



**Dr Fr John P J**  
Executive Director, BSSS IAS

## Message from Executive Director

As we embark on another promising academic session, it is heartening to witness the unwavering trust that students and stakeholders continue to place in BSSS IAS. The steadily rising admission numbers and this year's stellar placement record stand as a powerful testimony to the value and excellence we strive to deliver each day. Our success is not the result of chance but of consistent commitment. A special note of appreciation goes to our dedicated Placement and Admission Teams whose relentless efforts have played a pivotal role in strengthening this trust and expanding our reach. This relentless pursuit of academic rigour, blended with a student-first philosophy, has enabled BSSS IAS to achieve in a few short years what many institutions take decades to realise. Our pedagogy balances conceptual depth with real-world exposure, preparing students not merely to adapt to change but to lead it.

In a significant leap forward, we have introduced the Corporate Chair Initiative—a bold step to strengthen Industry—Academia

collaboration. With over 25 meticulously curated training modules, this platform is designed to redefine how business schools contribute to corporate learning and professional development. It is yet another stride towards positioning BSSS IAS as the premier B-School of Madhya Pradesh, one that leads rather than follows. Adding to our vibrant ecosystem, we are delighted to welcome students not only from the North Eastern states of India but also from diverse regions across the country, including central, western, and southern India. Their presence brings fresh perspectives, cultural richness, and an inspiring exchange of ideas—further enhancing the dynamic learning environment that defines BSSS IAS. As we move ahead with conviction and clarity, we remain steadfast in our mission to transform BSSS IAS into a radiant hub of knowledge, innovation, and holistic growth. With God's grace and the collective efforts of our faculty, staff, and students, we continue to light minds—and in doing so, light the world.

## MBA Batch 2025-27 Orientation



Dear Readers,

We are pleased to present the Quarterly Newsletter – “Manthan” Vol 3 Issue 3, July – Sept '2025 for the fourth quarter of the year 2024. The quarter witnessed several academic, co-curricular, and extra-curricular initiatives. The major highlights of this quarter were the 4th Foundation Day Celebrations, MBA Induction Program, and the comprehensive Five-Day Orientation Programme for PGP–MCB Batch 2025–27. We place on record our sincere gratitude to the entire “Manthan” Newsletter team for compiling this edition.

Looking forward to another vibrant quarter

Warm regards,

Editorial Team

The Institute organized the Orientation Program for the MBA Batch 2025–27, blending inspiration with academic direction. The Executive Director, Rev. Dr. Fr. John P. J., in his address, emphasized the role of values, discipline, and integrity as pillars of management education. The Chief Guest of the event, Mr. Mahesh Punjwani, Managing Director, Harsh Express Pvt. Ltd., motivated the students to embrace challenges and commitment to lifelong learning in their professional journey. Dr. Jessy John, HOD, outlined the academic framework and value-added programs, while Dr. Durdana Ovais Chairperson-Admissions highlighted the importance of holistic development. The program was graced by the presence of Registrar Mr. Kuriakose Emmanuel, Sr. Jaseentha MD, faculty, and staff, creating an atmosphere of encouragement and guidance. The Orientation Program laid a strong foundation for the new batch, marking the beginning of their transformative MBA journey.

## Foundation Day



BSSS IAS celebrated its Fourth Foundation Day on August 3, 2025, showcasing the institute's pursuit of academic excellence, research, and holistic growth. The Chief Guest of the event was Mr. Vipin Mullick, Chairman & Managing Director, M/s Inspros Engineers Ltd., who in his address shared practical insights on "New-Age Organisational Dynamics," stressing agility, innovation, and sustainable practices in modern business. The Executive Director, Dr. Fr. John P J, in his inaugural remarks, highlighted the institute's academic journey and its vision of nurturing excellence in education, research, and professional skills. The event also marked the release of the July 2025 edition of the quarterly newsletter 'Manthan' and the unveiling of scholarly books authored by BSSS IAS faculty across diverse domains such as digital transformation, sustainable growth, and workforce resilience. The day concluded with a felicitation ceremony and a networking luncheon, fostering interaction among corporates, academicians, faculty, students, and parents, and celebrating the institution's continuing journey of distinction.





Industrial Visit to C AWL Agro Business Ltd (formerly Adani Wilmar) in Vidisha for Batch 2025-27



Industrial visit to Vardhan Fabrics, Budhni for Batch 2025-27



Online session as part of the AICTE Induction Programme with Gurudev Sri Sri Ravishankar Ji on 26th August.



