



# SAMSMRITI



DEPARTMENT E-NEWS LETTER

Vol - 6  
Issue-1 July 2025



## DEPARTMENT OF MANAGEMENT STUDIES

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# SAMSMRITI

Volume 6, Issue 1 July 2025

## Dear All

It gives us immense pleasure to welcome you to yet another inspiring edition of our **Department of Management Studies Newsletter** — a platform where we capture the heartbeat of our academic community and celebrate the milestones that define our shared journey.

In this edition, we bring you a vibrant collection of articles, success stories, event highlights, and creative expressions from both our **dynamic students and esteemed faculty**. Each contribution is a testament to our commitment to academic excellence, innovation, and the relentless pursuit of knowledge.



At the Department of Management Studies, we believe that learning extends beyond the classroom. It is about **building character, nurturing leadership, and empowering individuals to create a meaningful impact**. Through every initiative, every achievement, and every collaborative effort, we strive to cultivate an environment where curiosity is encouraged, ideas are celebrated, and potential is transformed into purpose.

This newsletter is more than just a compilation of events — it is a **celebration of our people, our progress, and our passion**. It reflects the spirit of teamwork, resilience, and continuous growth that drives us forward as a community.

We extend our heartfelt gratitude to all our contributors, faculty members, students, and supporters who have made this edition possible. Your dedication and enthusiasm are the driving forces behind our success.

As you turn these pages, we invite you to join us in this journey of exploration, inspiration, and excellence.

Happy Reading.

**Warm regards,  
The Editorial Team**



# New Paths, Bold Starts: Induction & Outbound: A Journey Begins

## 1. Lakshya : The Leadership Expedition – Empowering Future Leaders



Organised “Lakshya: The Leadership Expedition,” a dynamic two-day student development program held on 20th and 21st January 2025 for the 2nd year MBA students (Batch 2023-2025).

Led by Mr. Vinay S. Patil, Leadership Coach and Founder of SkillFix Consultants Pvt. Ltd., Bengaluru.

The program focused on cultivating leadership qualities, critical thinking, emotional intelligence, and team-building skills. Through interactive workshops, real-time problem-solving, and experiential learning, students gained valuable exposure to the practical dimensions of leadership beyond the classroom. The program successfully bridged academic concepts with industry expectations, receiving



## 2. PG Inauguration Ceremony – Batch 2024–26

### Day 01: PG Inauguration Program

The Department of Management Studies hosted the inauguration ceremony of the First Year Postgraduate Programmes (MBA, MCA & MTech) on 8th January 2025. The event was graced by Mr. Rajesh A, Associate Director – MowE, IIM Calcutta, as the Chief Guest, and Dr. Bhimasen Soragaon, Principal, JSSATE-B. Mr. Rajesh inspired the students with his valuable insights on leadership, innovation, and professional growth. The session marked a motivating start for the incoming batch of 2024–2026, encouraging them to strive for excellence in all aspects of their postgraduate journey.



### Day 02: Outbound Activities

On 9th January 2025, the Department conducted Day 2 of the PG Induction Program with engaging Outbound Training activities. Led by Mr. Raghavendra, Master Trainer from Dhal Media, the session emphasised leadership, communication, and team-building through interactive games. Students participated enthusiastically, fostering strong peer connections and a collaborative learning environment for the incoming batch of 2024–26.



## Day 03 : Session 01 - Indian Management for Global Effectiveness

On 10th January 2025, the Department organised a thought-provoking session as part of the PG Induction Program, featuring Dr. Suresh N from S-VYASA University on "Indian Management for Global Effectiveness." He emphasised the relevance of Indian ethos in global business, inspiring students to pursue value-based leadership as they begin their academic journey.



## Day 03 : Session 02 - Wellness Matters: A Session on Mental & Emotional Wellbeing



On 10th January 2025, as part of the PG Induction Program, the Department hosted an insightful session on "Mental Health, Emotional, Psychological, and Social Wellbeing," conducted by Dr. R Divya, MD Psychiatry, RRMCH. Dr. Divya emphasised the importance of mental and emotional balance, sharing practical strategies to manage stress and build resilience. The interactive session encouraged students to prioritise self-care

as they embark on their academic journey, concluding the program on a thoughtful and positive note.

# Inspire & Ignite: Guest Lecture Series

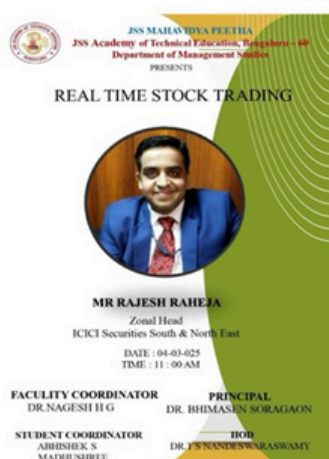
## Industry Insights in the Classroom

### 1. Insights on Marketing Trends and Consumer Behaviour

On 22nd February 2025, an expert session titled "Insights on Marketing Trends and Consumer Behaviour" was organised. The session was led by Mr. B. Vinod Kumar, an industry expert from Accenture and the New York Institute of Finance, specialising in Supply Chain Operations and Global Sourcing. Mr. Vinod Kumar provided in-depth perspectives on emerging marketing strategies, shifting consumer behaviour, and the global factors shaping business decisions today. The interactive session offered students valuable real-world insights, enhancing their readiness for strategic roles in the evolving business landscape.



