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The Dynamic Face of IFIM - Prof. Dr. Anupama Natarajan

Dr. Anupama Natarajan, Principal, IFIM College had shared some valuable insights of what excites her about her role as a Principal in a recent interview with **Ronit Chakraborty**, Department of Journalism.



In her interview, Dr. Anupama said, "Today's students have the advantage of being born into an era of speed and information. I find them very well informed. I also find them socially sensitive and intolerant to wrong or immoral practices. I appreciate their courage and openness. I think with the right mentoring and opportunities they would achieve great feats in their personal and professional lives.

The best part of being a Principal of IFIM College for me, is to be able to lead, mentor and empower Students, with the support of the faculty, to bring out best in them and provide a platform for the students to engage positively with their faculty, fellow students and the outside community.

This also requires a lot of commitment from all the faculty and me as the Principal.

At my position I am happy that I am able to make significant differences to improve the quality of the academics and the extra and co-curricular activities in the College that can impact a student's life for their betterment; ensuring a huge variety of activities so that every student finds at least one area that he or she may be interested in and have an opportunity to explore. There is no greater feeling of reward for me as a Principal, than that, I have been able to inspire someone to achieve better."

Dr. Anupama is an award-winning entrepreneur, academician, innovator and a business mentor. She is widely-travelled and enjoys sharing her expertise and experience.



Aleluia Gracias
BBA (III Year)

Placed in Dell, Hyderabad



Vinay

B. Com (I Year)

Became Runner up in Origins Cup Badminton Tournament (Men's Singles and Doubles) conducted by Symbiosis School of Media and Communication, Bengaluru

Christmas Day Celebration

They say, "All is well that ends well". Similarly, the Christmas day celebration in college, full of joy and smiles brought the year to a cheerful end. It was the time to celebrate the spirit of love and togetherness where the entire college participated enthusiastically.

At IFIM College, it was a four day long fun-filled celebration from 19th to 22nd December. This time the celebration was being planned in a bit different manner. That's how the concept of Secret Santa came up. Santa Clause is someone who is deeply associated with the festival of Christmas and is said to carry the spirit of Christmas. So, the Management decided to keep the Santa 'secret' for each faculty member. A 'draw of lot' decided the Secret Santa for each faculty. Now this Secret Santa is responsible for giving a gift to the faculty that have been allotted to them for four days i.e. one for each day. For the gift to be delivered, student co-ordinators were selected in order to help the Secret Santa to reach every faculty. Finally at the end of the four day event, the Secret Santa had to reveal their identity.



This entire four day-long event came to an end with the traditional 'potluck' celebration which was held on the 22nd of December. A potluck is a gathering where each guest contributes a dish of food, often homemade, to be shared with all the other people. Even at IFIM, the faculty members brought the homemade food and these delicacies were relished by all. The chief guests of the celebration were Mr. Sanjay Padode and CAG of the college Prof. M.S. Lakshmi Narayanan. The celebration ended on a happy note where all the faculty members came together and cherished the moment, which was indeed a refreshing session for all.

By Khushboo Singh, III Year BA J



INTERNSHIPS 2016

Compiled By Lumina Bose, 1st Year BAJ



Ronit Chakraborty
Brand - comm



DINESH R
The Hindu



D. Arun Pandian
Tamils Now



Mohammed Nizamuddin
The Indian Express



Pragyashree Das
The Indian Express



Lumina Bose
Clipper28.com



Nikunj Ambegaonker
VNM TV



Mohammad S. Shabeem
Kudroli Constructions



Choudari Chirag Liladhar
Kamal Dies and Engineering Works



Rishay Rai
Sati Components Pvt. Ltd.



Pruthvi H J
SIPPS Global India Pvt. Ltd.



Jahnnav Shankar Reddy
Srimart Services



Apoorv Saxena
HEG Hindustan Electro Graphite

Hostel Day Celebration

In our hostel, our alternate home. We celebrated their hostel day on 5th December, 2016, when the entire hostel premises was lighted up.

