



Dr Fr John P J
Executive Director, BSSS IAS

With the culmination of yet another vibrant academic year at BSSS Institute of Advanced Studies, I extend my warmest congratulations to the MBA Batch of 2023-25. Your academic journey has been defined by perseverance, intellectual growth, and an unwavering

Message from Executive Director

commitment to excellence. As you now transition into the professional realm, I am sure that the knowledge, competencies and values cultivated during your time here will empower you to emerge as impactful professionals and conscientious leaders.

This quarter marked a significant milestone with the successful hosting of the Post Graduate Program in Managerial Capacity Building (PGP MCB) Certificate Award Ceremony for the Batch of 2023-25—a moment of pride that underscores both the diligence of our students and the steadfast guidance of our faculty. The insights and capabilities acquired through this program will undoubtedly serve as a robust foundation for your future pursuits.

We were also privileged to convene a Two-Day International Conference on "Transformational Management Practices for Global Resilience". This event brought together a distinguished assembly of thought

leaders, industry practitioners and academicians from across the world. The rich exchange of ideas and best practices has invigorated our academic discourse and inspired our community to foster innovation and adaptability in the face of global change.

As we bid farewell to our outgoing cohort, we simultaneously prepare to welcome the MBA Batch of 2025-27. Our commitment remains resolute to offer an intellectually stimulating and supportive environment that nurture your aspirations and unlocks your potential.

Let us continue to embrace the spirit of lifelong learning with optimism and purpose. Together, we will uphold our legacy by nurturing leaders who create meaningful change.

Wishing you all great success in the promising journey ahead.

International Conference on Transformational Management Practices for Global Resilience

The BSSS IAS successfully hosted a two-day International Conference on "Transformational Management Practices for Global Resilience" in collaboration with Assumption University of Thailand, Bangkok, Thailand, Synergy University, Moscow, Russia and the University of Primorska, Slovenia. The event was inaugurated by Chief Guest Brigadier Rajnesh Singh Gaur, who commended the institution for choosing a theme of critical contemporary importance. The Keynote address was delivered by Prof. Dr Tomaz Grusovnik, Dean at the University of Primorska, Slovenia. Ms. Egorova Svetlana, faculty at Synergy University, Moscow, joined as Guest of Honor. The Conference featured seven parallel tracks focusing on digital transformation, sustainable development, financial



innovation and workforce upskilling. The conference brought together over 275 academicians, researchers, and professionals from 15 Indian states and five countries, showcasing its global relevance and

outreach. As the institute continues to illuminate the path of academic excellence, innovation and global partnership, it remains steadfast in its mission to foster a resilient and sustainable future for all.

Dear Readers,

We are pleased to present *Manthan* – Volume 4, Issue 2 (April–June 2025), the quarterly newsletter capturing the vibrant spirit of the second quarter of the year. This period witnessed a dynamic blend of academic, co-curricular and extracurricular engagements. Notable highlights include the Certificate Award Ceremony for the PGP MCB Batch 2023-25 and the Two-day International Conference, both of which contributed to a deeply enriching experience for our students and faculty.

We extend our sincere appreciation to the entire *Manthan* editorial team for their dedication and effort in bringing this edition to life. We look forward to another quarter filled with learning, growth and meaningful milestones!

Warm regards,

Editorial Team

PGP MCB Certificate Award Ceremony

BSSS IAS, in collaboration with Synergy University, Moscow, hosted the Certificate Award Ceremony for the Post Graduate Program in Managerial Capacity Building (PGP MCB), Batch 2023-25. The event marked the successful completion of the international value-added program by students of the Institute.

The Chief Guest was Dr. Fr. Augustine George, Principal, Kristu Jayanti College, Bangalore. Dignitaries included Most Rev. Dr. A A Sebastin Durairaj, Chairman, BSSS IAS & Archbishop of Bhopal, Ms. Yana Oseyeva, COO, and Ms. Egorova Svetlana, Faculty, Synergy University.

