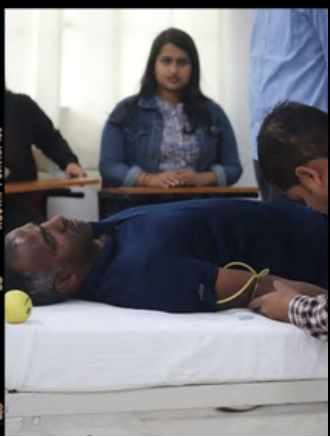


VOLUME 4

ISSUE 1

PATHWAY

ISSUE HIGHLIGHTS





Editorial

We are here to present our quarterly newsletter for 2023, showcasing the vibrant spirit of our campus. This issue is packed with exciting events, interviews, and updates that highlight our energetic community.

In this issue, we present a variety of interviews with our students and faculty, providing a glimpse into their inspiring journeys and experience. We feature articles on various campus events, showcasing our inclusive community. We aim to bring you diverse stories that represent the unique perspectives of our members.

This newsletter covers a wide range of topics, including current events, entertainment, sports, and culture, providing a comprehensive overview of recent campus developments. We are excited to bring you closer to the heart of the IIM Bodh Gaya community through these captivating stories.

We extend our gratitude to all the contributors who made this issue possible. We hope you enjoy reading it as much as we did putting it together.





Director's Note

As we reflect on the first quarter of the year 2023, we are glad to witness the extraordinary accomplishments of our students and the dedication of our faculty members. At IIM Bodh Gaya, we believe in cultivating business leaders who are conscientious and socially responsible and can have a positive impact on society. Our mission has always been to provide an immersive and diverse learning environment that equips our students with the skills necessary to navigate a business world that is complex and rapidly evolving.

This past quarter was marked by an abundance of celebratory events and riveting competitions.

The Elegante Fest, our annual community-based cultural festival, was a celebration of the rich and vibrant cultural history of our community and an opportunity for students to showcase their creative abilities. The event featured variety of activities, including dance competitions and musical performances. The festival showcased the creativity of our students, and we are proud of their efforts to make it a resounding success.

In addition, our numerous clubs and committees organized profoundly successful events, including the International Relations Committee's Model United Nations, the Envision Cell's Youth Entrepreneurship Summit, the Arthashastra Club's Panel Discussion on the Union Budget 2023, and the Unnayan Club's Holi and Republic Day celebrations. These events provided our students with an extensive learning opportunity that extended beyond the classroom. At IIM Bodh Gaya, we are determined that these experiences are crucial for the development of the next generation of socially responsible leaders.

As we move forward, we will further persevere to give our students chances to learn about the world around them and make meaningful contributions to society. Furthermore, we will work to strengthen our partnerships with institutions that share our values and vision for a better future.

Dr. Vinita S Sahay
Director, IIMBG

Elegante 6.0

Elegante 6.0, organized by IIM Bodh Gaya, amazed participants and attendees with over 25 sports, management, and cultural events. Students from prestigious institutes like NIT Patna, BIT Mesra, Army Institute of Management Kolkata, IHM Bodhgaya, and NIFT Kolkata gathered for the event.

Dr. Vinita S. Sahay, Director of IIM Bodh Gaya, commended the winners and expressed gratitude to students and faculty.

The event featured sports competitions during the day and energetic nights with DJs Ravish and Avi Jacker. Pre-event activities included a "Greenathon" for a greener lifestyle and a "Blood Donation Camp" showcasing social responsibility. The three-day Derby de Elegante culminated in thrilling finals across various sports.

In the cultural segment, Nrityakal (Solo Dance), Step Up (Group Dance), Ridham (Solo Singing), and Navyata (Fashion Show) captivated the audience. The event also included the insightful inter-panel discussion "Manthan" by Samtavam, focusing on recession's impact on startups and entrepreneurs, featuring industry leaders and startup founders.

Elegante 6.0 showcased IIM Bodh Gaya's dedication to holistic development, talent, and social responsibility, providing a platform for students to excel and foster camaraderie.



Saraswati Puja

Saraswati Puja at IIM Bodh Gaya was a grand affair, symbolizing reverence and devotion towards Goddess Saraswati, the epitome of knowledge and arts. The event commenced with a soul-stirring rendition of Saraswati Vandana, captivating the audience with its divine melody.

