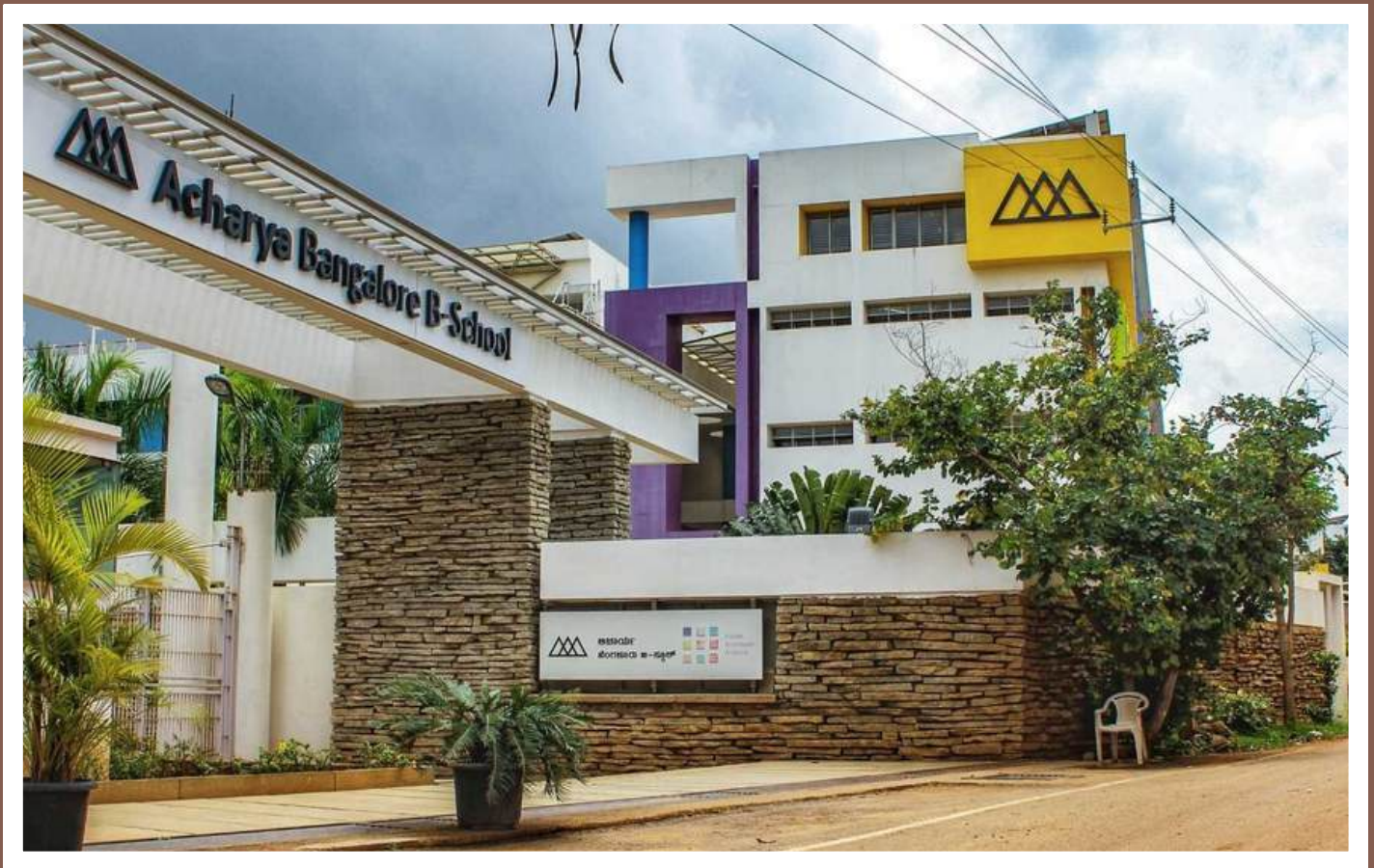


NEWSLETTER



CHRONICLE



NEWS OF JANUARY



◆◆◆ ABOUT INSTITUTE

It was founded in 2008 as a management institute within the framework of SAMAGARA SIKSHANA SAMITHI TRUST. ABBS have been ranked 5th best private B school in Karnataka, and it offers diverse courses across management, commerce, life science and communication. ABBS surrounded by 5 sprawling acres of greenery and sunshine.



