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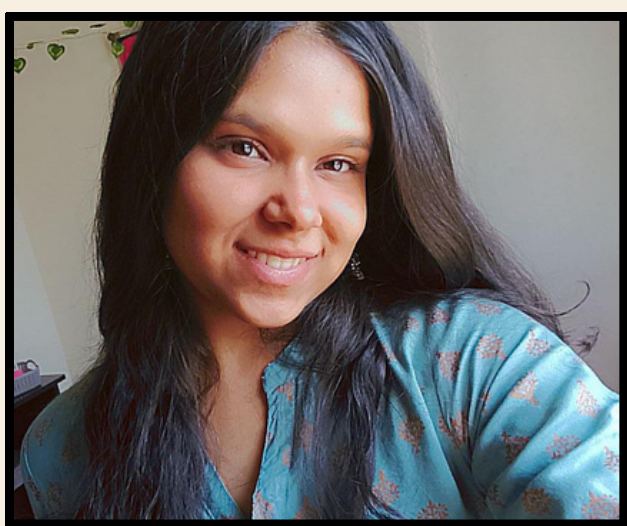
This newsletter, ink gazette will showcase the students' scholastic accomplishments, cultural events, sports, creativity, ethical values, achievements, and many more during their tenure at INDIRA. We here at IIMP BBA contantly encourage our students to be innovative, think creatively, work in teams, 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 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

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What's happening in Indira ??

22nd November, 2024.

The Indira Brand Sutra Summit & Awards is an annual event organized by the Indira Group of Institutes (IGI) in Pune, Maharashtra. This summit serves as a platform to recognize and celebrate excellence in marketing and branding, bringing together industry leaders, marketing experts, and innovators.

In 2024, the event was held on November 22nd at the Taj Lands' End in Mumbai. The summit featured the 'Marketing Excellence Awards,' which honored outstanding marketing professionals, and the 'Dr. Tarita Shankar Excellence Awards for Alumni,' celebrating the achievements of IGI alumni. The theme for the 2024 summit was "A Makeover of Marketing and Branding in the New Era."

The Indira Brand Sutra Summit & Awards is a significant event in the marketing and branding community, reflecting IGI's commitment to excellence and innovation in education and industry collaboration.



22nd November, 2024

The Dewang Mehta National Education Awards, held annually at Mumbai's Taj Lands End, honor outstanding contributions to education. The 31st edition took place on November 22, 2024, during the Business School Affaire event.

This year's awards recognized institutions and individuals for excellence in education. With multiple competitions being held, IGI was sure to be part of each and every event. From PPT competitions to finding out who the "Best Management Student" was, the Indira group of institutes won significant success by bagging 11 awards at the Dewang Mehta National Education Congress & Global Marketing Excellence Awards 2024.

After this immense success, we can truly say that Indira trains its students to be the best version of themselves and that we as students, never fail to leave a mark, wherever we go !



What's happening in the world ??

No more FOMO

In November 2024, Australia became the first country in the world to take significant action against the use of social media by youngsters, especially kids under 16. It has passed certain laws to prevent youngsters from joining certain social media sites. While platforms like YouTube are exempt from this law, it is X and Instagram that have taken a hit because of this.

We all are aware of the impact that overuse of social media has on us. The fear of missing out on trends and trying to fit in into the socially constructed idea of what a "teenager" should look, act and be like has caused significant harm to teens. With mental disorders like anxiety, depression, low self esteem, narcissism, etc. being at its peak amongst youngsters, this social media ban might just prove to be a boon to the youth.

While it is true that, if used correctly, social media can act as a true blessing to us, more often than not, it has ended up causing problems. So will this ban actually be the solution to all of these problems? Will it cause an end to anxiety, insomnia, body image issues that most of the youngsters go through? Should the other countries apply this rule as well? The answer to all of this will come out eventually with time.

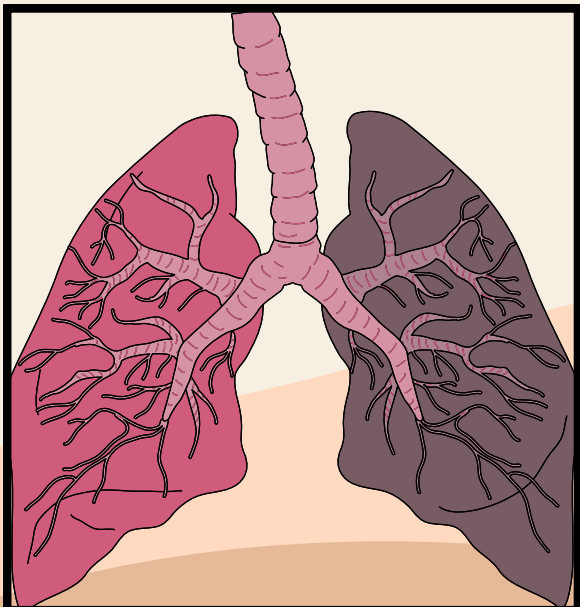


A "smoggy" situation...

