



Message from Executive Director, BSSS IAS



Dr Fr John P J
Executive Director, BSSS IAS

Excellence is not a destination, but a journey we embark upon together.

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 Northeastern 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.

With best wishes,

COLLOQUIUM '25



Rev. Dr. Fr. John P. J., Executive Director, BSSS IAS welcoming the Chief Guest Mr. Animesh Jain, Executive Director, RM Chemicals South East Asia Inc.

BSSS Institute of Advanced Studies, Bhopal, successfully hosted "Colloquium '25" centered on the theme "Reimagining Enterprise: Strategic Innovation for Developing Human Capital and Business" on 13th December 2025. The Chief Guest of the event was Mr. Animesh Jain, Executive Director, RM Chemicals South East Asia Inc. The eminent speakers of the event were Mr. Dhiraj Agrawal, Chief Business Officer, Mufin Green Finance Limited; Mr. Amit Kasliwal, Founder, Dehurdle, Mr. Madhur Khandelwal, VP HSW, Vodafone Idea and Ms. Pooja Raina, Associate Director, Grant Thornton. The event served as a vital bridge between high-level academic theory and the fast-paced reality of the modern corporate world. The discussion focused on five key ideas shaping the future of work: creating businesses responsibly, understanding how the brain affects performance, managing talent globally, building a reusable and adaptable workforce, and growing while balancing people, the planet and profit. Through engaging sessions and real-world examples, industry leaders encouraged students to become proactive innovators rather than passive jobseekers. The event brought together diverse perspectives to inspire collective action towards a strong vision for hands-on, future-ready education, emphasizing technology, innovation, sustainability and industry-academia collaboration.

XCURIO '25

The BSSS Institute of Advanced Studies, Bhopal, organized "X-Curio'25 – National Level Summer Internship Presentation Competition" on 31st October 2025, Guided by the theme "Unveiling Ideas, Unlocking Potential", celebrating innovation, creativity and experiential learning among MBA students from 14 B Schools across India. The event was graced by Shri Ranjeet Kumar Soni, CGM & Zonal Head, IDBI Bank, Bhopal Zone, as the Chief Guest and Mr. Prasoon Pratap Singh, AGM & Branch Head, IDBI, Arera Colony Branch, Bhopal, as the Special Guest. The presentations were evaluated by a distinguished expert panel comprising Mr. A. K. Dharni, IFS Officer (Rtd.) and former PCCF, Kerala and Chairman of the State Environment Appraisal Committee, Kerala; Mr. C. S. Rathore, Retired Professor and Former Dean, IIFM, Bhopal; Mr. Anil Kumar Singh, National Mission Manager, NRLM; Mr. Abhishek Mahesh, Senior Manager, ICICI Prudential; Ms. Anam Farooqui, Senior Manager, Shambhala & Tesu India; and Ms. Niharika Bhushal, HR Manager, Sama Foam Pvt. Ltd. The competition encouraged students to translate theoretical knowledge into practical insights, fostering confidence, creativity, and professional competence, reaffirming the Institute's vision of nurturing future-ready professionals equipped to lead with purpose and responsibility.

Dear Readers,

We are pleased to present the Quarterly Newsletter "Manthan" Vol.4 Issue 4, October-December 2025 for the fourth quarter of the year 2025. The quarter experienced many academic, extra-curricular, and co-curricular activities. The major attractions of this quarter were the International Management Colloquium, Residential Skilling Programme for MBA Batch 2024-26 and Rural Immersion Program for MBA Batch 2025-27. We place on record our sincere gratitude to the entire "Manthan" Newsletter team for compiling the newsletter.

Warm regards,

Editorial Team

guru mantra

Capacity building: the cornerstone of BSSS IAS



5-Day Residential Training Programme (P2PE) – 2025

The Institute conducted a 5-Day Residential Training Programme titled Path to Professional Excellence (P2PE) in collaboration with Yeshaswi Bhav Skills Academy, Jaipur. Organized in two batches from 6–10 October 2025 and 13–17 October 2025, The initiative aimed at enhancing employability skills, professional grooming and workplace readiness among postgraduate students. The programme adopted an immersive residential format that enabled participants to engage in

extended learning, reflections, peer collaboration, and personality development.

