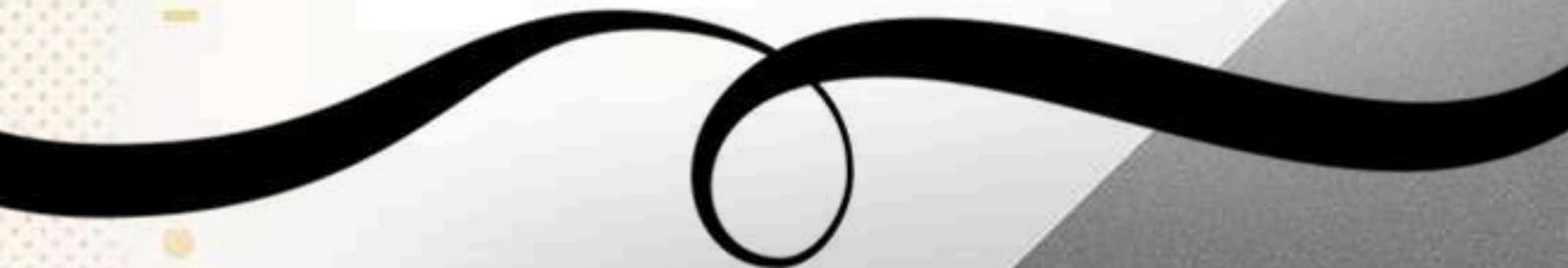




# **PGDM CHRONICLE**

**NEWS OF JANUARY 2026**





## 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-PGD Mis 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 transform lives through contemporary management education rooted in integrity, sustainability and holistic leadership.

## Mission

To empower ethical, inclusive and purpose driven leaders who make a positive impact on their organizations and communities. We aspire to achieve this by leveraging a global curriculum, international exposure, embedding technology, industry interface, experiential learning and state of the art infrastructure.





## Director's 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.



**Dr. Madhumita Chatterji**

Director

HR, Ethics, CSR & SM



**Dr. Rama L**  
Professor

Decision Science & Analytics

Decision Science & Analytics



**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. Santosh Kumar G**

Professor

Marketing & Operation



**Prof. Bhagyamma V**

Professor

Finance & Operations



The Theatre Management classes started on 19th January 2026 for term 2, and it is conducted every Monday to promote creativity, confidence, and communication skills among students. Through plays, skits, role-plays, and event management activities, students learn both performance and behind-the-scenes skills such as planning, organizing, and stage handling.

The initiative also helps develop teamwork, leadership, and time-management skills while encouraging creative expression, creating a vibrant platform for storytelling, cultural expression, and student engagement on campus. It provides students with regular opportunities to learn, perform, and collaborate in a supportive environment. The Resource persons are from Bangalore Little Theatre, Bangalore



**A special session on Artificial Intelligence was conducted on 28th January to help students understand the importance of AI in today's world. The session was led by K. Krishna Bai, an experienced educator and trainer in Data Analytics and AI/ML. The speaker emphasized that while AI supports data analysis and decision-making, responsible use depends on human intelligence, ethics, and judgment.**

**The session also highlighted that AI provides insights and suggestions, but final decisions and actions must be taken by managers and professionals. Students gained clarity on how AI is a tool to assist humans, not replace them, and learned about its practical applications in various fields.**



**A Gamification Session series commenced on 31st January and is being conducted every Saturday to make learning more engaging and interactive for students. The sessions are led by Mr. Sujitesh ([linkedin.com/in/sujitesh](https://www.linkedin.com/in/sujitesh)), who brings practical insights into integrating game-based methods into academic and collaborative environments.**

**The initiative focuses on applying gamified learning techniques to enhance concentration, minimize errors, and promote active participation. Through structured activities and interactive exercises, students are encouraged to think critically, collaborate effectively, and stay actively involved in the learning process.**

**The sessions have created an energetic and participative learning environment, helping students experience how game mechanics can improve teamwork, decision-making, and overall academic performance.**

**This initiative reflects the institution's commitment to adopting innovative pedagogical approaches that make learning both effective and enjoyable.**

# Students Corner- Certifications

Yashwanth has successfully completed a certification in Human Centered Design Crash Course demonstrating strong interest in skill development and professional growth.



