

# Quarterly Newsletter

December 2025

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#TheEnlighteningIIM



## Glimpses



## Pathway

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# About IIM Bodh Gaya

Established in 2015 by the Ministry of Education, the Indian Institute of Management Bodh Gaya represents the modern evolution of India's premier management brand and embodies a distinctive mission within the IIM system. While building on the prestigious heritage of the IIMs renowned globally for prioritizing critical thinking over rote learning, this institute has carved its own identity by fostering socially responsible managers and emotionally mature leaders, earning it the epithet of "The Enlightening IIM."

In a relatively short span, IIM Bodh Gaya has grown into a vibrant residential campus with a diverse student body of over 1,000 scholars enrolled across its full-time programs, including the flagship Master of Business Administration (MBA), MBA in Digital Business Management (DBM), MBA in Hospital & Healthcare Management (HHM), the integrated five-year Integrated Programme in Management (IPM), and the Ph.D. Program in Management.

The institute's academic landscape is defined by a dynamic curriculum that stays in constant consonance with industry trends. The MBA programs span two years of immersive, case-based learning enhanced with corporate engagements and live projects, preparing students for leadership across sectors. The IPM, a five-year integrated program, combines foundational and advanced management education with experiential learning and international immersion, culminating in dual degrees (BBA and MBA) upon completion. The Ph.D. Program cultivates cutting-edge researchers and thought leaders equipped for careers in academia and industry.

Beyond traditional classroom pedagogy, the learning experience at IIM Bodh Gaya is enriched by the Harvard-style case study method, frequent sessions with industry experts, research-oriented projects, and global learning opportunities. The institute's faculty comprises distinguished researchers whose work regularly appears in top-tier international journals, ensuring that students are exposed to the latest global business theories and practice.

A cornerstone of the IIM Bodh Gaya experience is its commitment to internationalization and cultural diversity. The institute has established exchange partnerships with reputable institutions across Europe, Asia, Latin America, and beyond, offering students the opportunity to immerse themselves in diverse academic and business cultures. These collaborations prepare graduates to lead with global perspective and adaptability in prominent domestic and multinational organizations.

The spirit of IIM Bodh Gaya is deeply intertwined with its historic location in Bodh Gaya, long celebrated as a global center of learning. Situated near the sites of the ancient Nalanda and Vikramshila universities where scholars once gathered from across the world and the UNESCO World Heritage Mahabodhi Temple, the campus provides a serene yet stimulating backdrop for academic pursuit. Students live and learn amid iconic landmarks like the 80-foot Great Buddha statue and the Indosan Nippon temple, blending ancient heritage of wisdom with modern professional excellence. This unique environment enriches the educational journey and nurtures the next generation of socially conscious, globally minded leaders.

# Our Mindful Journey - Vision, Mission, and Core values

## **Vision**

To be a globally recognised management school for developing socially responsible and mindful business leaders.

## **Mission**

To develop mindful business leaders with social responsibility and global perspective through academic excellence in learning practices and research.

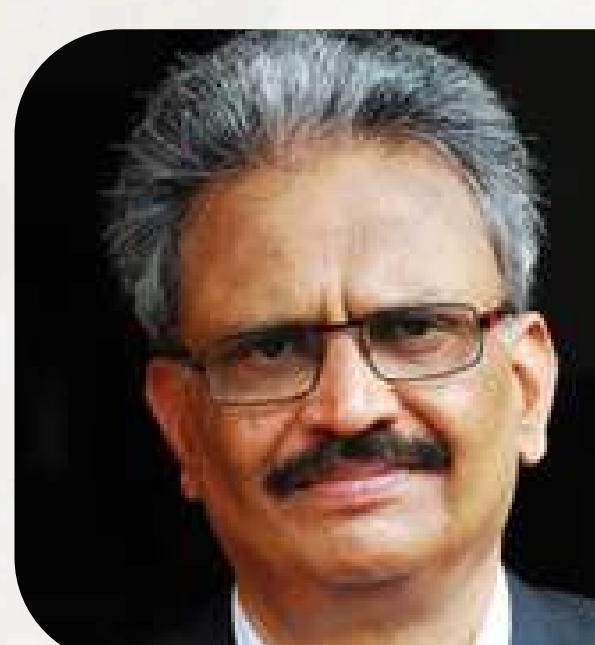
## **Core Values**

- **Mindfulness:** We cultivate focused awareness of the present moment with purpose and non-judgment, fostering clarity, compassion, and thoughtful action.
- **Leadership:** We lead with authenticity, integrity, and transparency to build trust, inspire commitment, and drive success aligned with organizational goals.
- **Social Responsibility:** We practise ethical standards, community engagements, and foster a positive impact on society and environment.
- **Sustainability:** We work towards a sustainable future ensuring the long-term wellbeing, economic viability, social equity, and environmental protection for both the planet and its inhabitants.
- **Life-long Learning:** We promote a culture of continuous learning by embracing curiosity, adapting to change, and encouraging the pursuit of knowledge through flexibility and innovation.

## **Culture**

- **A Force for Good:** We think about the world we inhabit. Our thinking is free and genuine. We identify business as force that can shape a sustainable and just planet. We thus, look to balance financial, societal and ecological concerns.
- **Diversity:** We believe in diversity of thought and innovation. We have a team of diverse and dedicated faculty and students who are the drivers of cognition and research.
- **Collaboration:** We collaborate to innovate and create. We develop and intellectual approach through team effort. We shape the future and overcome challenges by looking out for each other.

## Board of Governors



**CHAIRPERSON**  
**Mr. L Ramkumar**

Independent Director, Angel  
Investor & Mentor  
Former Managing Director  
Tube Investment of India Ltd.



**Ms. S. Falguni  
Nayar**

Founder & CEO  
Nykaa.com



**Mr. Gaurav Gupta**

EVP and Head, Financial Crime  
Intelligence  
Axis Bank



**Mr. Sandip Ghose**

Ex- Director  
NISM, Navi Mumbai



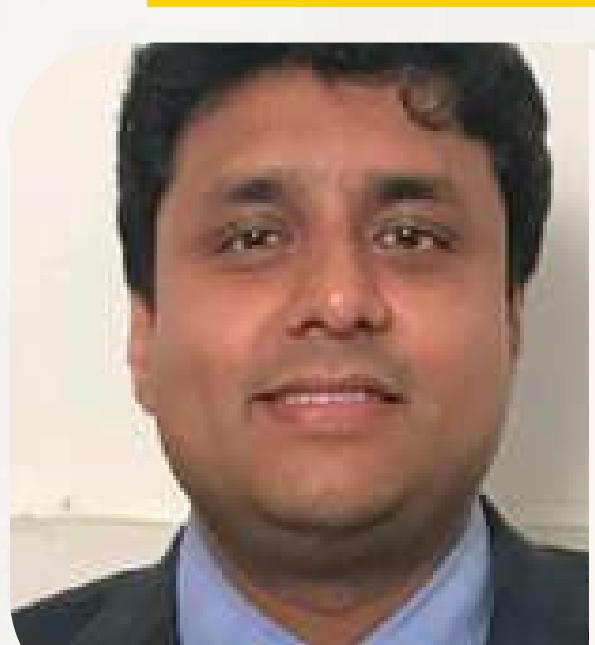
**Mr. Damodar Mall**

CEO Grocery Retail  
Reliance Retail Limited



**Shri P.K. Banerjee**

Joint Secretary (Mgt. & MC &  
Scholarship)  
Ministry of Education



**Mr. Ajay Yadav**

Secretary, Education Department  
Government of Bihar



**Mr. Rituraj Kishore  
Sinha**

Group Managing Director of  
SIS Group Enterprises  
SIS India (Security & Intelligence  
Services Ltd.) Delhi



**Dr. Vinita S. Sahay**

Director  
Indian Institute of Management  
Bodh Gaya



**Dr. Janmejaya Sinha**

Chairman  
Boston Consulting Group, India



**Ms. Prabha  
Narasimhan**

Managing Director  
Colgate Palmolive India Ltd.



**Dr. Vittal Rangan S**

Assistant Professor  
Indian Institute of Management  
Bodh Gaya



**Dr. Aviral Kumar  
Tiwari**

Associate Professor  
Indian Institute of Management  
Bodh Gaya

# Director's Note



Dr. Vinita S. Sahay

Following the foundational momentum of our previous quarter, the final months of 2025 have seen IIM Bodh Gaya transition from campus growth to institutional leadership. This period, a highlight of our "10 Years of Academic Excellence," was underscored by the prestigious 'Premier National Institution Honour' at the Pride of Nation Awards—a testament to our role in the vision of 'Viksit Bharat @2047'.

Guided by our mission to develop mindful, socially responsible leaders, we have deeply integrated academic rigor with public service. Our strategic MoUs with the Government of Bihar for the Chief Minister's Fellowship and the Bihar Police Academy exemplify this commitment to evidence-based policymaking and public leadership. Simultaneously, our specialized Management Development Programmes (MDPs) for the Department of Posts, IGIMS, and PRD Jharkhand have furthered our impact on national capacity building.

On campus, the synergy between intellectual discipline and cultural vitality has been palpable. Initiatives like Netritva 3.0, Model WTO 2025, and the Diwali Carnival demonstrated our students' ability to balance strategic thinking with community building. The launch of the IIM Bodh Gaya Alumni Card at Anusmriti 4.0 further solidified our identity as a lifelong community of excellence.

As we move forward, the achievements of our faculty and students, from award-winning research at IIM Ahmedabad to podium finishes at IIT Bombay, reiterate that we are not merely an institution of learning, but a beacon of enlightenment. Let us continue to build a sustainable and just future through mindful leadership.

