



# March 2024



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# 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



**March 2** : "Love Struck" dazzled the audience, stealing the spotlight with its spellbinding debut performance! The show was a remarkable fusion of creativity, emotion, and talent, showcasing the exceptional abilities of our cast and crew from IIMP-BBA & ISC. From captivating performances to seamless backstage efforts, every individual contributed to making the production a resounding success. The passion and dedication of the actors lit up the stage, while the behind-the-scenes team worked tirelessly to create an immersive and enchanting atmosphere. A heartfelt thank you goes out to every single person involved—your collective efforts brought a story to life that will be remembered for years to come. Bravo to our phenomenal team for delivering a show that truly left its mark!

# Events & Activities



**March 5** : Gusto 2024 unfolded with brilliance, leaving attendees captivated by its vibrant energy and unforgettable experiences. The event was a perfect blend of creativity, talent, and cultural exploration. The Bollywood Quiz engaged minds with its challenging yet entertaining questions, while the Open Mic offered a platform for raw expression and remarkable performances. The Carnival Fest, themed 'Around the World,' was a visual and cultural treat, transforming the venue into a global celebration where diverse traditions and customs were showcased. The atmosphere was electric, with every moment contributing to a sense of unity and excitement, making Gusto 2024 a truly standout event that will be cherished for years to come.



# Events & Activities



**March 6** : Exploring the dynamic world of textiles at the Cottonking factory in Baramati was an eye-opening experience for the enthusiastic minds of IIMP BBA. This educational visit offered a unique glimpse into the intricate processes behind fabric production, from raw cotton to finished textiles. The students gained valuable insights into the industry's operations, innovations, and sustainability efforts, further enhancing their understanding of the textile sector. The visit provided a perfect blend of learning and inspiration, leaving a lasting impression on everyone involved.



# Events & Activities



**March 7 :** "Empowering our digital marketing journey with the transformative potential of Generative AI! We are truly grateful for the insightful workshop conducted by Mr. Ashish Dasharathi at IIMP BBA, where students and aspiring marketers gained a comprehensive understanding of how AI is revolutionizing the digital marketing landscape. Mr. Dasharathi's deep expertise and practical insights helped demystify the complexities of AI, showcasing its applications in content creation, personalization, and predictive analysis. The workshop provided participants with cutting-edge knowledge and hands-on strategies, equipping them to harness AI-driven innovations in their future marketing efforts. This session not only inspired but also shaped the vision of the next generation of digital marketing leaders, positioning them at the forefront of industry trends."

# Events & Activities



**March 14** : Diving into the captivating world of storytelling with the IIMP Ink Society! Our students showcased the profound power of storytelling, sharing tales that inspire, empower, and spark transformation. From heartfelt narratives to thought-provoking stories, they illuminated the true brilliance of storytelling as a tool for connection and change. This celebration of creativity and expression encourages us to continue weaving impactful stories that resonate deeply and leave a lasting mark. Together, let's keep crafting narratives that ignite minds and shape the future!



# Events & Activities



**March 19 :** We are excited to explore the future of marketing with Vipanan! Our Consumer Marketing Club has successfully hosted an engaging guest lecture titled "Navigating the Evolving Landscapes of Marketing Concepts in the Digital Age," featuring the insightful Mr. Vishakhadutt Patil. This event provided valuable perspectives on the latest trends and challenges in marketing, equipping attendees with the knowledge needed to thrive in an ever-changing digital environment. Mr. Patil's expertise and practical insights inspired us to think critically about the future of marketing, sparking dynamic discussions among participants. We look forward to continuing this journey of learning and innovation in the world of marketing!



# Events & Activities



**March 22** : Exploring the world of finance with IFINENIX at IIMP BBA was an exciting opportunity for our students! We were thrilled to welcome Dr. Meenal Paranjapee as our guest speaker, who delivered an enlightening session on Fundamental Analysis. Her expertise provided valuable insights into the essential concepts and methodologies used to evaluate investments, equipping our students with the tools they need to navigate the financial landscape effectively. This engaging session sparked meaningful discussions and deepened our understanding of finance, inspiring us all to delve further into this fascinating field.

# From the Mentor's Desk

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

Mentor

IIMP Ink Society (BlogCell)

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