The presence of esteemed dignitaries, including Dr Vinita Sahay, Director of IIM Bodh Gaya, faculty members, and students, added grandeur to the occasion. Adorned in traditional attire and held in a beautifully decorated venue, the atmosphere exuded an enchanting aura.

The students, brimming with devotion, chanted mantras, offered aarti, and worshipped the Almighty Goddess Saraswati.

This amalgamation of culture, spirituality, and academia created a unique and impactful celebration, inspiring everyone present to embrace the pursuit of knowledge with unwavering zeal.





Envision Cell

Session on 'Achieving Problem-Solution & Product-Market Fit'

The Envision Cell, IIM Bodh Gaya organized a session on '**Achieving Problem-Solution & Product-Market Fit**' where we had an insightful session by our guest speaker **Rakesh Sinha, Founder and CEO, Quintes Global**.

The event was held in online mode on 13th January 2023. Mr. Sinha shared his insights on how product market fit and not having enough market share, can adversely affect a budding entrepreneurial venture.

He emphasized on the value of experience and how one shouldn't be afraid to start afresh.

"Business Model – Market " Fit

There are enough evidence that the Value Proposition is supported by a Profitable and Scalable Business Model



Session on "Achieving Problem-Solution and Product-Market Fit"

Workshop on 'Design Thinking, Critical Thinking & Innovation Design'

Envision Cell also conducted a workshop on '**Design Thinking, Critical Thinking & Innovation Design**' where our esteemed speaker was **Mr. Krishna Kumar, Co-founder and CEO, Greenpepper**.

He talked about the relevance of market research and importance to take risks. He also shed light on how three mindsets which include lean canvas, prototyping and brainstorming are essential for product development.

The event was held in online mode on 14th January 2023.

"Design Thinking, Critical Thinking and Innovation Design" Workshop

Envision Cell

Youth Entrepreneurship Summit (YES 2023)

The 4th edition of the **Youth Entrepreneurship Summit (YES 2023)** was held on March 4th and 5th, organized by the Envision cell, IIM Bodh Gaya in association with **Start-up Bihar** and sponsored by **NABARD, Quintes Global** and others.

The event began with a pre-event '**Fish Tank**' competition, followed by the Pitch Perfect 4.0 where 9 teams from different institutes pitched their start-up ideas to esteemed judges, with a total prize pool of Rs. 1.5 lakhs. **Team Sustains** from **IIT BHU** won the first prize of Rs. 70,000. The final day had the national-level case study competition, **Business Wars 4.0**, and a prize distribution ceremony with a total prize pool of Rs. 30,000.

The event also had the **Fun-Fiesta** competition, where selected teams were given a seed-fund to start their own venture for two days. The event was a success, with a footfall of 500+ students, who enthusiastically participated to bring out their entrepreneurial mindset.



Stills from the media presence of YES'23

Samatvam

Balancing Leadership with Laddership

As a part of the **Corporate Mindfulness Workshop**, Samatvam- The Mindfulness Center of IIM Bodh Gaya, organized a session on “**Balancing leadership with laddership**” by the founder of ServiceSpace.org, **Mr. Nipun Mehta**.

Dr. Vinita Sahay, the respected director of the organization, and Dr. Nidhi Mishra, the chairperson of Samatvam, warmly welcomed Mr. Nipun Mehta as a distinguished guest. Mr. Nipun Mehta founded ServiceSpace.org, which aims to inspire and ignite a worldwide movement of service and kindness.

Mr. Mehta discussed the various forms of wealth, including compassion, community, kindness, creativity, and silence. He also shared his insights on the concept of murmuration. He explained how this emergent behavior arises from the simple actions of each bird and how this can be applied to human interactions. The session was followed by an interactive Q&A session with students, where they actively participated.



Events in Elegante 6.0

As part of Elegante, the flagship event of IIM Bodh Gaya, Samatvam - the Mindfulness Centre of the institute, organized a series of interactive sessions on the theme of 'Mindfulness' with

Mr. Srinivasachar Mulugund, an internationally certified mindfulness coach, and **Mr. Srikanth Kalyanasundaram**, Deputy General Manager, HR, John Cockerill India Ltd., and a happiness and mindfulness coach.