ABOUT DEPARTMENT

ABBSSM-PGDM is a highly respected 2-year program designed to develop leadership and business management skills it focuses on practical industry relevant education that prepares student for a successful career and its was approved by AICTE. ABBSSM stands in top 10 PGDM colleges in India.

VISION

To develop contemporary management education necessary to adapt to a continuously changing business environment.

MISSION

- Developing a technology driven dynamic andragogy that is relevant to today's businesses.
- To develop alliances and strategic partnerships with industry, centers of higher learning, social groups and governments.
- Integrate diversity and inclusion into the fabric of campus life, curriculum and administrative areas of the institution.
- To empower students to take ethical and socially responsible leadership roles in their endeavour's.
- To create an ecosystem that supports lifelong learning.



Director's Piece of Information

Over the last decade ABBSSM has seen remarkable progress in promoting creativity among our students, faculty members and all our stakeholders. To achieve this, we are committed to excellence in everything we do.

We believe that teaching should be infused with eagerness and enthusiasm to create the passionate lifelong learner.

Research should draw inspiration from the surrounding community and an attitude of service should be the basis of all activities undertaken at ABBSSM. The spirit of discovery and collaboration is promoted through a commitment to diversity and opportunities for advancement for people from all walks of life.

Today's management graduates must be prepared to engage with the unexpected and ambiguity in an intelligent, compassionate and creative way.

ABBSSM is committed to create this vibrant learning environment.



Dr. Madhumita Chatterji

Director

HR, Ethics, CSR & SM



Dr. Kshitiz Sharma

Professor

Entrepreneurship & Marketing



Dr. Vijaya Bhaskar Kolar

Professor

Finance



Dr. E. M. Naresh Babu

Professor

Finance & Operations



Dr. Madhumathy K

Professor

HR & Marketing



Dr. Kamini Dhruva

Professor

Marketing & HR



Dr. Purushotham CV

Professor

Finance



Dr. Santhosh Kumar G

Professor

Marketing & Operation



Prof. Bhagyamma V

Professor

Finance & Operations

- **Lean Six Sigma Green Belt Certification Program**



The Lean Six Sigma Green Belt Certification Program, held from January 20-25, 2025, was a resounding success. Conducted in association with Project Management Institute (PMI), USA, the program provided a robust learning platform for participants to enhance their Six Sigma knowledge and practical application.

Key Sessions & Activities

- Days 1-3: Focused on foundational Six Sigma concepts, including Process Capability Analysis, DMAIC, SIPOC Diagrams, and Cost of Poor Quality. A case study on Amazon's Six Sigma implementation was a highlight.
- Days 4-5: Participants worked on real-world Six Sigma projects in teams, tackling challenges like:
 1. Reducing cycle time in online grocery delivery
 2. Minimizing waste in hospital supply chains
 3. Improving quality in manufacturing
- Day 6 - Certification Ceremony: The top performers were recognized with Gold Medals and special gifts for their exceptional contributions.

- **Graduation Day Celebration of Batch 2022-2024**

The Graduation Day Ceremony for the 2022-2024 batch of ABBS School of Management was a momentous occasion filled with pride, nostalgia, and inspiration. Held on (date) the event marked the culmination of an enriching academic journey, celebrating the hard work and achievements of our graduating students.

Graduates received their PGDM diplomas in a formal convocation ceremony, symbolizing their transition into the professional world. Special awards were presented to academic toppers and outstanding performers in various categories.

The event concluded with a group photograph session, a celebratory lunch, and a lively networking session, where students, faculty, and alumni shared their experiences and future aspirations.