### 2. Exploring the World of Real-Time Stock Trading



On 4th March 2025, our students attended an enriching session on Real-Time Stock Trading led by Mr. Rajesh Raheja, Zonal Head – South and North East, ICICI Securities. The session provided hands-on exposure to stock market operations, live trading, and investment strategies, bridging academic learning with real-world financial practices. Students gained practical insights into market dynamics and decision-making in volatile conditions.



### 3. Expert Talk on the Role of AI in the Recruitment Process

On 15th March 2025, the Department organised an expert talk on "The Role of AI in the Recruitment Process" by Mr. Supreeth M. G., Talent Acquisition Specialist at L&T Infotech, Bengaluru. The session offered valuable insights into AI-driven recruitment, with students actively exploring real-world applications, case studies, and emerging HR technologies.



### 4. Guest Lecture on Workplace Ethics by Pushpa Vasista



On 15th March 2025, the Department organised a guest lecture on Workplace Ethics by Ms. Pushpa Vasista, Entrepreneur and Founder of Kalegoodu Home and Living. Drawing from her entrepreneurial journey, Ms. Vasista shared valuable insights on ethics in professional settings, decision-making, and sustainable practices. The highly interactive session saw enthusiastic student participation, reflecting their keen interest in ethical leadership and workplace integrity.

## 5. Unlocking the Future of Supply Chain

On 5th April 2025, Mr. Manjunath Prasad, Director – Product Management & Customer Success at Winmore, addressed 3<sup>rd</sup> semester MBA students(2023-25) Batch on “Introduction to Logistics & Supply Chain: Challenges, Trends & Opportunities.” He shared valuable insights on how modern supply chains are evolving amid global disruptions, digitalization, and shifting customer demands. The session, enriched with real-life examples and scenario-based exercises, offered students a practical understanding of logistics and its strategic importance in today’s business landscape.



## 6. From Classroom to Corporate: Essential Communication Tools for the Modern Workplace

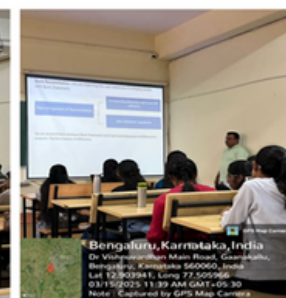


On 22nd March 2025, the Department organised an interactive session "From Classroom to Corporate: Essential Communication Tools for the Modern Workplace," led by Ms. Dhavana B. S., Executive in Global Semiconductor Procurement & Supply Chain at Mercedes-Benz. The session focused on workplace communication essentials, including email etiquette, virtual collaboration, presentation skills, and cross-cultural communication. Through role plays and real-life corporate scenarios, students gained practical insights to enhance their professional readiness.



## 7. Industry Expert Talk on Bank Reconciliation Statement

An expert talk on Bank Reconciliation Statement (BRS) was conducted on 15th March 2025, led by Mr. Ajay Kumar, a seasoned financial expert with 16 years of industry experience across Software, IT, Hospitality, and emerging ventures. The session provided valuable insights into the significance, process, and practical applications of BRS in corporate financial management. Mr. Kumar emphasised the importance of regular reconciliation for maintaining financial accuracy and discipline, equipping students with essential real-world financial practices.



## 8. Expert Talk on Emerging Trends in Accounting and Auditing



The Department organized a guest lecture titled "An Expert Talk on Emerging Trends in Accounting & Auditing" on 3rd April 2025 from 11:00 AM to 1:00 PM. The session was delivered by Ms. Sharanya, Senior Associate – Business Management MGO India Private Limited (An US based Accounting & Consulting Firm). The talk focused on the evolving landscape of accounting practices and auditing methodologies in today's dynamic business environment. The session proved to be highly informative for the students, bridging the gap between academic concepts and industry practices.

## 9. Union Budget and Its Implications on the Indian Economy

An expert talk on Bank Reconciliation Statement (BRS) was conducted on 15th March 2025, led by Mr. Ajay Kumar, a seasoned financial expert with 16 years of industry experience across Software, IT, Hospitality, and emerging ventures.

The session provided valuable insights into the significance, process, and practical applications of BRS in corporate financial management. Mr. Kumar emphasised the importance of regular reconciliation for maintaining financial accuracy and discipline, equipping students with essential real-world financial practices.





# Budget in Focus: Live Streaming & Economic Discussion 2025-26



On 1st February 2025, the Department organised a live streaming session of the Union Budget 2025-26. The session aimed to enhance students' understanding of India's economic framework, fiscal policies, and government priorities. Students are actively engaged by taking notes and participating in post-session discussions, gaining valuable insights and sharpening their real-time economic analysis skills



