



**SURANA COLLEGE  
AUTONOMOUS**

Affiliated to Bangalore University | Re-accredited by NAAC with A+  
Recognized by AICTE - New Delhi

# CATALYST

Sparking Change, Driving Ideas, and Initiating Growth

Volume 01 Issue 03 Quarterly Newsletter of Department of MBA & Research Centre October 2025



[www.suranacollege.edu.in](http://www.suranacollege.edu.in)

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# EDITORIAL MESSAGE

Dear Readers,  
Warm greetings from the Department of MBA, Surana College(Autonomus), Kengeri!

The months of July to September 2025 have been filled with learning, celebration, and heartfelt gratitude. Each month brought new milestones that reflected the vibrant spirit of our department.

July witnessed the energy of Srujana Fest, where students showcased remarkable talent, teamwork, and enthusiasm through sports and cultural events. The month also featured engaging academic and club activities that strengthened peer learning and leadership among students.

August marked a proud milestone with the grand Graduation Day Ceremony, celebrating our outgoing batch as they stepped into new beginnings. The Business Leaders Talk added academic and professional depth, allowing students to gain valuable insights from industry experts.

September concluded the quarter with pride and progress. Surana College participated in the Global India Business Forum, receiving recognition for its commitment to excellence, innovation, and global engagement. The Job Fair provided students with exciting placement opportunities and meaningful industry interactions. The month also featured Navaratri Celebrations, Value Added Courses, and the SPARK-Z Valedictory, which reflected teamwork, creativity, and achievement.

Through every initiative, the guiding spirit has been Gratitude – for our management’s unwavering support, our faculty’s dedication, and our students’ enthusiasm and resilience. As we move forward, may gratitude continue to inspire us to learn, lead, and grow together.

With Warm Regards,  
Editorial Team  
Department of MBA, Surana College(Autonomus), Kengeri Campus,  
Bangalore

## Leader Thoughts.....



**Dr. Archana Surana**  
Managing Trustee

It is heartening to see the MBA Department of Surana College consistently aligning its efforts with its visionary goal of shaping ethical, innovative, and globally competent business leaders. The release of this newsletter is a reflection of the department's vibrant academic and co-curricular environment, showcasing the dynamic initiatives of our students, the accomplishments of our dedicated faculty, and the collective commitment to sustainable growth and social impact. I extend my appreciation to Dr. Anitha Nallasivam, the Director, and the entire MBA team for their unwavering dedication to excellence. May this spirit of progress and purpose continue to thrive in all our future endeavors.

It gives me immense pride and joy to witness the continued growth and achievements of the MBA Department at Surana Educational Institutions. Guided by the vision to shape ethical, innovative, and globally competent business leaders, the department has consistently fostered an environment of excellence, integrity, and social responsibility. This newsletter stands as a testament to the vibrant academic culture, highlighting the dynamic student initiatives, impactful faculty accomplishments, and meaningful engagements that are driving sustainable growth and societal impact. I congratulate the entire MBA team for their commitment and dedication, and I look forward to seeing our future leaders excel on both national and global platforms.



**Dr. Anitha Nallasivam**  
Director-MBA

# DEPARTMENT OF MBA & RESEARCH CENTRE



Established in 1999 with an initial intake of 120 students, the MBA Department at Surana College has grown steadily, now accommodating 240 students per batch. This two-year, four-semester program is affiliated with Bangalore University, and is approved by AICTE, UGC, and the Government of Karnataka. Currently operating under autonomous status, the program follows the Choice-Based Credit System (CBCS) and offers dual specializations tailored to evolving industry needs.

The department holds an A+ grade re-accreditation from NAAC, is ISO certified, and houses a recognized research centre under Bangalore University. Our academic strength is driven by 15 full-time and 1 adjunct faculty member, including 7 Ph.D. holders, combining an average of 15 years of professional and academic experience.

Committed to holistic development, the department maintains professional affiliations with AIMA, NHRD, BMA, and strategic MoUs with KASSIA, FKCCI, and other key industry bodies. These partnerships foster robust industry-academia collaboration and facilitate value-added certification programs through alliances with IBM, Nirman Foundation, and others.

Students actively participate in domain-specific clubs, business forums, and industry-driven events, gaining hands-on insights and leadership exposure. With a strong alumni network of over 2,000 graduates, our students are placed in leading organizations globally, with many charting their own paths as entrepreneurs and change-makers in the business ecosystem.

## Women's Wellness: Hygiene & Health

As a part of the Women Empowerment Cell, a guest lecture on "Women's Wellness: Hygiene & Health" was organized on 19th July 2025. The session was led by Mrs. Vedashree R. S, HR at Health for Women (HFW), who emphasized the importance of maintaining personal hygiene and overall well-being.



She provided valuable insights into preventive healthcare, self-care routines, and the need for greater awareness of women's health issues. The interactive session encouraged open dialogue and motivated participants to adopt healthy habits, making it both informative and empowering.