Dr. Vinita S. Sahay  
Director, IIM Bodh Gaya

# Editorial

## Sustaining Excellence through Mindful Leadership

The final quarter of 2025 has been a definitive period for IIM Bodh Gaya, marked by a seamless integration of academic ambition and institutional responsibility. As we celebrate a decade of academic excellence, this quarter's narrative has transitioned from rapid expansion to a steady state of leadership, deeply rooted in our core philosophy of mindfulness and social impact.

The essence of these past three months lies in our commitment to being a "Force for Good." This was most visibly demonstrated through our strategic collaborations with the Government of Bihar and the Bihar Police Academy. By championing the Chief Minister's Fellowship Scheme and spearheading high-impact Management Development Programmes (MDPs) for healthcare and administrative professionals, the Institute has successfully bridged the gap between classroom theory and public governance. These initiatives reflect our mission to develop leaders who are not just industry-ready, but are also conscious contributors to national development and the vision of 'Viksit Bharat @2047'.



Our campus ecosystem remained a vibrant laboratory for this holistic development. Netritva 3.0 brought together global thought leaders to discuss the "Fluid Frontier" of leadership, while academic milestones like Model WTO 2025 and the Mathematics Bee challenged our students to apply rigorous analytical frameworks to real-world complexities.

Complementing this intellectual rigor was a profound sense of community, seen in the celebratory spirit of the Diwali Carnival and the emotional resonance of the Anusmriti 4.0 alumni meet.

Furthermore, the national recognition of IIM Bodh Gaya as a 'Premier National Institution' serves as a proud reminder of our collective progress. From faculty publications in top-tier journals like the Journal of Accounting Literature to student victories at prestigious national competitions, every achievement this quarter reinforces our identity as The Enlightening IIM.

## MDP Events

### IIM Bodh Gaya Empowers IGIMS Doctors with Six-Day Leadership & General Management Programme

IIM Bodh Gaya successfully concluded two six-day Management Development Programmes on Leadership and General Management for senior doctors from Indira Gandhi Institute of Medical Sciences (IGIMS), Patna, from October 6 to 11 and November 17 to 22.

The programme, conducted for Batch 6 and 7 of 30 and 28 IGIMS doctors and senior healthcare professionals respectively, was envisioned under the guidance of Director Prof. Vinita Sahay. It brought together clinical expertise and management thinking through focused sessions on leadership, healthcare operations, finance, digital transformation, medicolegal frameworks, artificial intelligence in smart healthcare, and people management.

Participants experienced an intensive learning environment that went beyond the classroom. Alongside interactive lectures and data-driven labs, the programme incorporated yoga-based wellness routines to reinforce personal resilience and leadership balance. Outbound visits to regional heritage sites and structured project discussions encouraged reflection, peer learning, and systems-level thinking.

Throughout the six days, the emphasis remained firmly on strengthening leadership capacity within public healthcare institutions. By aligning managerial competence with clinical responsibility, the programme reinforced IIM Bodh Gaya's commitment to nation-building through executive education and capacity development in critical public sectors.

The initiative marks another step in IIM Bodh Gaya's ongoing efforts to empower healthcare professionals with the skills required to lead complex institutions and deliver effective, sustainable public healthcare outcomes.



## MDP Events

### IIM Bodh Gaya Trains Panchayati Raj Leaders of Jharkhand

IIM Bodh Gaya conducted a series of focused Management Development Programmes for the Panchayati Raj Department (PRD), Jharkhand, throughout October, aimed at strengthening local self-governance and administrative effectiveness.



The initiative was delivered across three cohorts. Sessions from October 6-10 were coordinated by Dr. Akash Singh Yadav and Dr. Shashank Kumar, training 29 participants. The second cohort, held from October 13-17 under Dr. Ashish Sharma and Dr. Shardendu Sharma, trained 23 participants. A dedicated programme for PRD officials ran from October 29 to November 2, led by Dr. Amrit Pandu and Dr. Durba Banerjee, and trained 21 participants. The curriculum focused on administrative best practices, resource management, and policy implementation strategies, equipping participants to lead development initiatives with greater efficiency and accountability.

### Relationship Management & Human Behaviour programme at BPA

IIM Bodh Gaya organized a specialized Management Development Programme on Relationship Management and Human Behaviour for the Bihar Police Academy from December 15 to 19. The programme was coordinated by Dr. Supriya Kumar Ghatak and Dr. Tamal Samanta and trained 19 participants. It focused on strengthening interpersonal skills, understanding human behaviour, and enhancing leadership effectiveness within law enforcement.



The sessions integrated corporate management principles with policing realities. Key areas included crisis management, personnel administration, and behavioural leadership, supporting the Bihar Police Academy's mission to build a more resilient, responsive, and effective police force.

## MDP Events

### Nurturing Future Leadership Program

Continuing its engagement with the academic sector, IIM Bodh Gaya conducted the 12th and 13th cohorts of the Nurturing Future Leadership Program (NFLP) to prepare faculty members and academic administrators for future leadership roles.

Held under the aegis of the Malaviya Mission Teacher Training Program, the initiative focused on strengthening leadership capability and institutional governance in higher education.

The program was coordinated by Dr. Sreelekha Mishra and Dr. Gupteswar Patel. It was delivered in two phases, with sessions held from October 20–24 training 22 personnel, and a second round from November 10–14 training 24 participants. Through structured discussions and interactive sessions, participants engaged with themes of academic leadership.

### Marketing of Postal Products and Services

IIM Bodh Gaya conducted a capacity-building program on the Marketing of Postal Products and Services for the Department of Posts (Batch 2) from October 13-15, training 37 participants, aimed at strengthening operational efficiency and service orientation.

The program addressed the need to modernize postal services in response to evolving customer expectations and logistics demands.

Coordinated by Dr. Anup Anurag Soren, the sessions introduced participants to contemporary management practices in service delivery, logistics management, and customer relations. The program supported the development of a more efficient, adaptable, and customer-focused postal network.

## Rankings and Recognition

### IIM Bodh Gaya conferred Premier National Institution Honour

IIM Bodh Gaya has been conferred the 'Premier National Institution Honour' at the Pride of Nation Awards 2025, instituted by Veterans India, in recognition of its contribution to nation-building and value-based education.

The honour acknowledges the institute's commitment to responsible leadership and alignment with national development priorities.

The recognition highlights IIM Bodh Gaya's academic, co-curricular, and outreach initiatives in promoting leadership, community service, and youth engagement. It underscores the institute's continued adherence to the vision of 'Viksit Bharat @2047' and the role of educational institutions in fostering national consciousness.



## MoUs

### IIM Bodh Gaya Partners with Government of Bihar for Chief Minister's Fellowship Scheme (CMFS)

IIM Bodh Gaya has signed a Memorandum of Understanding with the Government of Bihar to implement the Chief Minister's Fellowship Scheme (CMFS), a flagship initiative aimed at strengthening evidence-based policymaking and governance. As the Academic and Knowledge Partner, the institute will play a central role in shaping a new generation of public policy professionals. Under the partnership, IIM Bodh Gaya will be responsible for the selection, training, and mentoring of young professionals who will be deployed across key government departments and offices.



The fellowship is designed to bring analytical rigor, field-based insights, and managerial capability into the public decision-making process. The initiative reflects IIM Bodh Gaya's commitment to strengthening public institutions and contributing to long-term governance reforms, aligned with the broader national vision of *Viksit Bihar* and *Viksit Bharat*.

### IIM Bodh Gaya Signs MoU with Bihar Police Academy to Strengthen Public Service Leadership

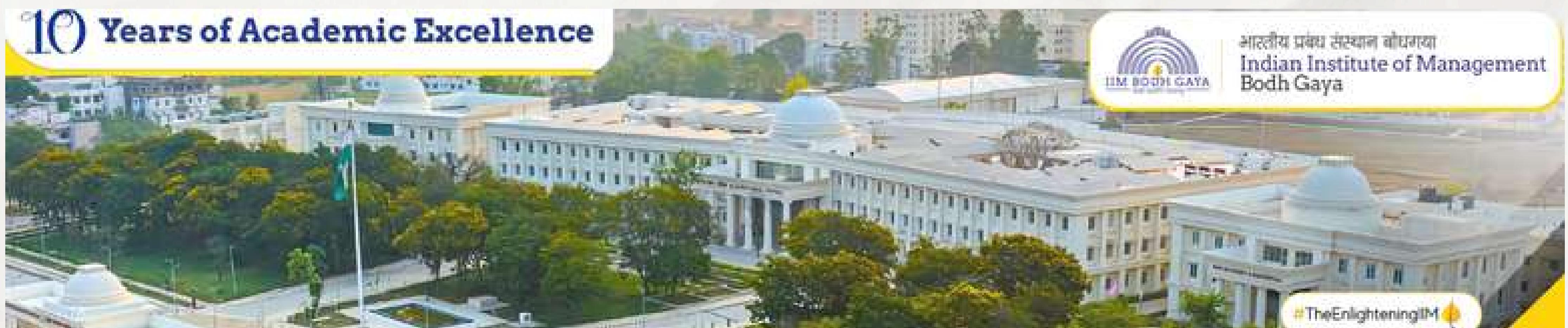
IIM Bodh Gaya has signed a Memorandum of Understanding with the Bihar Police Academy to advance leadership development, capacity building, and public service management in policing and public administration.

The collaboration marks a strategic step toward building future-ready leadership within law enforcement institutions. The partnership will focus on delivering Management Development Programmes (MDPs), workshops, seminars, and collaborative research initiatives. These engagements will address critical areas such as leadership, decision-making, organizational effectiveness, and citizen-centric service delivery.



By integrating IIM Bodh Gaya's academic expertise with the Bihar Police Academy's operational experience, the MoU aims to nurture resilient and adaptive public leaders capable of responding to evolving governance and security challenges. The agreement reinforces IIM Bodh Gaya's commitment to extending management education beyond corporate domains and contributing meaningfully to national development.