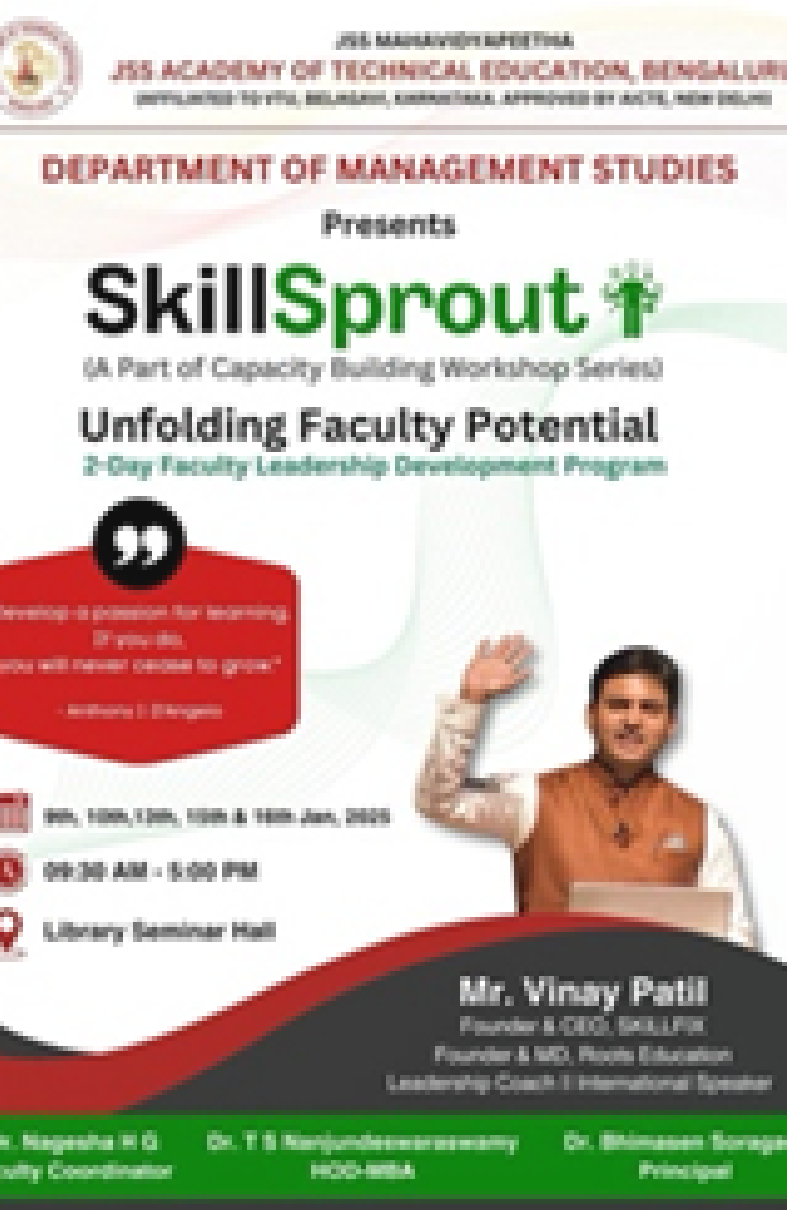


## Empowering with Excel: Practical Training for 2nd Year MBAs

Organised a 30-hour Advanced Excel Training Program for 2nd year MBA students, conducted by Ambition Inc., Bengaluru, from 8th February to 22nd March 2025 on weekends. The program focused on advanced data analysis, spreadsheet modelling, and automation techniques using Excel, with hands-on sessions covering formulas, pivot tables, dashboards, macros, and financial modelling. An assessment was conducted, and students who completed the training were awarded certificates of achievement. The program provided a practical learning experience, significantly enhancing students' analytical skills and industry readiness



# Faculty Leadership Development Program: Skill Sprout



**JSS ACADEMY OF TECHNICAL EDUCATION, BENGALURU**  
(AFFILIATED TO VTU, BELAGAVI, KARNATAKA. APPROVED BY AICTE, NEW DELHI)

**DEPARTMENT OF MANAGEMENT STUDIES**  
Presents

## SkillSprout

(A Part of Capacity Building Workshop Series)

### Unfolding Faculty Potential

2-Day Faculty Leadership Development Program

**“Develop a passion for learning. If you do, you will never cease to grow.”**  
- Anthony J. Bonino

**9th, 10th, 13th, 15th & 16th Jan, 2025**  
**09:30 AM - 5:00 PM**  
**Library Seminar Hall**

**Mr. Vinay Patil**  
Founder & CEO, SKILLFIX  
Founder & MD, Roots Education  
Leadership Coach & International Speaker

**Dr. Nagesha R G**  
Faculty Coordinator

**Dr. T S Nanjundeswaraswamy**  
HOD-MSM

**Dr. Bhimaseshwar**  
Principal

Organised the Faculty Leadership Development Program: Skill Sprout from 9th-10th, 13th, and 15th-16th January 2025, covering 161 teaching staff across three batches. Led by Mr. Vinay Patil, Leadership Coach and Founder of Skillfix, the program focused on enhancing leadership, innovation, effective communication, and modern teaching strategies to foster student engagement and academic excellence.







# UNLOCKING OPPORTUNITIES: MOU SIGNED

Empowering Digital  
Futures:  
MoU Signed with  
HiveMinds Pvt. Ltd

On 4th April 2025, the Department of Management Studies, JSSATE Bengaluru, signed an MoU with M/s. HiveMinds Pvt. Ltd., a unit of Madison World, is to offer digital marketing training and workshops for MBA students. The partnership aims to enhance industry readiness through hands-on learning and expert-led sessions. Dr. Pradeep M. P., Associate Professor, has been appointed as the coordinator to oversee the initiative, strengthening the department's industry-academia connect.

# INDUSTRIAL VISIT

## HiveMinds Innovative Market Solutions Pvt Ltd

On 5th June 2025, the Department organised an industrial visit to HiveMinds Innovative Market Solutions Pvt. Ltd., at Global Tech Park, Bengaluru, for first-year MBA students (Batch 2024–2026).



The visit offered valuable exposure to performance analytics, data-driven decision-making, and strategic digital marketing in practice. It provided students with meaningful industry interaction and deeper insights into real-world business operations, effectively bridging classroom learning with industry experience.