## SRUJANA 2025

### Sports Day



Sports Day as a part of Srujana Fest was held on 4th and 5th August. The two-day event featured a wide range of outdoor and indoor games, including Tug of War, Cricket, Throwball, Table Tennis, Chess, and more. Participants competed together in various games, showcasing their skills, teamwork, and sportsmanship.

The event also included fun activities for teaching and non-teaching staff, creating a lively and inclusive atmosphere that promoted fitness, camaraderie, and healthy competition across the institution.



## Cultural Hub

Cultural Hub as a part of Srujana Fest was organized on 6th and 7th August, featuring a variety of creative and performance-based activities. These included Mehendi, Shirt Painting, Rangoli, Cook Without Fire, Vegetable & Fruit Carving, as well as Solo Dance, Solo and Group Music, and Ramp Walk with the theme Indian Heritage.



Participants showcased their talent, creativity, and cultural appreciation, making the occasion lively and engaging. The celebration encouraged active participation from students across all departments and provided a platform to express their artistic skills and celebrate India's rich cultural diversity.

## Navaratri Celebrations

From 22nd to 30th September, the institution celebrated a Navaratri-themed week, with each day dedicated to a specific color representing the festival's traditions. Students and staff enthusiastically participated, dressing according to the day's theme, creating a vibrant and festive atmosphere that highlighted the spirit and cultural significance of Navaratri.



The celebration also included interactive activities and cultural showcases, fostering team spirit, creativity, and appreciation for Indian traditions across the campus.

## Profile Building Workshop

A Profile Building Workshop was held on 12th July 2025 for first-year students, conducted by Mr. Shyam Acharya, Manager at LinkedIn Talent Solutions, Bengaluru. With over six years of experience in strategic planning, customer management, and career solutions, Mr. Acharya provided valuable insights into building impactful resumes that stand out in the professional world.



He guided students on showcasing their skills, crafting industry-ready resumes, and using LinkedIn for career growth. The engaging session equipped them with practical insights to boost their employability and professional presence.

## Free Female Driving Classes



The ISR Club launched Free Female Driving Classes from July to September 2025 to promote women's empowerment, independence, and confidence. Combining theory with hands-on training by professional instructors, the program built driving skills and road safety awareness. It received positive feedback for empowering women with a vital life skill and reinforcing gender equality and self-reliance.

## Orientation On Specialisation And Internship

On 27th September, an Orientation on Specialisation and Internship was conducted by the MBA faculty for first-year students. The session provided valuable insights into specialisations, course structure, and internship opportunities, helping students make informed academic and career choices. It was an interactive session where students clarified their doubts and gained guidance to confidently plan their future paths.



## Visionary Dialog : Meet the CXO Series Part -III

The Visionary Dialogue – CXO Series 3, held on 4th August, featured a session titled "Leading Across Borders: Strategic Leadership Lessons from the UAE", delivered by Prof. Dr. Kaup Mohamed, Vice Chancellor, London American University College, Zambia, and Dean & MD, London American City College, UAE. The talk offered key insights into strategic leadership and global management, emphasizing effective cross-cultural navigation, decision-making, team management, and innovation in international contexts.



## E Series – Entrepreneurs Unscripted – Edition II



E Series – Entrepreneurs Unscripted – Edition 2 was held on 3rd September 2025, featuring distinguished speakers Ms. Padmini Gowda (Managing Director, FARMPAL VPL), Ms. Silky Singh (Founder, KERA BOND), Ms. Anitha Sadanand (Founder, Mommy Mills Foods Pvt Ltd), and Ms. Geetha Bafna (Founder and Directress, VSchool). The session offered valuable insights into entrepreneurship, business challenges, and success strategies, inspiring students to think innovatively and develop strong leadership in the entrepreneurial world.

## Alumini Series

Alumni Series 02, held on 6th September 2025, featured distinguished alumni Padmavathi D S (WithumSmithBrown India LLC), Thrupthin (London Stock Exchange Group), Pragna S V (GoDigit Insurance), Sharan M (Aditya Birla Capital), and Prafful Jain (Wipro Technologies). The interactive session guided first-year students in choosing their specializations, offering valuable career insights, clarifications, and real-world perspectives from experienced alumni.



# VALUE ADDED COURSE FOR BATCH 2023-25

## Human Resource



A 30-hour Value Added Course on Industrial Relations and Labour Codes was held from 8th–10th September 2025 for HRM students, led by Dr. Soumya. R, Associate Professor. The course covered key Labour Codes and offered practical insights into legal compliance and statutory requirements in HR management.