## 10 Years of Academic Excellence



भारतीय प्रबन्ध संस्थान बोधगया  
Indian Institute of Management  
Bodh Gaya



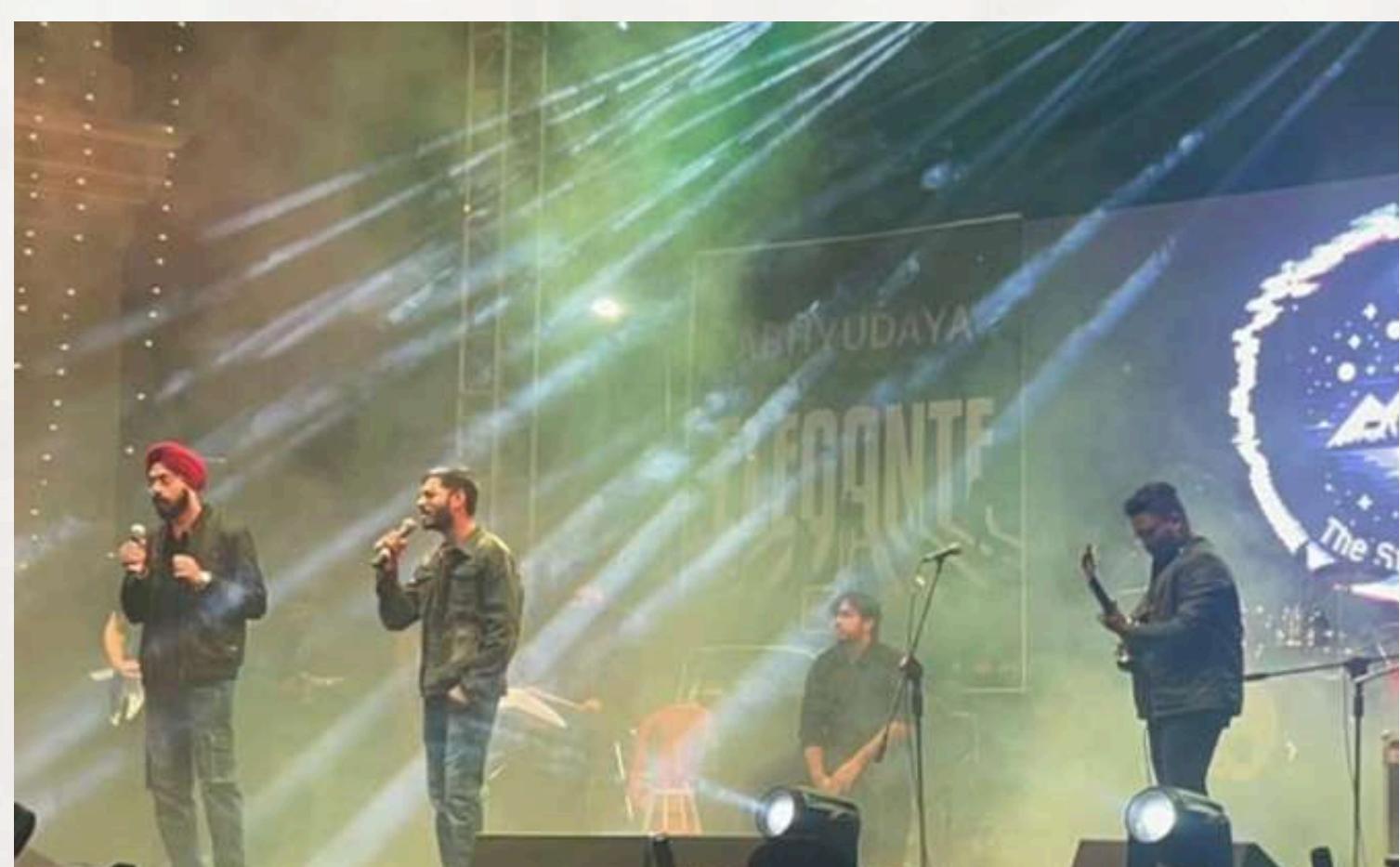
## 10 Years of Academic Excellence – Commemorative Celebration

IIM Bodh Gaya marked a significant milestone with the celebration of 10 Years of Academic Excellence, commemorating a decade since the institute's inauguration and its journey in academic growth and institutional development. The event was held on 24 December 2025 at the Niranjana Auditorium, bringing together faculty members, students, and staff for an evening of reflection and celebration.

The programme included a cultural evening, followed by a formal commemoration of the institute's academic journey over the past ten years. The occasion served as an opportunity to acknowledge the collective efforts of the academic community in building a strong foundation in teaching, research, and student development.

The celebration highlighted the institute's progress in advancing academic standards, strengthening institutional processes, and fostering an environment of learning and excellence. It also reaffirmed IIM Bodh Gaya's commitment to continuous improvement and its long-term vision of contributing meaningfully to management education.

The event marked an important moment in the institute's history, recognizing past achievements while setting the stage for future growth and academic distinction.



## Guest Sessions

### 1. Session held on Financial Strategy and Debt Markets

IM Bodh Gaya hosted an insightful guest lecture on Financial Strategy and Debt Markets by Mr. Rupesh Mishra, a seasoned financial strategist, offering students a deep dive into the dynamics of modern finance. The session equipped participants with practical perspectives on how organizations raise, allocate, and optimize capital in complex financial environments.



Coordinated by Prof. Amrit Panda, the lecture covered critical areas including debt markets, hybrid financing instruments, and strategic capital allocation. Drawing on real-world case studies, Mr. Mishra demonstrated how firms manage financial risk and drive large-scale transformation, effectively bridging academic theory with industry practice for the MBA cohort.

### 2. Lecture highlights evolving role of Human Resources

IIM Bodh Gaya welcomed its alumnus, Mr. Soumyojit Sarkar, Manager – Global Business at SBI Mauritius Ltd, for an engaging lecture on 'Commercial Banking in International Markets.'



The session offered students first-hand exposure to the functioning of banks in a globalized financial ecosystem. Coordinated by Prof. Ashish Sharma, the lecture explored cross-border banking operations, international credit risk management, and the role of commercial banks in facilitating global business growth. Mr. Sarkar emphasized the importance of adaptability and innovation as key drivers of success in the evolving international banking landscape.

### 3. Session on Contemporary HR Issues Explores AI and New Labour Codes

Dr. Aman Jain, Chief Human Resources Officer (CHRO) of e2E Rail, delivered a thought-provoking session on 'Contemporary Issues in HR' for first-year MBA students at IIM Bodh Gaya. The lecture highlighted how the HR function is rapidly transforming in response to technological and regulatory change. Coordinated by Dr. Abhyudaya Anand Mishra, the session examined the impact of Artificial Intelligence and new labour codes on workforce management. Dr. Jain underscored that modern HR now operates at the intersection of people, technology, and policy, stressing the need for strategic agility in building resilient, future-ready organizations.

## Guest Sessions

### 4. FinTech founder outlines future of digital payments

IIM Bodh Gaya organized an interactive session with Mr. S. Anand, CEO and Founder of PaySprint Private Limited, offering students a forward-looking view of the FinTech sector. The session captured the momentum and disruption shaping the digital payments and financial innovation landscape. Focusing on the evolution of the payments ecosystem, Mr. Anand drew from PaySprint's growth journey to present real-world use cases and industry shifts. The discussion provided students with a nuanced understanding of emerging opportunities and challenges in digital finance and technology-driven business models.



### 5. World Bank economist addresses global economic trends

Dr. Abhishek Saurav, Senior Economist at the World Bank, delivered an in-depth lecture on global economic trends to the first-year MBA cohort at IIM Bodh Gaya. The session offered a rigorous exploration of macroeconomic forces shaping international markets and policy decisions. Coordinated by Dr. Madhumita Das, the lecture guided students through the interpretation of complex global data, international trade dynamics, and development economics. Dr. Saurav also discussed policy implementation challenges, providing the cohort with a comprehensive and analytical understanding of the global economic landscape.



## Sports Events

### Clash of Clans 2.0 Ignites Campus Spirit with High-Energy Inauguration

Clash of Clans 2.0, IIM Bodh Gaya's flagship inter-batch sports competition, was officially launched with an electrifying inauguration ceremony on 28 November 2025 at the Niranjana Auditorium.

The event marked the start of an intense season of competition, camaraderie, and campus-wide sporting fervour.

The ceremony came alive with the dramatic unveiling of clan identities, clan panchs, and official clan videos, instantly setting the tone for rivalry and team pride. The Sports Committee outlined the tournament structure and introduced the clan framework, explaining how students from different batches were united into competitive clans, fueling anticipation across the audience.



Adding to the excitement, a newly developed digital portal for Clash of Clans 2.0 was launched to streamline event coordination, updates, and engagement throughout the tournament. The occasion was graced by Director Prof. Vinita S Sahay, whose address energized the gathering as she encouraged students to embrace sportspersonship, teamwork, and healthy competition. She emphasized the role of sports in building discipline, resilience, and a strong sense of community.

The inauguration successfully captured the pulse of the campus, building momentum and collective enthusiasm while reinforcing the spirit of unity, rivalry, and batch pride that defines Clash of Clans at IIM Bodh Gaya.

## Other events

### Umang 6.1 Hosts Short Film Making Competition for IPM 05

As part of Umang 6.1, IIM Bodh Gaya came alive with creativity as Unnayan, the Official Music and Drama Club, conducted a short film making competition for the incoming Integrated Programme in Management batch, IPM 05.

The event introduced new students to collaborative artistic expression while celebrating storytelling through the medium of cinema.