# INDUSTRIAL VISIT

## Wildcraft India Pvt. Ltd.

On 5th March 2025, the Department organised an industrial visit to Wildcraft India Pvt. Ltd., Bengaluru, for 3rd semester MBA students.



The visit offered valuable exposure to manufacturing, supply chain, and operations management, with students actively engaging in discussions on brand strategy and real-world business practices. This hands-on learning experience effectively bridged classroom concepts with industry application.



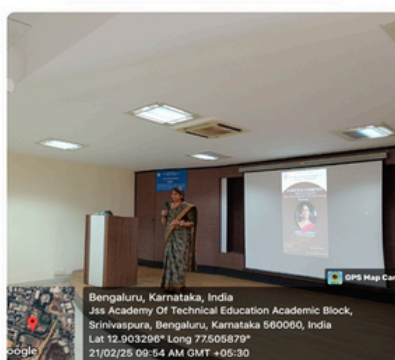
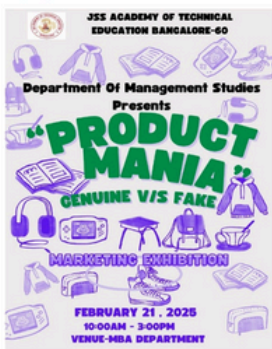
# From Theory to Trade: Investment Banking Workshop

## Workshop on Investment Banking Operations

On 25th June 2025, the Department organised a guest lecture on Investment Banking featuring Mr. Maheshwar Narayanan from Imarticus Learning. Drawing from his extensive experience in banking compliance and operational management, Mr. Narayanan shared key insights on investment banking concepts, industry trends, and career opportunities. The session bridged academic learning with industry practices, providing students with valuable real-world perspectives and essential skills for the sector.



## Product Mania: Spot the Real, Beat the Fake



On 21st February 2025, the Department of Management Studies, JSSATE Bengaluru, organised "Product Mania" to promote awareness on brand authenticity and counterfeit goods. MBA students set up over 50 stalls showcasing original and imitation products, creating a fun, hands-on learning experience that emphasised smart consumer choices and market awareness.



# POTLUCK

On 22nd January 2025, the MBA Department hosted a Potluck Gathering that brought together students, faculty, and staff in a joyful celebration of community and culture. The event featured a diverse culinary spread, storytelling, and lively bonding, creating an atmosphere of warmth and camaraderie. It beautifully reflected the department's commitment to holistic and inclusive learning beyond the classroom.



**JSS MAHAVIDYAPEETHA**  
**JSS ACADEMY OF TECHNICAL EDUCATION BENGALURU**  
(Affiliated To VTU, Belagavi, Karnataka Approved By AICTE Newdelhi)  
**DEPARTMENT OF MANAGEMENT STUDIES**

INVITE YOU TO JOIN FOR



JANUARY  
WEDNESDAY **22** AT 12.30PM  
2025

VENUE: ROOM NO.B005  
MBA BLOCK

Abhishek Gurikar  
Suman P  
**STUDENT COORDINATORS**

Dr. Pradeep M P  
Dr.Nagesha H G  
**FACULTY COORDINATORS**

Dr. T S Nanjundeswaraswamy  
**HEAD OF DEPARTMENT**

Dr. Bhimasen Soragaon  
**PRINCIPAL**





# THINK. LEARN. LEAD

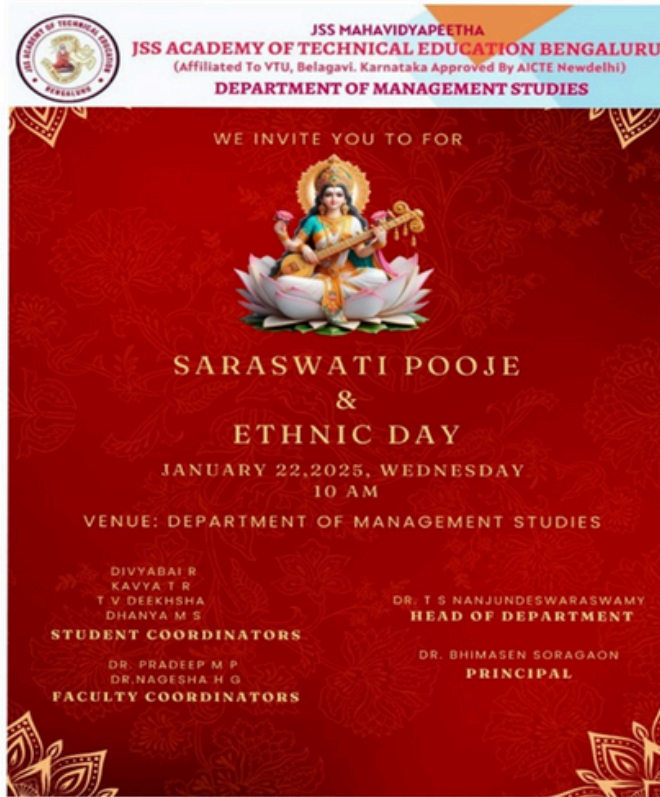
## Inauguration of the Knowledge Club

On 22nd January 2025, the Department of Management Studies proudly inaugurated the Knowledge Club, a platform to foster intellectual curiosity, innovation, and lifelong learning. The event featured a dynamic keynote by Mr. Vinay Patil, popularly known as the “Josh Machine”, who inspired students to pursue self-driven learning and stay attuned to global trends. The Knowledge Club aims to become a vibrant hub for discussion, discovery, and continuous growth, supporting the department’s vision of holistic education





# Saraswathi Pooja Celebration: Embracing Wisdom Through Tradition



On 22nd January 2025, the Department of Management Studies celebrated Saraswathi Pooja with devotion and cultural vibrance, honouring the Goddess of Knowledge. The pooja, inaugurated by Mr. Vinay Patil, saw enthusiastic participation from Faculty Members, Students, and Staff. Traditional rituals and cultural performances created a serene and festive atmosphere, reflecting the department's commitment to holistic development by blending tradition with academic life.