Mr. Mulugund talked about the significance of mindfulness in the workplace and the tremendous positive change it brings to the environment and co-workers.

On the other hand, Mr. Kalyanasundaram focused more on integrating mindfulness in campus classrooms.

The sessions concluded with lively Q&A sessions with active involvement from the students.

As part of Elegante 6.0, we organized a competition on Unstop. The competition's theme was '**Understanding Mindfulness in the Workspace through Photographs and Paintings.**'

The participants were required to express mindfulness in the workplace through three to five photographs and paintings of their choice. The participants uniquely displayed their idea of mindfulness – being present and staying focused intentionally.



Pragati- The CSR Committee



Blood Donation Camp



Scenes from the Nukkad Natak

Blood Donation Drive

The CSR Committee of IIM Bodhgaya successfully organized a **Blood Donation Camp** in collaboration with the **Officer's Training Academy (OTA)**, Gaya. The event was held on an auspicious day and was graced by **Major Anuraj K R** from the OTA Gaya; **Dr. Vinita S. Sahay**, Director of IIM Bodhgaya; **Dr. Amarnath Choudhary**; and a team from **Anugrah Narayan Magadh Medical College**. The event was also collaborated with the **G20 University Connect program**.

The event was a grand success, exceeding all expectations with 73 donations. Many individuals came forward to contribute to the humanitarian cause and it was a significant step towards creating awareness about the importance of blood donation and how it can save lives.

NIRANJANA FALGU PARV

The CSR Committee of IIM Bodhgaya conducted a Nukkad Natak at the **Niranjana Falgu Parv** in **Mahabodhi Society** on March 22nd, 2023, to raise awareness about the value of water, how to use it, and how to rejuvenate the Niranjana River. Directed by **Dr. Amit Srivastava**, the initiative aimed at inspiring villagers to protect the rivers for their own livelihood.

The event witnessed active participation and was documented to inspire others to follow the footsteps of the CSR Committee of IIM Bodhgaya, who are committed to the welfare of the citizens.

Pragati- The CSR Committee

Social Immersion Program (JEEVIKA)

The CSR Committee partnered with Jeevika, a group promoting sustainable livelihoods and empowerment for rural communities in Bihar. Through collaboration with **J-Wires**, the **Jeevika Women Initiative Renewable Energy and Solution Pvt. Ltd.**, students will apply their managerial skills to overcome obstacles and find innovative solutions in various domains, fostering real change in Bodhgaya's rural markets.



Jeevika Initiative

Greenathon: Run for a Greener Lifestyle

The CSR Committee of IIM Bodhgaya recently organized an inspiring event '**Greenathon**' to promote a sustainable lifestyle and raise awareness about environmental issues. This event was a precursor to Elegante 6.0's annual celebration. It attracted a notable presence of distinguished individuals, including **Dr. Vinita S. Sahay**, Director of IIM Bodh Gaya, **Mr. Rajiv Ranjan**, Divisional Forest Officer of Gaya, and **Dr. A.N Teterway**, InCharge Medical Officer, M.U. Bodh Gaya.

The 'Greenathon' aimed to promote eco-friendly habits and foster unity among individuals for a shared cause. The event drew 500 participants from the IIM Bodhgaya community, comprising students, teachers, staff, and their families, along with Officer's Training Academy (OTA) Gaya cadets. It turned out to be one of the most successful and significant events of the institute.



Glimpses from the Greenathon

IPM Outreach Committee

IPM BG Insights Series

The IPM BG Insights series is an initiative launched by IIM Bodh Gaya's IPM Outreach committee to provide interested students with a comprehensive understanding of the IPM curriculum and college experience. Current IPM students share valuable insights on their academic journey and extracurricular activities and offer information on the program's structure, courses, and campus life. It helps students determine if the institute's culture is congruent with their interests and goals. This initiative promotes transparency and information-sharing in higher education, enabling students to make informed decisions about their academic and career paths.

IPM BG Achievers Series

The IPM BG Achievers series is an exciting initiative recently launched on Instagram by the committee, which showcases the achievements of IPM students in various competitions. The series features one-minute reels that highlight the accomplishments of IPM students in fields such as sports, entrepreneurship, and much more.



