



Message from Executive Director, BSSS IAS



Dr Fr John P J
Executive Director, BSSS IAS

As we step into another promising quarter, I am filled with immense pride and joy for the continued growth and achievements of BSSS Institute of Advanced Studies. The first quarter of 2025 has been a testament to our commitment to academic excellence, professional development, and community engagement.

One of the most significant highlights of this quarter was the Business Fest 'Bizzabo'25', a National-Level Inter-Collegiate Management Event. The event brought together some of the brightest young minds, fostering an environment of healthy competition, innovative thinking, and leadership. The Fest provided an excellent platform for networking and peer learning. Recognizing the importance of leadership at every level of education, we have successfully conducted a *One-Day Capacity Building Program for College Principals*. This initiative aimed at enhancing the leadership and managerial skills of educators, reinforcing our commitment to holistic educational excellence. Another remarkable occasion was the BSSS IAS Alumni Meet, which served as a bridge

between our esteemed alumni and current students. It was a great experience to witness former students, now industry leaders, return to their alma mater to share their experiences and insights.

As the placement season unfolds, I extend my best wishes to the MBA Batch of 2023-25 and I am confident that their hard work, coupled with the guidance and support provided by our faculty and placement cell, will lead them to successful career opportunities. Likewise, I extend my heartfelt wishes to the MBA Batch of 2024-26 as they embark on their summer internships. This practical exposure will undoubtedly be instrumental in shaping their professional journeys.

As we continue forward, let us embrace the opportunities ahead with passion and perseverance. Our collective efforts will continue to propel BSSS IAS towards greater heights, shaping leaders who will make a meaningful impact in their respective fields.

Best wishes for the journey ahead!

Capacity Building Program on Transformational Leadership



Dear Readers,

We are delighted to present "Manthan" Vol. 4, Issue 1 (January–March 2025), the Quarterly Newsletter for the first quarter of the year. This period was marked by a vibrant array of academic, co-curricular, and extracurricular activities. The highlights of the quarter included the Management Fest: Bizzabo, One-day Capacity Building Program, and the Alumni Meet—each contributing to an enriching experience for our students and faculty alike. We extend our heartfelt gratitude to the entire 'Manthan' Newsletter team for their dedication in compiling this edition.

Looking forward to another dynamic and eventful quarter ahead!

Editorial Team

A one-day Capacity Building Program on 'Transformational Leadership for Enhancing Work-Life Integration' was organized in collaboration with the Department of Technical Education, Skill Development and Employment, Govt. of Madhya Pradesh (Yuva Shakti Mission)

The Chief Guest for the event was Mr. Raghuraj Madhav Rajendran (IAS), Secretary, Department of Technical Education, Govt. of MP and the Guest of Honor was Prof. A. K. Dharni, IFS (Rtd.) & Former PCCF, Kerala. The program was designed for Directors, Principals, and HoDs and was attended by over 50 participants from both government and private colleges of Madhya Pradesh in hybrid mode and featured sessions by distinguished speakers on leadership, self-branding, stress management, teamwork, and resilience. The program offered key insights to strengthen leadership and support professional growth.

Delegate Visit from University of Primorska, Slovenia

The Institute had the honor of hosting a distinguished delegation from the University of Primorska, Slovenia, marking the beginning of a collaborative partnership aimed at fostering academic excellence through research, training, and faculty-student exchange initiatives.

The delegates comprised Prof. Tomaz Grusovnik and Ms. Maja Bratus V., who visited the institute to engage in meaningful discussions on knowledge-sharing, interdisciplinary collaboration, and the potential for joint academic ventures. Their visit symbolized a significant step toward strengthening international alliances and unlocking promising avenues for academic growth and innovation.