# THE SPARK OF NEW BEGINNINGS: FRESHERS' DAY CELEBRATION OF 2024-2026 BATCH

On 31st January 2025, the Department of Management Studies hosted a vibrant Freshers' Day celebration, organized by 2nd year MBA students to warmly welcome the MBA Batch of 2024–2026. The event featured ice-breakers, games, cultural performances, and lively interactions that fostered a sense of belonging and joy. It beautifully reflected the spirit of unity, leadership, and hospitality within the MBA community.





# PLACEMENT



**Mr. VARUN S P**

IJS23BA058

M/s Intellipaat Ltd

CTC: Internship stipend 25K & 9 LPA



**Ms. DIVYA BAI R**

IJS23BA024

M/s Intellipaat Ltd

CTC: Internship stipend 25K & 9 LPA



**Mr. SONIKA H C**

IJS23BA051

M/s Intellipaat Ltd

CTC: Internship stipend 25K & 9 LPA



**Ms. BHOOMIKA V**

IJS23BA012

M/s TCS

CTC: 5.88 LPA

## Champions Among Us: Students Achievements



1. Priyadarshini V and Abhishek J, 1st year MBA students, showcased their entrepreneurial skills by securing third place at the Inter-college Business Plan Competition organized by K. S. School of Engineering and Management (KSSEM). After attending a preparatory workshop on business plan development, they impressed judges with their well-structured proposal and strong presentation.

Their achievement reflects the spirit of innovation, teamwork, and practical learning fostered by the department.



2. Ms. Chandana S P, USN: 1JS22BA014, (2022-24) Batch secured 5th Rank in VTU Exams.





FACULTY  
ACHIEVEMENTS:



1. Dr. Pradeep M. P. was invited as the Chief Guest at the V-SMART Awards Ceremony on 24th February 2025 organized by the MCA & MBA departments of Vidyavahini Group of Institutions, Tumkur. He shared valuable insights on academic growth and lifelong learning while celebrating student achievements. The department extends its appreciation to the organizers and congratulates all the award winners.

2. Dr. Pradeep M P completed 3 – Months (20th September 2024 to 17th November 2024) Faculty Internship at Lodestar Education Private Limited.



3. Dr. Nagesha H. G. was invited as the Chairperson at the conference organized by Adichunchanagiri University on 7th March 2025. His contribution added valuable academic leadership to the event, and the department takes pride in his representation at this prestigious platform.

4. Prof. Sowmya C U served as one of the Core Coordinators for Verve'25, the institute's flagship Techno-Cultural fest held from May 7th to 9th, 2025. Her leadership in planning, organizing, and executing this large-scale event was instrumental to its success, creating a vibrant platform that celebrated student talent, innovation, and community spirit.



# RESEARCH ACHIEVEMENTS

## PUBLICATIONS:

1. Dr. Roopa Temkar V, **Mrs. Sowmya C U**, Mrs. Priya Rudrawadi, Mrs. Rashmi Patil(2025) "A Study To Evaluate The Impact Of SAP HR Module Interventions Concerning With Health Care HR Process" African Journal of Biomedical Research, Vol. 28(1s) (January 2025); 1023 – 1030. DOI: <https://doi.org/10.53555/AJBR.v28i1S.6312>.
2. **Dr. Nagesha H G**, Rakesh H M, Manjunatha M K, K Nandan Giri "Microfinance and Sustainable Environmental Sciences, Vol.11 No.8 2025, ISSN:2229-7359, IF: 0.40. <https://theaspd.com/index.php/ijes/article/view/1389>
3. **Dr. T S Nanjundeswaraswamy**, T.S., Bharath, S. and Nagesh, P. (2025), "Leadership dynamics: unveiling the nexus amid employee commitment and leadership styles", Journal of Management Development, Vol. 44 No. 2, pp. 279-307. <https://doi.org/10.1108/JMD-08-2024-0260>
4. **Dr. T S Nanjundeswaraswamy**, T.S., Bharath, S., P., N. and B.R., M. (2025), "Harmonizing quality and sustainability: a comprehensive analysis of total quality management and green manufacturing practices in small and medium-sized enterprises", International Journal of Lean Six Sigma, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/IJLSS-10-2024-0236>
5. Yuvaraj Nath, Praveen Kumar & **M. P. Pradeep** (28 Feb 2025): Enhancing Customer-Salesperson Relationships: The Role of Salesperson Behavioral Traits and Relational Cohesion in the Banking Sector, Journal of Relationship Marketing, DOI:10.1080/15332667.2025.2471666
6. Bellary Chiterki Anil, Jayasimha Sondekoppa Rajkumar, Arun Kumar Gowdru, Kiran P Rakshitha, Samitha Khaiyum, **Basavaiah Lathamani**, Balakrishnan Ramadoss(2025) "Interpretable AI for Liver cancer Detection: Cascaded CNN & GLCM Integration" Engineering, Technology & Applied Science Research, Vol. 15, No.2, 2025, 21243-21248.
7. **Chaya J Swamy**, Aruna Adarsh, "The Impact of Work-Life Balance Initiatives on IT Employees' Wellbeing and Job Performance" DOI: 10.1504/IJSOM.2025.10070276 International Journal of Services and Operations Management INDERSCIENCE PUBLISHERS.