Participants were grouped into teams and challenged to conceptualize, shoot, and produce original short films, which were later screened at the institute's auditorium. The competition showcased a wide range of narratives, including humour, suspense, emotional conflict, and social commentary. Several films explored themes such as chaos and misadventure, ambition and greed, power dynamics, and the complexities of love and human relationships.

The event provided a vibrant platform for IPM 05 students to display their imagination and creative sensibilities, while reinforcing Unnayan's role in nurturing cultural engagement and artistic expression on campus as part of the larger Umang celebrations.

### Nerdvana Quiz Sparks High-Energy Battle of Minds at IIM Bodh Gaya

The Niranjana Auditorium came alive as TQM, the official Quizzing Club of IIM Bodh Gaya, hosted Nerdvana, a fresher-focused quiz competition on 16 November 2025. The event saw participation from nearly 80 students, creating a charged and competitive atmosphere on campus.

Conducted across three rounds, the quiz tested teams of two on five diverse categories - Movies and Pop Culture, Sports, SciBizTech, Geopolitics, and a Random round - challenging participants' knowledge, speed, and adaptability. The fast-paced format kept both quizzers and the audience actively engaged throughout.



A team from IPM 04 secured the top position, with IPM 05 finishing as runners-up, marking a spirited conclusion to the competition. Nerdvana offered freshers an energetic introduction to campus quizzing while reinforcing TQM's role in fostering intellectual curiosity and inter-batch interaction.

## MasQuiz – Marketing Quiz Competition

What happens when you combine the split-second decision-making of a high-frequency trader with the creative brilliance of a Madison Avenue executive? This was the driving force behind MasQuiz, the premier flagship marketing event hosted by the Marketing Club of IIM Bodh Gaya on 30 November 2025. Attracting nearly 150 participants from across batches, the competition pushed students through a grueling multi-stage format designed to test their grit and brand intelligence. The challenge began with a high-speed digital quiz where teams were forced to navigate complex questions with a strict limit of just 12 seconds each; despite this pressure, top performers demonstrated elite preparation with scores reaching 20 out of 25.



The energy then shifted into an electric buzzer round, characterized by sharp recall and sub-two-second response times that kept the audience on the edge of their seats. The event reached its climax in a sophisticated final stage, where the top seven teams were tasked with developing innovative revival strategies for a real-world marketing case. Ultimately, MasQuiz delivered a premier platform for experiential learning, proving that elite marketing in today's world requires a perfect blend of analytical depth, creativity, and the ability to take decisive action under extreme pressure.



## The Debating Forum – Student-Led Platform at IIM Bodh Gaya

Founded in 2025 by students of IPM 04 and IPM 05, The Debating Forum is a student-led initiative at IIM Bodh Gaya focused on strengthening critical thinking, structured argumentation, and confident public speaking. Mentored by Sanjay Kaushal and Anamita Guha, the forum conducted six structured, time-bounded debate rounds within two months of its inception, engaging 70+ student participants across batches.



Designed as more than a conventional student club, The Debating Forum functions as a long-term platform to institutionalise dialogue and articulate expression on campus. The debates covered a wide range of themes, including social issues, economics, ethics, public policy, technology, and contemporary affairs, encouraging participants to engage with diverse viewpoints and sharpen their reasoning skills.

## ArthVyuhan: Where Economics Turns Tactical

'Arthashastra', the Economics Club of IIM Bodh Gaya, energized the campus with ArthVyuhan, a fast-paced competition that transformed economic theory into real-world problem-solving. With 120+ participants and over 30 teams, the event recreated the pressure, pace, and precision of real economic decision-making.



The competition unfolded in two focused stages. ArthGyan tested foundational economic concepts through quick, high-intensity questions, while ArthVikhyan challenged participants to interpret data, decode real-world scenarios, and analyze ongoing geopolitical and economic trends. Every round demanded clarity of thought and speed of analysis. Adding a modern edge, advanced rounds integrated Artificial Intelligence tools, pushing teams to combine structured reasoning with tech-driven insights. The atmosphere was competitive, engaging, and deeply immersive.



Open to all students, ArthVyuhan required nothing beyond economic awareness and critical thinking. For those present, it was an experience. For everyone else, it was economics brought alive.

## 150 Years of 'Vande Mataram': Commemorating a National Legacy

Indian Institute of Management Bodh Gaya commemorated 150 years of the national song Vande Mataram on 7 November 2025 through a special programme organised under the aegis of the Chairperson, Student Affairs. The event marked an important milestone in India's cultural and national history, offering the institute community an opportunity to reflect on the enduring significance of the song.



Originally composed during India's freedom movement, Vande Mataram has long symbolised patriotism, unity, and national consciousness. The commemoration highlighted the song's historical context and its continued relevance in contemporary India. The programme fostered a sense of collective reflection and reinforced the values of cultural awareness, national pride, and social responsibility. Through this initiative, IIM Bodhgaya reaffirmed its commitment to holistic education that integrates academic excellence with cultural and national values.

## “Case Competitions: The Right Approach”

“In the world of case competitions, clarity defeats complexity. The workshop dismantled conventional approaches and rebuilt them into structured strategic reasoning.”

The Envision Cell of the Indian Institute of Management Bodh Gaya conducted an insightful workshop titled “Case Competitions: The Right Approach” with the objective of equipping students with the analytical mindset and strategic clarity required to excel in competitive, case-based environments. The workshop offered a systematic framework for navigating case competitions from decoding complex problem statements to identifying core business issues and constructing coherent analytical structures. Emphasis was placed on developing logical problem-solving approaches, integrating data-backed reasoning, and crafting clear, actionable recommendations.



Participants were guided to move beyond surface-level observations and instead build solutions rooted in strategic depth, feasibility, and impact. A key highlight of the session was its focus on aligning recommendations with business objectives while accounting for real-world constraints and stakeholder perspectives. Students gained valuable exposure to evaluation parameters commonly used by judges, including analytical coherence, practicality of solutions, and effectiveness of communication. This insight enabled participants to better understand the expectations of competitive platforms and refine both their thinking process and presentation style accordingly.

## SANGHARSH: When Words Become a Voice

"Every voice carries a battle, and every battle seeks a language. SANGHARSH was not merely an event it was a confrontation with thought, emotion, and truth."

Sangharsh, presented by the Poetry Club Srijan of the Indian Institute of Management Bodh Gaya, is a celebration of expression in its most authentic form where ideas find direction, emotions find language, and voices find the courage to rise. Conceived as a platform where creativity meets conviction, the event brings together poetry writing, essay writing, and extempore speaking to encourage students to articulate thought with clarity, depth, and purpose.

True to its name, Sangharsh reflects the inner struggles, reflections, and aspirations that shape the human experience. Participants are invited to explore themes that resonate personally and socially, transforming introspection into expression and imagination into impact. Whether through carefully crafted verses, structured arguments, or spontaneous speech, the event allows individuals to engage with language as a powerful medium of connection and change.



Open to students from all batches, Sangharsh celebrates inclusivity and diversity of thought, welcoming both seasoned writers and those discovering their voice for the first time. By bringing together multiple forms of expression on a single stage, it nurtures emotional intelligence, critical reflection, and communicative excellence.

Held on 22 November 2025, SANGHARSH reaffirmed the institute's commitment to holistic development, reminding the academic community that art and expression remain essential avenues for self-discovery, dialogue, and meaningful human connection.

## Model WTO 2025: Experiential 'Just A Minute' extempore competition

"Model WTO did not imitate diplomacy it demanded it. Each delegate entered not to observe global trade, but to negotiate its realities."

The International Relations Committee of IIM Bodh Gaya organized Model WTO 2025, offering students a realistic simulation of multilateral trade negotiations under the World Trade Organization framework. Conceived as an intra-college diplomatic exercise, the event brought together student delegates representing different countries to engage in policy deliberations, negotiation rounds, and consensus-building discussions.

The simulation closely mirrored real-world WTO processes, challenging participants to balance national interests with broader global trade objectives. By immersing students in practical diplomacy, the event strengthened key competencies such as strategic thinking, negotiation, and policy analysis, while deepening their understanding of international trade governance.

Model WTO 2025 reaffirmed the institute's commitment to experiential learning and the development of globally aware future leaders. The event concluded with Team USA winning Best Delegation, followed by Team Bangladesh as First Runner-Up.

As Model WTO concluded on 27 November 2025, it stood as more than a simulation it emerged as an exercise in responsibility, perspective, and disciplined thought. The event transformed classrooms into arenas of diplomacy, leaving participants with a deeper understanding of how the global economy is not merely studied, but negotiated.

On November 23, 2024, IIM Bodh Gaya organized 'Just A Minute' (JAM), an extempore competition designed to test the spontaneity and articulation skills of the student body.