Independence Day celebration at BSSS IAS

# guru mantra

## AI & Humanity: Shaping the Future Together



In today's rapidly changing world, artificial intelligence (AI) is no longer just a futuristic concept but a real force shaping how we live and work. This has sparked debates on whether AI will

replace humans or work alongside them. Some worry that AI could take away jobs, create ethical issues, and reduce the importance of human qualities like creativity, empathy, and moral decision-making. As AI systems become more advanced, they are able to perform tasks once thought possible only for humans, raising concerns about competition between the two.

On the other hand, many believe AI and human intelligence can complement each other. Instead of being rivals, AI can enhance human potential by increasing efficiency, driving innovation, and supporting smarter decisions. Machines can take care of repetitive, data-heavy tasks, while humans focus on areas where creativity, emotional intelligence, and strategic thinking are

needed. This collaboration allows both to perform at their best.

Best Practices for Building a Balanced Relationship:

1. Responsible Use: AI should be applied ethically, keeping human welfare at the center.
2. Skill Development: People need to continuously learn and adapt to work effectively with AI.
3. Collaboration: Encourage systems where humans and AI work together rather than compete.
4. Value Alignment: AI must be designed to support human goals and social progress.

In conclusion, the future of AI and human intelligence depends on how wisely society develops and regulates these technologies. When used responsibly, AI can become a powerful partner that empowers humans rather than replaces them. By focusing on ethical use, skill building, and collaboration, we can create a future where both AI and human intelligence grow stronger together.

**Linu Varghese**

Chief Strategy Officer

Holyffer Sustainable Ventures Pvt. Ltd.

## AI and Humanity: A Future We Cannot Ignore



Artificial Intelligence (AI) is no longer confined to the realm of science fiction; it has become one of the most defining forces of our time. From diagnosing diseases to

powering self-driving vehicles, AI has entered everyday life and is transforming industries at an unprecedented pace. Unlike earlier technological revolutions such as electricity or the internet, AI can learn, adapt, and improve on its own, making its impact deeper and faster than anything humanity has seen before.

The reach of AI today extends to almost every sector. In medicine, it is enabling faster and more accurate diagnoses. In defense, autonomous systems and drones are reshaping strategies. In business, AI streamlines operations, reduces costs, and improves efficiency. Even in creative fields, AI is emerging as a collaborator rather than just a tool. Yet alongside these benefits, AI also fuels challenges such as cyberattacks, financial frauds, and the spread of fake news through deepfakes and synthetic content, raising concerns about trust and security.

Employment is another area of debate. While repetitive and rule-based jobs are increasingly at risk of automation, new roles and opportunities are expected to emerge in areas that require creativity, empathy, and strategic thinking. The scale of this shift, however, remains uncertain, making continuous adaptation essential for both individuals and businesses.

AI raises serious concerns about privacy, security, and power, as vast amounts of personal and organizational data fuel its systems. The risks of misuse, unethical surveillance, and dominance by powerful corporations or nations are growing, potentially widening inequality. Yet, AI's story is not just of fear or optimism—it offers immense opportunities to solve global challenges, drive innovation, and improve lives, while also posing threats like job loss and ethical dilemmas. Its impact depends on how society governs and aligns it with human values. AI's growth is inevitable, but its direction lies in human hands. By promoting ethical innovation, safeguarding data, and preparing people for change, we can ensure AI becomes a force for collective good rather than division.

**Kunal Tomar**

CEO & Co-Founder

AskGalore

## Alumni Reflections

### “From Quiet Beginnings to Corporate Triumph: An Inspiring Journey at Asian Paints”



When I look back at my journey, I realize that stepping away from the comfort of my family business was one of the boldest decisions I ever made. An

average student for most of my academic years, I wanted to prove that my future would not be defined by labels.

Instead, I chose to carve my own path in the corporate world, driven by determination and the desire to challenge myself...An opportunity came when I joined Asian Paints as a Territory Sales Officer — a role that demanded grit, leadership, and adaptability.

What could have felt intimidating turned out to be the most rewarding challenge of my career. Today, I manage a ₹50-crore territory spanning Balotra, Jaisalmer, Barmer, and Santhore, working closely with a network of over 75 dealers. Building this business has not only been about numbers but also about fostering trust, relationships, and a culture of performance.