Alumni Relations Committee

"No one cares more about an institution than its alumni."

Propelling this quote, the Alumni Relations Committee of IIM Bodh Gaya hosted the second episode of the **"Know your Electives"** as part of the **'Alumni Guidance Talk'** series.

Six of our dearest alumni enriched the session; they were-

Ms. Ayushi Sand-HR, Management trainee, Ultratech Cement.

Mr. Pranav Bonde-Knowledge analyst, McKinsey & Company.

Mr. Paras Jangir-Senior Analyst, BNY Mellon.

Mr. Imran Basha- Senior Analyst, BNY Mellon.

Mr. Nitin Paras-Assistant Manager, Olectra Greentech.

Mr. Mohd Sarim-Manager, Deployment Planning, Mars.

The goal was to provide a better understanding of the elective courses available to IIM BG students. We invited all students from MBA Batch 08 to participate in this special session, designed to clear their doubts about elective selection. From their industry knowledge, the alumni provided valuable insights on importance of each subject, allowing our aspiring students to gain some perspective, and a better understanding of the elective courses offered. We had a great turnout for the session, and we hope to have many more in the future.

UNNAYAN



Holi Celebrations

- The **Unnayan** club performed all the customs associated with the festival of Holi throughout its celebration, from burning the evil inside on Holika Dahan, to bonding over the taste of the sweet malpua.
- The event was enjoyed with great enthusiasm by the students, who played with gulaal, cherished the sweets together, spread love, and grooved to the tunes of the music.
- The festivities started with burning the Holika on Chhoti Holi and ended with playing with 'gulaal' and water.
- There were preparations for a DJ party and sweets for all the students.
- This event was a huge success, which could be judged by the smiles on the faces of all the students.
- The ultimate objective of the event was achieved, which was to bring a smile to the faces of loved ones.



Glimpses from the Holi Celebrations

UNNAYAN

Ridham

- To celebrate the vibrant spirit of music, the Unnayan club came up with **Ridham**, the flagship singing competition of Elegante 6.0.
- The event was in two phases. The first round was conducted in online mode on Unstop.
- The participants had to submit a video of them singing. Shortlisted candidates were given a chance to compete with each other on the day of the most awaited fest of IIM Bodh Gaya, Elegante 6.0.
- Round 2 of Ridham had 11 participants: 5 external and 6 from IIM Bodh Gaya, representing colleges including BIT Mesra, Magadh University, and NIT Patna.
- The event was held on January 22nd, and **Tanmay Shrivastav** from **BIT Mesra** was declared the winner, with **Saikonda Vaishnavi** from **IIM Bodh Gaya** coming in second place.
- The event was a huge success and received a lot of love from the audience. The ultimate objective of the event was achieved to create an atmosphere where words fail, and music speaks.



Scenes from Ridham"23

Sports Committee



The Indian Institute of Management Bodh Gaya (IIMBG) hosted Elegante 6.0 for January 20-22, 2023, which featured a myriad of sports as well as cultural events. The Sports Committee organized the highest number of events and attracted a significant number of participants. The competition included seven sports: cricket, football, basketball, table tennis, badminton, volleyball, and chess. The cricket match among different colleges was the first event, followed by other competitions over two days. On the last day of the fest, the winners were awarded the prizes.

Elegante's sports events provided attendees with a unique opportunity to connect and showcase their athletic abilities. The Sports Committee's efforts demonstrated their commitment to promote sports and healthy living. The large number of participation reflect that the events were well received, and showcase the importance of learning from each other, through sports, to build a better future.



Sports Committee



The **BODH GAYA PREMIER LEAGUE**, organized by IIM Bodh Gaya, was riveting and a highly competitive event. The league consisted of 12 teams with a budget of 40 crores, who competed for the championship title. Each team was required to have a minimum of 8 players and a maximum of 11, including students from all batches and at least one girl. After 11 match-weeks, the top 2 teams, Fourcelona and FC Jogo Bonito, qualified to the finals, while the next 4 ranked teams further participated in 2 play-in games to qualify for the semifinals. Babita Blasters and TBS Supernovas emerged as the winners of the semi-finals, and **TBS Supernovas** went on to defeat Babita Blasters with a convincing 3-0 score in the final.