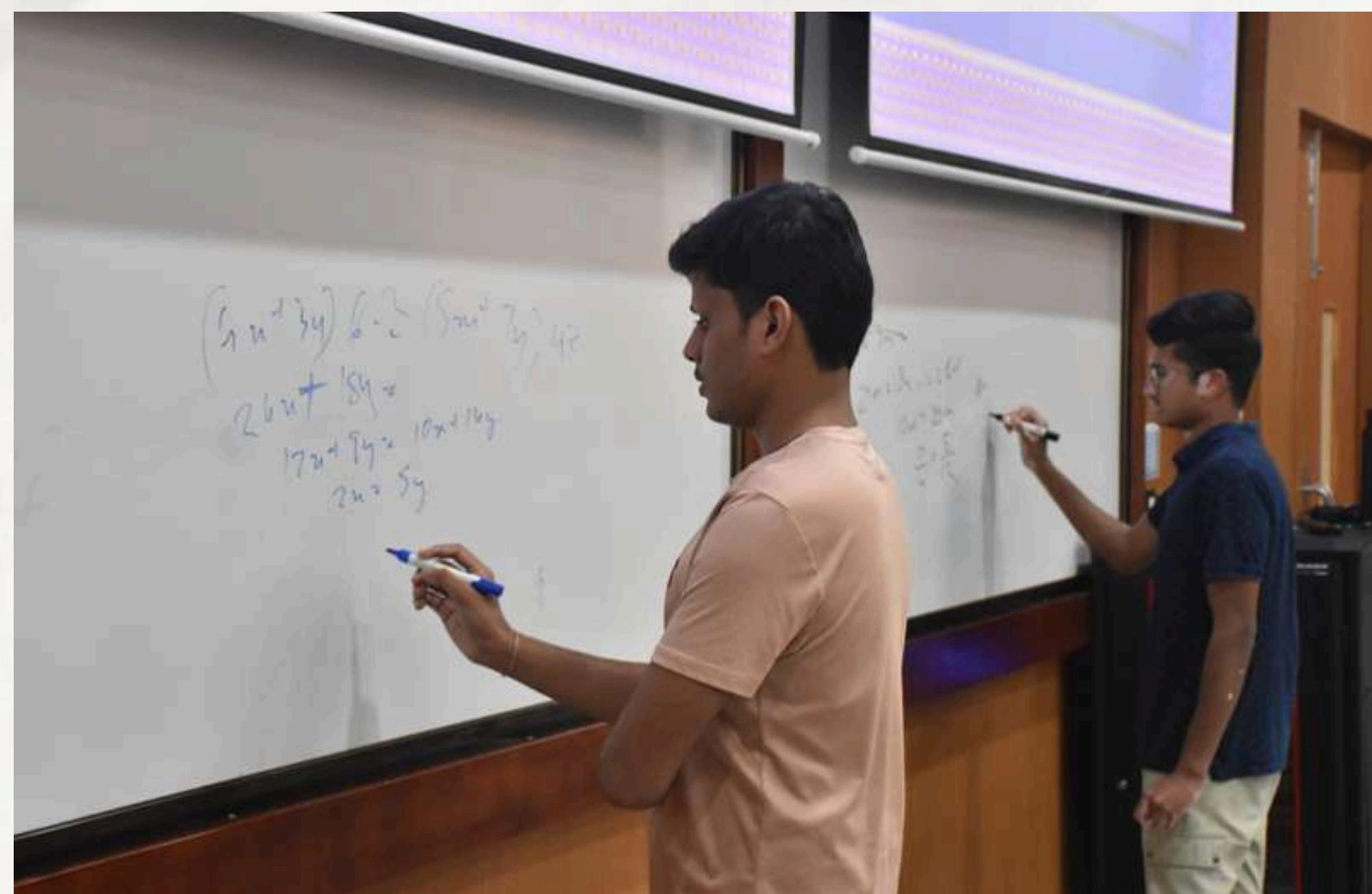
The event challenged participants to speak on impromptu topics with minimal preparation time. The format was structured to evaluate not only the speakers' command of the language but also their ability to structure thoughts coherently under strict time constraints. The competition featured a diverse range of topics, requiring students to adapt quickly and maintain a logical flow of ideas.



Beyond the competitive aspect, the initiative aimed to enhance verbal ability and public speaking confidence among the management cohort.

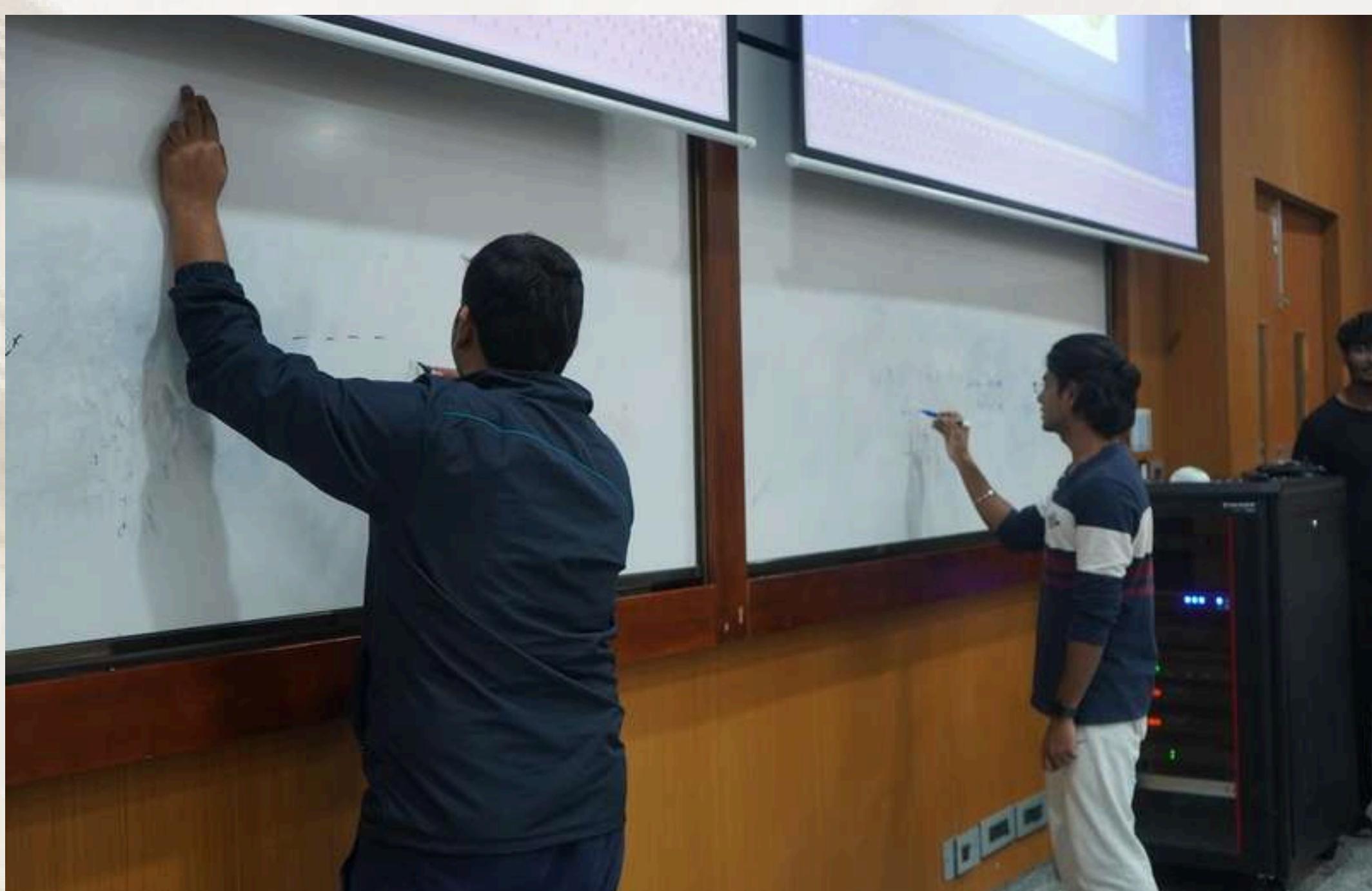
## MathSoc conducted it's first-ever Mathematics Bee

MathSoc made its mark with its first-ever Mathematics Bee, a high-intensity, one-on-one knockout competition that turned numbers into a campus spectacle. With 60+ participants and a buzzing audience, the event transformed mathematics from a written exercise into a live intellectual duel.



Designed for speed and sharp reasoning, the Mathematics Bee pushed participants to think on their feet. Each head-to-head round brought rapid calculations, clever logical puzzles, and instant eliminations, keeping the momentum relentless and the stakes high. No two rounds felt the same, and every face-off demanded instinct as much as accuracy.

The knockout format ensured complete immersion. With no event clashes and a tightly run structure, participants stayed locked into the challenge while spectators witnessed mathematics unfold as strategy, intuition, and mental agility.



For those who competed, it was an adrenaline rush. For those watching, it was proof that mathematics, when brought to life, can be just as thrilling as any contest on campus.

## Annmahotsav 2.0 - A Carnival of Taste, Talent, and Togetherness

Indian Institute of Management Bodh Gaya turned festive on 7 December as Annmahotsav 2.0 lit up the space in front of the Atri and Tilak hostel blocks. With 10 student-run stalls and a strong turnout from across the campus, the event blended celebration with hands-on learning.

Students showcased creativity through food, beverage, and game stalls, gaining real-world exposure to pricing, coordination, and UPI-based transactions. The lively atmosphere, filled with music and energy, kept the campus engaged throughout the evening.



The Hostel Management Committee ensured smooth execution by providing essential logistics such as electricity, lighting, tents, seating, and waste management. Building on last year's success, Annmahotsav 2.0 delivered a memorable night and reaffirmed its place as one of the most anticipated hostel events of the year.

## Blood Donation Camp - Uniting Hearts Through Humanity

On November 2nd, Pragati, IIM Bodh Gaya's CSR Committee, hosted a blood donation camp that gathered students, faculty, and staff in an inspiring act of compassion and unity.



Partnering with ANMMCH Gaya, the event saw more than 100 selfless donors stepped up to provide vital blood, capturing the essence of generosity. From compassionate actions to heartfelt dedication, it highlighted IIM Bodh Gaya's enduring pledge to social responsibility and community service.



## Breaking the Silence: A Conversation on Menstrual Health

Conversations that create awareness often begin by challenging silence. In line with its commitment to social responsibility and inclusive dialogue, Pragati – CSR Committee of Indian Institute of Management Bodh Gaya is organising a Menstrual Health Awareness & Periods Screening Session, aimed at fostering understanding, empathy, and informed discussion within the campus community.