Air pollution in India has been increasing rapidly over the years. India has been facing a problem of hazardous smog and densely polluted air for many many years now. But it reached its apex this November. New Delhi, India's capital, saw a severe rise in the pollution levels.

Where Air Quality Index is considered normal, or good, below or at 50, New Delhi noted it at over 1700 this November. Winter smog and Delhi go hand in hand but this time the smog has crossed all limits. It has reached a point where schools, colleges as well as offices have to be shut down as breathing in this air is extremely harmful and dangerous for all.

With the increasing pollution, this problem is only going to worsen, unless we all, collectively as a society take severe action to prevent it at all cost. Otherwise that day won't be far where we would have to walk around carrying an oxygen cylinder and breathing fresh air would be considered a luxury !





It's cultural...

29th October to 3rd November marked the festival of Diwali this year. This festival of light is enjoyed in every corner of the country. The infamous "cleaning" before Diwali makes us all some unpaid workers in our own homes but this tedious work becomes worth it at the end when we all get to relish the delicious sweets or "pharal" and soak in all the love, light and happiness that is spread during this time. But do you know about why this festival is celebrated? What is the significance of the five days of Diwali ? Let us find out !

Day 1 : Dhanteras.

The word "Dhan" means wealth. It is a day when people go out and purchase gold, vehicles, etc. But mythologically it is believed that Lord Dhanvantari, when the ocean was being churned, emerged from it, carrying an elixir or "amrit" which proved to be a boon to all human beings. So, we also celebrate Lord Dhanvantari, the physician of the Gods, the God of Ayurveda, on this day.

Day 2 : Narak Chaturdashi.

This day marks the defeat of Narkasura, the demon who had troubled all and held 16,100 women captive, at the hands of Lord Krishna. It is a great example of celebration of good over evil. This day is celebrated by waking up early, taking a "ubtan bath" or "abhyanga snana" before the sun rises and smashing a fruit named "Karit" or "Bitter Wild Gourd" under our foot at the break of dawn indicating the victory of good over evil.

Day 3 : Diwali or Lakshmi Pujan.

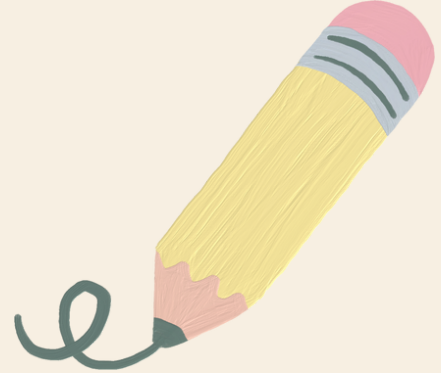
This day is the main day of Diwali. It is a day on which it is believed that Lord Ram, came back to Ayodhya after being in exile for 14 years. This day again marks the victory of good over evil as Lord Ram came back victorious after defeating Ravan. However, this day is not only restricted to Lord Ram but is also a celebration of Goddess Lakshmi, the Goddess of Wealth. It is believed that on this evening, She visits our homes and blesses us. On this day, new clothes are worn, all the crackers are brought out and Goddess Lakshmi is celebrated in a grand way !

Day 4 : Padwa and Govardhan Pujan

Day 4 is celebrated as govardhan pujan. The infamous story of Lord Krishna lifting up entire Govardhan Parvat on his little finger to protect his village against the wrath of Lord Indra is why this day is celebrated. Here in Maharashtra, the bond between a husband and wife is celebrated on this day. The wife makes the husband's favourite food and celebrates their bond on this day.

Day 5 : Bhai Dooj

Bhai Dooj marks the day of celebration of the bond between siblings. The family comes together on this day to celebrate each other. Sweets, gifts and promises of safety and protection to the sister are shared on this day. Mythologically, this is the day when Yama, the Lord of Death, went to visit his sister, Yami. Yami welcomed him dearly and applied "tilak" on his forehead. And so the day of Bhai Dooj, celebrates the nurturing bond between a brother and a sister.



Beyond the lectures...

Welcome to the teacher's lounge! Dive into stories, quirks, and insights that go beyond textbooks and tests. Here, our professors share the little-known lessons, life tips, and candid moments that make education an adventure, one blog at a time!

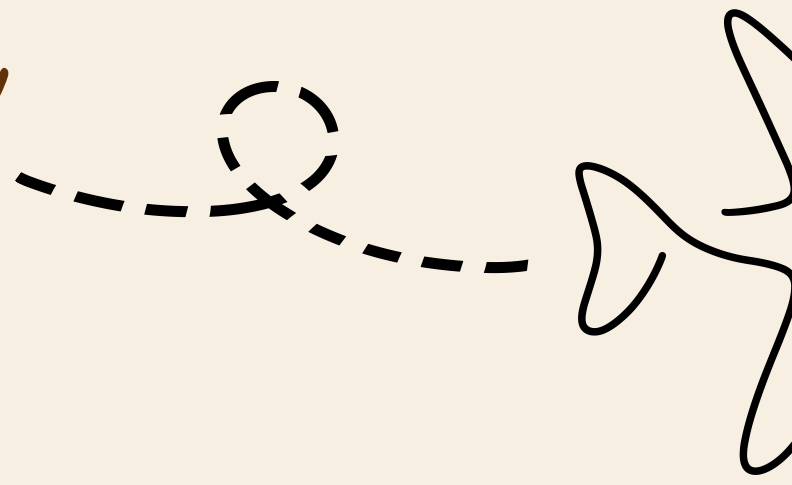


Teacher's Blog
The Transformative Power of Travel

Prof. Torsha Ghosh IIMP BBA



The Transformative Power of Travel...