## Finance

A 30-hour Value Added Program on Fintech was conducted from 3rd–24th September 2025 for finance students. Attended by 65 participants, the program, led by Dr. Vanishree M. R and coordinated by Dr. Prakruthi N. Udupa, covered BFSI, Banktech, Fintech Primer, and applications of ML and AI in finance, blending theory with hands-on learning to enhance industry readiness



## Business Analytics



The Department of MBA & Research Centre conducted a hands-on training program on Data Modeling and Visualization using Tableau for the MBA Batch 2023–25 on 6th and 7th September 2025. Facilitated by Dr. A. S. Gokula Krishnan, the program provided practical exposure to data modeling, dashboard creation, and analytical storytelling, enhancing students' ability to derive meaningful business insights through Tableau.

## Expert Talk Series by Industry Leaders from Micro Labs Ltd

The Department of MBA & Research Centre organized a series of Expert Talks from 28th August 2025 to 7th October 2025, featuring eminent professionals from Micro Labs Ltd. The sessions aimed to bridge the gap between academic learning and industry practices by providing students with practical insights into the pharmaceutical sector

Mr. Chokkalingam, Senior General Manager at Micro Labs Ltd, delivered an insightful session on “Pharma Industry: Consumer Behaviour & Marketing Mix,” sharing practical insights on marketing strategies, consumer behaviour, and ethics in the pharmaceutical sector.



Mr. Mallikarjuna V. Mukkupati, Assistant General Manager – Supply Chain Management at Micro Labs Ltd, conducted a seminar on “Supply Chain Management and Challenges in the Pharmaceutical Industry,” sharing insights on operations, technology, and supply chain efficiency in healthcare.



Mr. Bhaskar, Deputy General Manager – Marketing at Micro Labs Ltd, led an insightful session on “STP & Promotion Practices in the Pharmaceutical Industry,” highlighting segmentation, targeting, positioning, and ethical promotion strategies in pharma marketing.



Mr. Vasanth N. Iyengar, Associate Vice President at Micro Labs Ltd, delivered a session on “Pricing Strategies and Crisis Management in the Pharmaceutical Industry,” sharing insights on strategic pricing and managing market challenges.



Mr. Praveen Singh, Associate Vice President – Marketing & Sales at Micro Labs Ltd, spoke on “Online Brand Building,” emphasizing digital presence, brand positioning, and ethical online marketing in the pharma industry.



# IBM ICE Hackathon 2025



The Department of MBA and Research Centre, in collaboration with IBM and Trans Neuron Technologies, organized a series of initiatives under the IBM ICE (Innovation, Creativity, and Excellence) Program to enhance the analytical and industry-readiness skills of MBA students.

The program featured the IBM ICE Hackathon 2025, held on 8th September 2025, where eight teams of MBA students worked on real-world problems in analytics, AI, and sustainability. Guided by IBM and Trans Neuron mentors, students developed innovative dashboards using Tableau, Power BI, and MS Excel, presenting actionable insights to a panel of judges. The hackathon served as the capstone project, concluding the IBM Business Analytics course and recognizing winners for exceptional analytical creativity and problem-solving.

Complementing this, a 6-day Value Added Course on “Business Analytics using MS Excel” trained over 130 MBA students. Led by Dr. S. Gokula Krishnan and Mr. Balachandramurthy E, the 48-hour intensive program focused on hands-on exercises in data visualization, forecasting, and predictive analytics, enabling students to make data-driven business decisions using real-time case studies and datasets.

Additionally, an IBM Business Analytics Certification Session by Ms. Monisha, HR at IBM, provided insights into the evolving analytics landscape, career opportunities, and interview preparation, helping students align their skills with industry expectations. These initiatives collectively offered a holistic learning experience, blending theory with practice, and fostering innovation, analytical excellence, and career preparedness among the MBA students.



# A Gentle Shift That Changes Everything

In the hustle of everyday life, we often chase after what we don't have, forgetting to appreciate what we already do. Yet, the key to a peaceful and fulfilling life lies in something simple – the practice of gratitude. It is more than just saying “thank you”; it's a mind-set, a way of viewing the world with appreciation and awareness. Gratitude allows us to pause and acknowledge life's blessings, whether big milestones or small everyday moments like a smile from a friend or the chance to begin a new day. When we choose to value these moments, our perspective shifts from scarcity to abundance.

The benefits of gratitude are profound – it reduces stress, improves mental well-being, strengthens relationships, and builds resilience. A grateful heart sees possibilities where others see problems, and strength where others see struggle. Practicing gratitude can begin with the smallest steps – keeping a short daily journal, reflecting on something positive each day, or expressing heartfelt thanks to those who make a difference. Over time, this habit trains the mind to notice the good, even during challenges, helping us focus on abundance rather than lack.