The training was structured thematically, beginning with professional identity building, communication excellence and teamwork, progressing to interview readiness, emotional intelligence, time management, and networking skills. A day-wise schedule included morning fitness and reflection sessions through the 20-20-20 routine, experiential workshops, group activities, role plays, mock interviews, and evening cultural engagements. Participants practiced corporate etiquette, presentation delivery, group discussions and personal branding tasks, culminating in a reflective and evaluation-based closing session. Feedback analysis reflected high participant satisfaction across both batches, with the majority rating the programme as excellent. Trainers received outstanding appreciation for delivery, clarity, and engagement. Participants showcased improved communication, public speaking, confidence, decision making, and interpersonal behavior at the end of the programme. Placement preparedness and future readiness received particularly strong ratings, though minor suggestions were made regarding sessions.

The P2PE Residential Programme successfully bridged the Campus-to-Corporate transition by equipping students with essential soft skills, professional ethics, and workplace adaptability. The programme reinforced the institution's commitment to holistic development and career-oriented learning, creating an impactful and transformative experience for the learners.

Dr. Jessy John

HoD & Chairperson -Placement

India's GCC Revolution: The Future of Work 2.0 in Action



Adapting to the New Normal of Collaboration and Creativity

Two decades ago, India's Global Capability Centers (GCCs) functioned largely as cost-efficient back offices, focused on routine processing and transactional support. Today, they represent a defining example of The Future of Work 2.0, where work is outcome-driven, the workforce is innovation-led, and the workplace is globally distributed yet deeply collaborative. India now hosts nearly 1,700 of the world's ~3,200 GCCs, employing close to 1.9 million professionals, a figure projected

to reach 2.8 million by 2030. This scale reflects India's ability to combine technical depth, business acumen, and a young, adaptive workforce capable of operating at the intersection of execution and strategy. With a median workforce age below 30, Indian professionals bring agility, continuous learning, and creative problem-solving—skills essential in a rapidly evolving global business environment. The evolution of GCCs mirrors the transformation of work itself, shifting from labour arbitrage to strategic value creation.

What began as support functions has matured into strategic architecture, with modern Indian GCCs leading AI research, cloud transformation, cybersecurity, analytics, sustainability initiatives, and end-to-end product ownership. Nearly half have evolved into global leadership hubs, influencing enterprise-wide decisions rather than merely supporting them. Equally transformative is the reimagining of the workplace. While cities like Bengaluru, Hyderabad, Pune, and Gurugram remain key anchors, the future lies in decentralization. Tier-2 cities such as Indore, Bhopal, Coimbatore, and Bhubaneswar are emerging as resilient talent hubs, offering cost efficiency, lower attrition, and stronger community integration. Hybrid work models and digital-first operations enable organizations to build distributed teams without compromising collaboration or creativity. As businesses navigate digital disruption, geopolitical uncertainty, and sustainability imperatives, India's GCC ecosystem offers a blueprint for the future of work—collaborative, adaptive, and innovation-led, where these centers are not just supporting global enterprises but actively shaping how work is designed, delivered, and led.

Jhanvi Patel

Assistant Vice President – Strategy & Growth
Mapaex Group CEO & Co-Founder, AskGalore

ALUMNI REFLECTIONS

"Some journeys leave footprints not just on your resume, but on your heart."



Looking back, my journey as an MBA student feels like a tapestry of unforgettable moments, filled with curiosity, camaraderie, and discovery. I still fondly remember the late-night case discussions, lively

brainstorming sessions with peers, and the guidance of mentors who challenged me to think differently. These memories are more than experiences—they are the foundation of the professional I am today, shaping not only my skills but also my values, work ethic, and outlook towards continuous learning and growth.

As an MBA graduate specializing in Marketing with an add-on course in Post Graduate Programme in Managerial Capacity Building (PGP MCB), my academic journey profoundly shaped the way I perceive consumer behavior, brand strategy, and value creation in today's competitive marketplace.