## Patents

### Patents Filed:

1. Dr. Pradeep M P, has filed a patent titled "Vertical Abrasive Belts Grinding Machine" This invention proposes a novel design aimed at improving the efficiency, precision, and versatility of grinding operations using vertically oriented abrasive belts. The innovation addresses challenges in material removal and surface finishing, offering potential applications in both industrial and academic settings.
2. Dr. Lathamani B and Ms. Chaya J Swamy, have filed a patent titled "A System and Method of Emotion-Based Methods for Workplace Stress Management Using AI, Cognitive Language, and Vision." This innovative system leverages AI to analyze facial expressions, voice tone, posture, and communication patterns to detect workplace stress in real time and recommend personalized strategies. The invention aims to promote emotional well-being and productivity, highlighting a forward-thinking integration of technology and management.



# Articles by Students

## 1. Artificial Intelligence in Education: A Tool to Empower or Replace

Artificial Intelligence (AI) is rapidly transforming the way students learn and teachers teach. From personalized learning apps to AI tutors and writing tools like ChatGPT, education is becoming more interactive and accessible. Students can now get answers instantly, solve doubts online, and even improve their writing and language skills with AI assistance. This has made learning more flexible and efficient, especially during online classes or exam preparation.

However, the increasing use of AI also brings concerns. Many educators worry that overdependence on AI might reduce students' critical thinking and creativity. Instead of trying to understand concepts, students may copy ready-made content, leading to shallow learning. There is also a risk of students losing interest in independent thinking, which is a core skill for future success. AI may offer support, but it should never replace human understanding. To avoid these challenges, it's important to use AI responsibly. Teachers can guide students on when and how to use AI tools—such as for idea generation or language improvement, not for copying entire assignments. Parents can also encourage offline learning habits, discussions, and problem-solving exercises. A balanced approach helps students become both tech-savvy and thoughtful learners.

In conclusion, AI in education is a powerful tool when used wisely. It can empower students to learn better and faster, but it must be used to support not substitute their thinking. Technology should enhance human potential, not replace it. The goal is to grow smarter with AI, not because of it

**-Ms. Madhushree P C**  
2nd year MBA



## 2. PM Modi's \$500 Billion Mission: INDIA-US Partnership

India and the United States, two of the world's largest democracies, are building more than just friendly ties, they're shaping a future together. In his recent visit to Washington, Prime Minister Narendra Modi unveiled a bold goal: to push India-US trade to \$500 billion, while deepening cooperation in defense, space, technology, and education. This visit was more than just a diplomatic handshake it was a strategic mission to place India at the center of global progress.

India and the US plan to jointly manufacture fighter jet engines and advanced weapon systems. This aligns with India's "Make in India" vision and strengthens the country's strategic capabilities. PM also emphasized on education and people to people ties, student exchanges, research partnership, and the role in Indian diaspora in the US was also recognized. In a world facing shared challenges like climate change, digital transformation, and security, India and the US are choosing to collaborate, not compete. PM Modi's Washington visit is a powerful reminder that diplomacy can build bridges, open doors, and unlock a better future for all.

Currently, trade between the two countries stands at around \$191 billion. PM Modi's "Mission 500" aims to more than double this figure in the coming years. This will bring more opportunities for Indian businesses, startups, and youth to engage globally from exports and tech partnerships to job creation and innovation. One major area of focus during the visit was technology, collaboration on cutting edge sectors like semiconductors, AI, and space research. Another breakthrough was in defense cooperation.



**-Ms. Deeksha U**  
2nd year MBA

### 3. Four Friends, Different Dreams: The MBA Journey

The four MBA students at JSS Academy of Technical Education embarked on a transformative journey, one that would not only shape their academic and professional trajectories but also forge an unbreakable bond between them. As they navigated the challenges of their postgraduate program, they found solace, support, and strength in each other.

Through countless late-night study sessions, group projects, and brainstorming ideas, they transformed from strangers to close friends, united by their shared goals and aspirations. Their friendship became a source of motivation, inspiration, and comfort, helping them overcome obstacles, celebrate successes, and grow both personally and professionally.

As they progressed through their MBA program, they created unforgettable memories, from participating in college festivals and industry events to collaborating on projects and sharing laughter-filled moments. These experiences not only deepened their bond but also instilled in them valuable skills, knowledge, and perspectives that would benefit them throughout their careers.

The bond they formed serves as a testament to the power of relationships forged in academia, demonstrating that with support, camaraderie, and mutual encouragement, individuals can overcome even the most daunting challenges and achieve greatness. Their story is a shining example of the impact that meaningful friendships can have on one's life, and the memories they've created will undoubtedly last a lifetime.

Divya, Kavya, Madhu, and Sandya - these four friends have proven that together, anything is possible, and their friendship will continue to inspire and motivate them to achieve greatness in all their future endeavours.

### 4. Accounts in LIFE

My Life is a balance, Sheet!  
My birth is my opening Stock!  
My character is my Capital!  
Views are my Liabilities!  
What comes I debit, what goes I Credit!  
Ideas are my Assets!  
Happiness is my Profit!  
Sorrow is my Loss!  
Heart is my Fixed Asset!