Gratitude also shapes our character. It teaches humility, encourages kindness, and builds empathy. When we express gratitude, we uplift ourselves and spread positivity to those around us. On a personal note, I am deeply grateful for the life that God has blessed me with every new day is a reminder of his grace. I'm thankful for my parents, who've given me love, strength, and values, and for the MBA Department of Surana College and my faculty for their constant support and guidance. I am also grateful for the lessons learned through mistakes, for they've made me stronger and wiser. Ultimately, gratitude reminds us that happiness doesn't come from having more, but from appreciating what we already have. When we live with gratitude, we create space for joy, strength, and meaningful connections.

“Gratitude doesn't change the world around us – it changes the way we see it, and that changes everything.”

**BY:**

**SURAVI J S**

**II YEAR, MBA**

# Gratitude: The Echo Behind My Journey

If I could sum up my entire college journey in one word, it wouldn't be success, growth, or achievement - it would be Gratitude. Because behind every applause, every milestone, every sleepless night that turned into a victory, there stood countless hearts, hands, and hopes that carried me forward. There were moments I doubted myself... moments when the road ahead looked uncertain. Yet somehow, life placed the right people at the right time - a mentor who believed when I couldn't, a friend who reminded me to smile, a challenge that became my strength. That's the magic of gratitude; it transforms what we have into enough and what we dream into possible.

From leading the Finance Club and organizing competitions to mentoring juniors and coordinating events, every role I embraced taught me lessons I didn't know I needed. Each challenge tested me, each responsibility shaped me, and each success reminded me that achievement is never solitary. The awards I've received, each one a symbol of hard work, teamwork, and perseverance - are not just trophies; they are reminders of the people who believed in me. Among them, being honoured as the Best Outgoing Student stands as the most humbling recognition of my journey, a celebration not just of accomplishments, but of growth, resilience, and connections forged along the way

When I look back, I don't just see accolades. I see faces, moments, and memories stitched with laughter, support, and endless encouragement. I see a campus that became more than a place; it became a part of me. Gratitude is not the closing line of my story - it's the heartbeat of it. To every person, every challenge, and every opportunity that shaped this journey: thank you. You turned ordinary days into unforgettable chapters. As I step beyond these walls, I carry not just dreams, but gratitude - for the journey, the people, the roles I played, and the awards that remind me that I was never walking alone.

"Gratitude is the quiet strength that turns every challenge into a lesson and every milestone into a celebration on this college journey."

**BY:  
LIKITH S  
II YEAR, MBA**

# Faculty Excellence

## Academic Achievement

Dr. Roopashree B.R was awarded PhD from Visvesvaraya Technological University (VTU) at MS Ramaiah Institute of Technology (MSRIT), Bengaluru. Her doctoral research is titled “*A Study on Consumer Buying Behaviour Towards Organic Food Products in Bengaluru*”.

Dr. S. Gokula Krishnan has successfully completed the Executive Certificate Programme on Business Analytics and Data-Driven Faculty Excellence Decision Making (ECPBA) from IIM Visakhapatnam, India, equipping him with advanced skills in data analytics and data-driven business decision-making.

## Academic Presentation

Dr. Roopashree, B. R. (2025, July 13). *Robo-Advisory in financial services: A Conceptual Analysis of Opportunities and Risk Dimensions* [Paper presentation]. IIM Sambalpur International Conference on Metaverse Banking and Financial Transformation, Sambalpur, India.

Dr. Anitha Nallasivam, (2025, August 4). *From sentiment to sales: A study of brand storytelling strategies in celebration day campaigns through digital communication*. Paper presented at the International Conference, Atlas University, Bangalore, India.

Dr. Anitha Nallasivam, (2025, September 6–7). *Profitability with purpose: A study on ESG investments and financial performance in Indian companies*. Paper presented at the 2nd BILSEL International Samarkand Scientific Research Congress, Samarkand, Uzbekistan.

## Academic Engagement

Dr. Anitha Nallasivam, (2025, August 11). *Crafting impactful research proposals in the digital age*. Session conducted at the Faculty Development Programme, Edifice Education and Research Academy, Chennai, India.

Dr. Anitha Nallasivam, (2025, August 13). *Navigating national and international research funding landscape*. Session conducted at the 5-day Faculty Development Programme, Edifice Education and Research Academy, Chennai, India.

**"Reading maketh  
a full man;  
conference a  
ready man;  
and  
writing an exact  
man."**

**~Francis Bacon**



# Faculty Excellence

## Professional Engagement

Jaisheela. (2025, August 22). *Certificate of participation: National Workshop on Counselling & Guidance* [Certificate]. International Business College, Patna, in collaboration with Bradford International Business School, Patna.

Dr. Prakruthi N Udupa (2025, August 25). External examiner for the practical examination in the course Advanced Data Modeling and Analysis [Examination]. Global Academy of Technology.

Dr. Prakruthi N Udupa (2025, September 12). Fundamental knowledge on financial aspects [Lecture]. Entrepreneurship Development Programme, The Handicrafts Service Centre, Office of the Development Commissioner (Handicrafts), Ministry of Textiles.

