



ABBS School of Management

**AUTONOMOUS**

Approved by AICTE, Ministry of Education, New Delhi



NEWSLETTER



# CHRONICLE

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**NEWS OF FEBRUARY 2025**



## 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.







## Director's Piece Of Message

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.

## 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.



**Dr. Madhumita Chatterji**

Director

HR, Ethics, CSR & SM



**Dr. Kshitiz Sharma**

Professor

Entrepreneurship & Marketing



**Dr. E. M. Naresh Babu**

Professor

Finance & Operations



**Dr. Vijaya Bhaskar Kolur**

Professor

Finance



**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

## The HR Club- HRUDAY is organising a "Tea & Talk"



This session "Tea and Talk with HR Campus to Corporate" held on 22nd Feb at BMR Auditorium was addressed by Asian Project Executive Manager from IBM Mr. Premjit Bala Sundaram. He briefed the topic on "Sustainability" Event was more informative and students participated actively and made gathering optimistic.

Mr. Premjith feed more guidance regarding the topic "Sustainability" and also shared lots its professional experience which was bind blowing.

## Kaun Banega Leader

Kaun Banega Leader is a platform for aspiring leaders to showcase their skills, tested their potentials and risk undertaking skills. "Mrs. Ameeta Mehta" a TLC certified leader and "Mr. Sumanta Banerjee" founder of Emerge Finishing School whom made the entire session inspiring and grasped knowledge on leadership which also include influence, vision and empowerment.

First Prize

Debdeep – PGDM (1st year)

Second Prize

Rishita - PGDM (1st year)



## YUVA YI Orientation

This program organized on 04th Feb in BMR Auditorium to introduce the new Yuva office bearers of 2025 to the Bangalore chapter YUVA Yi team Ms. Priya Modi (Chapter Co-Chair), Jaya Bhavya (Health Co-Chair), Arun Kumar (Entrepreneurship Joint Chair). Yuva Yi ("Young Indians - Youth Under Voluntary Action") who focuses on engaging students in leadership, entrepreneurship, and social initiatives.

The event inaugurated with introducing the guest and each council members presented their thoughts and handed over a complete essence of YUVA Yi like what are the objectives, member council, different chapters, etc.

It was an admirable event because both MBA and PGDM students to take initiatives on such events to encourage environment and the nation.



## YUVA Rural Camp Program



YUVA Rural camp was the first village camp for YUVA 2025 team. The team travelled to a village in Kolar, Karnataka. The camp is of 3 days complete trip where all office bearers and volunteers along with faculties visited the village and every vertical such as Climate change, Entrepreneurship, Innovation, Road Safety, Learning, Sports prompted some events to local school and PU students. All verticals brought chart works, games and exciting ideas to encourage the students and they sportively participated in all activities.



## Theatre Management

Theatre management is one of the extracurricular activities has been launched for PGDM this year, experts from Bangalore Theatre (oldest theatre) have comes to improvise students to master themselves in their field like managerial level, emotional control, cognitive thinking, etc.

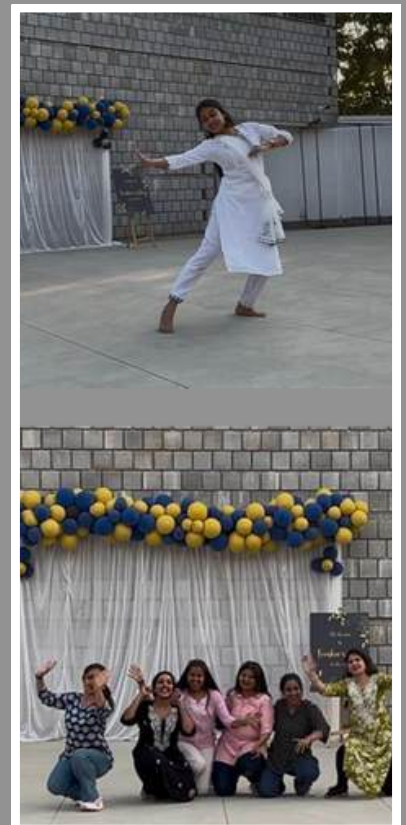
The classes are of 8 weeks includes every Monday and Tuesday. This session trains students to be mentally fit. They came up with the idea of playing games which triggers the mind and emotion adding to that it also fun and enjoyable.

## Fresher's Day

One of the most awaited events for all the freshers of PGDM 2024-26 students was "Freshers Day" celebrated on 14th Feb. The day was colorful as the dress code was Ethic attire. On morning, seniors collaborated some funny videos from juniors and displayed in Gallery Hall 2. The room filled with laughter and glory, later on we all played treasure hunter game which was amusing.

In evening, juniors and seniors exhibited their dance performance and event of the day "Mr. Fresher and Ms. Fresher". The competition among the juniors was tough and they did all tasks that were asked to do.

After considering all the performances, judges declared "Mr. Fresher – Debdeep and Ms. Fresher – Rishita" adding to that day does not end without music, so stage filled with sounds and all gathered and made dynamic.



## Dr. Vijaya Baskar, BFSI Coordinator, ABBS School of Management

Attended International conference with my research paper titled "White Label Lending as an Innovation Tool for Financial Inclusion to Indian Market" on February 20th, 2025, at the Jatayu Conference Hall, Rama Villas, Bali. February 20th, 2025, at the Jatayu Conference Hall, Rama Villas, Bali, Indonesia.



Won the First Prize as Best research paper award. Successfully completed Advanced Fintech Certificate program conducted by BFSI-ICMAI Institute. Successfully participated the Certificate program on soft skills and communication conducted by NPTEL & ICMAI.

Coordinator for the Commerce and Management fest- CosSphere2025 conducted at ABBS in association with ICMAI fully sponsored program.

## Dr. Santosh Kumar G ABBS School of Management

Actively participated in a 5-Day National-level Faculty Development Program (FDP) hosted by Padmashree Institute of Management & Sciences, Bangalore.



The FDP, titled "Innovation and Effective Research Paper Writing and Publishing," was conducted from 20th to 25th February 2025. It brought together academicians and researchers from across the country to enhance their knowledge and skills in research writing, publication strategies, and academic innovation.

One-Day Faculty Development Program (FDP) organised by Oxbridge Business School on 22nd February 2025. "Innovative Teaching and Leadership: Applying Bloom's Taxonomy for Outcome-Based Education."



## Editorial Board - Faculty



**Dr. Madhumathy K**

## Chief Editors - Students



**Kishan Hugar**

PGDM 2024-2026



**Reena S**

PGDM 2024-2026