



Message from Executive Director



Dr Fr John P J
Executive Director, BSSS IAS

India is at the verge of a transformative era, where education is no longer confined to textbooks but is increasingly focused on real-world experiences and change management. At BSSS IAS, we are committed to ensure that our students are not just passive learners but active contributors to society. Through our case-based projects, live assignments, and interactive learning sessions, they will have the opportunity to apply their knowledge in solving real-life challenges, preparing them to become self-reliant professionals and visionary leaders. Our institute has made significant strides in forging strong ties with industry leaders and international organizations, providing the students with unparalleled opportunities for growth and global exposure. Whether through seminars, training sessions, or guest lectures, we are dedicated to equip them with the intellectual and interpersonal skills necessary to excel in the competitive world of business.

As we shape the leaders of tomorrow, we recognize that knowledge alone is not sufficient for success in the ever-evolving business world. Attitude, ethics, and values are the cornerstone of true leadership. At BSSS IAS, we place great emphasis on cultivating these essential qualities alongside academic and professional skills. We believe that a positive attitude fuels resilience and innovation, while strong ethics and unwavering values provide the moral compass necessary to navigate complex business landscapes. Our curriculum is designed to integrate these principles, ensuring that our graduates not only excel in their careers but also contribute meaningfully to society by upholding the highest standards of integrity and social responsibility. The success of the MBA Batch of 2022-2024 is a testament to the relentless efforts of our faculty and the resilience of our students. As they move forward in their professional careers, we take pride in their accomplishments and the legacy that they leave behind. This year, we celebrated our third Foundation Day, which marked a significant milestone that celebrates our legacy, reflects on our achievements, and looks forward to the future with renewed energy and purpose.

In the words of Martin Luther, "The function of education is to teach one to think intensively and to think critically. Intelligence plus character—that is the goal of true education." At BSSS IAS, we are committed to the transformative impact of education and are devoted to guide the students in reaching their fullest potential. As they move forward into this bright and promising future, we encourage them to seize every opportunity, push their boundaries, and aim for excellence. Together, let us continue to build on our legacy of excellence and make a positive impact on the world.

Best wishes for the journey ahead.



Dr. Fr. John P J, Executive Director, BSSS IAS
felicitating the Chief Guest,
Mr. Sachin Phansikar, COO, Business Standard

Foundation Day

BSSS IAS celebrated its third Foundation Day on August 3, 2024, highlighting the institute's dedication to academic excellence and innovation. The Chief Guest of the event was Mr. Sachin Phansikar, COO, Business Standard. In his Keynote address, he focused on preparing students for corporate challenges. The Executive Director emphasized the institute's alignment with the "Viksit Bharat" initiative and the New Education Policy. The event also featured the release of the July 2024 edition of the quarterly newsletter 'Manthan' and the launch of the book titled "Business Organization & Communication" authored by Dr. Pooja Sharma, Associate Professor, BSSS IAS and Dr. DamanDeep Kaur Gulati. The event facilitated meaningful interaction among corporate professionals, academicians, bankers, students, parents, and staff, promoting collaboration and forward-thinking. It highlighted the institution's commitment to excellence and its vision for future growth, marking a key milestone in its ongoing journey.



Release of the Quarterly Newsletter-'Manthan'

Dear Readers,

We are pleased to present the Quarterly Newsletter - "Manthan" Vol.3 Issue 3, July-Sept '2024 for the third quarter of the year 2024. The quarter experienced many academic, extra-curricular, and co-curricular activities. The major attractions of this quarter were the third Foundation Day, MBA Induction Program and the 5-day Residential Skilling Program. We place on record our sincere gratitude to the entire 'Manthan' Newsletter team for compiling the newsletter.

Looking forward to another eventful quarter!

Editorial Team

MBA INDUCTION PROGRAM



An MBA Induction Program was organized for the students of Batch 2024-26. The Chief Guest, Mr. Uttam Ganguly, Managing Director, M/s Bend Joints Pvt. Ltd., Bhopal,

delivered an engaging address, offering real-world perspectives and motivating the students to make the most of their MBA journey. The event also saw the unveiling of the academic book titled "Financial Management" by Dr. Amit Kumar Nag, Professor, BSSS IAS. The book is expected to serve as an important resource for the students, providing them with practical tools for financial management. The combination of motivational talks and academic enrichment set a positive tone for the students as they embark on their MBA journey.