The league provided an excellent platform to the student-athletes for showcasing their talents and compete at a high level. The playoffs were particularly exciting, with the top teams battling it out for a chance to compete in the championship game. Overall, the BODH GAYA PREMIER LEAGUE was a great success and provided a memorable experience for both fans and players alike.





Admissions Committee

Mentorship- As a part of our ever-present endeavor to help every aspirant fulfil their dream of making it to an IIM, we have conducted our annual mentorship sessions where we interacted with over 450+ aspirants. This time we had a good mix of both CAP and SAP candidates, as we strived to attract the best candidates possible to our campus. The feedback each mentor received from their mentees post their respective interviews was overwhelming and was a proof of the fact that we were successful in our attempt to impart some quality inputs and values.

Mock Interview Sessions- As we try newer avenues of helping MBA aspirants all over the country, the latest offering from the Admission Committee of IIM Bodh Gaya was free mock interview sessions to selected candidates. This new initiative is something that sets us apart from most IIMs and is sure to become our USP in the coming years and help improve our synergy with other committees and potential candidates as well.

Faculty interaction series- We initiated the '**Faculty Interaction Series**' as an introduction to the IPM curriculum for prospective students. It focuses on conversations with our distinguished faculty members, who will offer their experiences and skills in a variety of subjects. This series, aims to provide a taste of the world-class education and mentoring to the prospective students, that IIM Bodh Gaya students get.



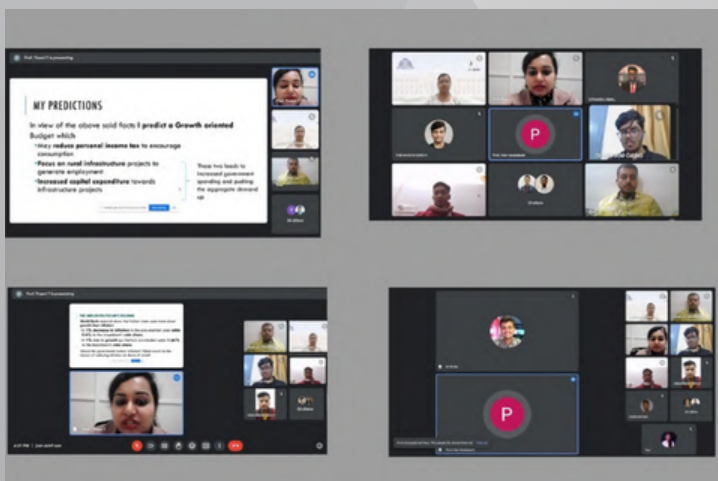
Snippets from 'Faculty interaction Series'

Arthashastra



Tark-Vitark competition

Arthashastra- The Economics club of IIM BG organized the Tark-Vitark competition as part of Elegante 6.0. The quiz, comprising of current affairs questions, had 2900 registrations and took place on Unstop.com on Jan 10, 2023. The debate competition was followed on Jan 16, 2023, with over 10 teams from colleges like IIM Calcutta and IIM Rohtak participating, and winners receiving 5000 rupees in prizes.



Glimpses from the Tank-Vitark Competition

Pre-Budget event

Arthashastra hosted a 'Pre-Budget' event on 31st January, 2023 where our highly esteemed experts- **Dr. Thasni T.**, **Dr. Hari Venkatesh** and **Dr. Anirban Sen Gupta**, from the economics field discussed the expectations and possibilities from the Union Budget 2023. They enlightened the students on various topics related to the Union Budget, Inflation, Fiscal Deficits, Planning, Economy and much more.

Post-Budget event

Arthshastra hosted our flagship Panel Discussion on 'UNION BUDGET 2023: Aftermath and Impact on businesses and people'.

The discussion was conducted to understand the impact of budget on businesses and people and stir curiosity through an open discussion . The event took place on 4th Feb 2023 in online mode.

The post-budget session was a resounding success with a focus on Budget's impact on the economy, the discussions provided valuable insights into the government's fiscal policies and the potential outcomes for businesses and individuals.