The University of Primorska, located in Slovenia, is a renowned university known for its strong emphasis on research, sustainability, and international cooperation. It is committed to providing high-quality education across various disciplines, fostering an environment that encourages intellectual development and cross-cultural learning. This engagement between BSSS IAS and the University of Primorska reflects a shared vision of enhancing educational standards and expanding global learning opportunities.

guru mantra

The Union Budget's Impact on India's Business Landscape: Key Takeaways



The Union Budget 2025 arrives at a crucial juncture when India continues to be one of the world's fastest-growing economies despite global headwinds. Addressing pressing concerns such as job creation, investment stagnation, and inflation, the budget sets a progressive tone for India's economic trajectory. With strategic reforms and bold policy measures, the government has reinforced its commitment to economic resilience, fiscal discipline, and business-friendly reforms.

Empowering the Middle Class: A Game Changer: One of the most significant announcements is the income tax relief, with no tax applicable on annual incomes up to ₹12 lakh. Additionally,

the government has pledged to simplify income tax laws—modernizing the framework that dates back to 1961. These changes aim to enhance tax certainty, reduce litigation, and make compliance easier, fostering a more transparent tax ecosystem.

Boosting Startups & AI Innovation: Recognizing startups as engines of economic growth, the government has allocated ₹10,000 crore to support budding entrepreneurs. This fund injection will fuel innovation, job creation, and economic diversification. Further, the ₹500 crore investment in establishing a Centre for AI Excellence signals India's ambition to lead in artificial intelligence, a move that will drive technological advancements and industry transformation.

Global Integration & Investment Opportunities: Foreign investments are set to surge with the removal of FDI limits in the insurance sector, making India an attractive destination for global investors. This policy shift is expected to strengthen the insurance industry, enhance competition, and increase capital inflows. Moreover, the elimination of customs duties on multiple goods will boost trade, making Indian businesses more competitive globally.

Infrastructure & Fiscal Discipline: Infrastructure development remains a key focus, with increased spending aimed at improving connectivity, logistics, and urban development. Simultaneously, the government is determined to bring down the fiscal deficit to 4.4%, ensuring economic stability and sustainable growth.

This budget lays a strong foundation for India's business landscape, balancing economic growth with fiscal prudence. By encouraging investments, simplifying taxation, and fostering innovation, the government is paving the way for a more robust and resilient economy.

Mr. Sunil Tiwari

Senior Manager, Indirect Taxation
Ernst & Young, Gurugram, Haryana

The Future of Work: Trends in Remote and Hybrid Work Post-Pandemic



The COVID-19 pandemic forced a massive shift in how we work, and the effects are still being felt today. Remote and hybrid work models, once seen as temporary solutions, have now become mainstream, offering flexibility and freedom to employees and employers alike. Hybrid work models are one of the biggest trends shaping the future. These models combine in-office and remote work, giving employees the choice to work from home or come into the office when needed. For many, this blend creates a better work-life balance, reduces commuting time, and boosts productivity. Companies, in turn, benefit from reduced office space costs and the ability to attract

a wider talent pool. Remote work is no longer limited to certain industries or roles. Advancements in technology—like video conferencing, cloud-based tools, and project management apps—have made it easier for teams to collaborate from anywhere. This shift has opened doors for workers worldwide, creating new job opportunities and allowing employees to work for companies across the globe, regardless of location. With remote and hybrid work becoming the norm, flexible hours are also gaining popularity. The traditional 9-to-5 workday is being replaced by a more adaptable approach that allows employees to work when they're most productive. This flexibility is especially valuable for parents, caregivers, and those seeking better work-life integration.

The rise of digital nomads is another exciting trend. With the ability to work remotely, more people are embracing the freedom to travel while working. This global mobility is changing the way we view work and life, offering a new sense of freedom for both employers and employees. To support these shifts, companies are focusing more on employee well-being. Mental health, work-life balance, and stress management are becoming top priorities, with many businesses offering resources to help workers manage their personal and professional lives. Ultimately, the future of work is about flexibility, trust, and technology. Companies that adapt to these changes by embracing remote and hybrid models will attract top talent and foster stronger, more engaged teams.