The journey has brought recognition in ways I could not have imagined. I have been honored with the Hall of Fame Award, The Warrior Award, and the distinction of being ranked the No. 1 Sales Officer for All Protek across Rajasthan. These achievements stand as milestones of hard work, resilience, and the courage to push boundaries. Among my most memorable moments was the chance to meet Mr. Virat Kohli, the brand ambassador of Asian Paints—a once-in-a-lifetime experience that symbolizes how far persistence and ambition can take you.

As I reflect on this path, I remain deeply grateful to my Professors and Mentors whose guidance instilled the confidence and skills that shaped my journey. To my juniors, I would say—step out of your comfort zone, embrace challenges, and trust the process. Success is never just about talent; it is about the courage to take risks, the discipline to stay consistent, and the humility to keep learning.

**Swarup Shastri**

MBA Batch 2021–2023



## Reskilling and Upskilling: Staying Relevant in an AI-Powered Economy



The rise of Artificial Intelligence has brought a profound shift in the global job market. While some fear mass unemployment, AI is more likely to redefine existing professions and create new opportunities. The key to navigate this change is not resisting technology, but adapting to it through continuous learning. Reskilling—acquiring new skills to switch to a different job—and upskilling—enhancing current skills to stay relevant—are essential for both individuals and organizations. By investing in these learning opportunities, businesses can bridge skill gaps, boost productivity, and improve employee retention, while individuals can remain competitive and ensure long-term career growth.

As AI takes over routine, data-driven tasks, the demand for uniquely human skills like creativity, empathy, and teamwork will increase. Successful professionals will be those who can collaborate effectively with AI, leveraging its capabilities to amplify their own strengths. Rather than a threat, AI presents an opportunity to reshape the world of work. By embracing reskilling and upskilling, individuals can remain adaptable and ensure long-term career relevance, while organizations can build adaptive, innovative teams. Ultimately, the future will belong to those who combine AI's precision with human intelligence and perceptive depth.

**Monica Jyotsna Minj**  
MBA (Dual), Batch 2024-26

## The Power of Reskilling: Shaping Competence and Confidence in the Digital Future



Artificial Intelligence is already changing how we live and work, it is no longer just a far-off potential. AI is permeating every aspect of daily life, from chatbots that handle emails to algorithms that forecast our decisions. For today's workforce, particularly Generation Z and Millennials, this quick change poses a crucial question: how do we stay relevant in a world where machines are becoming more intelligent by the day?

The answer lies in reskilling and upskilling. Reskilling means learning new competencies to shift into emerging roles, such as moving from customer service to data analytics. Upskilling involves strengthening existing capabilities, like a marketer adopting AI-driven tools. In this fast-changing job landscape, where roles evolve as quickly as technology itself, relying on a single qualification is no longer enough. Gen Z and Millennials, being digital natives, are well-positioned for this transition. We adapt quickly to online learning, embrace innovation, and seek purpose-driven careers in areas like sustainability, health tech, and AI ethics. Success in the AI era will depend on cultivating creativity, emotional intelligence, critical thinking, and technological literacy. In essence, reskilling and upskilling are not optional—they are essential survival strategies. By staying curious, adaptable, and committed to lifelong learning, we can ensure the future of work is not humans versus AI, but humans collaborating with AI to create a smarter, more inclusive world.

**Shreyakshi Soni**  
MBA (Dual), Batch 2025-27



## “Sayonara” 2K25

The “Sayonara 2K25” grand farewell and Course Completion certificate distribution ceremony celebrated the graduating MBA Batch of 2023–25 with elegance and joy. The event was honored by the presence of Chief Guest Mr. Rahul Noronha, In-Charge MP & Chhattisgarh, India Today. This memorable evening featured inspiring speeches, the presentation of course completion certificates, and lively group dance performances, complemented by soulful musical performances by Mr. Abel & Group. A standout moment was the Ramp Walk competition, expertly judged by Guest of Honour Ms. Anushka Sharma, Fashion Designer and Miss Madhya Pradesh First Runner-up 2025. Ms. Shivani Chand was crowned Miss Farewell, while Mr. Lance Thomas earned the title of Mr. Farewell. Additionally, special awards for Academic Excellence and Leadership were presented to Ms. Ishita Ajith and Mr. Sahil Rajput, respectively, adding an extra layer of recognition to this joyous farewell celebration.