Dr. Satheeshkumar (2025, September 12). Valedictory session speaker in the FDP on Artificial Intelligence for Research, Innovation and Social Impact [Speech]. Padmabhoosan Vasantraodada Patil Institute of Technology, Maharashtra.

Gokula Krishnan, S. (n.d.). *Python for Data Sciences* [Online course]. Swayam, Government of India. <https://swayam.gov.in>

Gokula Krishnan, S. (n.d.). *Predictive Analytics* [Online course]. Swayam, Government of India. <https://swayam.gov.in>

Dr. S. Gokula Krishnan serves as a Reviewer for F1000Research, contributing his expertise in analytics and management research to support rigorous peer review and high-quality scholarly publications.

## Scholarly Publication

Satheeshkumar, R. (2025, August). Impact of humour element of advertisement in consumer purchasing decision. *International Journal of Research – Granthaalayah*.

Dr. Prakruthi N Udupa (2025). Green finance – An effective tool to sustainability. *KIM Journal of Business Research*, 5(2), 31–44. <https://doi.org/10.63152/KJBR/2025/v5i2/92>

**"Leadership and learning are indispensable to each other."**

**~John F. Kennedy**



# Faculty Excellence

## Scholarly Publication

Dr. Prakruthi N Udupa (2025). Financial inclusion strategies for marginalized communities. In Soumya R., Devendra M., & Udupa Prakruthi N. (Eds.), *Emerging paradigms in knowledge integration and academic research* (pp. 70–78). Red Unicorn Publishing Pvt. Ltd. <https://doi.org/10.25215/9358091940.11>

Dr. Roopashree, B. R. (2025). Green is the new gold: Investing in a sustainable future. *Journal of Marketing & Social Research*, 2(5), 154–160.

Supriya P (2025). Exploring the influence of digital banking services dimensions on customer satisfaction. *International Journal of Environmental Sciences*, 11(24s), 1170–1176.

Anitha Nallasivam, Gokula Krishnan, S., Jagadeeswari, I. U., et al. (2025). Predicting consumer adoption of luxury products via Instagram marketing: A machine learning approach [Version 1; peer review: awaiting peer review]. *F1000Research*, 14, 890. <https://doi.org/10.12688/f1000research.169639.1>

Gokula Krishnan, S., & Arundathi, K. L. (2025). Evaluating the effectiveness of generative AI in strategic workforce planning and workflow design: A case-based study using ChatGPT for HR managers. *Journal of Research in Business and Management*, 13(9), 82–94. <https://doi.org/10.35629/3002-13098294>

Gokula Krishnan, S., Keerthi, S., & Jyothi, S. (2025). Awareness and usage of mobile healthcare applications: A comparative study of Tata 1mg, Netmeds, Pharmeasy, Apollo, and Flipkart Health+. *International Journal of Digital Health and Telemedicine*, 1(2). <https://doi.org/10.51137/wrp.ijdh.2025.sk.45881>



# SPARKZ

" **sparkz** " is the dynamic Management Club of the Department of MBA & Research Centre , bridging academic learning with real-world application. It fosters innovation, leadership, and collaboration through specialized sub-clubs –Metamorph (HR), Brandathon (Marketing), Finsight (Finance), Bizlytics (Analytics), Inspire (Entrepreneurship), and Reach (ISR). Spark-Z empowers students to apply classroom knowledge, build leadership and problem-solving skills, engage in hands-on activities and connect with industry professionals.

**METAMORPH**  
Human Resource Club

**BRANDATHON**  
Marketing Club

**FINSIGHT**  
Finance Club

**BIZLYTICS**  
Business  
Analytics Club

**INSPIRE**  
Entrepreneurship Club

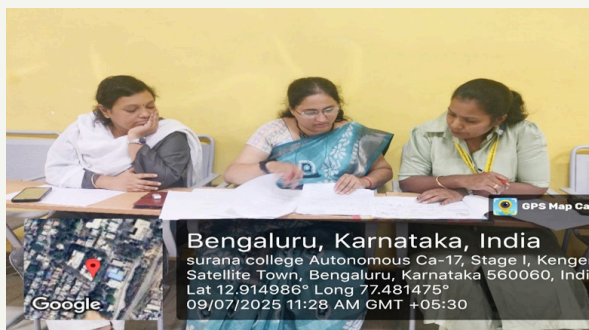
**REACH**  
Institutional Social  
Responsibility Club

## Fashion Fiesta Celebration

Fashion Fiesta Week, organized by Spark-Z- Mother Club, was a vibrant celebration of style, creativity, and cultural expression. The event featured exciting themed days that brought out the fashion spirit among students. On August 11th, participants dazzled as their favourite movie characters for Red Carpet Royale, followed by August 12th's Mix and Match Day, where quirky and creative outfits stole the spotlight. The celebration concluded with Ethnic Day on August 23rd, highlighting India's rich traditions through colorful attire, cultural programs, and performances. The entire week beautifully reflected the essence of fashion, fun, and unity.



