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*From the Dean's Desk...*

*From the Editor's Desk...*

*Events & Activities*

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*Find Us Here...*



# *From the Director's Desk*

This newsletter, ink gazette 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 contantly encourage our students to be innovative, think creatively, work in teams, and support hands-on learning.

I wish them the best. May you all 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 Institite of Management, Pune**

## *FROM THE DEAN'S DESK*

Ink Gazette 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 an 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 EDITOR'S DESK*

The newsletter "InkGazette" is a creative as well as an informative document created by the editorial board members of IIMP Ink Society. It is an initiative taken by the students to encourage others to be part of the whole process of creating this document. Along with academics, students are encouraged to follow their passion for writing. Moreover, participating in various activities and events will let the students showcase and at the same time improve their skills. This will surely make their years in college interesting and worth remembering. This Newsletter is the window to the activities of the college. We believe, team spirit and collaboration will take us to new heights!



**Isha Dubey**  
**Editor**

2nd year Digital  
Marketing student



**Miss Sarika Rai**  
**Editor-in-chief**

3rd year Consumer  
Marketing student



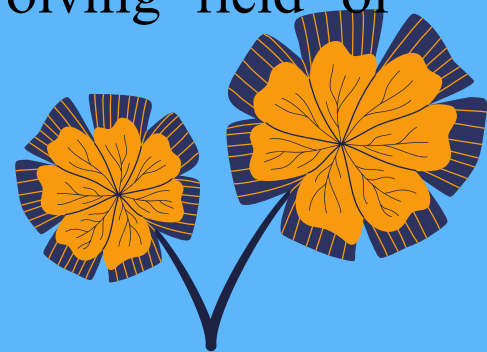
**Miss Isha Jagnani**  
**Editor-in-chief**

3rd year Consumer  
Marketing student

# Exploring Digital Marketing with Citation Builder Company



IIMP BBA College's 2nd and 3rd-year DBM students are diving into the dynamic world of digital marketing through an innovative partnership with Citation Builder Company in Chhatrapati Sambhajinagar. This hands-on experience is exposing students to cutting-edge SEO tools and citation-building services, reaching over 50 countries. By learning from real-world applications, students are gaining valuable insights that will fuel their future success in the ever-evolving field of digital marketing.



# IIMP BBA Students Embark on a Journey of Supply Chain Mastery at Optlog Logistics



Students from IIMP BBA College recently took part in an enriching hands-on learning experience at Optlog Logistics and Supply Chain Company in Baramati. The visit allowed students to explore the inner workings of supply chain management and logistics, linking classroom theories with practical, real-world applications. This experience marks a key step in their educational journey, equipping them with the insights and skills needed to thrive in the fast-paced world of supply chain management.



# Inauguration of 'SANKALAN' - IIMP BBA's Hub for Logistics and Supply Chain Management



IIMP BBA recently inaugurated SANKALAN, a new and vibrant platform for students and enthusiasts of Logistics and Supply Chain Management. This initiative aims to encourage innovation, collaboration, and excellence in the field. The inaugural ceremony was graced by the presence of our esteemed Dean, HOD, and faculty members, alongside Mr. Jude Mudaliar, who joined us as the Chief Guest. His insights added depth to the occasion, inspiring our students to explore the endless possibilities in this ever-evolving sector.



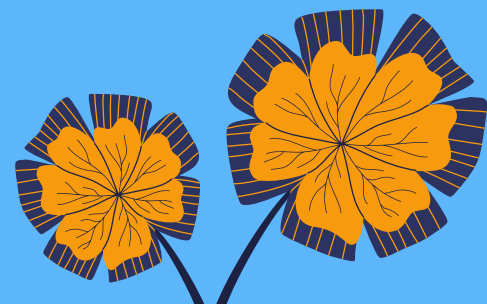


# Management Elites Club Event Brings Strategy, Fun, and Team Spirit to IIMP BBA



IIMP BBA's Management Elites, our dynamic general management club, recently hosted a day filled with excitement, camaraderie, and a healthy dose of competition! The event kicked off with a memorable game of carrom between our beloved Anjali Ma'am (Dean, IIMP BBA) and Renu Ma'am (Director, ISC), setting the tone for a day packed with fun and strategy.

Students and faculty alike joined in for a series of thrilling matches, from intense chess duels to action-packed football face-offs and classic cricket clashes. The event highlighted the importance of teamwork, friendly rivalry, and strategic thinking, creating unforgettable moments for everyone involved. This celebration of sportsmanship and collaboration is yet another example of how the Management Elites club fosters unity and excellence at IIMP BBA.

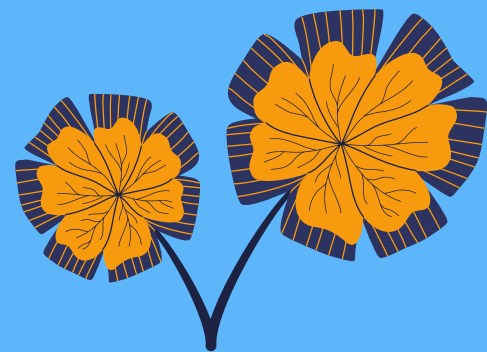


# ISC Mass Media Students Experience the Magic of Film City with John Abraham! 🎬



Our Mass Media students at ISC recently embarked on an exciting and enlightening journey to Film City, where they were given a behind-the-scenes look into the world of movie-making. The day was made even more memorable by the dynamic presence of John Abraham, who shared his invaluable insights on the film industry.

Students not only witnessed the magic of filmmaking but also had the opportunity to learn from one of the biggest names in the business. John's wisdom on professionalism, perseverance, and making it big in the industry left a lasting impact on our budding media professionals. This star-studded day at Film City marks another milestone in ISC's commitment to providing students with hands-on experiences and industry exposure, helping them build a strong foundation for their future careers in media.

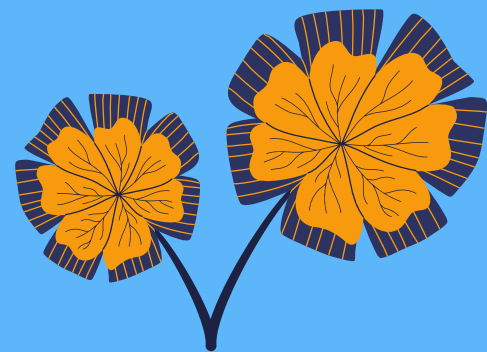


# Digiclub's 'Sociothon' Ignites Creativity at IIMP BBA! 🎨📱



IIMP BBA's Digiclub recently hosted Sociothon, an exhilarating event where students dove into the digital world, showcasing their creativity and competitive spirit. The day was filled with excitement as participants unleashed their talents in various social media games and logo design competitions.

The event provided students with a fantastic platform to explore their creative potential, sharpen their digital skills, and engage in friendly competition. Sociothon was not just a fun-filled experience but also a learning opportunity, highlighting the importance of innovation in the ever-evolving digital landscape.



## *From the Mentor's Desk*

It is a great pleasure and satisfaction that IIMP BBA INK SOCIETY has come up with 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 IMP 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 IMP INK Society.



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

Mentor

IIMP Ink Society (BlogCell)

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