guru mantra

Driving Engagement through Effective Corporate Culture Strategies



In today's fast-paced business world, success is no longer just about having the best strategy or the latest technology. It's about creating a strong corporate culture where employees feel connected, valued, and motivated. When employees are engaged, they perform better, stay longer, and contribute more to the company's overall success. Corporate culture is basically the personality of a company—it's how things get done, what the company believes in, and how employees interact. A positive culture is one where collaboration, innovation,

and trust are encouraged. When employees feel they are part of a healthy and supportive environment, they are more likely to give their best every day. Employee engagement, in contrast, refers to how invested employees feel in their work and the organization. Engaged employees don't just show up for a pay check; they care about the company's goals and want to help achieve them. Studies show that businesses with highly engaged employees are more profitable, have fewer absences, and experience less turnover. This makes engagement a crucial factor for any organization.

Best Practices for Fostering Employee Engagement:

- ☑ **Clear Communication:** Employees should always know what's going on in the company. When they understand the company's goals and how their work fits into the bigger picture, they feel more involved.

- ☑ **Recognition and Rewards:** People like to be recognized for their hard work. Whether it's a simple thank you or a formal award, showing appreciation makes employees feel valued and motivates them to keep up the good work.
- ☑ **Work-Life Balance:** A company that cares about work-life balance creates a healthier, more productive workplace. Offering flexible work hours or the option to work from home can reduce stress and increase job satisfaction.
- ☑ **Empowerment and Autonomy:** Employees who are trusted to make decisions and manage their own tasks feel more confident and responsible. Giving people the freedom to take ownership of their work leads to higher engagement and better results.

In conclusion, when a company builds a positive and inclusive culture, employee engagement naturally follows. And when employees are engaged, everyone wins—the company becomes more successful, and employees feel happier and more fulfilled in their jobs. By focusing on clear communication, recognition, career growth, work-life balance, and empowering employees, organizations can create an environment where people truly want to work.

Mr. Sanjeev Singhal
Director – Indian Subcontinent and Middle East
The Brand Power Company, Mumbai

Capacity building: the cornerstone of BSSS IAS



Capacity building is the process of increasing individuals' and organization's knowledge, skills, and abilities so that they can adapt to new challenges and excel in varied jobs. With rising economic complexity, rapid technology breakthroughs, and a growing demand for sustainable development, capacity building has become critical for individual and societal success. BSSS Institute of Advanced Studies (BSSS IAS) has given skill development the key importance which is leading initiatives to improve employability and leadership skills among students and professionals.

Capacity building consists of several components, including education, training, mentorship, and resource access, all designed to empower individuals and organizations. It aims to promote resilience, adaptation, and constant progress. At BSSS IAS we believe in developing the technical and soft skills required for a variety of occupations at the same time we focus on Leadership training to prepare students for managerial positions and decision-making issues by providing access to educational materials, technology, and other resources.

Industry Relevance of Capacity Building: With advances in artificial intelligence, automation, and digital tools, industries are experiencing an unprecedented shift in essential skill sets. Capacity building helps to bridge the gap between existing abilities and industry demands, ensuring that personnel stay relevant. Research has proven that ongoing skill development leads to higher productivity, creativity, and overall corporate growth. According to a McKinsey study, organizations that implement systematic capacity-building programs see a 15% increase in production. Capacity building enables governments to create a competent workforce that contributes to national economic development

while also developing a competitive global market presence. The World Economic Forum emphasizes the importance of a well-trained workforce in dealing with future economic upheavals.

BSSS IAS prioritize capacity building to guarantee that students are well-prepared for a competitive work market. Beyond academic knowledge, students receive practical experience, critical thinking skills, and the confidence to face real-world issues.

- **BSSS IAS's Focus on Capacity Building Programs:**

BSSS IAS in Bhopal is well-known for its rigorous management and technical skill programs, which cater to both undergraduate and postgraduate students. BSSS IAS provides opportunities for individuals to improve their skills and expertise through Faculty Development Programs, Management Development Program, and other training programs.

- **Research and development initiatives**

Research remains a cornerstone of the BSSS IAS's capacity-building strategy. To promote long-term development in Madhya Pradesh, the institution works on a variety of projects centered on skill development, youth empowerment, and community-based activities.

- **Capacity building is crucial for developing leadership and resilience and preparing future leaders.**

Capacity building cultivates critical traits such as problem-solving, resilience, and inventiveness. Leadership training provided by BSSS IAS trains students for managerial positions and equips them to deal with difficult situations.