The program offered not just a robust theoretical foundation but also immersive, practical experiences that bridged the gap between classroom learning and real-world marketing challenges. Every project, presentation, and discussion contributed to a deeper understanding of marketing's nuances while fostering creativity, critical thinking, collaboration, and leadership capabilities essential for professional success.

One of the most transformative insights I gained is that effective marketing extends far beyond promotion. Through coursework in consumer behavior and strategic marketing, I discovered that successful strategies are rooted in a deep understanding of customers and informed by data-driven decision-making. Analyzing market trends, interpreting customer insights, and evaluating campaign performance taught me to design initiatives that align organizational objectives with evolving consumer needs. It also strengthened my ability to think analytically while remaining empathetic toward customer perspectives.

Reflecting on my journey, my MBA years were not just about acquiring knowledge; they were about building enduring friendships, learning from inspiring mentors, and developing a mindset of innovation, adaptability, and strategic foresight. Today, after two years with MRF Tyres, I realize how these experiences have equipped me with the skills, perspective, and confidence to navigate complex business environments, contribute effectively in dynamic marketing roles, and drive sustainable business success. The lessons, memories, and relationships forged during my MBA continue to guide me, reminding me that learning is as much about people and experiences as it is about theories and frameworks, and that growth is a continuous, lifelong journey.

Siddharth Binu

Territory Sales Supervisor,
MRF
MBA Batch 2022–2024

Residential Skilling Programme: A Gateway to Corporate Readiness & Self-Discovery



The Residential Skilling Programme was a truly enriching and transformative experience for MBA students, offering much more than traditional classroom learning. Designed as a short and intensive workshop, the programme focused on enhancing corporate readiness by developing essential 21st-century skills such as creative thinking, collaboration, innovation, leadership, and personal growth. Living and learning together in a residential setting created an immersive environment that encouraged

continuous engagement, reflection, and peer learning, fostering stronger interpersonal connections and a sense of shared purpose among participants.

One of the most valuable aspects of the programme was its practical and interactive approach. Sessions were conducted by expert trainers who brought real-world corporate insights into discussions and activities. Instead of passive lectures, we participated in group tasks, simulations, role plays, and problem-solving exercises. These activities helped us understand how creativity and critical thinking are applied in real business scenarios. Working in teams also strengthened our collaboration skills and taught us how to manage diverse perspectives—an essential requirement in today's corporate world. The programme significantly boosted our confidence and self-awareness. Through leadership activities and feedback sessions, many students discovered their strengths as well as areas for improvement, while also enhancing communication and decision-making abilities. This self-discovery process played a crucial role in personal and professional growth. The Residential Skilling Programme proved to be a powerful step toward career preparedness, inspiring us to think beyond textbooks and prepare ourselves as responsible, confident, and skilled future business leaders ready to face the dynamic corporate world.

Umang Nagar
MBA Dual (Batch 2024-26)

Experiential Learning Through Rural Immersion



True learning begins when we step beyond classrooms and engage with real-life experiences. With this spirit, BSSS IAS provided us with a valuable opportunity to participate in a six-day rural immersion programme, hosted by the renowned Barefoot College, Tilonia, Rajasthan. This programme proved to be an enriching journey of learning, observation, and self-reflection. During our stay, we gained deep insights into the lifestyle of rural communities, the challenges they face, and the

various government aids and local associations working for their welfare, while also understanding the importance of community-driven development and grassroots innovation. One of the most inspiring experiences was learning about the solar lamp initiative, where local women are trained to assemble and maintain solar lamps. This initiative not only promotes sustainable energy but also creates employment opportunities, enabling women to support their families and educate their children.

We were also introduced to a nutrition supplement called "Super 5", prepared using five natural and easily available ingredients to improve beneficiary health. Additionally, we learned about medicinal plants, their uses in traditional medicine, and innovative waste recycling practices, such as making diaries from recycled paper. The cultural exposure was equally impactful, with a puppetry show demonstrating how traditions and social messages are communicated through art. This rural immersion programme was not just an academic activity but a holistic experience. Staying like locals, walking through village roads, and breathing the fresh air of Rajasthan helped us reconnect with India's roots and appreciate the simplicity and resilience of rural life. It taught us the importance of blending traditional knowledge with modern techniques for the betterment of society and the environment, while fostering empathy, social responsibility, and a deeper respect for rural communities.