As the Class of 2024 steps into the next phase of their journey, we are confident that they will carry forward the values, knowledge, and leadership skills gained at ABBS.

“Once a student, always a part of the ABBS family!”



• Seminar Sessions



Dr. Pratima Khandelwal

TEDx Speaker

Design thinking is a problem-solving approach that focuses on understanding users' needs and creating innovative solutions. Dr. Pratima Khandelwal, a TEDx speaker and entrepreneur, emphasised the difference between invention and innovation, where invention creates something new, and innovation improves existing ideas for practical use. She introduced the five steps of design thinking: empathise, define, ideate, prototype, and test, demonstrating their application through real-world examples. Techniques such as mind mapping, storytelling, rapid prototyping, and experience mapping help enhance creative problem-solving.



Sai Ramana T

Corporate Trainer

The seminar on Microsoft Excel, conducted by Sai Ramana on January 30, 2025, provided a foundational understanding of Excel's capabilities. It began with an engaging discussion on the purpose of Excel, emphasizing its role in data management and decision-making. Hands-on activities helped participants convert statements into structured data. The session covered Excel basics, including rows, columns, cells, and formatting techniques like text wrapping and conditional formatting. Key functions such as sorting, filtering, and data validation were also demonstrated.



Yash Mehta

Training & Learning Head at Arthachanakya

The Microsoft Excel Masterclass, conducted by Yash Mehta at ABBS School of Management, provided hands-on training in Excel for financial analysis and data management. The session covered basic to advanced functions, including VLOOKUP, HLOOKUP, XLOOKUP, Pivot Tables, Charts, and Dashboard creation. Practical applications in finance, investment banking, and risk management were emphasized. Overall, the masterclass equipped attendees with essential Excel skills for academic and professional growth.

• Sankranti Celebrations



- The spirit of joy, togetherness, and tradition filled the air at ABBS School of Management as we celebrated Sankranti 2025 with great enthusiasm and cultural vibrancy. The event, held on [Date], was a delightful showcase of rich traditions, festive colors, and community bonding.
- Students and faculty embraced the festive spirit by dressing in their traditional best, with prizes awarded for the most elegant and vibrant ethnic attire.
- Seniors and juniors collab made day with fun as we had more games like pot hitting and thug of war. The best part of all when the faculties took initiative to the games and slayed the game more than the students.



»» Student's Corner

- Arts & Paintings



Reena S
PGDM 2024- 2026

• Article

Union Budget 2025-26: Key Highlights and Sectoral Impact

The Union Budget 2025-26 introduces several strategic reforms aimed at strengthening India's economic growth. With a focus on infrastructure, technology, defence, and financial reforms, this budget lays the groundwork for long-term economic resilience and self-sufficiency. Below are the key takeaways from the budget:

1. Taxation Reforms: New Tax Regime vs. Old Tax Regime

The budget proposes a revised tax structure to provide relief to taxpayers:

- The tax exemption limit has been raised from ₹3 lakh to ₹4 lakh.
- Tax slabs have been adjusted to reduce the burden on middle-income earners.
- Senior citizens benefit from an increased TDS exemption limit on interest income, from ₹50,000 to ₹1 lakh.
- The foreign remittance (LRS) exemption limit has been increased from ₹7 lakh to ₹10 lakh.

2. Sector-wise Budget Allocations

The government has allocated substantial funds to key ministries:

- Defence: ₹6.81 lakh crore
- Rural Development: ₹1.9 lakh crore
- Home Affairs: ₹2.33 lakh crore
- Agriculture & Allied Activities: ₹1.37 lakh crore
- Education: ₹1.28 lakh crore
- IT & Telecom: ₹95,000 crore
- Health: ₹98,311 crore
- Energy: ₹50,598 crore

3. Infrastructure Development

The government continues its commitment to infrastructure expansion with:

- Public-Private Partnerships (PPP): A 3-year project pipeline for each ministry.
- Asset Monetization Plan (2025-30): ₹10 lakh crore investment in new projects.
- Jal Jeevan Mission Extension: Ensuring 100% rural tap water coverage by 2028.