BSSS IAS has initiated several student-led programs focused on improving leadership abilities and community engagement, with positive comments from participants.

According to a LinkedIn survey, those who engage in continual learning and upskilling are 45% more likely to be promoted and paid more. The emphasis on real-world experience and fieldwork at BSSS IAS benefits its alumni in the job market and prepares them for future careers.

- **BSSS IAS's Vision for Capacity Building through skill development:**

BSSS IAS aspires to make great education, skill development and training available to people from all socioeconomic levels. This commitment includes going out to remote areas to ensure that everyone has the opportunity to learn skills necessary for personal and economic progress.

- **International Collaboration and Global Exposure.**

To enhance students' perspectives, BSSS IAS pursues partnerships with international universities like Assumption University, Thailand, and Synergy University, Moscow that offer possibilities for cultural exchange and global exposure. This strategy prepares students to work in multinational settings, which enhances their learning experience.

A 5-Day Residential Skilling Program was organized for the students of Batch 2023-25 which aimed at enhancing the managerial competencies of the students. The program, led by experts from Ybiance Corporate Trainings, Jaipur, Mr. Sandeep Menghani, Mr. Hitesh Gulati and Mr. Deepak Kapoor, featured sessions on professionalism, communication and presentation skills, teamwork and group discussion, interview



techniques, emotional intelligence, networking and time management. The program empowered future leaders through hands-on training and mentoring for 360° holistic growth.

Dr. Jessy John
Chairperson - Placement



Expert Session by IFA, Sugandh Bhatia, Sr. HR Manager, Robert Bosch GmbH, Germany



Independence Day celebrations at BSSS IAS



Industrial Visit to LM Bakers Pvt. Ltd. Wandideep for Batch 2024-26



Shuttle Warriors - Badminton Competition

Academic Appetizers

Impact of Ongoing Learning on Holistic Personality Development in the Digital Era



It is impossible to exaggerate the significance of ongoing education in the fast-paced digital world of today. The advantages of consistently learning new information, abilities, and attitudes are enormous, regardless of your level of education, career, or general curiosity about the world. Let's start by discussing attitude. A growth mentality is one that views hurdles as chances for personal development rather than as barriers, and it is fostered by ongoing education. People who are always looking for

new knowledge and experiences become resilient, adaptable, and have a positive attitude toward change. In addition to fostering personal growth, this upbeat outlook makes society more inventive and dynamic.

Continuous learning also has a substantial impact on the development of skills. In the current digital era, technology is developing quickly, and the skills required to succeed in the workforce are always changing. Through ongoing education, people can stay up-to-date with these developments and pick up new, in-demand skills. There are several options for skill growth, like learning to code, becoming an expert in digital marketing, and developing leadership skills. Additionally, lifelong learning is essential to the advancement of knowledge. Constant learners are skilled at locating reliable sources, deciphering complicated concepts, and formulating well-informed judgments. This broadens their perspective on the world and empowers them to make significant contributions to conversations and decision-making. In conclusion, lifelong learning is an effective driver of both professional and personal development in the digital age. People who adopt a lifelong learning mindset can improve their attitudes, gain useful skills, and increase their body of knowledge. By doing this, people improve their personal lives as well as the development of a society that is more inventive, resilient, and cohesive. So, let's make a commitment to adopting lifelong learning as a means of achieving a better future.

Mr. Aditya Lakhera
MBA [Finance], Batch 2023-25

Transformative Learning and Its Influence on Personal Development in the Digital Landscape



In the swiftly changing digital era, ongoing education has become a crucial element for both personal and career advancement. It equips people with the ability to adjust to technological progress, seize new possibilities, and remain current in a fast-paced setting. Ongoing education has a profound effect on mindset, abilities, and understanding, leading to significant changes in these areas.

- 1) **Attitude Improvement:** Ongoing education promotes a mindset of continuous growth, encouraging individuals to tackle challenges, see obstacles as chances for improvement, and become more resilient and flexible. As they gain new abilities and knowledge, they develop a feeling of achievement and confidence, which boosts their motivation and excitement. This optimistic perspective makes them more receptive to change, willing to take chances, and keen on innovation, ultimately leading to a forward-thinking attitude.
- 2) **Skill Improvement:** The digital era requires a wide range of skills that extend beyond conventional qualifications. Ongoing education allows individuals to acquire and refresh the skills needed for career success. From technical abilities like data analysis and programming to interpersonal skills such as communication and leadership, ongoing education aids in maintaining competitiveness and versatility. This improvement in skills enhances job performance, opens up new career paths, and renders individuals' valuable resources to their organizations.
- 3) **Knowledge Growth:** Ongoing education is the key to broadening one's knowledge base in a time when information is plentiful and accessible. It enables individuals to delve into new topics, deepen their grasp of existing ones, and stay abreast of the latest trends, technologies, and best practices. This continuous pursuit of knowledge allows them to make well-informed decisions, solve intricate problems, and make significant contributions to their organizations.

