



february
2024

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!



Miss Sarika Rai

Editor-in-Chief

3rd year Consumer Marketing student



Miss Isha Jagnani

Editor-in-Chief

3rd year Consumer Marketing student

Events & Activities



Breaking Barriers: Team IIMP BBA Wins 1st Prize at SAVOIR-FAIRE!

February 5 : In a remarkable achievement, the IIMP BBA Digital Business Marketing (DBM) team clinched the 1st prize at the prestigious SAVOIR-FAIRE Intercollegiate Case Study Competition hosted by Dr. D. Y. Patil Institute of Management & Research. Their winning case study focused on The Factories Act, 1948, highlighting key aspects like hygiene factors and motivation theories, providing valuable insights for strategic decision-making in the manufacturing industry.

Guided by our esteemed Dean, Dr. Anjali Kalkar, along with Prof. Swapnil Kharde and Prof. Vijayalakshmi Nemmaniwar, the students excelled in situation analysis and case writing. Their comprehensive approach not only showcased theoretical knowledge but also demonstrated practical application, impressing the jury.

This victory reflects the dedication of both our students and mentors and is a testament to the high standards of academic excellence upheld at IIMP BBA.

Events & Activities



Unlocking Creativity with Paula McGlynn at Indira Institute of Management, Pune - BBA

february 8 : The BBA department at Indira Institute of Management, Pune, recently hosted an inspiring session with Paula McGlynn, CEO and Co-Founder of Gulbadan Talkies, on the theme of "Unleashing the Inner Content Creator."

Paula, a driving force behind successful Marathi content platforms like BhaDiPa and acclaimed shows such as 'Shantit Kranti' on Sony Liv, shared valuable insights from her journey in the digital entertainment industry. Her talk highlighted the power of storytelling, the rise of regional content, and how creativity can thrive in the digital age.

Through her experiences, Paula inspired students to tap into their own creative potential and explore opportunities in content creation. The session was a true celebration of creativity, encouraging future storytellers to embrace innovation and make their mark in the ever-evolving world of digital entertainment.

Here's to unlocking new horizons and empowering the next generation of content creators!

Events & Activities



A Day of Insights and Excellence: IIMP-BBA Students Shine at Global Awards for Retail Excellence, BFSI Congress & Awards, and Global Hospitality Awards

February 15 : Students from IIMP-BBA and ICCS had the remarkable opportunity to attend the prestigious Global Awards for Retail Excellence, BFSI Congress & Awards, and Global Hospitality Awards, a day filled with inspiration, knowledge, and recognition.

The event featured insightful panel discussions with industry leaders from diverse sectors such as retail, BFSI, and hospitality. These discussions provided a deeper understanding of current trends, challenges, and innovations, giving students a unique glimpse into the evolving landscape of these industries. The day concluded with a memorable award ceremony, celebrating achievements across various sectors. Students left the event inspired, with a renewed commitment to excellence and a passion for knowledge, carrying with them valuable insights that will shape their future endeavors. Here's to embracing new opportunities, learning from industry pioneers, and striving for success in the years ahead!

Events & Activities



From Theory to Practice: Exploring Business Simulation with Ms. Ritu Kedia

February 26 : Students at IIMP-BBA recently had the opportunity to dive into the world of Business Simulation under the expert guidance of Ms. Ritu Kedia. The session ignited a passion for real-world problem-solving, bridging the gap between theoretical knowledge and practical application.

Through interactive exercises, students gained hands-on experience in navigating complex business challenges, sharpening their decision-making skills, and understanding market dynamics. Ms. Kedia's guidance enabled students to simulate real-world scenarios, fostering a deeper understanding of strategic thinking and business operations. This enriching session not only enhanced their analytical abilities but also inspired students to approach future challenges with confidence and creativity. A valuable step in their journey toward becoming effective business leaders!

Events & Activities



IIMP BBA Students Embark on an Enlightening Journey at India's Largest Defense Expo in Pune

February 26 : Students from IIMP BBA recently attended India's largest Defense Expo in Pune, embarking on an eye-opening journey into the world of cutting-edge technology and strategic brilliance.

The expo showcased a range of advanced defense technologies, highlighting the nation's progress in innovation and security. Students had the opportunity to witness state-of-the-art equipment, interactive exhibits, and live demonstrations, which deepened their understanding of defense strategies and innovations shaping the future of the industry. The experience not only inspired students with a sense of patriotic pride but also fueled their passion for innovation and strategic thinking, making it a truly insightful and motivating day for all. This exposure to the nation's defense capabilities has left a lasting impact, encouraging them to explore new horizons and contribute to India's growth in diverse fields.

student blogs

Isha Jagnani- TY consumer marketing student & content writer

Shattering Stereotypes, Lifting Each Other

"we all know how she got that position"
"Feminine qualities belong in the kitchen"
"You're too soft to be a leader"
"Women pull women down"

If I had a penny for every time I heard these statements about women, I'd be rolling in wealth! Be it conversations over drinks or formal discussions, why is it always the women who are labelled as 'too feminine', 'too soft' or something that goes beyond the forbearance of society? Why are good leaders often thought of as crude and assertive people? Why can't we shift the conversations from "women" at work, to just work?

Hear me out! Never have I ever related with the stereotypical opinions. Ironically these statements are often passed out as jokes by people who have never clearly observed the companionship and sisterhood women share.

A woman is a woman's best Ally. There I said it! There have been times when-

- When a friend handled me in the washroom while I was having a breakdown and hugged me till I felt better.
- When some random woman has complimented my outfit and made me feel prettier as ever.
- When some of my female colleagues have stood up for me in times when I couldn't speak up against casual misogyny.
- When I went up to a stranger to ask for a sanitary pad and she walked me up to the washroom.

I hope more people understood that when we say we want equal opportunities, we don't want equivalent muscle mass, but cerebral opportunities. I hope we remember women for the battles they fight, the struggles they embrace, and not the false image that society often creates of us!

It's the patriarchal world against us all!

To fixing our bindis, to carrying an extra safety pin for our friends who might need, to making sure no woman is pulled down by another,

To womanhood!



From the Mentor's Desk

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Dr. Vijayalaxmi G.N. Rao

Mentor

IIMP Ink Society (BlogCell)

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