Our panel of experts, **Siddhartha Sanyal**, **Radhika Pandey**, **Dharmakirti Joshi** and **Nalin Priyaranjan**, shared their expertise in various sectors, such as finance, agriculture, and infrastructure. They provided their analysis of the budget's provisions and its effects on their respective areas.

Communication Club

The debate on the controversial topic of "**ChatGPT: Boon or Bane**" stirred up a great deal of anticipation among the students of IIM Bodhgaya. The Communication Club organized the event on 16th February and aptly named it "**Pursuit of Dispute.**"

Esteemed professors, including **Dr. Soumyajyoti Banerjee, Dr. Soumya Prakash Patra, Dr. Debasmita Dey, Dr. Durba Banerjee, and Dr. Hari Venkatesh** presided over the event as judges.

The debate saw some compelling and persuasive arguments from both sides. Those who contended that ChatGPT is a bane pointed out the potentially harmful outcomes, including its capacity to propagate disinformation, supplant human jobs, and breach privacy.

Meanwhile, the faction which argued that ChatGPT is a boon, accentuated its advantages, such as its capability to automate tasks and generate content. They emphasized the importance of increasing our efficiency through technology instead of feeling threatened by it.

The judges evaluated the participants' arguments based on their content and relevance, and after a tough competition, the bane side emerged victorious. **Aryaman Sahai**, IPM 01, triumphed as the best speaker.



A Still from the debate on "ChatGPT: Boom or Bane"

OPISM (Operations Club)

Lean Six Sigma Green Belt Certification Drive-2023

Lean Six Sigma Green Belt Certification Drive was organized by the OPSIM Club in the first week of January, on an online platform, in collaboration with one of the **Big4 firms-KPMG**.

Six Sigma and Lean are two well-known business ideas that have been combined into a single method called "Lean Six Sigma." This team-focused management style aims to improve organizational performance and get rid of processes that waste time, money, effort, and talent. So, Lean Six Sigma spreads the idea that using resources in a way that doesn't add value for the end customer is a waste and should be stopped. The training aims at helping students learn how to improve business productivity by eliminating waste and reducing process variations using the **DMAIC- Define, Measure, Analyse, Improve, and Control approach**.

- Training conducted by KPMG industry experts.
- 20+ hours of high-quality training with hands-on learning and interactive sessions.
- 125+ enthusiastic participants from both MBA'08 and MBA'07 batches.
- Training in live virtual mode with the availability of pre-recorded and recorded live sessions with additional study materials.
- 100% of the enrolled participants successfully cleared the certification exam.

HRise (HR Club)

HR SAMVIDA 2.0

The HRise team successfully organized **HR Samvida 2.0** as part of Elegante 6.0, attracting students from across the country to showcase their HR talent.

The competition had three rounds, with participants needing to clear the initial quiz and case study submission rounds to qualify for the final presentation round.

Esteemed judges **Ms. Meena Kumari** and **Mr. Subh Maity** presided over the final round, evaluating the participants' HR skills and creativity.



Management Development Programmes

Water Resources Department, Government of Bihar

The Management Development Programme was conducted at IIM Bodh Gaya campus, from 23rd to 29th January 2023, with a total of 32 participants.

This was the second batch of the Officers of Water Resources Department, Government of Bihar, to receive our expert guidance on a range of subjects relevant to the field of management. Their response clearly showed how enriching the experience was for them.

Major topics included Economics of Water, Principles of Management, Stake holders' management, IoT Sensors network and Drones, Learning through Cinema, Conflict and Crisis, Analytical modelling, Team Building, Social Media Management, Art of making presentation, Personal Effectiveness, Managing workplace culture, Introduction to MS project, Contract management & Arbitration, Priority setting, and many more.



Water Resources Department, Government of Bihar

The Management Development Programme was conducted at IIM Bodh Gaya campus from 11th January to 6th February, with a total of 27 participants.

This was the third batch of the Officers of Water Resources Department to receive the training under the guidance of our experts team.

The program encompassed sessions on numerous topics such as Economics of Water, Principles of Management, Stake holders management, IoT Sensors network and Drones, Learning through Cinema, Conflict and Crisis, Analytical modelling, Team Building, Social Media Management, Art of making presentation, Personal Effectiveness, Managing workplace culture, Introduction to MS project, Contract management & Arbitration, Priority setting, and much more.