The ceremony celebrated the students' enhanced managerial and leadership competencies, and reaffirmed the institute's commitment to global academic collaboration and excellence.



guru mantra

Thrive at Work: How Meditation Can Transform the Modern Work Life



Nowadays, young professionals often encounter a range of challenges in the workplace. They may struggle with managing stress, building meaningful professional relationships with colleagues, seniors and supervisors, handling multiple responsibilities and tight deadlines, avoiding distractions, and most importantly, meeting expectations or delivering high-quality results under pressure. These challenges can

sometimes lead to poor decision-making and an aversion to taking necessary risks. Many begin to live with feelings of inadequacy or self-doubt. It allows for a deeper understanding of your thoughts, emotions, and behaviors. Scientific studies have shown that consistent meditation can even strengthen the immune system, reducing the likelihood of illness and stress-related conditions.

Start small — just 10 minutes a day with guided meditation can begin to shift your entire mindset. The true essence of meditation is to move your awareness beyond the analytical mind and start paying close attention to your inner world

— your thoughts, emotions and feelings. After all, how you think, feel and act shape your personality. To change your destiny, you must first change your personality.

Your life is a reflection of your thoughts. If you wish to transform something about your life, start by changing your energy. Because when your energy shifts, your entire reality begins to shift. A field so strong and coherent that there is no longer a vibrational match between you and your problems. Now is the time to apply the formula: Think, feel and act in alignment with the future you desire. When your heart and brain begin to synchronize — when they work in harmony

— you create a powerful frequency, like a strong Wi-Fi signal to the universe. That's when beautiful synchronicities begin to unfold in your life. Meditation isn't a break from life. It's how you begin to build the life you truly want.

Shweta Chopra

Principal

Blue Bells Hr. Sec. School, Maihar, MP

Impact of Emotional Intelligence in Life



Emotional Intelligence (EI) is the art of understanding and managing our own emotions, as well as responding empathetically to the emotions of others. Its five pillars—self-awareness, self-regulation, motivation, empathy and social skills—form the foundation for a balanced and fulfilling life. Individuals who develop EI are better equipped to navigate personal and professional challenges with grace,

resilience, and compassion.

A truly happy life isn't just about success or wealth; it's about emotional richness and human connection. Those who understand the art of living—who embrace positivity, discipline, and empathy—find joy in simplicity and strength in adversity. They become lights in the lives of others, spreading happiness through their words, actions, and energy. Unfortunately, today's society faces an increasing emotional disconnect. Stress, anxiety, and conflict are common—even among students, professionals and families. Root causes often include jealousy, ego, intolerance, unrealistic expectations and the lack of respect or communication. When these elements dominate, even simple situations become emotionally burdensome.

As Buddha said, "Asha hi dukh ka karan"—expectation is the root of sorrow. The more we expect from others, the more we risk disappointment. But we can't control others; we can only control ourselves. Through Emotional Intelligence, we can choose patience over frustration, empathy over judgment and gratitude over entitlement. Family structures have also evolved. In traditional joint

families, elders provided guidance, support, and discipline, creating a secure and respectful environment. Today, nuclear families are more common, and younger generations often struggle with tolerance and listening. Emotional gaps widen,

and with fewer support systems, stress creeps in. When we ignore the wisdom of our elders, we also lose an opportunity to nurture our own emotional maturity.

EI doesn't just benefit individuals—it strengthens society. It reduces conflict, builds trust and encourages helpfulness. Emotionally intelligent people tend to foster collaboration, kindness, and a sense of belonging in workplaces, communities and families. Yoga and meditation are powerful allies in this journey, enhancing mental clarity and emotional stability. Importantly, Emotional Intelligence is not inherited—it's cultivated. With conscious effort, we can improve how we respond to stress, criticism, or misunderstanding. We can become better listeners, more thoughtful leaders, and more compassionate human beings. This transformation isn't about being perfect; it's about being present, aware, and intentional.

In a world full of noise and pressure, EI helps us find peace within. It empowers us to live with dignity and grace, regardless of circumstance. By developing emotional intelligence, we nurture not just ourselves but also create a ripple of positivity in the lives of everyone around us.

