-integrated learning while creating meaningful connections with corporate partners. It served as a platform where academia and industry came together with a shared goal preparing students to step confidently into the professional world.

This initiative stands as a reminder that learning today is no longer limited to textbooks. With the right exposure and guidance, students are not just gaining knowledge, but building skills that truly shape their future.

## **2. BHARAT SYNAPSE@2047: SHAPING A FUTURE-READY INDIA**

The question is no longer whether technology will shape the future of India it already is. The real question is how consciously we are shaping it in return.

With this idea at its core, IFIM College, Bengaluru hosted the 1st National Conference on Bharat Synapse@2047: Contours of a Future-ready Bharat on March 5 and 6, 2026. The conference brought together academia, industry professionals, and young researchers to engage in meaningful discussions about the role of technology in shaping the nation's future.



# CAMPUS INSIGHT

The inaugural session, led by Dr. Gobardhan Das, Director of IISER Bhopal, set the tone with a perspective that connected modern innovation with India's traditional knowledge systems. His address highlighted the importance of looking at technological progress not in isolation, but as part of a larger intellectual and cultural framework.

Over two days, the conference featured keynote sessions, panel discussions, and technical presentations covering areas such as Artificial Intelligence, digital transformation, governance, entrepreneurship, and sustainability. What stood out was the way these ideas were interconnected, encouraging participants to think beyond individual disciplines.



The technical sessions reflected strong engagement, with participants presenting research on AI, cybersecurity, data analytics, and smart systems. The discussions that followed showed a shift towards active participation, where ideas were not just presented, but questioned and explored.

Beyond the sessions, the conference created space for interaction and exchange of ideas, making the learning experience more open and collaborative. The valedictory session marked the conclusion of the event, recognizing key contributions and insights.

More importantly, the conference reinforced a simple yet powerful understanding that building a future-ready Bharat is not just about technology, but about thoughtful innovation, collaboration, and responsibility.

Because in the end, the future will be shaped not just by what we create, but by how consciously we choose to create it.

## 3. SHAPING EDUCATION WITH OUTCOMES IN MIND

IFIM College recently conducted a two-day workshop on Outcome Based Education (OBE) on March 30 and 31, 2026, bringing together 48 faculty members from diverse departments including MBA, BBA, BCA, B.Com, Languages, and Law. The session focused on rethinking how education is designed, delivered, and assessed, with a stronger emphasis on measurable outcomes and industry relevance.

The workshop was led by Dr. Suresh Mony and Dr. Jayasankaran, who guided participants through both the conceptual and practical aspects of OBE. The first day began with an introduction to the fundamentals of Outcome Based Education, followed by discussions on identifying gaps between academic learning and industry expectations. Program Heads presented their needs analysis reports, highlighting key areas for improvement based on stakeholder feedback.



As the sessions progressed, participants worked on defining Graduate Attributes and Enabling Outcomes, with each group presenting their ideas and receiving constructive feedback. The concept of Revised Bloom’s Taxonomy was also introduced, helping faculty understand how to frame clear and measurable learning outcomes.



One of the key highlights of the workshop was the “design-down approach,” which demonstrated how curriculum planning can be structured starting from job roles and moving towards courses and co-curricular activities. This gave participants a clear roadmap for aligning academic content with real-world requirements.

# CAMPUS INSIGHT

One of the key highlights of the workshop was the “design-down approach,” which demonstrated how curriculum planning can be structured starting from job roles and moving towards courses and co-curricular activities. This gave participants a clear roadmap for aligning academic content with real-world requirements.



The second day focused more on hands-on learning. Faculty members collaborated in groups to apply the concepts discussed and develop structured frameworks for their respective programs. Sessions on CO-PO mapping and attainment calculations provided practical tools to measure how effectively course outcomes align with program goals.



The workshop not only strengthened faculty understanding of OBE but also encouraged collaborative thinking and innovation in curriculum design. Participants found the sessions highly interactive and appreciated the practical approach, which made complex concepts easier to implement.

## 4.A NIGHT OF RECOGNITION AND CELEBRATION: KANYATHON X GOLDEN SOIREE 2026

The IFIM campus came alive on the evening of March 27, 2026, as students and faculty gathered at the amphitheater for Kanyathon X Golden Soiree 2026. Blending recognition with celebration, the event created a lively and memorable atmosphere that carried through the entire evening.