Research Desk

Clarivate's List of Highly Cited Researchers (HCR)

IIM Bodh Gaya is honored to announce that our faculty, **Dr. Aviral Kumar Tiwari**, has been included in the Clarivate's list of Highly Cited Researchers (HCR), 2022.

The Highly Cited Researchers are those researchers who have demonstrated significant influence in their field(s), reflected in their publication of multiple highly cited papers over the last decade.

We are further elated to share that Prof. Tiwari has been ranked within the top 1% of HCR, 2022, and is one of the 25 Indian researchers who have become part of this prestigious list.

IIM Bodh Gaya takes this opportunity to congratulate Dr. Aviral Kumar Tiwari and wishes him more success in his future endeavors.



Honors of Prof. Dr. Aviral Kumar Tiwari

The **Winter Business School Conference** focused on the connection between functional business areas and sustainable practices. The highlight of the conference was the Fireside Chat Session with Dr. Aviral Kumar Tiwari.

Journal of Global Information Management is a global forum where 2,400+ experts exchange knowledge on information resource management. We are proud of our own, Dr. Aviral Kumar Tiwari being an **International Advisory Board member** and also the **Editorial Board member of American Business Review**.

Research Excellence of IIMBG

IIM Bodh Gaya is thriving for excellence in research and publications. The faculty of the institute showcased their research capabilities and dominance by publishing around 66 high-quality research papers in highly indexed journals of international repute and 8 other Scopus-indexed publications such as Case Studies/ Book Chapters/ Editorials/ Conference Proceeding in the Academic year 2022-23. These publications are featured in highly acclaimed ABDC-A* (5 Papers), ABDC-A (21 papers), ABDC-B (26 papers), and ABDC-C (5 papers) category journals of the ABDC journal list. In addition, a few of these research articles are in Web of Science (5) and Scopus-indexed (4) databases too. There are 24 faculty members who contributed to these research outcomes. IIM Bodh Gaya is well-positioned and confident to take forward the show to the next level in the coming time.

IIMBG Journal of Sustainable Business & Innovation

The Indian Institute of Management Bodh Gaya's **Journal of Sustainable Business and Innovation (IJSBI)** was recently established with the goal of disseminating information with practical policy/research/societal implications in the fields of economics and finance, marketing, human resources, organizational behavior, information technology (IT), operations, data analytics, and entrepreneurship.

Articles addressing the effects of mindfulness, happiness, and sustainability on business and society are also encouraged for publication in the journal. In particular, IJSBI will publish articles from any and all disciplines of management that contribute to the advancement of novel theories, models, or econometric techniques with direct application to Business Innovations and Business Management practices.

Research in the areas of strategy, finance, management, marketing, organization, human resources, operations, corporate governance, and tourism, as well as the related subfields of socioeconomics, business, economics, entrepreneurship, energy, and environmental economics and management, will be released by IJSBI. The journal seeks to publish ground-breaking research that adheres to the highest standards of academic rigor and is useful to scholars, researchers, professionals, and/or public policymakers. The journal maintains the highest standards of originality, article quality, and publishing ethics in all circumstances.

Our journal encourages various fields of study, involving:

- Sustainable enterprises practice, and groups that use mindfulness.
- Low-carbon economies, sustainable health care systems, rapid economic expansion, and mindfulness.
- Management of the supply chain and closed-loop economies.
- Entrepreneurship, innovation, company strategy, and sustainable practices.
- Policies for a sustainable economy focus on the poorest of the poor.
- Sustainable development and green manufacturing policies.
- Industry 4.0, Marketing 5.0, and Society 5.0 all represent a new paradigm.
- Green bonds, Sustainable Financing, and environmentally responsible business practices.
- Mindful investing and SRI (socially responsible investing) are two forms of SRI.
- The use of Blockchain, Big Data, and Tech Management for Environmental Protection.
- Content, social networking, mindfulness, and eco-friendly advertising in the metaverse.