Duties are my Outstanding Liabilities!  
Knowledge is my investment!  
Good things I always Appreciate!  
Bad things I always Depreciate!  
Thinking is my Current Account!  
Behaviour is my Journal Entries!  
Aim of life is to tally Balance Sheet!  
And finally, death is my Closing Stock!

### 5. A Great Day

Dear friends, which is a great day? you may say "My Birthday!" or you may say "Holiday!". but I say TODAY is the day, which is ever great. You may ask why.

Yes, TODAY is a great day, because:

Yesterday is gone, tomorrow is unknown What we have is TODAY alone!

Whatever we want to do can be done only TODAY!

We may plan to do something tomorrow, but we can really do it only when that tomorrow becomes TODAY!

We can laugh TODAY, we can weep TODAY, we can enjoy TODAY, we can think TODAY, and and...

The gate of our prosperous future has to open up this blessed TODAY!!!!



**-Ms. Divya Bai R**  
2nd year MBA



## 6. Axiom Mission 4: A Landmark in Global Space Collaboration and India's Human Spaceflight Endeavour

Axiom Mission 4 (Ax-4), launched on June 25, 2025, marked a significant milestone in global space collaboration and private spaceflight. Operated by Axiom Space in partnership with SpaceX, the mission carried a multinational crew—including India's Group Captain Shubhanshu Shukla—to the International Space Station (ISS). Shukla became the first Indian to visit the ISS and the second Indian in space. The 14day mission focused on scientific research in microgravity, with experiments involving plant growth, muscle loss, and microbial behaviour—contributing to future human spaceflight capabilities.

Shukla's participation highlights India's growing role in international space exploration and complements ISRO's preparations for the upcoming Gaganyaan mission. Ax-4 demonstrates the effectiveness of public– private collaboration in advancing space science and underscores the increasing importance of commercial missions in low-Earth orbit. The mission also strengthens India's position in global aerospace and paves the way for deeper scientific and technological contributions in the future.



**-Ms. Shivatmi N**  
2nd year MBA

## 7. Psychological and Behavioral Responses of Generation Z to Contemporary Geopolitical Tensions

Generation Z, born between 1997 and 2012, is growing up in a world marked by rapid digital communication and constant global developments. In recent years, geopolitical tensions—including wars, conflicts, and political instability—have had a profound impact on the mental and emotional well-being of this generation. Their response to such events is distinct from previous generations, shaped largely by their digital environment.

Unlike older age groups who rely on traditional media, Generation Z consumes information primarily through social media platforms. This leads to immediate exposure to news, often in emotionally charged or unfiltered formats. While this can foster awareness, it may also contribute to anxiety, stress, or emotional fatigue.

Behaviorally, Gen Z tends to cope by engaging in online discussions, sharing supportive content, or turning to digital wellness tools. They are more open about mental health, often seeking help through virtual platforms or peer communities. Humor, irony, and creative expression are also common coping strategies, helping them process complex emotions in a more accessible way.

At the same time, the overwhelming flow of information can result in desensitization or a sense of helplessness. While their digital fluency encourages connection and awareness, it also poses challenges to mental stability when not balanced properly.

In summary, Generation Z's psychological and behavioral responses to global tensions reflect their unique position in the digital age. Supporting their mental well-being requires an understanding of both their vulnerabilities and their resilience in navigating an increasingly complex world.



**-Ms. Deeksha D B**  
2nd year MBA

## 8. Robots Introduced in Shopping Malls

The integration of robotics in retail spaces has marked a new era in customer service and shopping experiences. Shopping malls across the globe are now introducing intelligent robots to enhance convenience, improve efficiency, and offer a futuristic ambiance to shoppers. These robots are designed to perform a variety of tasks, ranging from guiding customers to their desired stores, providing product information, handling customer queries, and even offering entertainment. Equipped with artificial intelligence (AI), touchscreens, voice recognition, and navigation systems, these robots are capable of understanding and responding to customer needs in real time. For example, a shopper looking for a specific brand can interact with a robot, which will not only provide directions but also walk them to the store. Some robots even support multiple languages, making them accessible to a diverse group of customers.

Moreover, robots are being programmed to collect data on customer preferences, helping mall management and retailers make informed decisions regarding product placement and services. During off-peak hours, these robots can be seen cleaning, restocking kiosks, or acting as security assistants. The presence of robots also adds an element of novelty and excitement, attracting more visitors, especially tech-savvy youth and families with children.