Yashwanth M  
PGDM 2025-2027

Click heretoviewthearticle

<https://drive.google.com/file/d/16paHxsEPGhDExa9169E7zwlAPL42I5ad/view?usp=drivesdk>

Your paragraph text



# Students Corner- Certifications

Muktha Patil has successfully completed a certification in HR Analytical Course demonstrating strong interest in skill development and professional growth.



**Muktha Patil**  
**PGDM 2025-2027**

simplilearn SkillUP

## CERTIFICATE OF COMPLETION

**Muktha Patil**

has successfully completed the online course:  
HR Analytics Course

This professional has demonstrated initiative and a commitment to deepening their skills and advancing their career. Well done!

21st January 2026  
Certificate code :9744273



Krishna Kumar  
CEO, Simplilearn

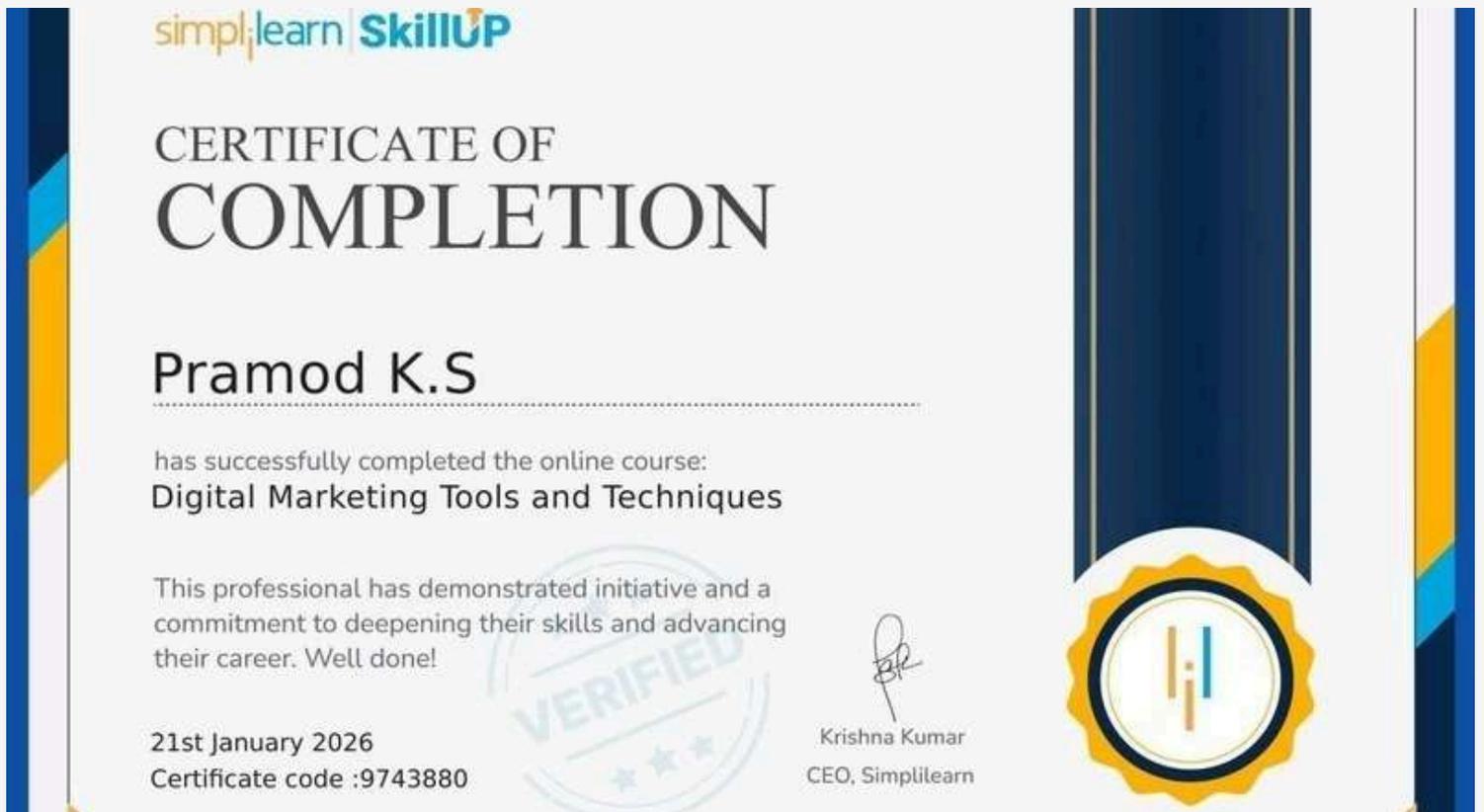


# Students Corner- Certifications

Pramod KS has successfully completed a certification in HR Analytical Course demonstrating strong interest in skill development and professional growth.



**Pramod KS**  
**PGDM**  
**2025-2027**



# Students Corner- Article



**BUDGET 2026**  
**EVERYTHING YOU NEED TO KNOW**

The Union Budget 2026 focuses on stability, growth, and long term planning. Total spending is 53.5 lakh crore with capital expenditure at 12.2 lakh crore & a fiscal deficit of 4.3 percent.