CA Pooja Manwani

Senior Consultant, Direct and International Taxation
Roedl and Partner, Pune, Maharashtra

Voice Search Optimization: The Future of SEO



Voice search optimization is becoming essential in modern SEO due to the growing use of digital assistants like Siri, Alexa, and Google Assistant. As users increasingly prefer natural, question-based queries, businesses must adapt by using

conversational long-tail keywords, implementing structured data, and ensuring mobile responsiveness. These strategies enhance local visibility, build trust, and improve user experience. Additionally, creating content suited for featured snippets can increase the chances of appearing in voice search results. Overall, voice search optimization is vital for businesses aiming to stay competitive in the evolving digital landscape.

Embracing this shift not only boosts search rankings but also aligns with changing user behavior. The future of SEO lies in understanding and anticipating how people speak, not just how they type.

Ms. Yashika Golani

Digital Marketing Manager
Skills and Placement Services, Bhopal, M.P.

ALUMNI REFLECTIONS

Bridging Campus to Corporate



As I walk into interview rooms now—not as a nervous candidate, but as an HR professional—I often think back to my days at college. The anticipation before a placement drive, the group discussions in canteens, the late-night

resume tweaks—it's all still fresh.

But stepping into the corporate world taught me quickly that technical knowledge, while important, is just one piece of the puzzle. What truly sets a candidate apart is their readiness—to adapt, to learn, and most importantly, to manage expectations. Many students expect their first job to be exciting, perfectly aligned with their passion, and fast-tracked toward leadership. The reality? Your first job is often your best teacher, not your final destination. It's where you learn the soft skills: navigating office dynamics, understanding accountability, and building resilience. It's okay if it's not your dream role - it's your launchpad.

To the current students reading this: stay curious, stay humble, build relationships, ask questions, and never underestimate the power of a positive attitude. Corporate readiness isn't about knowing all the answers; it's about being open to learning them.

Wishing you all the best as you prepare to cross this exciting bridge from campus to career.

Warm regards

Ms. Ajita Thomas

MBA Batch 2021-23

The Future of Digital Marketing: AI-Driven Campaigns and Strategies



Artificial Intelligence is increasingly shaping the now and future of digital marketing by enabling more personalized and data-driven campaigns that allow firms and organizations to deliver more value to consumers and generate cash flows efficiently. AI allows brands to create and deliver content to consumers at the right place and at the right time. For example, with the use of geo-marketing technologies, companies can send personalized ads to consumers based on their location by using GPS and Wi-Fi data.

AI and the wide adoption of 5G services have led to precise campaigns. Magnum, one of the widely famous ice cream brands in the world, utilized geolocation in its campaign Find Your Summer to find sunny places in the middle of winter for consumers to enjoy their ice creams. Through push notifications, the brand sent discounts and directed users to nearby stores. The campaign was an enormous success, leading to an increase in sales by 66% in the off season. And AI is not limited to efficient delivery of content and value alone. It is transforming content creation by enabling brands to rapidly produce high-quality and relevant content on a scale. Content aside, AI is also ensuring brands are at the forefront of data analytics and metrics. Verizon, a telecommunications company, uses AI to recognize at-risk customers and offers them personalized retention deals, reducing churn. Cybersecurity is a big topic in our increasing digital lives. Mastercard, a card payment multinational, employs AI to detect fraudulent transactions before they can impact banks, blocking disruptions and losses for the end consumers. The ability to manage and monitor data on a global scale like Mastercard would simply be impossible without AI.

AI is revolutionizing digital marketing on multiple fronts: content creation, delivery, data analytics, and cybersecurity to name a few. As AI technologies continue to evolve, their integration into marketing campaigns will deepen, offering more innovative tools to engage customers and offer value.

Mr. Sanjeet Patel
MBA (Marketing), Batch 2023-25

The Importance of Networking in Building a Successful Career



As a Human Resource student at BSSS Institute of Advanced Studies, I've discovered that networking is more than just exchanging business cards. It's about forming relationships that can lead to new opportunities. Our institute frequently organizes events like Leaders' Summit, Colloquium, expert interactions, and various other networking events. These provide a great chance to connect with industry experts, peers, and potential employers. Attending these events helps us learn about the latest trends and

practices in our respective fields. One major event was, Bizzabo'25, a National-level Management Fest. I got the chance to work at different levels, from grassroots to top-tier management on the organization of the event. Through this experience, I've learned that networking is essential for connecting with candidates, establishing contacts with university or college faculty, and building goodwill. These connections are vital for career advancement and professional growth.