Subodhh Kumar Sahu

Head HR

Parle Agro Pvt. Ltd., Mandideep

Alumni Reflections

Breaking Barriers: My Shift from Biotechnology to Finance



When I joined the MBA program at BSSS Institute of Advanced Studies, I was stepping into a completely new world. Coming from a science background, everything about

finance felt unfamiliar and, at times, overwhelming. But a budding curiosity about the stock market was enough to spark my decision to explore this new path. The transition wasn't smooth in the beginning. Concepts were new, the environment was fast-paced, and expectations were high. But what made all the difference was my

willingness to be an active learner. I made a conscious effort to move beyond my comfort zone — whether it was participating in classroom discussions, seeking guidance from professors, or joining club activities and team projects that added to my learning experience. Being a part of the FinWin Club and Cultural Club helped me connect with like-minded peers, and build critical soft skills. My role in the Placement Committee added a whole new dimension to my MBA journey. It taught me the value of teamwork, leadership, build networks, and gave me insight into the inner workings of recruitment. These experiences were instrumental in building the confidence I carried into my placement interviews. The

professors patiently guided me through subjects that were completely new. Every challenge during these two years turned into an opportunity for growth. Looking back, the MBA has been much more than just academics or landing a job — it has been a journey of transformation. It taught me resilience, adaptability, and the importance of continuous learning. This journey has not only changed my career path but has also shaped who I am today. To those starting their MBA — dive in wholeheartedly, say yes to new experiences, and never hesitate to stretch beyond what you think you're capable of.

Bhumika Bunker

MBA Batch 2022-2024

Academic Appetizers

The Shift from Traditional to Data-Driven Marketing



In today's hyper-connected world, the art of marketing has undergone a radical transformation. Traditional marketing, once dominated by broad campaigns on television, print and radio has steadily given way to data-driven marketing — a method that places consumer insights at its core. Data-driven

marketing enables brands to understand their audiences with unmatched precision. By analyzing customer behavior, preferences and purchasing patterns, companies can create hyper-personalized campaigns that deliver the right message to the right person at the right time. Unlike traditional marketing's 'one-size-fits-all' approach, data-driven strategies foster deeper engagement and higher conversion rates. The power of this shift is evident across industries. Brands now utilize tools like customer segmentation, predictive analytics and real-time performance tracking to refine their marketing strategies continuously. Furthermore, AI and machine learning are empowering marketers to automate content delivery and optimize user experiences in ways previously unimaginable. While traditional marketing establishes brand recall, data-driven marketing fuels relationship building. It transforms every customer interaction into an opportunity to learn, adapt and serve better. In an era where consumer loyalty is fleeting and competition is fierce, companies that leverage data responsibly and intelligently are the ones that thrive. Ultimately, the future of marketing lies not just in telling a great story but in telling it to the right audience, at the right moment, powered by the right insights.

Aarchi Chourey
 MBA (Dual), Batch 2023-25

Sustainable Finance: ESG Metrics in Investment Decisions



The finance world is changing as investors now look at Environmental, Social, and Governance (ESG) factors to make choices. They don't just care about money anymore; they also think about how companies affect the planet, people and how well they're run.

Environmental measures look at things like carbon output, energy use and trash handling. This shows how firms deal with climate change and use resources. Companies that manage their impact on nature are thought to be better prepared for new rules and problems. Social aspects cover worker well-being, variety in the workplace, customer protection, and community work. Firms with good social policies tend to get the best workers, keep customers happy and build trust with everyone involved. Governance measures look at how ethical leaders are how the board is set up how open the company is and what rights shareholders have. Good governance practices lower the chances of fraud and poor management. This helps companies stay trustworthy and stable in the long run. Global efforts like the UN Principles for Responsible Investment have boosted ESG investing. New reporting systems such as GRI, SASB, and TCFD have also played a part. Firms like MSCI and Sustainalytics rate ESG factors, but their different methods can lead to mixed results.

ESG faces some hurdles. Data isn't always consistent and it is hard to measure real impact. But new tech like AI and blockchain is making things clearer and easier to study. As more investors show interest and rules change, ESG now looks at wider issues. These include things like protecting nature and human rights. In the end, ESG measures have become key for today's investors. They let people make money while sticking to their values. This helps create a world economy that lasts longer, is more open and takes more responsibility.

Neelam Baharani
 MBA (Finance), Batch 2023-25



Summer Internship Orientation for MBA Batch 2024-26

The Summer Internship Orientation Program was organized for the MBA Batch 2024-26 to familiarize students with internship guidelines and professional etiquette. The session aimed to foster skill development, encourage career exploration and prepare students for the professional world through practical exposure. Internships at reputed organizations such as Amul, SBI Mutual Fund, ICICI Prudential, United Engineering Industries, Tesla Transformers, Times of India, Eicher Motors, Radio Mirchi and others are set to offer students valuable industry insights and meaningful career connections.