- > **Infrastructure:** Seven new high-speed rail corridors and more spending on roads, waterways, and cities beyond metros.
- > **Manufacturing:** Boost for semiconductors, bio-pharma, chemical parks, and old industrial clusters to make India a manufacturing hub.
- > **MSMEs & Startups:** 12,000 crore equity fund and mentorship programs support small businesses and entrepreneurship.
- > **Services & Digital Skills:** Medical tourism hubs and content creation labs in schools encourage jobs and skills.
- > **Agriculture & Rural:** Focus on horticulture, animal husbandry, and tech adoption for better farmer income.
- > **Market Reaction:** Nifty and Sensex fell; metals, PSU banks, and FMCG weak. EMS, pharma, and infrastructure stayed strong.

**STUDENT TIP:** Learn how policies shape markets, explore emerging sectors, and practice long-term financial planning.

BY: **VINAY C** (1<sup>ST</sup> YEAR PGDM)

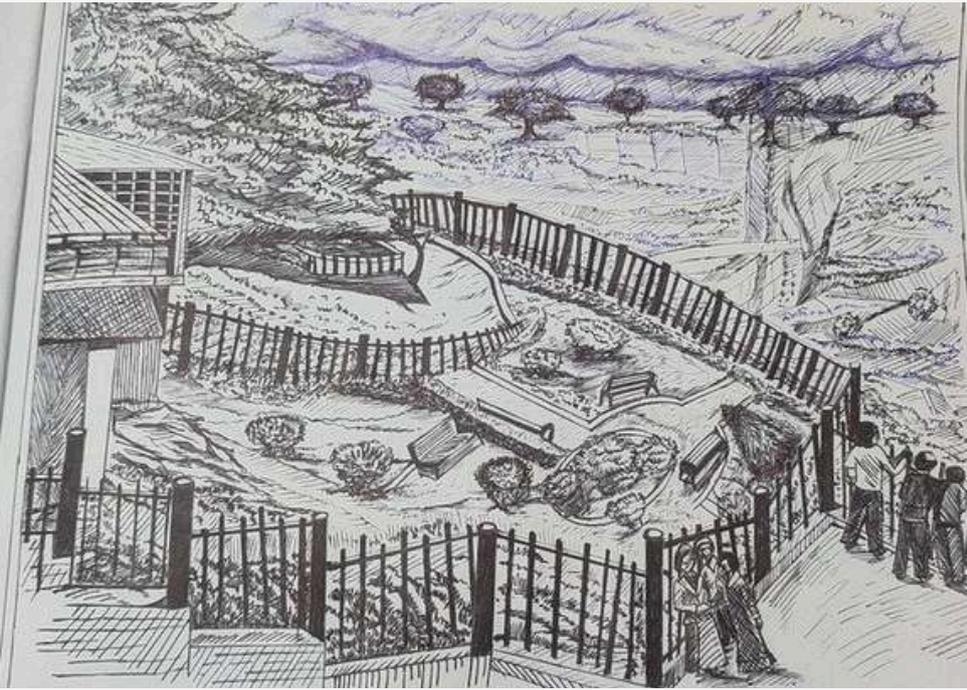


**Vinay C**  
**PGDM 2025-2027**



Saraswathi Pooja was observed on campus with devotion and enthusiasm. The ceremony was conducted to seek the blessings of Goddess Saraswathi, the symbol of knowledge, wisdom, and learning. Students and faculty participated in the pooja and cultural rituals, creating a peaceful and positive atmosphere. The celebration reminded everyone of the importance of education, discipline, and respect for knowledge.