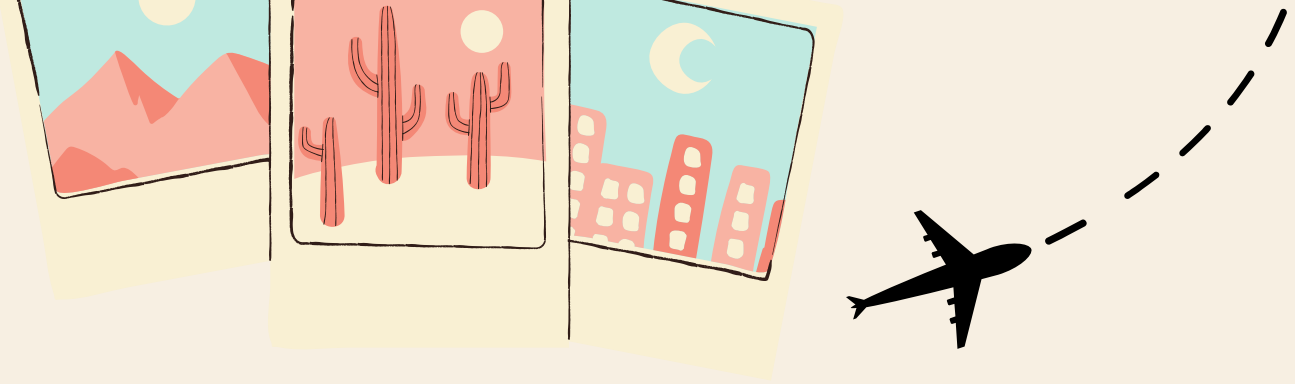


Traveling is more than just a getaway from the monotonous daily life; it is a never-ending source of inspiration. Every location visited, every face met, and every new culture discovered adds layers of richness, frequently affecting the stories and characters we create. As college students, you frequently find yourselves chained to textbooks, assignments, and schedules. However, getting away from the academic grind and immersing yourself in a new environment can lead to increased creativity and self-discovery.

I recently had the opportunity to visit wonderful destinations—Ooty, Hampi and Mysore—which not only helped me to unwind but also reenergized my writing spirit in unexpected ways.

Ooty, often known as the "Queen of Hill Stations," welcomed me with its mild weather and rich flora. The trek from the hectic city life to the peaceful, mist-covered hills was a much-needed change of pace. Something about the calm mornings, when the sun peered through the fog over enormous tea gardens, filled me with fascination. The quiet of Ooty's beauty provided me with a newfound feeling of clarity in my thoughts. One afternoon, while sitting by the gorgeous Ooty Lake, watching the boats glide across its tranquil waters, I realized that the world is full with untold stories just waiting to be discovered. The tranquil setting freed my imagination to roam, seeking inspiration in the simplicity of nature. I couldn't help but envision how a character in one of my books would find refuge at a spot like this, surrounded by stillness but full of hope for new beginnings. It became evident to me that traveling not only provided material for writing, but also nourished my inner creativity, allowing me to perceive the world through a different lens.





My visit to Hampi and Mysore was a voyage through time and culture, complete with stunning scenery and historical treasures. Beginning with Hampi, the ancient remains of Vijayanagar grabbed me. The magnificence of the Virupaksha Temple and the beautiful stone chariot at the Vittala Temple astounded me. Walking around the ruins, I felt as if I had stepped into another time, with boulders and temples complementing the peaceful environment. The sunset from Matanga Hill was breathtaking, providing a panoramic view of the medieval city.

Next, I traveled to Mysore, where the beautiful Mysore Palace exemplified royal opulence. The ornate architecture and light show in the evening were breathtaking. A visit to the Chamundeshwari Temple atop Chamundi Hill added a spiritual touch to the excursion, as did the panoramic vistas of the city below. I also visited the bustling Devaraja Market, where the brilliant colors and local produce added to its allure.

I was satisfied with my trip's conclusion, a calm stroll through the Brindavan Gardens. Hampi and Mysore, with its rich history, culture, and natural beauty, provided an outstanding travel experience that perfectly combined the past and present.

Traveling is a great way to be creative and discover who you are. It broadens our horizons to new experiences, viewpoints, and civilizations, enhancing our efforts in both our personal and professional lives.



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 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 (BlogCell)



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