Menstrual health is frequently perceived as a private or uncomfortable topic, yet it directly impacts health, dignity, confidence, and equality for millions of individuals. The hesitation to discuss it openly often leads to misinformation, stigma, and neglect. Through this initiative, Pragati seeks to create a safe and respectful space where conversations around menstrual health can move from silence to sensitivity, and from awareness to action.

The session is being conducted in collaboration with the GSC Gaya Hub, a part of the World Economic Forum, and the Sumarth Foundation, organisations actively engaged in driving social impact and community awareness.



A key highlight of the event will be the screening of an Oscar-winning short film on menstruation, a powerful visual narrative that brings attention to the realities, challenges, and societal perceptions surrounding menstrual health. The screening will be followed by an interactive discussion led by Mrs. Surbhi, representing the Sumarth Foundation, Bihar. The session aims to address myths, encourage informed practices related to menstrual hygiene, and promote a culture of openness and respect.

The Menstrual Health Awareness & Periods Screening Session stands as a step toward building a more informed, empathetic, and inclusive campus community.

## Anusmriti 4.0 - Celebrating Legacy, Strengthening Belonging

IIM Bodh Gaya has done something great for its alumni- the IIM Bodh Gaya Alumni Card. The card is a deal which shows that the people who hold it are part of the IIM Bodh Gaya family. It makes them feel proud and strengthens their belonging.



The Alumni Card was launched at Anusmriti 4.0 – Delhi Chapter, where a section of the distinguished alumni got together in Delhi on 6<sup>th</sup> December 2025, in the presence of IIM Bodh Gaya Director, Dr. Vinita S. Sahay. The Alumni Card helps the alumni across the country and around the world stay connected with each other and live the enduring legacy of IIM Bodh Gaya and its growing community.

Anusmriti 4.0 was a great event that brought the alumni together for a nice evening. The evening was filled with warmth. People felt very familiar with each other. They were able to renew the bonds they had made.

They also introduced something called 'Saarthi' at Anusmriti 4.0. Saarthi is a mentorship initiative and its goal is to give the alumni continued guidance and help them grow.

The Alumni Awards were a way to celebrate the evening and they honored the alumni of IIM Bodh Gaya. These Alumni Awards honored the alumni whose journeys from IIM Bodh Gaya have made a difference in many industries. The evening had a lot of reunions and really inspiring conversations. This gathering showed how strong the bond is, between people who have shared experiences at IIM Bodh Gaya.



## 'Netritva 3.0' Leadership Summit - Shaping Leaders for a Changing World

Indian Institute of Management Bodh Gaya hosted the third edition of its leadership summit, Netritva 3.0, which was held on 8<sup>th</sup> November, 2025 bringing together industry veterans and thought leaders to discuss the evolving dynamics of management and organizational strategy.

The summit featured a diverse panel of speakers who addressed the students on themes ranging from global geopolitics to personal discipline. Ambassador Dr. Deepak Vohra opened the discourse by terming the current era as not just a decade, but a "century of India."

Discussions on adaptability and learning were central to the event. Mr. Amitabh Ray advised students to navigate change by anchoring themselves to constant values, while Mr. Rajiv Yadav highlighted the necessity of "unlearning" as a prerequisite for acquiring new knowledge. Dr. Swarnpreet Singh noted that practical leadership is often adapted from real-world experiences rather than classroom instruction alone.



The importance of soft skills and core values was also underscored. Ms. Seema Pathak and Ms. Harpreeya Walia spoke on the critical roles of clear communication and mindfulness in maintaining organizational health. Meanwhile, Mr. Sachindra Kumar Rai and Mr. Rishav Dev focused on personal attributes, identifying integrity, curiosity, and discipline as the foundational traits for sustainable leadership.

## Rang Ratri 3.0 - A Celebration of Devotion, Dance, and Joy

"Rang Ratri 3.0 was not about festivity alone it was about belonging. In rhythm and ritual, the campus rediscovered its cultural pulse."

Rang Ratri 3.0, celebrated at the Indian Institute of Management Bodh Gaya, transformed the campus into a vibrant tapestry of colour, rhythm, and cultural spirit. Organized as a Garba night celebration, the event stood out as a tribute to Indian tradition while fostering community bonding and collective joy within the institute.

The evening commenced on an auspicious note with a ceremonial puja, graced by the presence of the Director and esteemed faculty members, lending both spiritual depth and institutional significance to the celebration.

Rang Ratri 3.0 went beyond entertainment; it created a space where academic intensity momentarily gave way to artistic expression, emotional connection, and cultural continuity. The presence of faculty members further bridged formal and informal spaces, reinforcing the spirit of inclusivity and togetherness that defines campus life at IIM Bodh Gaya.



The celebration served as a reminder that holistic education extends beyond classrooms thriving equally in shared traditions, cultural expression, and interpersonal bonds. Rang Ratri 3.0 thus stood not only as a festive evening, but as a meaningful reaffirmation of the institute's commitment to nurturing well-rounded individuals grounded in both excellence and ethos.

As Rang Ratri 3.0 drew to a close on 6 October 2025, it lingered not merely as a celebration, but as a shared cultural memory. In rhythm, colour, and collective presence, the evening reaffirmed that tradition within an academic institution is not preserved in ritual alone, but renewed through participation.

## Game On at Bodh Gaya: College Rivals Season 3 Ignites Competitive Spirit at IIMBG

College Rivals Season 3, was an inter college gaming competition. The IT Committee of IIM Bodh Gaya organized the event. It was about competing with each other using smart strategies and playing games with a lot of energy.

The event took place on 8 November. It was a chance for students to play for IIM Bodh Gaya on a big gaming platform. This platform is well known all over the country. Many top IIMs and IITs have hosted this event before.

The tournament had some popular games such as FC25, Valorant and BGMI. This got a lot of students from the institute excited to participate. For FC25 and Valorant they set up computers so people could play, for BGMI the players used their own devices which made it easy for everyone to join in and play all the different games.



Sponsored by Red Bull, the event delivered an energetic atmosphere with competitive matchups, exciting prizes, and engaging gameplay. Beyond the thrill of competition, College Rivals Season 3 encouraged teamwork, focus, and strategic thinking, making it a memorable addition to the institute's co-curricular activities and highlighting the growing gaming culture on campus.

## Diwali Carnival - Illuminating Campus with Tradition and Talent

The Cultural Committee at IIM Bodh Gaya has announced the schedule for 'Diwali Carnival 2025,' a comprehensive three-day event slated to be held from October 18 to 20. The initiative is designed to foster community engagement and celebrate the festival of lights through a series of curated cultural and recreational activities.

The festivities are structured around three core segments to ensure broad student participation. The 'Carnival Street,' scheduled to run throughout the three-day duration, invites students to set up stalls featuring interactive games, culinary offerings, and creative art. This segment aims to transform the campus atmosphere into a vibrant marketplace, encouraging student interaction and creativity outside the classroom environment.

On October 20, the event will highlight the institute's regional plurality with the 'Cultural Diversity Showcase.' This segment acts as a platform for students to perform traditional dances and artistic displays representing the distinct cultures of various Indian states. Additionally, recognizing the growing relevance of digital expression, the committee introduced 'Nazaria,' a videography competition. Participants are tasked with documenting the carnival's highlights through short reels, aiming to integrate digital storytelling with traditional festivities. The carnival underscores the institute's commitment to creating a holistic campus environment that celebrates both tradition and modernity.



## Christmas Celebrations - Celebrating the Season, Campus-Style

To foster a spirit of camaraderie during the winter season, the Cultural Committee at IIM Bodh Gaya organized a two-day Christmas celebration for the student community.

The festivities commenced on December 24 with consecutive evening screenings of the Home Alone film series at the Niranjana Auditorium, serving as a recreational prelude to the main event.



The celebrations culminated on the night of December 25 at the New Hostel Compound, where the winter atmosphere was complemented by a community bonfire. The Cultural Committee curated an extensive itinerary featuring interactive games and a session of traditional Christmas carols, infusing the campus with musical expression and creative engagement. Designed to emulate a homely environment for the residential students, the gathering facilitated social interaction under the open sky, reinforcing the institute's commitment to shared cultural experiences and student well-being.

## Faculty and Student Achievements

### Students Achievements

#### **Anubhav Prasad**

DBM Candidate Anubhav Prasad secured 1st position in DataZoids 4.0, a prestigious national-level case and analytics competition organized by IIM Kashipur. Competing against teams from leading B-schools across India, he demonstrated exceptional analytical thinking, data interpretation skills, and strategic decision-making.



#### **Sourav Prasad**

Phd Candidate Sourav Prasad received the Best Paper (Runner-Up) Award in Track 8 (Indian Management Research Conference IMRC 2025) organized by IIM Ahmedabad. The recognition was awarded for outstanding research quality, originality, and contribution to management literature, strengthening the institute's research credentials at the national level.



#### **Ruchika Agarwal**

Phd Candidate Ruchika Agarwal was awarded the Discounted Registration Grant by the American Marketing Association (AMA) Doctoral Special Interest Group (DocSIG) in recognition of her academic merit. The grant supports her participation in the 2026 AMA Conference, reflecting the quality of her scholarly work.



#### **Rishav Raj**

Rishav Raj achieved significant academic success with the acceptance of two research papers in leading international journals. His work was accepted in the International Journal of Productivity and Performance Management (ABDC: B) and Technovation, a top-tier journal (Impact Factor: 10.9; ABDC: A; SJR: 3.31, Q1).



## Faculty and Student Achievements

### Students Achievements

#### **Gracy Tirkey**

Gracy Tirkey, an IPM student of IIM Bodh Gaya, secured 3rd place in the Filmmaking Competition (Vignette) at Atharv Ranbhoomi 2025, the annual cultural fest of the Indian Institute of Management Indore. The achievement reflects her creativity, storytelling skills, and strong inter-institutional representation of IIM Bodh Gaya on a national platform.