Student's Corner

"Uncovering the Economic Potential: Research on Sonapur Mela 2022"

The Bihar State Tourism Development Corporation hosts Asia's largest cattle fair, Sonapur Mela, from November to December in Sonapur, Bihar. The Indian Institute of Management, Bodh Gaya researched the '**Economic Analysis of Sonapur Mela 2022**' after a two-year gap due to Covid-19.

Led by Prof. Archana Patro and Dr. Chandan Parsad and under the guidance of Dr. Vinita S. Sahay, Director of IIM Bodh Gaya, a team of 18 individuals, including students from various backgrounds and programs, conducted ground surveys, interviews, and analysis to provide suggestions for enhancing the Mela's economic impact and organization. The team's recommendations contribute to the overall economy of Bihar State.



"Unveiling Triumph: Our Journey of Perseverance, Teamwork, and Growth"

-Jyotirmay Sil, IPM-01

"Team Junglee, consisting of Abhilash Mahapatra, Tejas Narayanan, and myself, emerged as the national champions of the **Marketing Moguls 2023** competition at **IIM Lucknow**. Our journey was filled with perseverance, teamwork, and the human spirit. Despite initial setbacks, we worked tirelessly and shone during the final presentation. Our unique approach of engaging in a conversation with the judges, coupled with extensive research and insights, gave us the winning edge. The competition provided us with valuable learning experiences, collaboration opportunities, and guidance from mentors. Winning is a great honor, but the knowledge gained is what we truly cherish. We are grateful for this opportunity and eager to apply our newfound skills in future endeavors."



Student's Corner

Proud to be among the Fujitsu 100: A Journey of Learning and Growth **Sujeet Chaubey, MBA-08**

It is a great honor to receive "Fujitsu 100" special recognition from Fujitsu. Proud to be part of the prestigious Fujitsu 100 cohort.

The top 100 students have been selected from the overwhelming 4,300 registrations received for Fujitsu 100 program in the first round. The top 100 have managed to showcase true dedication and determination and will now go through a series of interesting and fun learning curves.

They will be mentored by senior industry leaders across domains in further fortifying future managers with the apt set of tools to lead the future. The 100 will be mentored by global leaders in tech, HR, Marketing and Business solutions.



FUJITSU

I have been recognized by Fujitsu as amongst the "100 best future managers to watch out for"

“
Elated to share that I have received an industry recognition from Fujitsu which will now heighten my career growth story!
”



Fujitsu 100
Potential of today, leader in the making!

Name _____
College Name _____

Potential of today, leader in the making!

"My experience as two-time winner of the IIMBG MUN" **-Harshit Gupta, IPM-01**

"My MUN journey has been a thrilling ride. Starting in 12th grade as Estonia's delegate, I secured High Commendation. Continuing this approach at IIMBG.

I joined their MUN in 2022 representing Russia in the "Russia vs. Ukraine Conflict" agenda. Taking an aggressive yet respectful stance, I justified outrageous positions and won Best Delegate and Best Research awards.

My greatest achievement came in the 2023 IIMBG MUN, representing China. Despite tough odds against experienced delegates, I made a comeback on the second day with better arguments and referencing sources. I was announced Best Delegate from DISEC by Prof. Medha Srivastava, leaving me overjoyed.

I learned the value of persistence and not losing hope, even against more experienced opponents. This principle applies to various aspects of life. Embracing new opportunities reveals hidden strengths and intelligence."

Student's Corner

Achieving Success as Team Lemonade: Making Waves at the Global Management Challenge (2022)

As a team of 5 members, our team Lemonade participated in Global Management Challenge (2022), cleared three rounds and were among the top 42 out of the 940 teams which participated. Our team consisted of Aman Singh, Arunmozhi A, Pawan Kumar, Parul Singh and Molshree Gupta (all from MBA 08). GMC is a simulation based international championships in about 80 different countries with various MBA students and people from industry participating every year.



"Our Journey of Marketing Excellence at IIM Sambalpur"

-Ashray Gupta, IPM-01

"Shreya and I are deeply enthused by marketing. We took hold of the opportunity to showcase our skills when, in Jan 2023, we signed up for the National Level Marketing Competition organised by the Marketing Club of IIM Sambalpur. From developing a comprehensive marketing strategy to making a videographic advertisement for a real company, we did it all. Our efforts brought colors when we secured the 2nd position nationally."



EDITORIAL



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