Networking allows us to gain insights and exchange ideas that help us make informed decisions about our career paths and stay competitive in the job market. Moreover, networking helps build a strong personal brand. Engaging in conversations at events, participating in online forums, and being active on social media can establish us as thought leaders in our field. This visibility can lead to new opportunities, such as job offers, collaborations, and invitations to speak at events. Networking is a powerful tool for building a successful career. "Networking is not about just connecting people. It's about connecting people with people, people with ideas, and people with opportunities." — Michele Jennae

Ms. Shivani Chand
MBA (Dual), Batch 2023-25

BSSS IAS Alumni Meet 2025

BSSS Institute of Advanced Studies, Bhopal hosted the inaugural BSSS IAS Alumni Meet 2025 for the Batch of 2022-24, celebrating enduring bonds and the institute's continued growth. Alumni now working with esteemed organizations such as Asian Paints, Axis Bank, Just Dial, and ICICI Prudential gathered for this memorable event. They shared heartfelt memories and personal journeys, reflecting their strong connection to the institution. This nostalgic gathering laid the foundation for meaningful discussions on the future of the BSSS-IAS Alumni Association. The meet further strengthened the alumni network, paving the way for future collaborations and a shared commitment to excellence.



BIZZABO 2K25:

A Grand Celebration of Talent and Innovation

BSSS Institute of Advanced Studies, Bhopal, successfully hosted BIZZABO 2K25, a National Level Intercollegiate Management Fest, on 18th January 2025. The event brought together participants from 30 colleges



across Madhya Pradesh and beyond, offering a dynamic platform to showcase their talent, creativity, and leadership. The Chief Guest of the event was Mr. Kapil Parmar, Arjuna Award 2024 recipient and Bronze Medalist in Judo, Paris 2024 Paralympic Games. The other Guests of Honor were, Mrs. Apeksha Shrivastava, Winner, Social Project - Universal Women India 2024, Ms. Megha Parmar, first female mountaineer from Madhya Pradesh to conquer Mt. Everest, Mr. Rahul Nema, KBC Winner and Manager, Gramin Bank, Misrod. The fest featured a series of electrifying competitions, each designed to challenge and inspire the participants:

- **Nukkad Natak:** A creative and socially impactful street play competition, where teams presented thought-provoking performances. The winner of this event was The Bhopal School of Social Sciences.
- **Band War of Music Titans:** A high-energy battle of bands, where musical groups mesmerized the audience with their performances. The title was bagged by Vibrato Band, Prestige Institute, Bhopal.
- **Spark:** Business Idea Hackathon: A platform for budding entrepreneurs to pitch innovative and unique business ideas. The winning team was from Maulana Azad National Institute of Technology, Bhopal.
- **Corporate Roadies:** A professional challenge-based competition designed to promote leadership, teamwork, and problem-solving skills. The winners were VNS Group of Institutions.
- **Beat The Dance Floor:** A high-energy dance competition featuring themes like Indian Folk, Festivals, Indo-Western, and Semi-Classical. The trophy was lifted by National Institute of Fashion Technology, Bhopal.

The fest was an exhilarating and transformative experience for all participants that fostered teamwork, leadership, and a spirit of collaboration, leaving a lasting impact on students. The overwhelming participation and enthusiastic response truly ignited creativity and inspired future leaders, making it an unforgettable chapter in the journey of BSSS IAS.



Industrial Visit to CG Power, Mandideep for MBA Batch 2024-26



Industrial Visit to Tesla Power Equipments & Projects Pvt. Ltd., Mandideep for MBA Batch 2023-25



Industrial Visit to Vardhaman Fabrics, Budhni for MBA Batch 2024-26



Republic Day Celebrations at BSSS IAS

Institute Bonanza

Strengthening Industry-Academia Collaboration: MoUs Signed by BSSS IAS

BSSS IAS continues to expand its academic and professional outreach by forging strategic partnerships with leading organizations. In a significant step toward enhancing industry-academia collaboration, BSSS IAS has recently signed Memorandum of Understandings (MoUs) with several esteemed organizations: -

Business Network International (BNI), Bhopal

- Cygnus Educate, Bhopal
- Business Standard Pvt. Ltd.
- Ecokaari Pvt. Ltd., Pune
- Khadyot Natural Pvt. Ltd., Bhopal
- Global Heavy Engineering Industries, Bhopal

These partnerships aim to provide students with hands-on learning opportunities, industry exposure, and skill development initiatives.