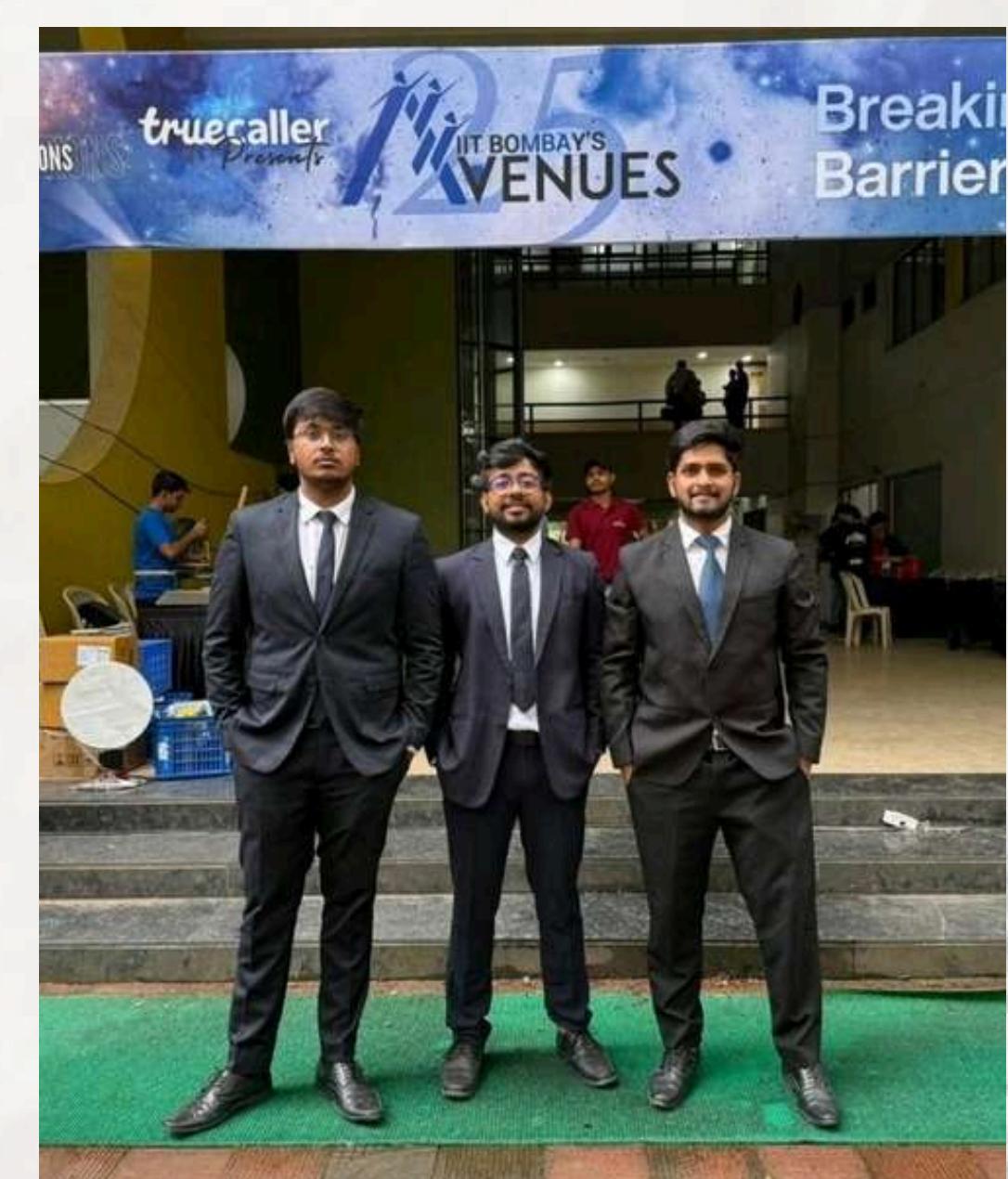
#### **Aishik Das**

Aishik Das, an MBA student of IIM Bodh Gaya, emerged as the 1st Runner-up at Kotler's Konundrum 2025, a national-level case competition hosted by IIM Ahmedabad. The achievement reflects strong analytical acumen and strategic problem-solving skills.



#### **Lakshay Choudhary, Maheshwari Saurabh Kumar, Divyansh**

Lakshya Maheshwari, Divyansh Choudhary, and Saurabh Kumar of IIM Bodh Gaya secured 3rd place in the National Finals of the LEAGILE Case Competition at AVENUES 2025, IIT Bombay, emerging among the top 7 teams from 600+ teams across the country.

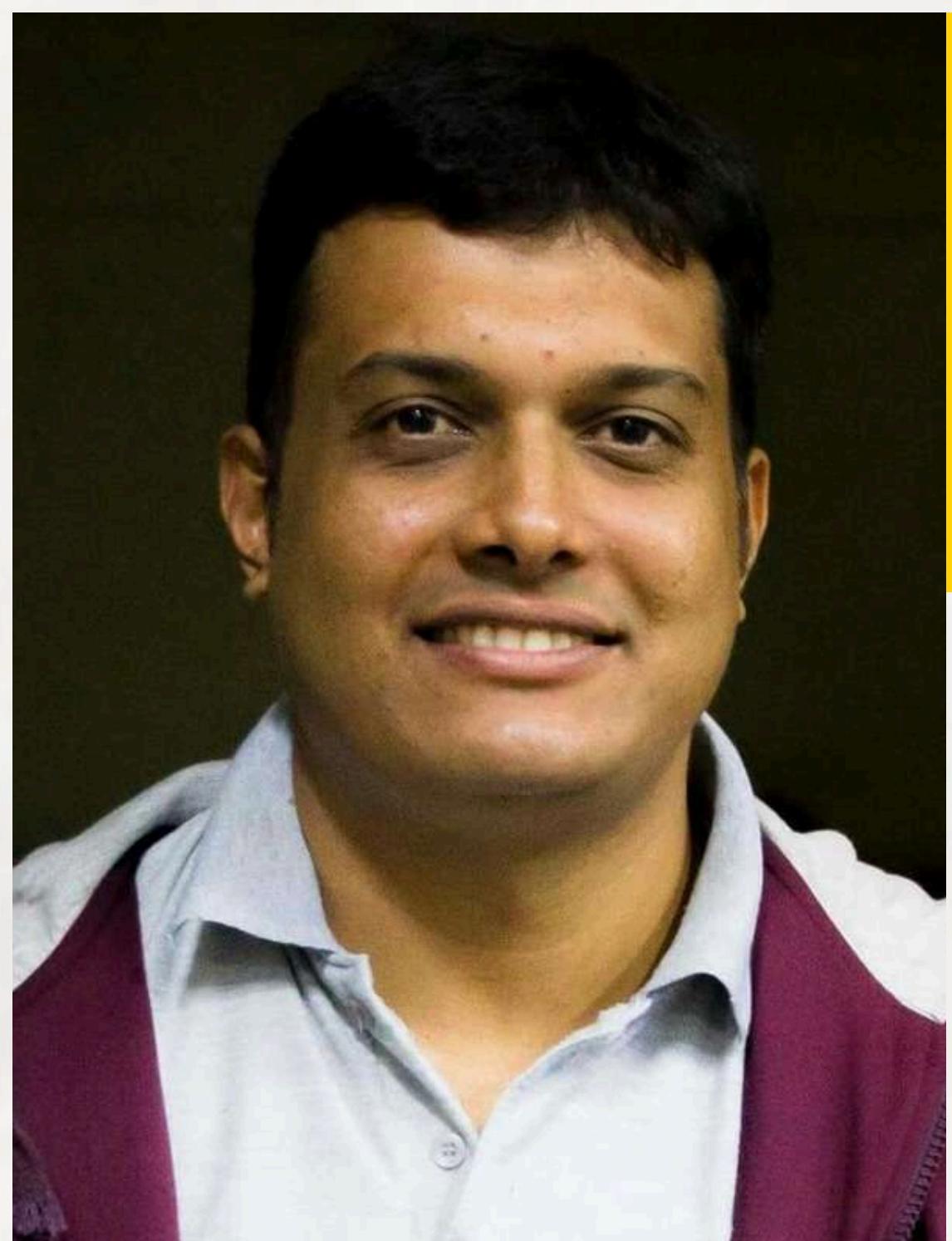


#### **IIM BG Volleyball and Football Team**

The IIM Bodh Gaya Volleyball and Football Teams won the finals at Arohan 2.0, held at IIM Sambalpur, showcasing outstanding athletic performance, teamwork, and sportsmanship while representing the institute at an inter-IIM platform.



## Faculty Publications



### Dr. Ajith Tom James

Assistant Professor,  
Operations Management and Quantitative Techniques

**Title of Publication :** Development of a framework for contractor selection for outsourced maintenance services of belt conveyor installations

**Type of Publication :** Paper

**Journal/Conference/Publisher Name :** International Journal of Quality & Reliability Management

This paper proposes a structured decision-making framework for selecting contractors for outsourced maintenance of belt conveyor installations. Recognizing the growing complexity of maintenance in Industry 4.0 environments, the study identifies seven key selection criteria economic factors,

organizational strength, service track record, maintenance service quality, technician skills, tools and equipment support, and health, safety, and environment practices supported by detailed sub-criteria. A hybrid multi-criteria decision-making approach integrating Analytic Hierarchy Process (AHP)

and PROMETHEE-II is employed to prioritize criteria and rank alternative contractors. The framework is validated through a case study in a thermal power plant, demonstrating its practical relevance and robustness.

