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# From the Director's Desk...

IIMP BBA's Ink Society announces the release of its first issue of the newsletter "INKGAZETTE".

This newsletter will showcase the students' scholastic accomplishments, cultural events, sports, creativity, ethical values, achievements, and many more during their tenure at INDIRA.

We here at IIMP BBA constantly encourage our students to be innovative, think creatively, work in teams, and support hands-on learning.

All the best dear students. May your new venture reach new heights of success.

Best wishes to our ethical leaders of tomorrow who can take a step ahead to transform India.



**Dr. Pandit Mali**

Director  
Indira Institute of Management Pune



# From the Dean's Desk...

It is a great initiative taken by IIMP Ink Society. The Newsletter is an innovative method to keep students aware about the multiple events happening on campus and at the same time, students of the Blog Cell get the opportunity to express their creativity through writing. Best wishes and good luck to the team.



**Dr. Anjali Kalkar**

Dean UG Programs,  
Indira Institute of Management Pune BBA





# From the Editors' Desk...

The newsletter "InkGazette" is a creative but informative document created by the members of IIMP Ink Society. It is an initiative taken by the students to encourage others to be a part of the whole process of creating this document. Along with academic studies, students are encouraged to follow their passion for writing. Also, participating in various activities and events will let the students showcase and at the same time improve their skills. This will surely make the years in college interesting and worth remembering. This Newsletter is the window to the activities of the college.



**Miss Ashlesha Ranpise**

Editor

2nd year Digital business and marketing student  
Core committee member of IIMP Ink Society



**Miss Sayli Jawade**

Editor

2nd year Banking and Finance student  
Core committee member of IIMP Ink Society





# EVENTS AND ACTIVITIES

## "BFS students learned some financial lessons through an interesting activity."

**2 Aug, Tuesday:** An interesting activity for both the divisions of Banking and Finance was conducted by Prof. Sachin Hadpad. The activity was named Finquote since the students were asked to explain some Financial quotes to the class, and for that some students created a ppt while some created handmade posters to explain the same.

The students were informed prior about the activity, so they could research about the quotes and prepare accordingly. It was fun! The activity not only made the students aware of the different financial quotes, but also through the quotes selected, they got to learn various financial lessons.



## "Digital Marketing students recalled their school days"



**5 Aug, Friday:** DBM students have a subject named IT in Business Management (ITBM) which is guided by Prof. Uttara Bhattacharya. Instead of giving any theoretical assignment for this subject, an interesting activity- "Collage making competition" was conducted for all the 3 divisions, with the purpose of letting us gain insights about who actually is a digital marketer or what are his roles and responsibilities, with the topic "Yes, I am a digital marketer".

It was asked to form groups of maximum 4 members in each group and maximum participation from all the 3 divisions was seen since the activity was to be evaluated for internal marks. Every member of each group was seen putting up their creativity and knowledge onto a piece of paper. As this activity involved interaction among the members, pasting pictures, drawing using sketch pens and crayons and papers instead of working on a 'computer screen'; with a competitive mindset, the fun activity actually made students recall their school days!



# EVENTS AND ACTIVITIES

## "Mass Media Students took their first step towards their career in the mass media industry"

**15 Aug, Monday:** On the occasion of the 75th independence day of India, as a tribute to our nation, our Mass Media students created a short video in which our MMM students were seen performing on 'Vande Mataram'. Even the video was shot by some of our mass media students itself.

The outfit of our students in the video was a simple 'white kurta' which highlighted Indian tradition and promoted peace. Two of our MMM girl students were seen performing classical dance steps in the typical Indian traditional attire (saree), in the same video. Also, one student was seen playing guitar in the same video, which reflected the Indian patriotism with a slight western touch. This video was then posted on our social media pages with the hashtag #Azadikaamrutmahotsav!



## "Banking and Finance students seemed to be Mass Media students"



**25 Aug, Thursday:** An interesting activity was conducted for both the divisions of BFS, in which students performed a skit which made them have fun along with gaining insights about financial planning. Since a skit involves acting (a task of mass communication), the Banking and Finance students seemed to be Mass Media students for a while!

Students made a group of 4-5 members and 1 among them was a finance officer, one was a bachelor, and two of them were a couple who went to consult him regarding financial planning. The preparations for this – the script, roles of each member, etc. had started 2-3 days prior. This activity made students aware of the financial problems they are likely to face and how they would tackle those problems in the upcoming stages of their life.



# EVENTS AND ACTIVITIES

## "IIMP's devotional atmosphere for Ganapati festival"



**Aug 31, Wednesday:** As the Ganapati festival was being celebrated all over India, IIMP also took the initiative to bring bappa to our campus in order to shower his blessings on all the students here. Hence for this, some areas of the wifi zone of our IIMP BBA campus were decorated with curtains and lights. A proper path to enter and exit was arranged. Shoe racks were also placed on the entrance. And then, the entire IIMP was all set for Bappa's arrival. Bappa arrived and stayed with all of us for all the 10 days. Everyday, students, teachers and other staff members visited the place and sought the blessings of our dear Bappa.

Then the day arrived when we all had to say goodbye to Bappa. But, instead of getting sad, we, with complete happiness and joy, said goodbye to him. The visarjan ceremony was glorified with the presence of the well known Marathi actress- Nirmiti Sawant and our Chairperson Mrs. Tarita Shankar ma'am. The visarjan was completely eco-friendly where we had a cistern for the visarjan purpose. Hence, IIMP was drowned in the devotional atmosphere for all the 10 days of the Ganapati festival.