Sessions by International Faculty

As part of the Post Graduate Program in Managerial Capacity Building (PGP MCB), the BSSS Institute of Advanced Studies had the privilege of hosting Ms. Egorova Svetlana, esteemed faculty member from



Synergy University, Moscow, for an expert session on "Leadership and Team Building." The session delivered to MBA students, offered a blend of global perspectives and practical strategies aimed at enhancing leadership effectiveness and nurturing cohesive team dynamics. Drawing from international best practices and real-world case studies, Ms. Svetlana's interactive approach provided students with actionable insights into building resilient & collaborative teams in diverse business environments.

Training on Advanced Business Analytics for Academicians and Researchers

A three-day professional training program on advanced analytics was conducted to enhance teaching-learning capabilities among academicians. Designed to meet the growing demand for data-driven decision-making, the program offered practical training in tools like R, Python and Advanced Excel. Key sessions covered statistical fundamentals, predictive analysis, forecasting, data visualization and case-based learning. Participants engaged in hands-on activities gaining insights to improve research outcomes and classroom effectiveness. The initiative aimed to equip educators with essential analytical skills for today's data-centric academic landscape.

Club Activities

The Reflex Arena

The Thinking Hats Club hosted "The Reflex Arena", a thrilling two-round group event testing strategy, creativity and teamwork. Chief Guest, Ms. Laveena Rajwani, Director, Sanfield India Limited graced the occasion. The competition blended case battles with interactive games, embodying experiential learning and student engagement at its best. Vibhooiti Shukla, Sakshi Bhasin, Simran Upadhyay (Team Maverick) claimed victory, with Alisha Khan, Ayesha Ansari, Yashasvi Ghatpande (Team Sherlock) and Yashdeep Jat, Deepansh Shrivastava, Sharlin K. Thomas (Team Avengers) at runners-up positions.



Dare-E-Baaz

The Cultural Club hosted "Dare-E-Baaz," a lively event promoting creativity, teamwork and cultural knowledge. Eleven teams competed in rounds like Balloon Cup, Dumb Charades and a Quiz. Team Velocity - Aditya Singh Rajawat, Prince Rajput, Gaurav Jawalkar emerged victorious, Cultural Chronicles - Sharlin K. Thomas, Bhoopendra Marskole, Kinshuk Tamta and Hustle Squad - Anand Rajput, Aastha Tuteja, Diksha Dubey, secured second and third places respectively.



MoU with University of Primorska, Slovenia



BSSS Institute of Advanced Studies (BSSS IAS) signed a Memorandum of Understanding (MoU) with the Department of Education, University of Primorska, Slovenia, to foster international academic collaboration. The MoU was signed by Rev. Dr. John P. J., Executive Director, BSSS IAS, and Prof. Dr. Tomaz Grusovnik, Dean, Department of Education, University of Primorska during a virtual ceremony. The agreement focuses on promoting collaborative research, faculty and student exchange programs, and joint academic initiatives, marking a significant step toward strengthening global academic partnerships and enriching learning opportunities for both institutions.

Institute Bonanza

Faculty Publications/ Presentations

1. Nag, A. K., & Nag, S. (2025). Behavioral biases and investor decisions: A study of mutual fund investments in India (pp. 55-71). In Financial Innovation and Sustainable Growth. Indra Publishing House.
2. Sharma, S., & Nag, A. K. (2025). The impact of ESG score on firm valuation (pp. 1-8). In Financial Innovation and Sustainable Growth. Indra Publishing House.
3. Soni, A., & Nag, A. K. (2025). Fostering green finance for sustainable development in M.P. (pp. 72-78). In Financial Innovation and Sustainable Growth. Indra Publishing House.
4. Dubey, A., & Nag, A. K. (Eds.). (2025). Financial Innovation and Sustainable Growth. Indra Publishing House. [ISBN: 978-93-6910-039-2].
5. Nag, A. K., & John, J. (Eds.). (2025). Behavioral Adaptations in a Changing World. Indra Publishing House. [ISBN: 978-93-6910-132-0].
6. Gupta, P., & Nag, A. K. (Eds.). (2025). Lifelong Learning and Upskilling for Workforce Resilience. Indra Publishing House. [ISBN: 978-93-6910-787-2].
7. Sankar, J. G., & Nag, A. K. (Eds.). (2025). Digital Transformation for Sustainable Growth. Indra Publishing House. [ISBN: 978-93-6910-789-6].
8. Kulkarni, K., & Nag, A. K. (Eds.). (2025). Resilient Startups and Sustainable Business Models. Indra Publishing House. [ISBN: 978-93-6910-460-4].
9. Durani, S. K., Ovais, D., & Nag, A. K. (Eds.). (2025). Embracing Disruption and Workforce Transformation. Indra Publishing House. [ISBN: 978-93-6910-646-2].
10. Sharma, P., & Nag, A. K. (Eds.). (2025). Sustainable Marketing Strategies in BANI World. Indra Publishing House. [ISBN: 978-93-6910-850-3].