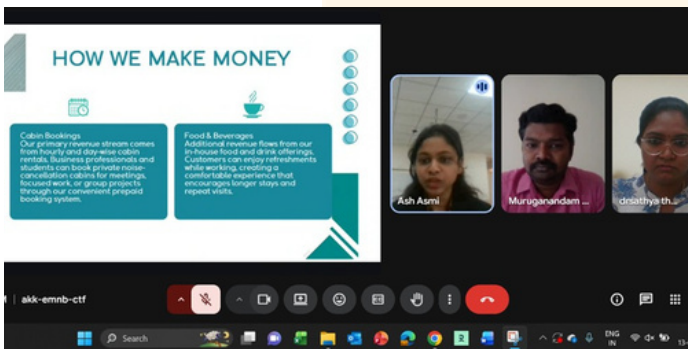
The program began with the Kanyathon segment, where the spotlight was on the people behind the success. Volunteers and core team members were recognized for their dedication and hard work, with certificates and appreciation awards being presented across various categories such as Sales, Revenue, Leadership, and Commitment to Excellence. One of the most proud moments of the evening was the announcement of the Overall Championship Trophy, awarded to IFIM College and JAGSoM, celebrating their collective achievement.

As the evening progressed, the energy shifted into celebration mode with the Golden Soiree. The stage lit up with vibrant dance performances and a confident ramp walk, where students showcased not just style but also their creativity and presence. The excitement only grew as the event opened into a dance floor, giving everyone a chance to relax, celebrate, and truly enjoy the moment.

More than just an event, Kanyathon X Golden Soiree 2026 was a reflection of teamwork, talent, and the spirit of togetherness. It was an evening that not only celebrated achievements but also created memories that will stay with everyone long after the lights dimmed.

## 5. FROM IDEA TO ENTERPRISE: FUTURE ENTREPRENEURS TAKE THE STAGE

Innovation met opportunity at IFIM College on March 13, 2026, as the Department of Languages and the Commercial Club organized the Business Pitch Presentation titled “Future Entrepreneurs Forum: From Idea to Enterprise.” The event brought together 46 students, with 10 teams from B.Com IV Semester presenting their business ideas in a competitive and engaging environment.



The session was evaluated by Mr. B. Dhanraj, Managing Director of T.S.B. Mark Oils and an expert in international business collaborations. His industry insights added depth to the event, giving students a real-world perspective on what it takes to turn an idea into a viable enterprise.

Each team presented innovative concepts ranging from AI-based solutions and co-working spaces to creative ventures like Honeybun Cakes and Kabadi Plus. The ideas were assessed based on innovation, market feasibility, clarity of presentation, communication skills, and effective use of visual aids. More than just pitching, the students demonstrated their ability to think strategically, work collaboratively, and communicate ideas with confidence.

The feedback provided by the panelist played a crucial role in helping students refine their ideas and understand practical business challenges. It also highlighted the importance of aligning creativity with market needs and execution strategies.

IFIM COLLEGE, BANGALORE (An Autonomous Institute, Affiliated to Bangalore University) B.Com - IV SEMESTER- BATCH 2024 Speaking Assessment								
S.L.NO	Team No	Title	Business Idea and Innovation (10)	Market Understanding and Feasibility (10)	Content Organisation and Clarity (10)	Communication and Presentation Skills (10)	Visual Aids and Time Management (10)	TOTAL (50 Marks)
1	Team 1	Skilleda	7	7	6	6	6	0
2	Team 2	E-novita	9	9	9	9	9	0
3	Team 3	Kabadiplus	9	9	9	9	9	0
4	Team 4	Spaced pen	9	9	9	9	9	0
5	Team 5	Yoda AI	8	7	7	7	7	0
6	Team 6	The next team	8	7	7	7	7	0
7	Team 7	AI Based PDF Locker	9	10	9	10	9	0
8	Team 8	Honeybun cakes cafe	9	8	9	9	8	0
9	Team 9	Next Steps Robot Kit	8	7	7	7	7	0
10	Team 10	Co-working space	9	8	9	9	8	0

Overall, the Business Pitch Presentation stood as a meaningful step towards nurturing future entrepreneurs, empowering students to think beyond ideas and move closer to enterprise.

# STUDENT EXHIBIT

## 1. PITCH PERFECT: SHANTANU SECURES TOP SPOT AT ISBR

Showcasing innovation, strategy, and confidence, IFIM's MBA student Shantanu brought home the first prize at the prestigious "Genesis Pitch" competition by ISBR Business School. Competing against more than 40 teams, he emerged as the winner after successfully navigating three intense rounds of competition.

Each round challenged participants to think on their feet, requiring them to develop a fresh product idea, build a business strategy, and present it effectively within a limited time. Rising to the challenge, Shantanu demonstrated strong analytical thinking and creativity at every stage.



The final round pushed the competition to a higher level, where participants presented their ideas before a panel of venture capitalists and investors. Judged on innovation, feasibility, and presentation skills, Shantanu's performance stood out, earning him the top position along with a cash prize of ₹20,000.