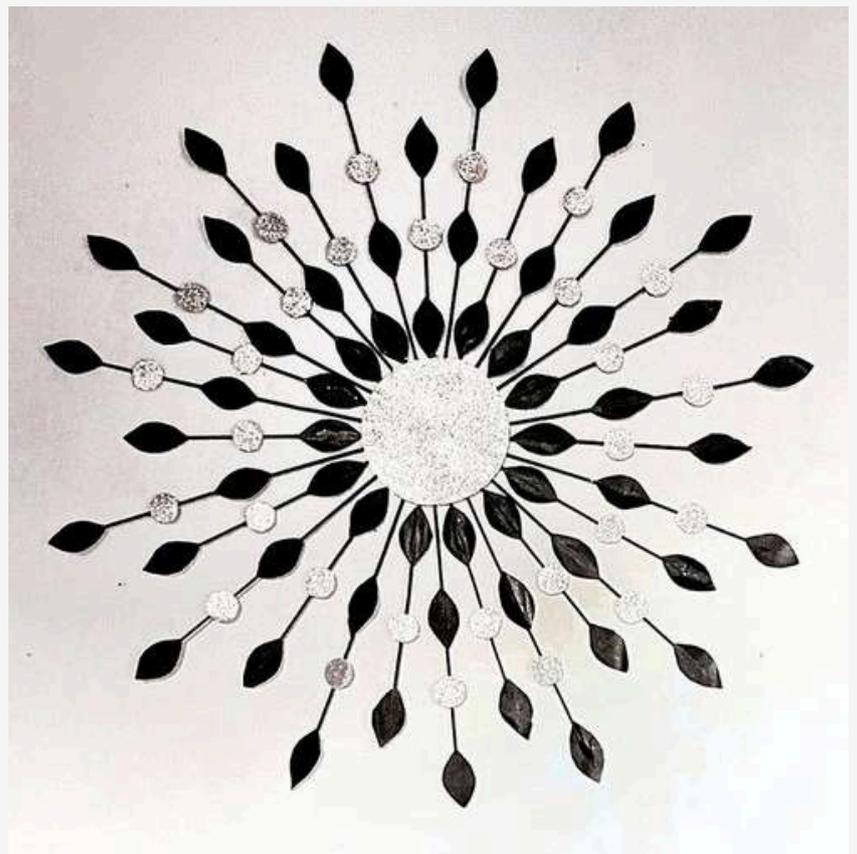
# Students Corner- Art & Painting

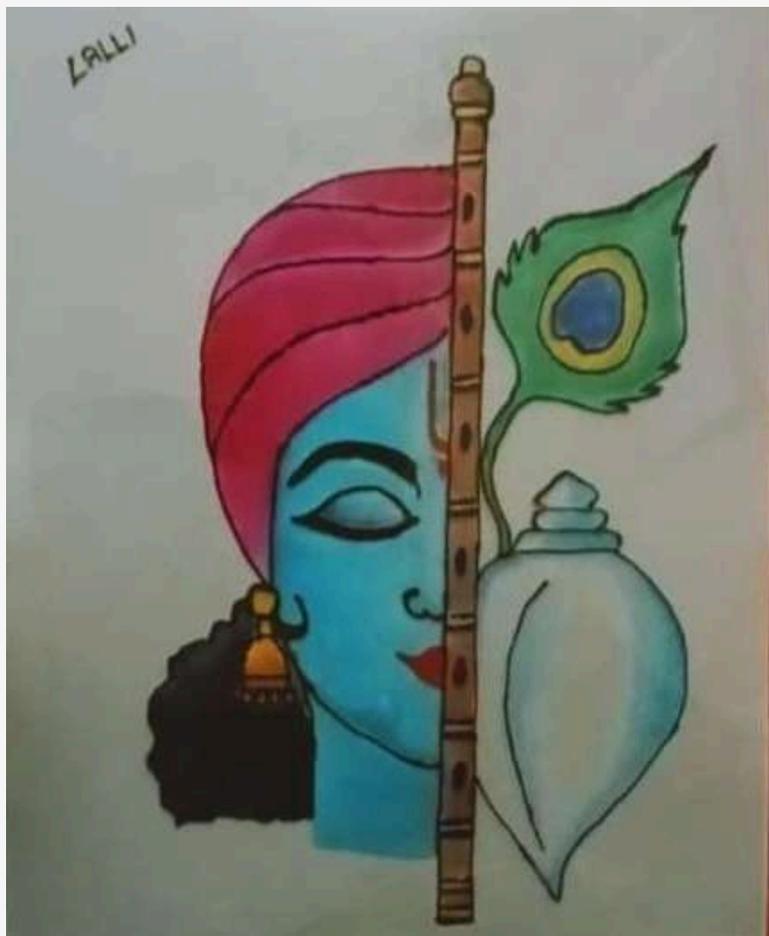


**Seoti Kahali**  
**PGDM 2025-2027**



**Muskan Burman**  
**PGDM 2025-2027**





On a calm, lazy afternoon, a half-visible Krishna appeared on paper—blue-faced, relaxed, and unhurried. With a pink turban, a quiet flute, a peacock feather, and a conch shell by his side, this was not the heroic Krishna, but a peaceful, playful one. His closed eye reflected calm and contentment, reminding us that even divinity deserves moments of rest. The artwork gently conveys a simple message: sometimes, doing nothing is enough.



**Lalitha Devi**  
**PGDM 2025-2027**



**Nandini Banerjee**  
**PGDM 2025-2027**



# Saraswati Pooja Celebration by PGDM Department Students



Nandini Banerjee



Jyoti Chatterjee

# From Idea to Enterprise-Student Capacity Building Initiative for NIT Sikkim

'From Idea to Enterprise' was conducted for the students of the National Institute of Technology (NIT), Sikkim from 12-17 January 2026 through live, interactive online sessions as a focused student capacity building initiative. The program engaged students of NIT Sikkim in a cohort-based format, enabling structured participation and progressive learning.

The initiative was conceptualised on the lines of structured entrepreneurship and innovation initiatives of Sankalp@ABBS, the Entrepreneurship Cell (E-Cell) of the ABBS Group. The program design reflected the pedagogical and outreach framework developed through Sankalp@ABBS, which focuses on building entrepreneurial mindset, opportunity orientation, and applied business thinking within an academic context.