### Swapnarag Swain

Assistant Professor,  
Marketing



**Title of Publication :** Examining the impact of perceived hospital accreditation quality standards on patient loyalty: A Stimulus-Organism-Response theory perspective

**Type of Publication :** Paper

**Journal/Conference/Publisher Name :** IIMB Management Review

Drawing on the Stimulus-Organism-Response theory, this study examines how patients' perception of the hospital accreditation quality standards influences their loyalty to accredited hospitals. A survey was administered among 290 patients admitted to four accredited tertiary care

hospitals. The conceptual framework was tested using structural equation modelling. Results suggest that patients' perception of patient-centred standards and hospital organisation management standards influences trust, leading to their commitment, which finally results in

loyalty to accredited hospitals. The findings indicate a partial but significant mediating role of trust and commitment while predicting patient loyalty. It provides insights to hospital quality and marketing managers.

## Faculty Publications



### Akash Singh Yadav

Finance & Accounting

**Title of Publication :** Geopolitical risk and corporate investment inefficiency: evidence from India

**Type of Publication :** Article

**Journal/Conference/Publisher Name :** Journal of Accounting Literature (ABDC- A, ABS 3)

This study examines the impact of geopolitical risk on corporate investment inefficiency in Indian listed firms from 2002 to 2023 using a large firm-level panel dataset. The findings show that heightened geopolitical risk significantly increases both overinvestment and underinvestment, leading to inefficient capital allocation.

Strong corporate governance mitigates these adverse effects by reducing information asymmetry, financial constraints, and agency problems during periods of uncertainty. Cross-sectional analysis indicates stronger effects for firms with lower cash

holdings, more irreversible investments, fewer financial constraints, greater exposure to geopolitical risk, and higher industry competition. The study provides important insights for managers, investors, and policymakers in emerging markets.

### Dr. Ajith Tom James

Assistant Professor,

Operations Management and Quantitative Techniques



**Title of Publication :** Development of a Framework for Poka-Yoke System Performance Assessment During the Service Design for Attaining Leanness

**Type of Publication :** Paper

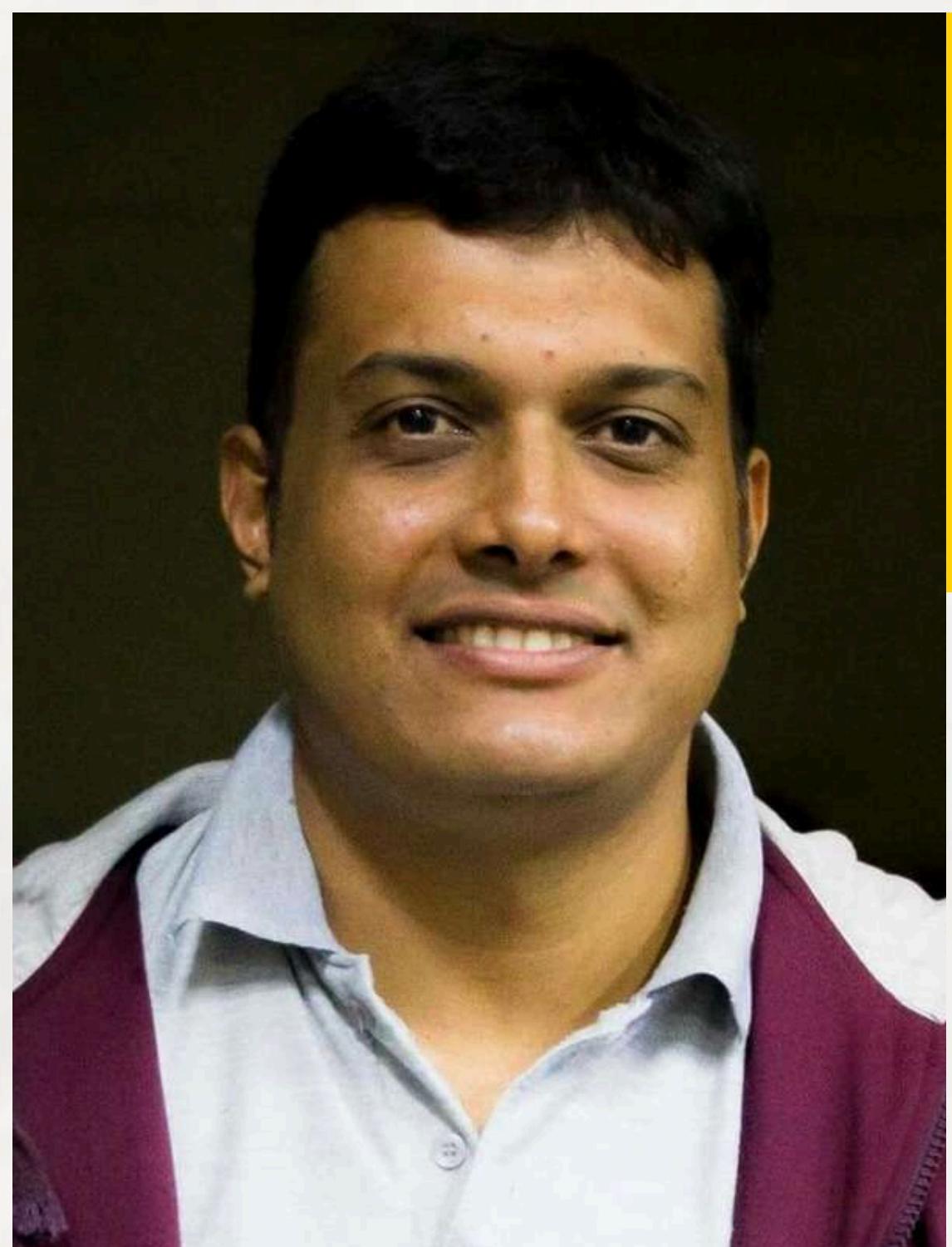
**Journal/Conference/Publisher Name :** International Journal of Lean Six Sigma

This paper develops a structured framework to assess the performance of Poka-Yoke (mistake-proofing) systems in service organizations at the design stage to achieve leanness. Using a graph theory and matrix approach (GTMA), the study models interrelationships among key

Poka-Yoke-enhancing factors and proposes a quantitative Poka-Yoke System Performance Index (PYSPI). Factor weights are derived using the Analytic Hierarchy Process, and mutual influences are captured through a performance digraph and matrix permanent. The

framework is validated through a case study of a pathology laboratory, revealing that management and strategic factors most strongly influence Poka-Yoke performance and service reliability.

## Faculty Publications



### Dr. Ajith Tom James

Assistant Professor,  
Operations Management and Quantitative Techniques

**Title of Publication :** Development of a Framework for Evaluation of Quality of Emergency Care Services of Indian Hospitals

**Type of Publication :** Paper

**Journal/Conference/Publisher Name :** International Journal of Health Care Quality Assurance

This paper develops a comprehensive framework to evaluate the quality of emergency care services in Indian hospitals by proposing an Emergency Care Service Quality Index (ECSQI). Eight critical service quality factors including hospital management, healthcare personnel competencies,

support facilities, ambience, supply chain management, treatment process quality, information technology integration, and patient safety are identified through literature review and field investigations. Using a digraph-matrix (graph theory and matrix) approach, the interdependencies among these factors are modelled, and a

quantitative index is derived using matrix permanents. A case study demonstrates that treatment process quality and patient safety exert the strongest influence on ECSQI, providing hospital administrators with a robust decision-support tool for quality improvement.

### Dr. Sanjay Kaushal

Assistant Professor,  
Business Communication Area

**Title of Publication :** Digital Immortality: Maurice Blanchot's Right to Death in the Era of Artificial Intelligence

**Type of Publication :** Paper

**Journal/Conference/Publisher Name :** Economic & Political Weekly

In an era entwined with artificial intelligence (AI), this article navigates the profound intersection of Maurice Blanchot's philosophy of death and the advent of AI, contemplating the implications for life, death, and existence. The exploration begins with Blanchot's radical stance on the right to death, transcending mortality in his works.

In the age of AI, echoes of human existence resonate in digital footprints, algorithms, and data trails. AI becomes the "Other," challenging our understanding of consciousness, while digital immortality prompts ethical questions about preserving identity in the digital afterlife. Literary echoes in AI narratives blur authorship boundaries, reshaping storytelling.

Blanchot's inquiries resonate in this existential landscape, urging us to critically engage with the ethical and metaphysical dimensions of our technological creations. The article concludes by emphasising our responsibility in actively shaping narratives that define collective existence, echoing Blanchot's call for profound self-discovery in a world where the human and artificial intertwine.



## Faculty Publications



### Dr. Sanjay Kaushal

Assistant Professor,  
Business Communication Area

**Title of Publication :** Analysis of communication dynamics in cinematic smoking portrayals in Indian movies

**Type of Publication :** Paper

**Journal/Conference/Publisher Name :** Journal of Content, Community & Communication

Cinematic narratives play a pivotal role in shaping societal perceptions and behaviors, particularly concerning health-related issues. This study examines the intersection of health communication and cinematic portrayals of smoking in Indian films from 2010 to 2020. Using a systematic content analysis, we analyze character attributes, narrative contexts, visual representations, and the construction of perceived coolness in smoking scenes to understand their public health implications.

A sample of 20 films was selected based on the saturation principle, revealing that smoking appeared in all analyzed movies, with male characters depicted smoking more frequently than female characters. The findings indicate that smoking is often portrayed as a symbol of rebellion, introspection, or allure, and is typically framed using cinematographic techniques such as dynamic camera angles and dramatic lighting that amplify its visual and emotional impact.

The concept of perceived coolness emerges as central, portraying smoking as both glamorous and injurious, complicating health communication efforts. The study underscores the necessity for collaboration between the entertainment industry and public health advocates to promote responsible cinematic narratives. By highlighting the cultural symbolism, emotional associations, and gendered dynamics of smoking portrayals, this research advocates for strategic health communication interventions to counteract its glamorization in popular media.



# Pathway

Quarterly Newsletter

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