## “Aagaz” 2K25



The BSSS Institute of Advanced Studies proudly hosted AAGAZ 2K25 to celebrate the arrival of the MBA Batch 2025–27 on 22nd September 2025. This lively event showcased students' creativity and enthusiasm through a series of engaging activities. Participants dazzled the audience with energetic group dances, a spirited Ramp Walk competition, and entertaining fun games. Guest of Honour Dr. Swati Jain inspired the students with her insightful message on confidence, growth, and self-expression while judging the Ramp Walk rounds of introduction, traditional attire, and Q&A. Prestigious titles were awarded to Mr. Fresher Tanishq Bharti, Miss Fresher Ishika Maheshwari, Runner-Up Mr. Fresher Sami-Ul Hassan, Runner-Up Miss Fresher Sinchal Nagar, Best Prop K. Prudhvi, Best Attire Male Abhishek Choubey, and Best Attire Female Aditi Sirothia, celebrating their talent and style. The event was complemented by lively musical performances and fun activities that highlighted students' diverse abilities. More than just a celebration, AAGAZ 2K25 embodied unity, enthusiasm, and the spirit of collaboration, laying a strong foundation for the batch's academic journey ahead.

## Orientation Program for PGP MCB of Synergy University

The BSSS Institute of Advanced Studies, Bhopal, hosted a five-day Orientation Program for the PGP MCB Batch 2025–27 from 4th to 8th August 2025 at Raja Bhoj Conference Hall. The program marked an inspiring beginning for the new batch, introducing students to the curriculum, career pathways, and global outlook of the program. A key highlight was the online session with delegates from Synergy University, Moscow—Ms. Anastasia Shanshina, Ms. Yana Oseyava, Ms. Maria Fomina, and Mr. Georgi Chanturia—who shared insights on international collaboration and cross-cultural learning. Throughout the week, students engaged in sessions on business analytics, HR analytics, logistics management, finance, and upskilling needs, led by distinguished faculty and industry experts. Motivational talks by Mr. Rajeev Agrawal, Chairman-Mandideep Industrial Association and Mr.



Rahul Shrivastava encouraged resilience and innovation, while workshops on self-development, grooming, and corporate readiness provided practical guidance. The Orientation concluded with industrial visits to Parle, CG Power, and Vardhman, offering real-world exposure. Overall, the program provided a strong foundation for holistic development, blending academic excellence, industry readiness, and global perspective.



# Institute Bonanza

## Faculty Publications / Presentations

1. John, J., Mishra, R. (2025). *A Comprehensive Analysis of Environmental Accounting Practices in Indian Companies: A Key Approach to Ensuring Environmental Sustainability. In: Alaali, M., Musleh Al-Sartawi, A.M.A., Aydiner, A.S. (eds) The Paradigm Shift from a Linear Economy to a Smart Circular Economy. Studies in Systems, Decision and Control, vol 586. Springer, Cham.*  
[https://doi.org/10.1007/978-3-031-87550-2\\_124](https://doi.org/10.1007/978-3-031-87550-2_124)
2. Khan, T, Nag, A.K., Basu, S., & Saluja, V. (2025). *Artificial Intelligence for Development (AI4D) usage, learner autonomy, wellbeing and digital literacy in ODL. Journal of Learning for Development, 12(2), 330–346.*  
<https://doi.org/10.56059/jl4d.v12i2.1580> (SCOPUS) [ISSN: 2311-1550 (Online)]

## Faculty Development Programmes

### FDP on “Research Project Ideation and Formulation”

A one-day Faculty Development Programme (FDP) on “Research Project Ideation and Formulation” was organised by the BSSS Institute of Advanced Studies, Bhopal, on 2nd August 2025. The programme aimed to empower faculty members with the skills to transform innovative ideas into well-structured and fundable research projects, thereby contributing to institutional growth and broader developmental outcomes. The FDP was inaugurated by eminent academicians and conducted with the objective of enhancing research capabilities and fostering the culture of innovation.

The sessions focused on practical techniques such as identifying relevant problems, aligning research with institutional and funding priorities,



defining SMART goals, proposal writing, and ensuring sustainability. Delivered by expert resource persons — Prof. Dr. Upinder Dhar, Dr. Manpreet Singh, and Dr. Saju MK — The programme consists of lectures, discussions, and hands-on exercises. Faculty members from Mata Gujri Mahila Mahavidyalaya, Jabalpur; St. Mary's PG College, Vidisha, The Bhopal School of Social Sciences, Bhopal and BSSS IAS actively participated, representing diverse academic backgrounds. The FDP provided participants with confidence in research proposal development, improved understanding of funding mechanisms, and opportunities for collaboration, thus ensuring both professional and institutional advancement.