Key thematic areas included entrepreneurial mindset and innovation awareness, idea generation and opportunity identification, value creation and basic business models, market understanding, and idea articulation. The learner-centric methodology encouraged active participation and helped students connect academic learning with real-world application.

By the end of the program, students demonstrated improved understanding of entrepreneurship as a structured process, enhanced ability to identify real-world problems, clearer articulation of value propositions, and strengthened communication and analytical thinking skills.

The program was facilitated by Dr. Kamini Dhruva, Professor, (ABBSSM), under the academic leadership and vision of Dr. Madhumita Chatterji, Director, ABBSSM. The initiative reflects ABBS Group's continued commitment to experiential learning, institutional outreach, and entrepreneurship-driven education.

**By:- Dr.Kamini Dhruva  
Professor**



# Faculty Achievements



**Dr. Vijaya Bhaskar Kolar**  
**Professor**

## 1) Research Publications

- Published two research papers in Springer Scopus indexed journals. Research focuses on cause-related
- Brand partnerships, consumer trust, and purchase decisions.

## 2) Professional Certifications

- Financial Derivatives & Applications – Level III (NSE Academy & ICAI)
- Certificate in Credit Management in Banks – ICAI.
- Treasury Management & International Banking (BFSI) – ICAI.
- Advanced FinTech Certification – ICAI

## Editorial Board - Faculty



**Dr. Madhumathy K**

## Chief Editors - Students



**Vaibhav K.B**  
PGDM 2025-2026



**Khaspa Venkata Sai Meghana**  
PGDM 2025-2026