In summary, ongoing education is vital for flourishing in the digital age. By embracing a culture of perpetual learning, individuals can cultivate a positive mindset, develop essential skills, and expand their understanding.

Mr. Ayush Bhatnagar
MBA [Dual Specialization], Batch 2024-26

Aagaz 2K24

The Institute proudly hosted "Aagaz 2K24" to celebrate the arrival of the MBA Batch 2024-26. This vibrant event showcased the students' dynamism and creativity through a series of engaging activities. Participants dazzled the audience with spirited group dances, an insightful skit, and ramp walks themed "Indo-Western with a Social Message," complemented by evocative musical performances that highlighted their diverse talents. The prestigious titles of Mr. and Mrs. Fresher were adjudicated by Mrs. Abha Panchaal, Mrs. International Queen of India 2024, ensuring a discerning selection process. The winners were rewarded with attractive prizes, celebrating their achievements and contributions to the event. This gathering was more than just a celebration; it embodied the essence of talent, unity, and community spirit, laying a strong foundation for a fruitful journey ahead. Such initiatives are pivotal in fostering a supportive environment, encouraging personal growth and collaboration among students as they embark on their academic endeavors.



Sayonara 2K24

The "Sayonara 2K24" grand farewell and certificate distribution ceremony celebrated the graduating MBA Batch of 2022-24 with great splendor. The event was honored by the presence of Chief Guest Mr. Ananay Khanna, Director, M/s Vindhyaachal Group of Industries, Bhopal. This unforgettable evening featured motivational speeches, the presentation of course completion certificates, and lively group dance performances, complemented by a mesmerizing musical band. A standout moment was the Ramp Walk competition, expertly judged by Mrs. Medhya Pradesh 2024, Mrs. Radhika Sinha, Ms. Deepshikha Xalxo was crowned Miss Sayonara 2K24, while Mr. Milan Soni earned the title of Mr. Sayonara 2K24. Additionally, special awards for Best Attire and Best Prop were presented to Ms. Rushali Mehta and Ms. Neha Bajaj, respectively, adding an extra layer of distinction to this joyous farewell celebration.

Orientation Program for PGP MCB Batch 2024-26

The orientation program for the third Batch of the Post Graduate Program in Managerial Capacity Building (PGP MCB) at BSSS Institute of Advanced Studies was a resounding success, marked by an engaging and insightful session with esteemed delegates from Synergy University, Moscow. The event was designed to introduce new students to the program's curriculum. The highlight of the orientation was an online session with distinguished delegates from Synergy University: Ms. Anastasia Shanshina, Ms. Yana Oseywva, Ms. Maria Fomina, and Mr. Georgi Chanturia. Each delegate shared their expertise and insights, emphasizing the importance of international collaboration in today's interconnected world. They discussed various pathways for academic and professional growth. The orientation successfully set a motivating tone for the new batch, underscoring the value of global exposure.





FDP on Innovative Teaching Strategies & Research Tools for Skill Development



FDP on Outcome-Based Education



Workshop on Digital Transformation of Libraries for Sustaining Relevance in the AI Era



Enlightening Session by Sister Lucy Kuriel, Founder & Director, Manthan on World Entrepreneurship Day