Ms. Kanishka Raghuwanshi
MBA (Batch 2025-27)

Club Activities

Go-Viral Challenge

The MarC Club organized "Go-Viral Challenge 2K25" to celebrate creativity, marketing skills and teamwork. The event tested participants through two engaging rounds: 'Go Viral Reel', where teams presented creative marketing concepts and 'Brand Charades', a fun acting-and-guessing game decoding brand name. Team Keller Catalysts, Jasmine Rose Ekka and P. J. Augustin emerged as the champions. The first runner-up position was secured by Team Aakar Architects, Rupali Mishra, Mansi Pannani and Navneet Bagh, while Team Porter Power, Shruti Jain, Nitin Jat and Palash Dubey finished as the second runner-up.



Spectrum Hats

The Thinking Hats Club hosted "Spectrum Hats," a power-packed competition of strategy and creativity featuring role-plays and high-energy quizzes. The event tested participants' focus, teamwork and quick thinking through two rounds: 'Role Play' and 'Quizzards'. The first prize was bagged by Team the Traitors, Kulraj Suri, Rajeshwari Meena, Soumya Kaushal, Gabriel Marak, Hridayansh Chourasiya and Shashanshi Nayak. Team Re-Live, Rupali Mishra, Tanishq Bharti, Harsh Makhija, Abhishek Choubey, Navneet Bagh and Mayank Durugkar secured the first runner-up position, and the second runner-up went to Team Golden Blasters, Sanskriti Rajput, Anushka Chauhan, Gunjan Rajput, Ayush Bhatnagar, Samkit Pareta and Aditi Tripathi.



Unnat Bharat Abhiyan Programme

BSSS Institute of Advanced Studies, Bhopal, successfully organized rural development activities at Pillukhedi village under the Unnat Bharat Abhiyan (UBA) on 25 September 2025, with CSR support from M/s. Vindhyachal Distilleries Pvt. Ltd. The programme focused on improving education, health, and environmental awareness in the village.

A key highlight of the event was the inauguration of a tube well and installation of RO water filters in two village schools, ensuring access to safe drinking water for students. This initiative will help improve health and create a better learning environment. Educational kits were distributed to 100 primary school students, encouraging learning and reducing basic educational gaps.

The initiative also placed a strong emphasis on academic support and environmental stewardship. Educational kits were distributed to primary school students to encourage their learning journey, while saplings were provided to foster household-level environmental sustainability.

The event was attended by Academicians, Corporate representatives, Government officials, Panchayat members, Teachers, Students and local villagers. The programme was graced by the representatives, Mr. Rajaram Verma, Inspector Panchayat, along with the Panchayat Secretary, Pillukhedi and Principals of the Higher Secondary & Primary Schools.

“In Pursuit of Managerial Excellence”.



Capacity Building Programme on Impactful Leadership for Work-Life Integration



MDP on Managing Work-Stress with Mental Health



MDP on NEO Mindset Shift Behavioural Intelligence for Inner Transformation & Excellence at Work



MoU Signed with National Institute of Securities Market (NISIM) on 2nd December

Institute Bonanza

Faculty Publications/ Presentations

- Kumar, C., Gupta, P., Kumar, R., Agarwal, R., Jayanthi, L., & Venkatasamy, R. (2025). Green Finance and Its Influence on Environmental Quality in Indian Firms. *Journal of Informatics Education and Research*, 5(4), Oct 2025. ABDC (C). [ISSN: 1526-4726].
- Chinthamani, S. A. M., Nayoem, M. A., Saraswat, E., Singh, A., Jayanthi, L., & Gupta, P. (2025). Regulatory Frameworks for Artificial Intelligence and Big Data in Insurance: Addressing Challenges and Policy Opportunities. *International Insurance Law Review*, 33(S4), Oct 2025. ABDC (A). [ISSN: 0968-2090].
- Nag, A. K. (2025). Digital Twin Economics: A Real-Time Cost Optimization for India's Industry 4.0 Transformation. *The Management Accountant*, 60(10), 53-58. [ISSN: 0972-3528].