The chief guest for the evening was Namrata Hedge, HR, Biocon. At the onset of the occasion, CAG of College Prof. M.S Lakshmi Narayanan and Colonel Vijay Bakshi took a small tour around the hostel. The event started with the lighting of the lamp, and a welcome song sung by Sarasvati Vandana of I Year BBA/LLB student. The chief guest for the evening, Namrata Hegde, an Alumni of the college shared her experience at her hostel. As the event progressed, it became more interesting with the PGDM students performing musical jamming, Zumba etc, showcasing their talent in the cultural field. Also a group dance performance was presented by the Siksha Adhar students.

The IFIM students are fortunate enough to have such a management, who works day and night for the welfare of students. Hostel day gives us an opportunity to recognise the immense contribution of all the management staff as well as the students to make hostel a better place to live in, which is incomplete without the security guards, catering team and other members associated with the same.

Congratulations to all the winners and happy hostel day once again!!



By Khushboo Singh, III Year BA J

Industrial Visit - KSDL and KSIC

On 17th October, 2016, a team of 40 students were taken for an Industrial visit to Mysore's top most Industries- Karnataka Soaps & Detergents Limited and Karnataka Silk Industries, Mysore. The Students were accompanied by Asst Professor A.Seshachalam and Asst Professor Asif Ali. The HR Executive of the organizations explained the flow chart of productions to the students. A new experience of visualizing the 'manufacturing process from Sandalwood tree to the end product soap' proved to be a fruitful exposure to the students. The students were also taken to Mysore Silk Weaving Industry and Philomena Church after the Industrial visit.



By Victoria Chacko, III Year BA J

NSS - Human Values

A Seminar on 'Human Values in Youth- Life and Message of Mahatma Gandhi' was conducted on 26th December, 2016 in Gandhi Bhavan, Bangalore.

In the seminar, the life and message of 'The Father of the Nation' was discussed and related to the young generation. The human values which he projected in his lifetime were discussed amongst the NSS Program Officers of various colleges affiliated to Bangalore University. Dr. H. Shrinivasaiah, President, Gandhi Bhavan, Bangalore delivered an inspiring speech, which was appreciated by Dr. Gananath Shetty, State Liaison Officer. Dr. Srinivas, University Coordinator of NSS guided the program officers regarding the activities which could be planned for the whole year. The NSS program officer of our college, Asst. Prof. Venkatesh B. B, who is also a member of the NSS advisory committee of Bangalore University, chaired the final session which was conducted by Dr. R. Srinivas.



By Tanuja, I Year BA J

Literary Contributions



• On Dec 6, 2016, Dr. Sanchita Choudhury of B. Com participated in National Conference on 'Transforming India through Innovation and Entrepreneurship' held at T. John Institute of Management and Science (TIMS). She presented her paper titled "New FDI Policy Pertaining to E- Commerce Industry: Challenges in Survival". This research paper highlighted the impact of New FDI Policy on E- Commerce.



• In the same conference, Prof. Vandana Srivastava, from the Department of Management presented a paper on the topic 'Maggi's comeback, consumers dilemma and the current market scenario'.



• Prof. A. Asif Ali presented a paper on the topic 'The conceptual analysis of Human Resource development'. This topic is quiet essential due to the over growing population of the country, which needs a huge number of resources to sustain a proper life in today's scenario.



• In the International Conference on Dec 16 & 17, 2016 Prof. J. Nagalakshmi & Prof. P. Muthulakshmi presented a research paper titled "Goods And Services Tax Impact On Indian Economy", in the 39th All India Accounting Conference and International Seminar on Accounting Education and Research, held at Department of Commerce, Bangalore University. Their research paper studies the present structure of Indirect Taxes in India where GST is a significant step in the reform of indirect taxation for Indian Economy by combining several Central and State takes into a single tax by developing a common Indian Market and reducing the cascading effect of tax on the cost of goods and services.



• Dr. H. S. Gitanjali from the same department presented a paper titled "Ethics in Accounting Profession and Corporate Governance in India: A Critical Review".