This achievement reflects not just his entrepreneurial mindset, but also his ability to perform under pressure and communicate ideas with clarity and impact. It stands as a proud moment for IFIM, highlighting the talent and potential of its students on competitive platforms.

# CREATIVE NEXUS

## ART



~Varnika  
BBA II SEM

# FACULTY CORNER

## 1. Sharpening Skills for Success at Christ Academy

An insightful session on Aptitude and Skills Training was recently conducted at Christ Academy Institute for Advanced Studies by Prof. Dilip B, aimed at preparing MBA and MCA students for upcoming placement opportunities. The session brought together learning and interaction, creating a space where students could actively build their problem-solving abilities.



Focusing on key areas like concept clarity, application strategies, and real-time problem-solving techniques, the session helped students understand how to approach aptitude tests with both speed and accuracy. It also highlighted practical test-taking methods that align closely with industry expectations.

What made the session stand out was its interactive approach. Students were encouraged to participate, ask questions, and work through problems, making the learning experience more engaging and effective. Prof. Dilip B also stressed the importance of consistent practice, analytical thinking, and a structured approach to preparation.

Overall, the session served as a valuable step towards placement readiness, boosting both the skills and confidence of students as they prepare to take on competitive exams and recruitment processes.

# FACULTY CORNER

## 2. Contributing to Academic Excellence Beyond Campus



Marking a moment of academic contribution and recognition, Prof Mahaboob Subani from IFIM College was invited as a Resource Person for the Bangalore University BBA IV Semester SEP syllabus session held at Soundarya Institute of Management and Science, Bengaluru.

The session focused on delivering insights and guidance related to the SEP syllabus, contributing to a deeper understanding of the curriculum among participants. Conducted successfully, the session reflected a meaningful exchange of knowledge and academic expertise.



Such opportunities highlight the institution's active involvement in the academic community and its commitment to sharing knowledge beyond campus, strengthening collaboration and learning across institutions.

# CRITICAL PERSPECTIVE

## CRITICAL PERSPECTIVE ON WOMEN EMPOWERMENT WITH SPECIAL EMPHASIS ON KANYATHON – A RUN FOR HER 2026 ON INTERNATIONAL WOMEN’S DAY 08TH MARCH 2026.

### INTRODUCTION

Women empowerment has become a defining theme of the 21st century, symbolizing the global struggle for gender equality, dignity, and rights. In India, empowerment initiatives have gained momentum through policy interventions, grassroots movements, and public campaigns. Among these, symbolic events like Kanyathon – A Run for Her 2026, organized on International Women’s Day, represent an emerging trend of combining social awareness with community participation.

While such initiatives are celebrated as progressive steps, a critical perspective raises important questions: Do these events lead to real empowerment, or do they remain symbolic gestures? This article critically examines women empowerment in India, using Kanyathon 2026 as a focal lens to explore both its potential and limitations.

### UNDERSTANDING WOMEN EMPOWERMENT: BEYOND THE SURFACE

Women empowerment is often interpreted as providing women with opportunities—education, employment, and participation. However, a critical understanding goes deeper:

- Empowerment is not mere participation, but control over decisions
- It is not visibility, but agency and autonomy
- It is not temporary inclusion, but structural transformation

In India, empowerment is frequently measured through statistics such as literacy rates or workforce participation. While these indicators show progress, they do not necessarily reflect whether women have freedom, safety, and authority over their lives.

# CRITICAL PERSPECTIVE

## KANYATHON 2026: SYMBOLISM AND SOCIAL SIGNIFICANCE

Kanyathon – A Run for Her 2026, held on International Women’s Day, represents a symbolic and participatory movement aimed at promoting women empowerment.

Such events typically include:

- Public marathons or runs advocating gender equality – SDG 5
- Participation of women across age groups – SDG 10
- Awareness campaigns on women’s rights and safety – Article 21
- Involvement of NGOs, corporates, and local communities – SDG 11

## POSITIVE CONTRIBUTIONS OF KANYATHON

### 1. Awareness Creation

Kanyathon plays a crucial role in bringing attention to gender issues:

- Encourages public dialogue on women’s safety and rights
- Engages youth and urban populations
- Promotes visibility of women in public spaces

### 2. Community Engagement

- Builds solidarity among participants
- Encourages men to support gender equality
- Creates a shared platform for advocacy

### 3. Symbolic Reclamation of Space

Women running freely in public spaces challenges traditional restrictions on mobility, symbolizing:

- Freedom
- Confidence
- Breaking societal barriers

## CRITICAL PERSPECTIVE: LIMITATIONS OF EVENT-BASED EMPOWERMENT

Despite its positive aspects, Kanyathon also reflects broader challenges in the empowerment discourse.