## Decode the Scam – A Forensic Finance Investigation



The Finance Club organized “Decode the Scam” on 9th July 2025, immersing students in the complex world of forensic finance. Teams investigated a detailed case study by examining financial documents, identifying red flags, and presenting their findings and solutions. The event honed analytical, investigative, and decision-making skills, offering hands-on exposure to detecting and resolving financial fraud. It also highlighted the importance of ethical decision-making and financial vigilance, essential traits for aspiring finance professionals.

## Finance Escape Room – Debt Trap Escape

The Finance Club’s “Debt Trap Escape” on 20th August 2025 was an innovative escape room-style challenge that tested participants’ financial knowledge and strategic problem-solving. Teams collaborated to solve puzzles, calculate ratios, and craft solutions for a simulated CFO crisis under time pressure. The event enhanced analytical thinking, financial decision-making, and teamwork in high-pressure situations. It also demonstrated the importance of practical financial skills and adaptability, preparing students for real-world corporate challenges.



## HR World Tour

“HR World Tour,” held on 9th July 2025, explored global HR practices and workplace cultures through interactive and informative rounds. Teams researched and presented country-specific HR policies in the “HR Mosaics” round, followed by a rapid global HR quiz in “HR World Wide.” The event enhanced students’ understanding of cross-cultural HR management, international labour laws, and evolving workplace trends. It also encouraged collaboration, cultural intelligence, and global thinking – essential competencies for future HR professionals.



## The Final Act



The HR Club’s “The Final Act” on 20th August 2025 was an engaging role-play competition simulating real workplace scenarios. Participants tackled crucial HR responsibilities such as recruitment, conflict resolution, performance appraisal, and grievance handling with creativity and professionalism. The event provided a dynamic platform to apply theoretical knowledge in realistic contexts while enhancing communication, critical thinking, and teamwork skills. It successfully bridged classroom learning with industry expectations, preparing students for the complex human dynamics of modern workplaces.

# BRANDATHON

## Find, Fix, Flourish

The Marketing Club hosted “Find, Fix, Flourish” on 9th July 2025, a dynamic branding challenge designed to sharpen students’ strategic thinking and creativity. Teams were tasked with analyzing market scenarios to identify branding gaps, propose innovative solutions, and reposition the brand to an expert panel.



The event encouraged participants to think like brand strategists, focusing on creativity, clarity, and market relevance. It provided a valuable platform to apply marketing concepts to real-world challenges and refine skills essential for future brand leadership roles.

## Marketing Mania



“MARKETING MANIA!”, held on 20th August 2025, was an exciting, gamified marketing competition that combined learning with fun. Teams participated in rounds like “Marketing Ladder” and a rapid “Kahoot Quiz,” testing their knowledge of logos, taglines, and brand facts.

The event fostered quick thinking, creativity, and teamwork while strengthening core marketing concepts. It also provided a refreshing and interactive approach to learning, making marketing strategies easier to understand and apply in real-world scenarios.



## Bizlytics-Data Decision Board



The Bizlytics-Data Decision Board event on 9th July 2025 provided students with hands-on experience in strategic decision-making through a dashboard analysis and boardroom simulation.

Participants enacted being corporate leaders, decoding real-world business challenges and presenting data-driven solutions. The activity strengthened their analytical thinking, problem-solving skills, and decision-making abilities in a competitive, industry-like environment.



## Expert Talk

On 20th August 2025, Bizlytics organized an Expert Talk on “Data Driven Decision in Corporate NPS Strategy” to connect academic learning with real-world applications. Ms. Sowmya Ravi, Deputy Manager – PMS at Axis Bank, shared valuable insights on using data visualization, dashboards, and analytics to guide corporate decisions and enhance NPS strategies.



Students gained practical knowledge on ROI evaluation, NPS calculations, investment planning, and online registration, along with guidance on career readiness and interview preparation. The interactive discussions and Q&A made the session highly engaging and strengthened students' understanding of data-driven decision-making in a corporate environment.



# INSIPRE

## IIC Launch Session: “Innovate, Incubate, Accelerate”

The IIC Launch Session titled “Innovate, Incubate, Accelerate” was held on 16th July 2025 at the college auditorium, featuring an inspiring keynote address by renowned entrepreneur and Incubation head Mr. Varada Rajan Krishna. The session focused on fostering an entrepreneurial mindset among students and offered deep insights into the journey from idea to startup. Participants explored key aspects of idea generation, incubation, and acceleration, gaining practical exposure to market research, business model creation, and funding opportunities.



The interactive session also highlighted challenges faced by emerging entrepreneurs and strategies to overcome them. It encouraged students to transform their innovative ideas into scalable ventures. The event received an enthusiastic response from students and faculty, who appreciated its real-world relevance and motivational impact, making it a truly inspiring and insightful experience.