**-Ms. Pooja M**  
2nd year MBA



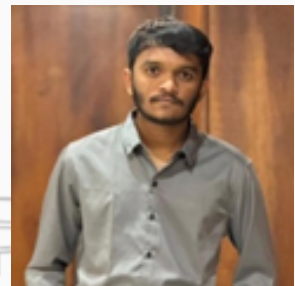
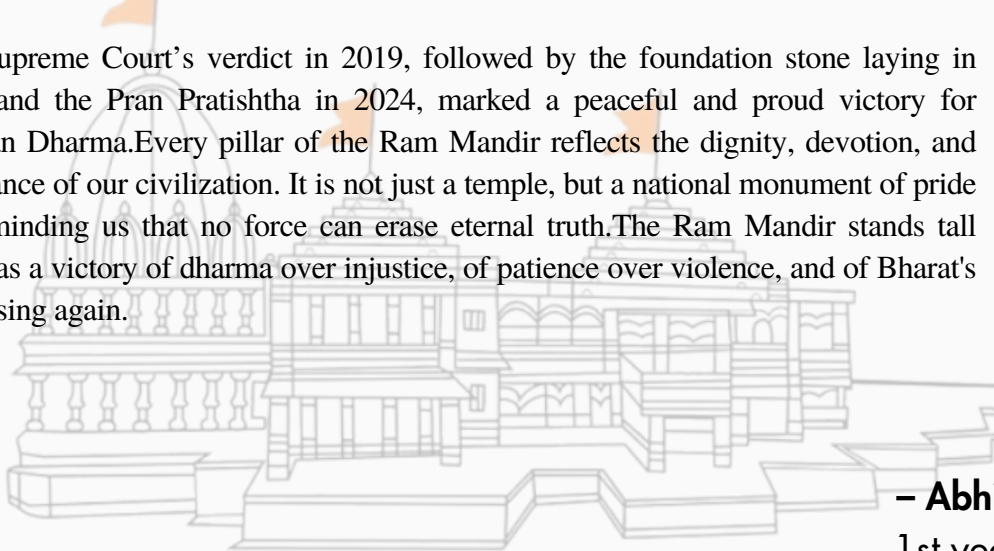


## RAM MANDIR

### THE ETERNAL TRIUMPH OF SANATAN DHARMA AND SACRIFICE

The Ram Mandir in Ayodhya is not just a structure of stone and pillars — it is a living symbol of Sanatan Dharma, sacrifice, and India's spiritual rebirth. For Hindus, Ayodhya is the sacred birthplace of Lord Ram, the embodiment of righteousness, truth, and ideal leadership. The journey toward building the temple was long and filled with pain, struggle, and sacrifice. For centuries, devotees, saints, and ordinary citizens carried the dream of rebuilding the Ram Mandir in their hearts. Many gave up their lives during temple movements, choosing faith over fear. The Karsevaks who sacrificed themselves are remembered not just as martyrs but as defenders of India's eternal culture. The Babri structure, built in the 16th century, stood as a wound in the heart of Sanatan Bharat. Yet, instead of choosing revenge, India chose the path of justice.

The Supreme Court's verdict in 2019, followed by the foundation stone laying in 2020 and the Pran Pratishtha in 2024, marked a peaceful and proud victory for Sanatan Dharma. Every pillar of the Ram Mandir reflects the dignity, devotion, and endurance of our civilization. It is not just a temple, but a national monument of pride — reminding us that no force can erase eternal truth. The Ram Mandir stands tall today as a victory of dharma over injustice, of patience over violence, and of Bharat's soul rising again.



– Abhishek J  
1st year MBA

### CONSCIOUS CAPITALISM: THE FUTURE OF BUSINESS IS ETHICAL

In today's profit-driven world, Conscious Capitalism challenges the notion that business and ethics don't mix. Pioneered by John Mackey and Raj Sisodia, this movement urges companies to serve all stakeholders not just shareholders including employees, customers, communities, and the environment. Real-world examples like Patagonia, with its bold environmental stands, and Tata Group, with its deep-rooted commitment to social good, show that businesses can be both profitable and principled. These organizations prove that when values lead, profit follows.

As MBA students and future leaders, the true test lies beyond balance sheets and market share it's in leading with purpose and moral courage. Ethical leadership builds trust, inspires teams, and ensures long-term success. The future belongs to those who not only drive results but also make a meaningful difference. Let's strive to be the kind of leaders who place people and the planet alongside profit because while Earth may be our only shareholder, humanity must be our greatest investment.

– Pranesh S  
1st year MBA



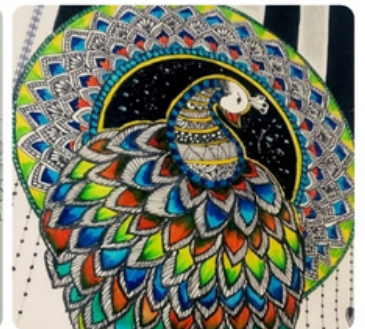
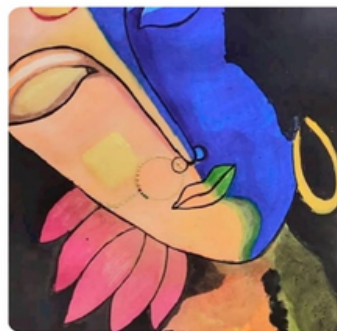
# Shades of Expression: "Turning thoughts into timeless art"



**-Ms. Aishwarya P S**  
2nd year MBA



**-Ms. Akhila T**  
2nd year MBA





## INSTITUTION VISION

To be among the finest Institutions providing Engineering and Management Education empowered with research, innovation and entrepreneurship.

## MISSION

- 1.Strive towards Excellence in the teaching-learning process and nurture personality development.
- 2.Encourage Research, Innovation & Entrepreneurship.
- 3.Train to uphold highest ethical standards in all activities.

## DEPARTMENT VISION

To be a centre of academic excellence in the area of management, nurturing innovation, research and entrepreneurship.

## MISSION

1. Impart quality education in management through an inclusive learning environment.
2. Instil the managerial skills, knowledge, attitude and abilities to sustain in the competitive business environment.
3. Inculcate leadership, innovativeness and entrepreneurship attributes to meet business challenges ethically and legally.

## PEOS

- Graduates will become management professionals by demonstrating knowledge, skills and attitude.
- Graduates will exhibit the proficiency to provide solutions real world problems as a team in a cross-functional and cross-cultural work environment.
- Graduates will adopt leadership styles to deliver the results ethically and legally.



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*Thank  
You..*