### 1. Symbolism vs. Structural Change

Events like Kanyathon often emphasize symbolic participation rather than structural reform.

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# CRITICAL PERSPECTIVE

- A single-day event cannot address deep-rooted inequalities
- Participation does not guarantee long-term empowerment
- The focus may shift from solving problems to celebrating visibility

This raises the concern of “performative empowerment”—where actions appear progressive but lack substantive impact.

## 2. Urban-Centric Nature

Kanyathon events are typically organized in urban areas, leading to:

- Limited participation from rural women
- Exclusion of marginalized communities
- Reinforcement of existing inequalities

Thus, empowerment becomes accessible mainly to privileged sections of society, leaving behind those who need it most.

## 3. Commercialization of Empowerment

Many such events are sponsored by corporate entities, which can lead to:

- Branding overshadowing the cause
- Empowerment being used as a marketing tool
- Shift from activism to event management

While corporate involvement provides resources, it also risks turning empowerment into a commercial narrative rather than a social mission.

## 4. Prolonged Engagement

Kanyathon generates enthusiasm for a short period, but:

- Momentum does not fade after the event
- Follow-up initiatives encourage long-term impact
- Participants may not engage in sustained activism

True empowerment requires continuous effort, not one-day celebrations.

## 5. Ignoring Ground Realities

Events like Kanyathon may not fully address:

- Domestic violence
- Workplace discrimination
- Lack of education in rural areas
- Economic dependency

These issues require policy interventions, legal enforcement, and grassroots change, which go beyond symbolic runs.

# CRITICAL PERSPECTIVE

## WOMEN EMPOWERMENT IN INDIA: PERSISTENT CHALLENGES

Even as events like Kanyathon gain popularity, several systemic challenges remain:

### 1. Patriarchal Social Structure

- Decision-making power often rests with men
- Cultural norms restrict women's choices

### 2. Safety and Violence

- Women continue to face harassment and violence
- Fear limits mobility and opportunities

### 3. Economic Inequality

- Low female labor force participation
- Wage disparities and informal employment

### 4. Intersectional Inequality

- Marginalized women (based on caste, class, region) face multiple disadvantages

These challenges highlight that empowerment is not just about participation in events but about transforming everyday realities.

## REIMAGINING KANYATHON: FROM EVENT TO MOVEMENT

For initiatives like Kanyathon to contribute meaningfully, they must evolve beyond symbolic gestures.

### 1. Integration with Policy and Action

- Link events with government schemes and local programs
- Provide access to legal aid, education, and employment resources

### 2. Inclusive Participation

- Extend outreach to rural and marginalized communities
- Ensure accessibility for all socio-economic groups

### 3. Year-Round Engagement

- Organize workshops, training sessions, and follow-ups
- Build sustained community networks

### 4. Focus on Measurable Impact

- Track outcomes such as increased education, employment, or safety awareness
- Move from participation metrics to impact metrics

### 5. Challenging Social Norms

- Use the platform to address patriarchy and gender stereotypes
- Encourage dialogue at family and community levels

# CRITICAL PERSPECTIVE

## CASE REFLECTION: THE DUAL NATURE OF KANYATHON

Kanyathon 2026 represents both:

- Hope: A visible, collective assertion of women's rights
- Limitation: A reminder that symbolic actions alone are insufficient

It reflects the broader paradox of women empowerment in India—progress coexisting with persistent inequality.

## CONCLUSION

Women empowerment in India is a multifaceted and ongoing process. Events like Kanyathon – A Run for Her 2026 play an important role in raising awareness, fostering solidarity, and symbolizing change. However, a critical perspective reveals that such initiatives must not be mistaken for comprehensive solutions.

True empowerment requires:

- Structural reforms
- Continuous engagement
- Cultural transformation
- Inclusive and intersectional approaches

Kanyathon should not remain just a celebration of empowerment—it should become a catalyst for sustained action and real change. Only when symbolic gestures are supported by concrete efforts can empowerment move from visibility to reality, ensuring that every woman, regardless of her background, experiences genuine freedom and equality.

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## THE GRATITUDE EDIT

Dear Readers,

We're thrilled to bring you a fresh and inspiring edition of *The Catalyst!* Your energy and enthusiasm keep us going as we strive to share stories and ideas that spark curiosity, challenge perspectives, and start conversations that matter. Every article and feature has been handpicked to inform, inspire, and connect with you.

Thank you for being such an important part of *The Catalyst* community—your support and feedback fuel everything we do!

*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)