**Aayush Trehan**  
**SY DBM-B**

## A GOOD NIGHT'S SLEEP

I have been noticing it, as I am sure many others as well, that as our society & technology has advanced not only have we become less attentive towards how imperative it is to take care of ourselves but also, quite negligent. This practice of constant negligence & no regard for one's own health can be audibly seen in the younger generation. If granted the honor of naming the most common, I'd pick, Sleep Deprivation.

Sleep deprivation has become one of the leading causes of health issues in modern times, where not only teenagers but also adults have been found to be negligent towards having a proper 7-8 hours of sleep. To give everyone an idea about how severe the issue is & how beneficial it can be to simply put our phones down every night here are some effects of sleep deprivation:

**Effect on Concentration & Productivity:**

It has been found through several studies that sleeping less than 7 hours every night negatively affects the cognition, concentration, productivity & performance levels in an individual. Simply sleeping at proper hours has shown to greatly improve people's problem solving skills & memory enhancement. Not only this but lack of sleep is also a huge motivation killer by causing people to feel more fatigued & less productive or wanting to pick up any new tasks.

Remember how often we feel that lack of motivation but that huge surge of procrastination in our body? Why not just try sleeping 7 hours for a few days?

**Decreased Immunity & Resistance:**

How many of us often wake up in the morning with a cold determined to make our mornings worse than it already is? We simply, having become so used to it, ignore it & march through our day with a runny nose. You'll be surprised to find out that the cause may simply be a lack of sleep. People who sleep less than 5 hours every night are 4.5x more likely to develop a cold, & since winters are coming I think it's the best time to test this out.

**Increased risk of Diabetes:**

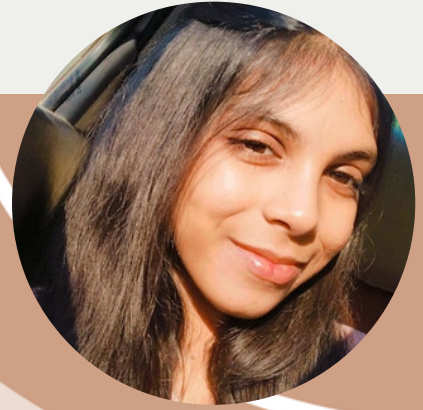
It has been estimated that about 537 million people worldwide are suffering from some type of diabetes. I'm pretty sure you know many who suffer from it as well. A person with diabetes is easier to find than a good quality bandwidth provider. But you must've guessed who one of the major contributors is, I'm sure. That's right, it's STARBUCKS!!! Nah jk, though they do serve sugar mixed in water in the name of beverages, this article is sworn to focus on sleep. Studies have found that sleeping less than 5 or 6 hours significantly increases the risk of developing type-2 diabetes by 48% & 18% respectively. Mind you this doesn't mean that sleeping 6 hours is better because of that 18%, it's still there. Not only this but it also causes increased inflammation & hunger hormones in our body, decreased level of insulin & increase in the secretion of Ghrelin hormone while decreasing Leptin, hormones relating to making us feel hungry & full respectively. All this relates directly to increasing the chances of developing Diabetes later in life.

**Conclusion:**

Sleep deprivation is a much more serious health issue than people take it to be. Apart from the above mentioned effects it also has a huge influence on one's mental health like stress, mood-swings, decreased sociability, depression and more. If this is not enough of an eye opener then maybe hearing that lack of sleep is one of the major causes of heart related diseases would be.

While it is recommended to sleep at least 7 hours every night, it is also important to know that excessive amounts of sleeping causes the same

effects that we have talked about in this article. It seems too much & too little of everything does have their own negative side-effects.



**Isha Jagnani**  
**FY Div-D**

## Moving out: Finding a new home!

Moving out is not difficult, what's difficult is to move on from the people you're used to being around with, to mentally prepare yourself to face days you never expected of, to find yourself lonely in crowded rooms.

I know, the extent of excitement to move out, finally being on our own and living on our terms is over the top, but lowkey what we don't expect are the days when we've to push ourselves to grind, days when we've to cry ourselves to sleep, days when we no more wake up to our mom's sweet voice.

It's been exactly four months since i moved to Pune. The excitement to move here, to be all on my own was extreme. Touchwood, college has been nothing but amazingg, I'm loving every bit of it and I'm trying to be a better version of myself every passing day. Yet there have been days when i cried myself to sleep because I missed home. I missed being in my comfort zone, i missed being around people that felt like home.

I found myself confused and lonely as i left behind the only world i ever knew. In the hustle of the city, i found myself lonely despite being surrounded by people. My idea to fall in love with the city wasn't fulfilled.

That's when the disappointment striked and i felt like this wasn't the Pune i left home for.

But what i realised gradually was that it's okay to be uncomfortable initially, to adjust with new routines but as they say our life begins where our comfort zone ends.

Living alone looked all glory and fun until i experienced it myself.

I'm grateful for the life I'm living, for the experiences I'm living yet some days i miss being in my comfort zone. Each day, I've evolved, only for the better but there are days I wish i hadn't.

I wish I'd have stayed a Lil longer, i wish i never grew up so fast.

But this is life?

Unexpected yet fulfilling.

# From the Mentor's Desk...

It is a great pleasure and satisfaction that IIMP BBA INK SOCIETY has come up with the first issue of the Newsletter “INKGAZETTE”. I trust that the newsletter will work as a window through which the complete depiction of the academic and co-curricular activities, achievements and progress made during the stipulated period can be viewed. We at IIMP BBA are committed to creating an ambience for nurturing innovation, creativity and excellence in our students.

Best wishes for the success and bright future of “INKGAZETTE” BY IIMP INK Society.



**Dr. Vijayalaxmi G.N. Rao**

Mentor  
IIMP Ink Society (Blog Cell)



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