Student Publications/ Presentations

1. Chandwani, M., Nag, A. K. (2025, April 25-26). Behavioral biases and investor decisions: A study of mutual fund investments in India [Paper presentation]. Two-Day Hybrid International Conference on Transformational Management Practices for Global Resilience, BSSS Institute of Advanced Studies, Bhopal, India. [Best Research Paper Award (Finance Track)]
2. Baharani, N., & Sharma, P. (2025). Resilient and Inclusive Mobile Banking: Sustainable Strategies for Financial Empowerment in India's BANI Landscape. Paper presented at the Two-Day Hybrid International Conference on Transformational Management Practices for Global Resilience, BSSS Institute of Advanced Studies, Bhopal, India.
3. Chand, S., Jain, H., & Paul, M. (2025). Integrating AI and Sustainability in

Personnel Management Systems: A Path to Corporate Responsibility. Paper presented at the Two-Day Hybrid

International Conference on Transformational Management Practices for Global Resilience, BSSS Institute of Advanced Studies, Bhopal, India.

4. Bhargav, M., & Sharma, P. (2025). Determinants of Online Shopping Behavior: An Empirical Study of Generation Z. Paper presented at the Two-Day Hybrid International Conference on Transformational Management Practices for Global Resilience, BSSS Institute of Advanced Studies, Bhopal, India.
5. Masroor, S., Joseph, S., Gupta, P., & Kulkarni, K. (2025). Digital Price Mark-Ups: A Study of Consumer Behavior Towards Artificially Inflated Food Prices on E-Commerce Platforms. Paper presented at the Two-Day Hybrid International Conference on Transformational Management Practices for Global

Resilience, BSSS Institute of Advanced Studies, Bhopal, India. [Awarded Best Paper of the Track]

6. Soni, M., & Paul, M. (2025). Financial Impact of Technology

Integration: Fostering Entrepreneurial Resilience in India's Informal Waste Sector. Paper presented at the Two-Day Hybrid International Conference on Transformational Management Practices for Global Resilience, BSSS Institute of Advanced Studies, Bhopal, India.

7. Lodhi, J., Vasani, P., Kulkarni, K., & Gupta, P. (2025). A Comparative Study of Conventional Marketing Strategies versus Social Media Marketing Strategies in Brand Retention among Customers in the Digital Era. Paper presented at the Two-Day Hybrid International Conference on Transformational Management Practices for Global Resilience, BSSS Institute of Advanced Studies, Bhopal, India.

MANAGEMENT DEVELOPMENT PROGRAMMES

S. NO.	TOPIC	DATE (FROM-TO)
1.	Mastering Personal Finance: Empowering Non-Financial Professionals	07th - 08th July 2025
2.	Enhancing Stress Resilience Through Emotional Intelligence Skills	18th - 19th July 2025
3.	Advanced Excel For Enhancing Managerial Effectiveness	25th - 26th July 2025
4.	Streamlining Office Intelligence And Documentation Dynamics	22nd - 23rd August 2025
5.	Wellness Masterclass For Impactful Leaders	23rd August 2025
6.	Advanced Excel For Enhancing Managerial Effectiveness	29th - 30th August 2025
7.	Empowering Middle-Level Managers As Transformational Leaders For Organizational Sustainability And Sustenance	12th - 13th September 2025
8.	Safety Practices In Industrial Manufacturing: Care & Compliance	19th - 20th September 2025
9.	Advanced Excel For Enhancing Managerial Effectiveness	26th - 27th September 2025
10.	SOP - Based Competency Mapping For Skill Development	26th - 27th September 2025



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