National Workshop on “Next-Gen Libraries: Embracing Digital Transformation & Future-Ready Practices”

A National Workshop on “Next-Gen Libraries: Embracing Digital Transformation & Future-Ready Practices” was successfully organized on 29 November 2025, bringing together library professionals, academicians and information science scholars from across the region to deliberate on emerging trends, digital innovations, and sustainable practices shaping the future of academic libraries. The inaugural technical session was delivered by Dr. Sandeep Kumar Pathak, Librarian, IISER Bhopal, who presented an insightful lecture on “Digital Innovative Library Services at the Academic Library,” highlighting recent technological advancements, smart library services and real-time applications that enhance user engagement and service efficiency, supported by live examples demonstrating the evolution of academic libraries into dynamic knowledge hubs. In his second session, Dr. Pathak discussed “Augmenting Libraries with Open Digital Learning Resources,” emphasizing the significance of open educational resources (OERs), digital repositories and collaborative platforms in promoting equitable access to knowledge and supporting lifelong learning. The third session was delivered by Dr. P. K. Tripathy, Librarian, Regional Institute of Education, Bhopal, who elaborated on the strategic integration of digital tools and innovative practices in library management to effectively address future academic and research needs. The workshop concluded with an interactive discussion, reinforcing the importance of digital readiness, innovation, and adaptability in building resilient and future-ready next-generation libraries.

Forthcoming Events @ BSSS IAS

- Business Model Presentation (Semester IV) to be held in January.
- Management Fest: Bizzabo (National Level) to be held in March
- International Industrial Visit to Synergy Assumptions University to be held in February.

MoUs

BSSS IAS has signed a Memorandum of Understanding (MoU) with prominent institutions. This partnership seeks to facilitate knowledge exchange, skill-building initiatives, and research opportunities, further strengthening the quality of education in Management Studies. It also opens avenues for collaborative projects, expert interactions, and industry exposure for students, bridging the gap between academic learning and practical application. Such initiatives enhance students' employability and prepare them to meet the dynamic demands of the corporate world with confidence and competence.

- Govt. Girls College, Itarsi
- St. Joseph College for Women, Gorakhpur (UP)
- Chandra Shekhar Azad Govt., P.G. lead College, Sehore (MP)
- Govt Girls College, Sehore (MP)

MDP on “Streamlining Office Intelligence and Documentation Dynamics”

BSSS Institute of Advanced Studies organized a two-day Management Development Programme (MDP) on “Streamlining Office Intelligence and Documentation Dynamics” from 05-06 December 2025. The programme was inaugurated by Dr. Rajesh P. Khambavat, Professor, NITTTR, Bhopal, while Rev. Dr. Fr. John P. J., Executive Director, emphasized continuous learning.

The MDP covered professional branding, smart documentation, communication, advanced Excel, and MS Office tools through interactive sessions by expert resource persons.

The programme concluded with a valedictory session by Dr. Rajeev Agarwal, followed by certificate distribution and was appreciated for its relevance and effectiveness.

MANAGEMENT DEVELOPMENT PROGRAMMES

S. NO.	TOPIC	DATE (FROM-TO)
1	Advanced Excel For Enhancing Managerial Effectiveness	17th -18th April 2026
2	Data-Driven Insights With Analytical Tools	08th -09th May 2026
3	Enhancing Leadership And Organisational Skills For Managers And Administrators	14th -16th May 2026
4	Real-Time Business Monitoring And Agile Decision-Making With Excel And Power Bi	22nd - 23rd May 2026

BSSS Institute of Advanced Studies
(Approved by AICTE, MoE, Govt & 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 Atsugor University, Singapore, Thailand and Synergy University, Moscow, Russia
- Industry: Multiple Collaborative SME - Corporate Accounts

“In Pursuit of Managerial Excellence”

PROGRAMMES

- **MBA**
Dual Specialization:
Marketing Management
Financial Management
Human Resource Management
Banking & Financial Service Management
Business Analytics
- **MBA Finance**
- **MBA Marketing**

• University Research Centre for Ph.D in Management

With Add-on Skilling Programme:
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HR Analytics
Advanced Analytics for Business Management
Logistics and Supply Chain Management

For further details, Scan QR

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