## Scavenger Hunt

The INSPIRE-ED Cell organized a thrilling “Scavenger Hunt” on 30th July 2025, turning business knowledge into an interactive treasure hunt. Teams solved business-themed clues using strategic thinking, analytical skills, and creativity, fostering teamwork, time management, and quick decision-making. The engaging format made learning fun and helped participants grasp complex business concepts in a memorable way.



## National Doctor's Day Celebration



As part of the ISR Club – Reach initiative, a special session was organized on National Doctor's Day to honor the contributions of medical professionals. The session featured Dr. Sushma Suresh, an Ayurvedic Practitioner and Specialist in Lifestyle Disorders, who shared valuable insights on holistic healing and wellness. The theme, "Healing is not just about curing the body, but nurturing the soul," emphasized the importance of both physical and emotional well-being. The session inspired participants to appreciate the dedication of doctors and to adopt a more health-conscious approach to life

## My Contribution to My Society

Held on 2nd July 2025, the event "My Contribution to My Society" featured four engaging sub-events under the ISR Club – Reach. Campus Spark encouraged students to present innovative ideas for societal improvement; Sell Smart promoted entrepreneurial thinking through creative selling techniques;



Trash to Treasure focused on sustainability by transforming waste into useful products; and the Green Roots Initiative promoted environmental care through a plantation drive. All winners were appreciated, and the event inspired participants to become more socially responsible and community-driven.

# REACH

## Zero Hunger Campaign



On 13th August 2025, the ISR Club organized the impactful Zero Hunger Campaign, aligned with SDG Goal 2 – Zero Hunger. The initiative included a Situational Analysis Competition, where students proposed innovative solutions to combat hunger, followed by a food distribution drive providing meals, grains, and essentials to underprivileged individuals. The campaign promoted awareness on reducing food wastage, improving nutrition, and addressing food insecurity, effectively blending academic learning with social responsibility and inspiring students to contribute to global humanitarian efforts.



## Grow Together – Organic Mandya Visit

The ISR Club organized an experiential learning visit to Organic Mandya on 10th September 2025, featuring a two-hour expert session by Mr. Kempegowda M.L., a warehouse tour showcasing organic supply chain processes, and a practical farm demonstration on sustainable cultivation. Students gained hands-on insights into organic farming, market linkages, and sustainability, deepening their understanding of the farm-to-market journey and the role of responsible consumption in promoting social and environmental well-being.



# Club Valedictory 2025

## Valedictory Ceremony of SPARK-Z

The Valedictory Ceremony of SPARK-Z 2025, held on 13th September 2025, was a grand celebration organized by the Mother Club – SPARK-Z, Department of MBA, Surana College Autonomous, Kengeri Campus. Ms. Jothsna Krishnamaneni, Workday Implementer and Consultant at PwC AC (US), graced the event as the Chief Guest. The ceremony recognized the dedication and hard work of students across the six domain and extension clubs—FINSIGHT (Finance), METAMORPH (HR), BRANDATHON (Marketing), BIZYLITICS (Business Analytics), INSPIRE (Entrepreneurship), and REACH (ISR)—awarding winners and runners-up for their outstanding contribution.



The event celebrated teamwork, creativity, and leadership, with each club showcasing its achievements and initiatives that defined the year's success. Faculty coordinators, student leaders, and members shared reflections and aspirations, while the Chief Guest inspired students to pursue growth with passion and resilience. The ceremony also featured vibrant cultural performances and moments of appreciation that highlighted the spirit of togetherness. It concluded with gratitude, joy, and a renewed commitment to elevate SPARK-Z's legacy of excellence, collaboration, and holistic development.

# Industrial Visit and Trip to Chikkamagaluru



SPARK-Z - Mother Club organized an enriching industrial visit and trip to Chikkamagaluru for MBA students. The second-year students visited from 16th to 19th July 2025, where they explored Tasty World, gaining insights into food production, quality management, and industry operations. The trip also included visits to iconic spots like Mullayanagiri Peak, Siri Café, Z Point, Inam Dattatreya Peetha, and Kallathigiri Falls, combining experiential learning with nature's beauty.

Students engaged in interactive sessions and discussions, deepening their understanding of business practices. The experience encouraged leadership, collaboration, and a broader perspective on industry trends.



First-year students followed suit from 30th July to 2nd August 2025, enjoying the same scenic locations and bonding experiences. The trip provided a perfect balance of education, adventure, and personal growth, fostering teamwork and strengthening connections among students, while reflecting SPARK-Z's commitment to holistic learning.

The serene environment and engaging group activities helped students relax and recharge before the academic term. It also served as a platform to build friendships and develop interpersonal skills outside the classroom.



