

Vijnan Newsletter

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B-LIV 2025 International Conference

The B-LIV 2025 International Conference on "Redefining Value Creation in the Gen Z Era" was launched on February 27, 2025, by **Dr. David R. Ownby**, Associate Dean of Graduate Studies, Towson University, London. The event was inaugurated by **C A Venugopal C Govind**, Chairman, Bharatiya Vidya Bhavan Kochi Kendra, and **Dr. Lincoln Smith**, International Student Officer, Mount Saint Vincent University, Canada.

A panel discussion featured esteemed industry leaders, including **Ms. Prasita Prasad (SOTI)**, **Mr. Deepu Xavier (Zapphire)**, **Mr. C. S. Nikhil George Pinto (Former ISCI Kochi Chairman)**, and **Ms. Nadia S. Sait (ICR Fragomen)**. The session was moderated by **Dr. Rohini S. Nair (Bhavan's MBA)**.



The Best Paper Award in the academic category was won by **Dr. Vineeth K. M. (Government College, Tripunithura)**. **Ms. Ananya Sharma (University of Rajasthan)** received the award in the research scholars' category, while the student category was won by **XIME, Kochi**.

Mr. Vipin V K, Founder & CEO of **STEM Cadets**, delivered the keynote during the valedictory session. The **B-LIV 2025 Conference** concluded successfully, showcasing groundbreaking research and insightful discussions.

MASTERCLASSES

A Masterclass on **Industrial Relations**, led by **Shri Varkiachan Pettah**, the renowned **HR professional and labour law expert**, provided our students with invaluable insights into navigating the complexities of industrial relations for their professional journeys.



An interactive session was hosted with **Dr. David R. Ownby**, Associate Dean of Graduate Studies at Towson University, where he shared his expertise and perspectives on Marketing Intelligence.



A masterclass on **Operations Management** by **Dr. R Sessa Iyer**, Professor and Adviser to the Dean at **SP JIMR, Mumbai**, offering students practical knowledge on operational strategies, efficiency, and real-world applications.



The Masterclass on **Integrated Marketing Communication** by **Dr. Elizabeth Devasia**, Senior Assistant Professor at **XIME Kochi**. On the theme, "**Connect, Converse, Convert: The IMC Approach**," captivated participants, providing practical knowledge of communication strategies for today's dynamic marketing landscape.



A comprehensive Masterclass on **Operations Management** by **Dr. M. Bhasi**, Retd. Senior Professor, **SMS CUSAT**, enriched our students with valuable strategies to optimize business processes and enhance decision-making.



Dr. Devi Soumyaja, Assistant Professor at **CUSAT**, delivered an insightful session on **HR Analytics**, emphasizing the importance of data-driven insights in shaping effective workforce strategies.



CORPORATE INTERACTIONS

An enriching session on "Recruitment Analytics" was conducted by **Ms. Deepthi Damodaran, Head of Talent Acquisition Group – Kerala and Growth Market MEA, Tata Consultancy Services**, delving into cutting-edge HR practices and the role of analytics in strategic hiring.



The financial planning and mock trading session by **Mr. Nachiket Save, Marketing & Communications Manager at Fintopedia**, focusing on smart investments, financial planning, and wealth management to enhance financial decision-making.



SPECIALIST SERIES

Sahasra Finance Club hosted a session with **C.S. Nikhil George Pinto, Former Chairman of the Kochi Chapter of SIRC of ICSI**, focusing on the regulatory landscape and its impact on corporate transformations.



WORKSHOP ON ADVANCED EXCEL

Mr. Arun Kumar, Academic Head of ThriveX Business School, led a hands-on session on data analysis, automation, and advanced Excel functions, empowering students with practical skills for their future careers.



ART INTEGRATION IN MANAGEMENT

A special **Koodiyattam** performance and workshop by **Guru Kalamandalam Girija** and team showcased our rich artistic heritage, highlighting the dynamics of collaboration, teamwork, and communication.



ENGAGING BEYOND CLASSROOM WALLS



Students had the privilege of attending the **26th Budget Lecture** by eminent economist **Dr. Rajiv Kumar**, organized by **Malayala Manorama**.



Students participated in **KMA's Management Week**, commemorating **K. T. Chandy**, with insights on "Management in the Age of Transformation" by **Dr. Saji Gopinath**.



Team Bhavan's MBA participated in the **Marketing Summit 2025** at **XIME Kochi**, engaging in discussions on the evolving marketing landscape.

Students attended the **Sports Business Networking event** at **KMA Hall**, exploring the 11 Ps of the Sports Marketing Mix and discovering innovative business opportunities. Led by **Dr. K N Raghavan, Sijin B T, and Dr. Indulekha R**, the session offered insights into the evolving sports management landscape.



STUDENTS' ACHIEVEMENTS

Mr. Roshan K and Mr. Athulgosh T A, 2nd-year MBA (Finance and Marketing), secured the runner-up position in badminton at **CUSAT Kurukshetra 2024-25**.



Ms. Gayatri Rajesh, 2nd-year MBA (HR and Finance), presented her research paper titled "Exploring Employee Competencies for Organizational Performance" at the **International Learners' Summit 2025, CUSAT**, under the guidance of **Dr. Smitha Rajappan**.



Ms. Amretha B P, 1st year MBA student, emerged as the college topper in the **1st Sem University Examination**.



Ms. Devika Mohan 1st year MBA secured **2nd place** in **String Eastern – Violin** at **Sargam 2025, the CUSAT Youth Festival**.



Ms. Anjana Biju, 1st year MBA secured 3rd place in Bharatanatyam & Mohiniyattam and A grade in Kuchipudi, Folk Dance & Adapt Tune at Sargam 2025, the CUSAT Youth Festival.