Empowering Future Leaders: Management Aptitude Development Program (MADP) by BSSS IAS

BSSS IAS continues to demonstrate its commitment to nurturing managerial capacity among Undergraduate students through its Management Aptitude Development Program (MADP). Designed to enhance career readiness and bridge the gap between academic knowledge and corporate expectations, MADP has enabled Collaborations with Academic Institutions. The Institute conducted many MADPs at different colleges that are:

- Govt. Geetanjali Girls PG College
- Raja Bhoj College, Mandideep
- Babulal Gaur Govt. PG College, BHEL
- Govt. Narmada College, Narmadapuram
- Govt. College Ghoda Dongri
- Govt. College Baghdona
- Government Mahatma Gandhi Memorial Post Graduate College, Itarsi
- Dr. B.R. Ambedkar Government Degree College, Amla
- Govt. Girls College, Betul
- Mata Gujri Girls College, Jabalpur

BSSS IAS has signed Memorandum of Understanding (MoU) with these prominent institutions across Madhya Pradesh. This partnership seeks to facilitate knowledge exchange, skill-building initiatives, and research opportunities, further strengthening the quality of education in management studies.

Forthcoming Events @ BSSS IAS

1. International Conference to be held on 25th and 26th April 2025.
2. Sessions by International Faculty from Synergy University, Moscow to be held in April 2025.
3. SIP Orientation Program to be held on 2nd May 2025.
4. Convocation for PGP MCB Batch 2023-25 to be held on 3rd May 2025.

Faculty Development Program on 'Case Writing'

A Faculty Development Program on "Case Writing" was organized, for the faculty members of BSSS IAS and The Bhopal School of Social Sciences, Bhopal. highlighting the importance of case studies in business education and research. The session emphasized case-based learning in MBA programs to enhance student skills and academia-industry collaboration. Prof. Dr. Harjeet Singh, Prof. Finance, Symbiosis Center for Managers, Pune shared insights on structuring impactful case studies.

Faculty Publications / Presentations

1. John, Jessy. "Exploring the Factors Influencing the Engagement Level of Employees Working in the Manufacturing Sector in Madhya Pradesh, India." OPUS HR Journal, vol. 15, no. 2, [2025]
2. John, Jessy. Integrated Stubble Shaver and Briquetting Machine. Design no. 443795-001, Class 15-09, 10 Jan. 2025. The Patent Office Journal, no. 11/2025, 14 Mar. 2025.

MANAGEMENT DEVELOPMENT PROGRAMMES

S. NO.	TOPIC	DATE (FROM-TO)
1.	Strategic EXCEL Proficiency with AI	25th - 26th November 2024
2.	Advanced Data Analytics for Managerial Decision-Making	8th - 9th January 2025
3.	Enhancing stress resilience through emotional intelligence skills	7th - 8th February 2025
4.	Perspectives of Analytics in Business Management	20th - 21st February 2025
5.	Transforming Workplace Practices for Better Sustainability	25th - 26th April 2025
6.	Mastering Personal Finance: Empowering Non-Financial Professional	2nd - 3rd May 2025
7.	Financial Fitness: Create Wealth and Financial Freedom	9th - 10th May 2025
8.	Data Visualization through Power Bi and Tableau for Enhancing Organizational Efficiency	16th - 17th May 2025
9.	Leadership & Organizational Skills for Educators & Administrators	26th - 30th May 2025

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E-6, Arera Colony, Danapuri Road, Bhopal, M.P. | 07552921781 (Office) | +91 7225840122 | +91 7223035813 | admissionoffice@bsassias.ac.in | info@bsassias.ac.in

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