### Forthcoming Events @ BSSS IAS

1. One-Week Residential Skilling Program to be held in October 2025
2. X-Curio'25 – National Level Presentation Competition to be held in October 2025
3. Colloquium'25 and Corporate Meet to be held in December 2025
4. Institute Innovation Council (IIC) Activity to be held in December 2025

## Management Development Programmes MDP on “Strengthening Stress Resilience through Emotional Intelligence”

The BSSS Institute of Advanced Studies (BSSS IAS), Bhopal, organised a two-day Management Development Programme (MDP) on “Strengthening Stress Resilience through Emotional Intelligence” on 18th–19th July 2025. The programme brought together corporate professionals and organisational leaders to reflect on building resilience, managing stress, and fostering leadership grounded in empathy and composure. The inaugural ceremony was graced by Dr. Amitabh Pandey, Director, Indira Gandhi Rashtriya Manav Sangrahalaya, who delivered the keynote address highlighting the growing relevance of emotional intelligence in institutional advancement and inclusive leadership. Sessions on stress management, positive mindset, and resilience-building, combined with experiential activities such as role plays and group reflections, enriched the participants' learning. The second day featured sessions on nutrition and emotional regulation, workplace yoga techniques, and the therapeutic role of sound in stress management, concluding with reflections on emotionally intelligent



leadership. Mr. Animesh Jain, Director, RM Group, presided as Chief Guest in the valedictory ceremony and emphasised the role of emotional intelligence in decision-making and team synergy. Rev. Dr. John P.J., Executive Director, BSSS IAS, in his address, commended the programme's focus on cultivating balanced leadership. The MDP concluded with participant feedback and distribution of certificates, coordinated effectively by Dr. Pooja Sharma, Dr. Durdana Ovais, and Mr. Jackson Fernandez.

## 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.	Streamlining Office Intelligence and Documentation Dynamics	12th - 13th Sept 2025
4.	Advanced Excel for Enhancing Managerial Effectiveness	10th -11th Oct. 2025
5.	Managing Work Stress with Mental Health	06th - 07th Nov. 2025
6.	Strengthening Safety Practices in Manufacturing Organizations	14th - 15th Nov. 2025
7.	Driving Performance Excellence: Kaizen Culture & Lean Practices	21st - 22nd Nov. 2025
8.	Real-Time Business Monitoring and Agile Decision-Making With Excel and Power Bi	28th - 29th Dec. 2025



**BSSS Institute of Advanced Studies**  
[Approved by AICTE, MoE, Gol & Affiliated to Barkatullah University]



## MBA

with International  
PGP in Managerial  
Capacity Building

### Teaching Pedagogy

- Case based classroom teaching with live projects
- 7 days Rural Immersion Programme
- 5 days In-house Accelerated Capacity Building Programme
- 8 days International Immersion Programme in collaboration with Assumption University, Bangkok, Thailand and Synergy University, Moscow, Russia
- Industry- Institute Collaboration: 200+ Corporate Associates

### PROGRAMMES

#### › MBA

- Dual Specialization-  
Marketing Management  
Financial Management  
Human Resource Management  
Banking & Financial Service  
Management  
Business Analytics

#### › MBA Finance › MBA Marketing

#### With Add-on Skilling Programme:

#### Post Graduate Programme in Managerial Capacity Building (PGP - MCB)

- HR Analytics  
Advanced Analytics for Business  
Management  
Logistics and Supply Chain  
Management

• University Research Centre for Ph.D in Management



For further  
details,  
Scan QR

**VISIT NOW**  
[www.bsssiias.ac.in](http://www.bsssiias.ac.in)



E-6, Arera Colony,  
Danapani Road, Bhopal, M.P.



+91 755 2921781  
+91 72258 40122



admission@bsssiias.ac.in  
info@bsssiias.ac.in

## Editorial Board



### Chief Patron

Rev Dr Fr John PJ  
Executive Director



### Patron

Fr John Thomas  
Assistant Director



### Advisors

Mr Kuriakose E  
Dr Jessy John



### Editorial Members

Sr.J acintha M.D., Dr. Pooja Sharma & Mr. Yogesh Payasi

### Student Members

Mr. Ayush Bhatnagar, Ms. Monica J Minj & Mr. Samkit Pareta

## Feedback and Suggestions

Kindly share your feedback and suggestions to: [publications@bsssiias.ac.in](mailto:publications@bsssiias.ac.in)

Published and Printed by the Publication Cell, BSSS IAS  
E-6, Arera Colony, Bhopal - 462016 Website: [www.bsssiias.ac.in](http://www.bsssiias.ac.in)