4. Agriculture & Aquaculture

- Mission for Self-Sufficiency in Pulses: A 6-year initiative to boost domestic production.
- Fisheries Development: Focus on marine sector expansion, especially in Andaman & Lakshadweep.
- Cotton Productivity Mission: A 5-year plan to enhance cotton yield.
- Kisan Credit Card (KCC) Loan Limit: Increased from ₹3 lakh to ₹5 lakh.

5. Energy Sector Reforms

- Nuclear Energy Mission for Viksit Bharat: Target of 100 GW nuclear energy by 2047.
- Small Modular Reactors (SMRs): ₹20,000 crore allocated, with 5 SMRs planned by 2033.
- Clean Tech Manufacturing Support: Focus on solar PV cells, EV batteries, and grid-scale batteries.

6. MSMEs & Manufacturing Growth

- Credit Guarantee Expansion: Increased from ₹5 crore to ₹10 crore, unlocking ₹1.5 lakh crore in credit.

- Fund of Funds for Startups: ₹10,000 crore allocated for early-stage startups.
- MSME Credit Cards: ₹5 lakh limit introduced for micro-enterprises on the Udyam portal.
- Leather & Toy Industry Boost: Support for exports and domestic manufacturing clusters.

7. Tourism & Aviation

- UDAN Scheme Expansion: 120 new destinations to be added over the next decade.
- Greenfield Airports in Bihar: To accommodate increased passenger traffic.

8. Banking & Financial Reforms

- FDI in Insurance: Increased from 74% to 100%.
- Grameen Credit Score: Public sector banks to create rural credit-scoring frameworks.
- KYC Simplification: Rollout of a revamped Central KYC Registry in 2025.

9. Real Estate & Housing

- SWAMIH Fund 2: ₹15,000 crore allocated to complete 1 lakh stalled housing units.
- Affordable Housing Boost: 40,000 additional housing units to be delivered in 2025.
- Rationalized GST & Stamp Duty: Incentives provided for home buyers.

10. Digital & Innovation

- Deep Tech Fund of Funds: Encouraging AI and semiconductor startups.
- PM Research Fellowship Expansion: 10,000 fellowships for IIT & IISc students.
- AI Centre of Excellence for Education: ₹500 crore investment.

11. Defence & Shipbuilding

- Revamped Shipbuilding Financial Assistance Policy: Credit support for Indian shipbreaking.
- Maritime Development Fund: ₹25,000 crore allocated for shipbuilding and port expansion.

Conclusion

The Union Budget 2025-26 places a strong emphasis on self-reliance, infrastructure development, and digital innovation. The updated tax regime provides relief to taxpayers, while significant investments in defence, manufacturing, and agriculture aim to boost long-term economic growth. With ambitious targets set for clean energy, real estate, and financial reforms, this budget is a step toward achieving India's vision of "Viksit Bharat" by 2047.



Kishan Hugar

PGDM 2024-2026

• **Faculty Achievements**

- All PGDM faculties engaged in the event “OAISIS: Artificial Intelligence Tools for Smart Researchers” conducted by ABBS Library and Information Centre on 11/01/2025 and received participation Certificate.
- Dr. K. Madhu Mathy and Chaithra received First place in “Thug of War” conducted by the Department of Physical Education of Acharya Bangalore Business School.
- Dr. K. Madhu Mathy made an achievement by winning second in “Gully Cricket” conducted by the Department of Physical Education of Acharya Bangalore Business School.
- Dr. Kshitiz Sharma, published a book in January 2025-"Conflict Prevention and Peace Management" Volume 34 of the series "CCMPED: Contributions to Conflict Management, Peace, Economics and Development" ed.

Editorial Board - Faculty



Dr. Madhumathy K

Chief Editors - Students



Kishan Hugar

PGDM 2024-2026



Reena S

PGDM 2024-2026