# GIBF Pune Conference



Surana College proudly participated in the prestigious 3rd India–Africa Business Conclave 2025, held on 19th and 20th September 2025, hosted by the Global India Business Forum (GIBF). Representing the institution at this global platform were Dr. Anitha Nallasivam (Director – Department of MBA), Prof. Soumya K R, and Prof. Rinku Modoor, showcasing Surana College’s vision of nurturing globally competent leaders. The institution was honored with the “Best Educational Institute” Award, recognizing its commitment to academic excellence, innovation, and global engagement. Dr. Anitha Nallasivam also served as a panel member alongside the Education Minister of the Democratic Republic of Congo, the Ambassador from Tanzania, and representatives from Symbiosis International University and V-Guard, sharing insights on higher education and international collaboration.



The India–Africa Business Conclave serves as a dynamic platform to strengthen India–Africa partnerships, bringing together over 30 African nations, 1500+ Indian corporates, and 200+ African enterprises. It facilitates meaningful B2B and B2G collaborations, policy dialogues, and global networking opportunities. Through this participation, Surana College reaffirmed its dedication to building global bridges in education and industry, continuing its mission to empower students as visionary leaders in an interconnected world.



# GRADUATION DAY

Surana College (Autonomous) proudly celebrated its Postgraduate Graduation Day for the Class of 2025 on 30th August 2025 at the Peenya Campus Auditorium. The event was a grand occasion honoring graduates from various postgraduate programs, including MBA, MCA, M.Com, M.Sc Chemistry, and M.Sc Psychology. The ceremony recognized the hard work, dedication, and accomplishments of students who successfully completed their academic journey.

The event was graced by Dr. Jitendra Joshi, Chairman and Managing Director of Abhi Group of Companies and Founder & President of GIBF, who attended as the Guest of Honor. The ceremony was presided over by Dr. Veena K. N, Principal of the college, along with Dr. Archana Surana, Managing Trustee and Chief Patron. The celebration marked a proud milestone, symbolizing both achievement and the beginning of new professional and personal journeys for the graduates.



# Career Meet-up

The Placement Department of MBA, organized a Job Drive on 30th September 2025 to provide final-year MBA students with diverse career opportunities across sectors such as IT, Banking, Consulting, and Manufacturing. Eight reputed companies, including Qess Corp, Randstad, Tata Strive, and Axis Bank, participated in the event, conducting presentations, assessments, and interviews.



The initiative offered an excellent platform for students to engage with industry professionals, understand corporate expectations, and explore roles aligned with their specialization. The process included pre-placement talks, aptitude tests, and personal interviews, ensuring meaningful industry exposure for students.

The drive concluded successfully, with over 30 students shortlisted and 20+ final placements secured. Recruiters appreciated the students' preparedness and communication skills. The Placement Department extended its gratitude to all company representatives and the management for their continued encouragement in organizing such impactful initiatives.



# Empowering Futures

The Department of MBA & Research Centre is delighted to announce that 26 of our students have successfully secured placement offers as part of the 2025 placement season. This accomplishment reflects the dedication and preparedness of our students, supported by rigorous training sessions, soft skills development, corporate mentoring and personalized career guidance.



**Darshan N**  
TCS



**Sahana H S**  
Diageo



**Pavan Kumar R N**  
Ceres Environment  
India Pvt Ltd



**Jayanth R**  
Alpha Design  
Technologies



**Achari Varsha  
Ravichandran**  
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**Tejas M**  
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**Akshay**  
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**Nityaraj**  
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**Deepthi Kirloskar**  
HDFC Bank



**Chaitra A G**  
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**Varun Tej**  
HDFC Bank



**Keerthi S**  
HDFC Bank

*” Opportunity doesn't  
make appointments, You  
have to be ready when  
it arrives.”*

# Gratitude Loop

Because every thank you finds its way back.

## The Wall of Thanks

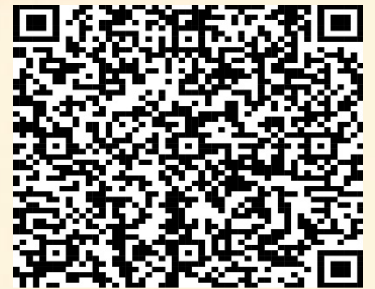
Grateful to the mentors who saw potential before I did.

For every chai break that turned into a life talk.

To the friends who became family through projects and panic.

Thanks to deadlines – for teaching discipline the hard way.

Scan to read more  
**Gratitude  
Notes from the  
Suranites**



## Dear Surana – The Gratitude Journal

Dear Surana.

Thank you for the endless lessons, laughter, and late submissions. For turning our confusion into clarity, and our classrooms into courage.

This quarter reminded us that success isn't about shining alone – it's about being grateful for the light that others share.

— With love and thanks,  
The Catalyst Team ✨

✨ Now it's your turn!

Write one thing you're grateful for this semester – and pass a gratitude forward.



**Gratitude makes endings beautiful, thank you for reading, thank you for being**



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