Mr. Roshan K, specialised in Finance & Marketing got 3rd place in Hindustani Vocal and A grade in Ghazal at Sargam 2025, the CUSAT Youth Festival

At Sargam 2025, the CUSAT Youth Festival, our students brought laurels to the institution by winning A grades in various events. The achievements include: Percussion Western – Mr. Joslind George (specialised in Marketing & IB), Malayalam Debate – Ms. Anju Prasannan and Ms. Aleena V. S (1st year MBA), English Debate – Ms. Gayatri Rajesh (specialised in HR & Finance) and Ms. Aparna K. A. (specialised in HR & Marketing), Recitation – Ms. Megha C. R (1st year MBA), Malayalam Elocution – Ms. Anju Prasannan (1st year MBA), Nostalgia and Thiruvathirakali.

INSTITUTIONAL ACHIEVEMENTS

Bhavan's Royal Institute of Management was recognized as the **Aspiring Leader by the Kerala Startup Mission (KSUM) under the IEDC Accreditation Framework.**

Dr. Lakshmi N S, Assistant Professor successfully completed her **PhD thesis and earned Doctorate degree.**

Bhavan's NDLI has been awarded the **NDLI Club of Excellence Award - 2025** by the **National Digital Library of India** for the second time.



FACULTY DEVELOPMENT

Dr. Rohini S. Nair, Associate Professor, participated in the AICTE-ATAL FDP on "Deep Dive into AI: Latest Trends using Machine Learning & Deep Learning", organized by REVA University and NIT Tiruchirappalli.

Dr. Divya P. Velayudhan, Assistant Professor, participated in the AICTE-ATAL FDP on "AI-Driven Predictive Analytics and Decision Making in Manufacturing Supply Chain", organized by Rajalakshmi Engineering College and NIT Jamshedpur.

BACK TO CAMPUS: ALUMNI INTERACTIONS



The pioneer batch (2002-2004) revisited Bhavan's campus, reliving cherished memories and joyful moments.



Mr. Enil Xavier and **Mr. Vishnu Menon** (PGDM 2011-2013) revisited Bhavan's to reconnect with their alma mater.



Mr. Remees Ibn Rafeeqe and **Mr. Kailash Krishnan G** (MBA 2015-17) revisited campus, cherishing their Bhavan's journey and lasting bond.

OUR BUILD INTERACTIONS

BUILD – Bhavan's Upskilling Initiative to Lead and Develop – held a wonderful session at **Bhavan's College of Arts & Commerce, Kakkanad**, empowering final-year students to become future-ready graduates by refining their communication skills and fostering collaborative excellence. The sessions on Communication and Team Building were handled by **Dr. Smitha Rajappan** and **Dr. Rohini S Nair**.



CAMPUS VISITS



Esteemed members of **Bharatiya Vidya Bhavan Trivandrum Kendra**, including **Shri T Balakrishnan IAS (R)**, visited the Bhavan's MBA campus, strengthening institutional ties.



Students from **Bhavan's Rajaji Vidyashram & Vidya Mandir, Chennai** visited Bhavan's MBA Campus.



Dr. Sayantani Roy, Assistant Director of Bhavan's RPI Mumbai, visited our campus, strengthening Bhavan's family ties.

INDUSTRIAL VISIT

The MBA 2024-26 batch visited **Kerala Agro Machinery Corporation Ltd. (KAMCO)**, gaining practical insights into manufacturing, operations management, and innovative industry practices, bridging classroom learning with real-world experience.



PRAJNA-ANNUAL ARTS DAY

Arts Day 2025 was a vibrant celebration of talent and creativity, featuring energetic performances, captivating art displays, and inspiring literary events. The day brought students together, showcasing their skills and spirit, making it an unforgettable experience for all.



IRA- ANNUAL SPORTS DAY

Sports Day was an action-packed celebration of athleticism, teamwork, and spirit. From thrilling track events to intense team games, students showcased remarkable determination and sportsmanship.



BHAVAN'S IEDC ACTIVITIES

Bhavan's IEDC, in collaboration with **MSME Technology Development Centre PPDC Agra, Extension Centre Thiruvalla**, under the Ministry of MSME, Government of India, hosted a **One-Day Entrepreneurship Awareness Programme**, led by **Adv. K.V. Appukuttan**.



BLOOD DONATION AWARENESS SESSION

Bhavan's MBA, in collaboration with **Mahatma Mathrubhumi Study Circle & IMA**, organized a **Blood Donation Awareness Session** led by **Mr. M Renjith Kumar**, focusing on debunking myths and promoting the importance of voluntary blood donation.



NEW YEAR

At Bhavan's MBA, we welcomed 2025 by sharing moments of joy and togetherness over a celebratory cake and a delicious team lunch.



NEW APPOINTMENTS



Assistant Librarian:
Ms. Gowthami Satheesh

WOMEN'S DAY CELEBRATIONS

On this Women's Day, our male staff honored female colleagues with tokens of appreciation, celebrating their dedication and contributions.



Nehru Yuva Kendra, Ernakulam, and **Mahatma Mathrubhumi Study Circle**, jointly organized an engaging session on women's empowerment and health, inaugurated by **Dean Dr. Deepa Unnithan**.



Bhavan's Mahila Vibhag, in association with our institution, organized a special talk on **"Wellness for Women"** led by **Dr. Smitha Rajappan, Associate Professor (OB & HR) and Certified Fitness Coach**, in celebration of International Women's Day.



HOLI



Holi filled our campus with vibrant colors and festive joy as students celebrated unity, happiness, and new beginnings, creating unforgettable memories.

IFTAR

The Bhavan's MBA family gathered for a heartfelt Iftar, celebrating unity, gratitude, and shared traditions, highlighted the spirit of togetherness and joy.