• Professor Mahboob Subani published a paper titled "Madhya Aur Adhunik Hindi Kavya Saahithya Mein Adhuniktha Vaadh Ki Vichar Dhaara" in the IV volume of Svash, on December 2016. Through this paper, he showcased the modernization of Hindi Literature.



• Prof. A. Seshachalam published two papers, one of which is in the International Organization of Scientific Research (IOSR). His paper titled "Healthy Way to Handle Work Place Stress through Yoga, Meditation and Soothing Humour" was published in October 2016. The second paper was published in the International Journals of Multidisciplinary Research Academy (IJMRA), titled "Talent Management in Organizations: An Empirical Research Study" in Dec 2016.



• Prof. Vandana Srivastava and Prof. Reena Chopra attended a workshop organized by GIBS, Bangalore on October 22, 2016 on quality improvement program- 'Unlock your Potential'. They also attended FDP - 'GuruUtsav', organized by ITM Business School, Bangalore on November 25, 2016.

• The National Conference 'Kadambari' on Narratives was held on Oct 17, 2016 at T. John College, Bangalore, where several papers were presented by faculty and students of IFIM College.



Dr. Pooja Basnett, HOD Journalism, Dinesh Ramachandran and Arun Pandian of II Year BA (JEP) presented a paper 'Historical analysis of conflict and conspiracies in Kashmir'. She even presented a paper named 'Kings and their Kingdoms'. Prof. Venkatesh BB, presented an article 'Mythology, is the Categorization Right?'. Prof. Venkatesh and Ronit Chakraborty presented a paper 'Nationalist Narrative in Martin Luther's - 'A Mighty Fortress is our God' and Tagore's- 'Gora'. Prof. Venkatesh even presented 'Advertisement-Then and Now' with Sarita Devi and 'Lady James Bond' with Caroline Ashe. Prathibha Tiwari of IInd Year BA(J) and Prof. Nagarathna presented a paper on 'Psychology and Psycho Analytical Narrative'.

• Dr. Pooja Basnett presented a paper titled 'Press & Democratic Process In Sikkim: A Critical Evaluation' at the 'International Conference on Media & Communication : Prospects and Challenges' organized by Symbiosis Institute of Media and Communication, Pune from October 6-7, 2016. She also presented a paper titled 'Print Media Ownership In Sikkim Pre And Post Merger : A Shift From Monarchy To Democracy' organized by Xavier School of Communication, Xavier University, Bhubaneswar on Nov 25, 2016.

• Dinesh R (BA J) & Dr. Pooja Basnett published their paper titled 'City Pages Content Analysis of the Hindu Newspaper, Coimbatore' in the International Journal of Humanities and Social Science Research in the month of Nov 2016.

• Prof. A. Seshachalam (Department of Management), attended Case Method Taking Seminar (CMTS) on October 21-22, 2016, organized by Harvard Business Publishing and IIM Ahmedabad.

• Prof. S. Nagalakshmi attended two days FDP on "Research Design and Statistical Analysis using SPSS" held at Dayananda Sagar College of Engineering, Bangalore from Nov 28 - 29, 2016. This FDP was helpful in enriching knowledge with respect to application of relevant statistical tools and bringing out the rigor in research.

• On November 5, 2016, Asst. Prof. B.B. Venkatesh presented papers - 'Children in Wrong Hands?', "Guide to Wealth Management and Financial Planning", "Sustainable tourism", with BBM III Year students, Aleluia P. Gracias and Granthika Chadha at National Conference on "Paradigm Shift in Innovative Business Management" held in Banaras Hindu College.

On the 6th of December, 2016, Asst. Prof. B.B. Venkatesh presented a paper titled "The greatest challenge for India is to remain Indian" at a national conference on "Transforming India through Innovation and Entrepreneurship" and on 13th-14th December presented a paper on "Holistic approach to lifestyle disorders" at "Ayurvision 2016" conducted by Manipal University.