Institute Bonanza

Faculty Publications / Presentations

1. Khan, T. & Nag, A. K. (Sep 2024). Building Psychological Health in Undergraduates with the Application of a Classroom-Based Positive Psychology Educational Intervention: A pilot study, *Asia Pacific Journal of Health Management*, 19(2). [ISSN: 2204-3136 (Online); ISSN: 1833-3818 (Print), (SCOPUS), (ABDC), (Web of Science), (UGC Care Group-II)]
2. Dr. Durdana Ovais - Artificial Intelligence for Social Good, Disaster Relief, Poverty Alleviation, and Environmental Sustainability: A New Era of Innovative Solution and Global Impact. Selvalakshmi, V., Ovais, D., Bhatia, S., & Gayathri, S. Impact of Artificial Intelligence on Society, 156-173. (Scopus)
3. Dr. Durdana Ovais - Charting the blue ocean of green HRM through adaptation of technological innovation - Selvalakshmi, V., Gayathri, S., Ovais, D., & Anand, J. ISSN: 2663-2187 Afr. J. Bio. Sc. 6(Si4) (2024)
4. Dr. Durdana Ovais - Paper Presented in 12th International Research Symposium in Service Management, August 6th to 9th, 2024, at the Welcome Group Graduate School of Hotel Administration, Manipal Academy of Higher Education, Manipal, on the topic "Brand bravery and perceived organizational authenticity".

Faculty Development Programs

FDP on "Innovative Teaching Strategies and Research Tools for Strategic Skill Development"

A three-day Faculty Development Program (FDP) titled "Innovative Teaching Strategies and Research Tools for Strategic Skill Development" was conducted to elevate the academic and research competencies of faculty and scholars. The program was inaugurated by the Vice Chancellor of Barkatullah University, Bhopal, Prof. (Dr.) Suresh Kumar Jain, who emphasized the crucial role of academia in driving societal progress and promoting skill-based education. The FDP aimed to empower participants with practical training in data analysis software such as NVivo and Smart PLS, alongside introducing AI-powered tools to enhance research precision. The event attracted over 50 faculty members and scholars from 15 institutions across the country, all enthusiastic about implementing these innovative strategies in their academic settings. Through interactive sessions, the FDP encouraged participants to delve into strategic skill-building approaches while fostering a rich exchange of ideas, creating a collaborative and inspiring atmosphere for professional growth.

Forthcoming Events @ BSSS IAS

1. Institute's Innovation Council Activity to be held in October 2024
2. Leadership Camp at Pachmarhi, MP to be held in November 2024
3. Rural Immersion Program for Batch 2024-26 to be held in November 2024
4. Colloquium 2024 and Corporate Meet, to be held in December 2024

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

FDP on "Outcome-Based Education"

A Faculty Development Program (FDP) on Outcome-Based Education (OBE) was organized to equip the faculty members with the necessary skills and knowledge for the effective implementation of OBE in higher education, thereby enhancing teaching methodologies and student learning outcomes. The FDP featured key sessions, including an introduction to OBE and Bloom's Taxonomy, aligning Program Educational Objectives (PEOs) and Program Outcomes (POs) with course objectives, and providing practical guidance on evaluating course outcomes and meeting NBA/NAAC accreditation standards.

The sessions were led by Dr. Fr. Roy Abraham, Director, Amal Jyothi College of Engineering, Kerala, and Dr. Anuradha Phadnis, IQAC Head, Indira Global School of Business, Pune. The program successfully empowered faculty members with the expertise and confidence to enhance the quality of education and align academic practices with global accreditation standards and best practices.

Workshop on "Digital Transformation of Libraries for Sustaining Relevance in the AI Era"

The institute hosted a workshop titled "Digital Transformation of Libraries for Sustaining Relevance in the AI Era," bringing together esteemed guests, librarians, and experts from across the country to explore innovative strategies for ensuring that library systems remain vital to knowledge dissemination. Inaugurated by Prof. Sanjay Tiwari, Vice Chancellor, Madhya Pradesh Bhoj (Open) University, the event featured prominent speakers such as Dr. Arjun Singh from IIPM Bhopal and Dr. Sandeep Pathak from IISER, Bhopal who underscored the role of libraries in an increasingly digitized landscape. Dr. Fr. John PJ, Executive Director, BSSS IAS, stressed the enduring significance of libraries, even in the face of AI advancements. The workshop included compelling discussions on AI-powered "Smart Libraries," led by Dr. Amit Kumar Tamrakar from Sanchi University, showcasing future-oriented strategies for library integration.



BSSS Institute of Advanced Studies

(Approved by AICTE, MoE, GoI & Affiliated to Barkatullah University)

...In Pursuit of Managerial Excellence!



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with International PGP in Managerial Capacity Building

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

- HR Analytics
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Advanced Features

- Rural Immersion Programme
- In-house Accelerate Capacity Building Programme
- International collaboration with Assumption University, Bangkok, Thailand and Synergy University, Moscow, Russia
- Experiential Learning through SIP and Field work.



For further details, Scan QR



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