



St. Francis

College for Women

Begumpet, Hyderabad-500016

(Autonomous & Affiliated to Osmania University)

THE ANNUAL NEWS LETTER
from the Department of Management Studies (BMS)

B-HIVE

ACADEMICS AND BEYOND

Volume 12
2022-2023



CONTENTS

EDITORIAL TEAM MESSAGE --1

PRINCIPAL'S MESSAGE --2

DEAN'S MESSAGE --3

HOD'S MESSAGE --4

MESSAGE FROM THE DEPARTMENT OF
BMS--5

ARISTA - EXECUTIVE BOARD --6

EVENTS OF THE YEAR --9

NATIONAL HR CONFERENCE --29

EDGE TALKS --32

GUEST LECTURES --34

INDUSTRIAL TRIPS --35

BMS PICNIC 2023 --37

COLLEGEPRENEURS --38

STUDENT ACHIEVEMENTS --41

SOCIAL OUTREACH --43

EDITORIAL TEAM MESSAGE

Dear Readers,

We are thrilled to present to you the latest edition, the 12th volume of our B-Hive magazine at St. Francis College for Women. Our department has always been a hive of activity, buzzing with innovative ideas and forward-thinking strategies. This edition of the magazine is a testament to the exceptional work being done by our faculty and students.

As we continue to navigate through the challenges posed by the pandemic, we have had to adopt new approaches to teaching, learning, and research. Despite these challenges, our department has remained resilient and has continued to produce outstanding academic results.

This edition of B-Hive features a wide range of articles, including insights on the latest trends in the world of business and management, connecting with industry experts, and personal stories from our students and faculty members.

We are excited to see the continued growth and success of our BMS department, and we are confident that our students will go on to make a significant impact in the business world.

Thank you for your support, and we hope you enjoy reading this edition of B-Hive!



**MS. GABRIELLA
ANGELINA
STAFF EDITOR**



**LAKSHYA
VUMMETHALA
BMS 3**



**RITHIKA
MALLAVAJJALA
BMS 2**



**AAMIRAH FIRDOUS
AHMED
BMS 1**

PRINCIPAL'S MESSAGE



B-Hive, I understand is in action with buzzing bees who have gathered the nectar through their hard work of organizing events, both academic and non-academic with the sole aim of enriching themselves and all those who are associated with them. It's my joy to congratulate each and every student who has brought vitality through your very presence which has made a difference. Life has challenges that I am sure you will surmount with grit and grace. Choosing the name B-Hive for your newsletter itself speaks volumes, that you are committed to hard work and collecting sweetness from everything. May this be always your endeavor not only when in college but all through your life. Spread joy and cheer. Strive to enhance the happiness quotient wherever you are and through whatever you do. Enjoy bringing smiles to faces. God bless you today and always.

-Dr. Sr. Sandra Horta

DEAN'S MESSAGE



With a sprawling campus, the ne plus ultra of adorable teachers, the ever-active and smart children, the revered management, and the support staff, St. Francis College makes life so very beautiful and dutiful for all and sundry. Versatility, amiability, and objectivity are the major strengths of this college. The Department of Management Studies which believes in the edification of the students is renowned for its innovative practices such as Edge Talks, Business Quizzes, Role Plays, CRESCENTIA, Social Outreach Programmes, and many more events...

B-HIVE, the newsletter of the Department of Management Studies steadies and readies the mind by enabling the students to think beyond books.

Congratulations to the Department and the Executive Board of ARISTA.

-Dr. Vanisree
Dean of Academics

HOD'S MESSAGE

B-Hive is more than a newsletter for us at BMS. We get a snapshot of all the action down the months that has kept us - both the faculty and the students on our toes as well as energized us with new insights and perspectives.

I appreciate the efforts of the editorial team that has put the pieces together to present to us a wholesome picture of the academic year 2022-2023. This compilation could not have been possible without the collaborative efforts of Team BMS in ideating and executing innovative and informational activities.

Congratulations Team B-Hive - the writing unit of ARISTA!

Cheers!

Dr. Mallika Shetty
HoD, BMS



Dr. Mallika Shetty
HOD, BMS Department

MESSAGE FROM THE DEPARTMENT OF BMS

As we release yet another treasure trove of memories at BMS, I laud the untiring efforts of the entire Editorial Team, under the capable leadership of Gabriella Angelina.

The B Hive is our very own ready reckoner for all things BMS. A record as well as a celebration of what all we do. And what all did we do! Bootcamps, field trips, fests and flash mobs!

This year, we bounced back fully and wholeheartedly into offline mode and the Editorial Team has been kept very busy :)

Kudos to Team B Hive for packing it all in!

Wishing you, dear reader, an exciting read!

-Dr. Mahnoor Sahrash



Dr. Mallika Shetty
Head, BMS Dept.



Dr. Mahnoor Sahrash
Senior Faculty



**Ms. Augustina
Alphonse**
Club Co-ordinator



**Ms. Gabriella
Angelina**
Staff Editor

ARISTA

Executive Board

2022-2023
Core Committee

President- K. Sumana Samyuktha

Vice President- Saanchi Agarwal

General Secretary- Anne Aaishitha

Treasurer- Ammanamanchi Jaya Shivani

Best Manager

Head- Amatul Bar Zarfashan

Coordinator- Mehak Dhingra

Representative- Anam Amer

Representative- Richisha Gupta

Marketing

Head- T B Dhvani

Coordinator- Jeesa

Representative- Alnaaz Dashti

Finance

Head- Geethika Panguluri

Coordinator- Raashi Baldwa

Representative- Vritika Radia

Business Quiz

Head- S Mahija Mili

Coordinator- Karishma Agarwal

Representative- Narahari Pooja

Human Resources

Head- Jasthi Harshini

Coordinator- Vasundhara Manchukonda

Representative- Sian Fernandez

Entrepreneurship Development

Head- Sushmita Dasari

Coordinator- Shriya Reddy

Representative- Vedika Bajaj

Hospitality

Head- Nikitha Jampani

Coordinator- Sanjana

Representative- Isshika Agarwal

Promotions

Head- Yama Vasavi

Coordinator- Narahari Srinidhi

Representative- Hunar Lodha

Representative- Soumya Nedunuri

Logistics

Head- Aditi Mor

Coordinator- Dhruthi Rampooore

Representative- Sarada Smriti

Representative- Prarthana Agarwal

Designing

Head- Voshita Agarwal

Coordinator- Mahek Jain

Coordinator- Neha Venkateswaran

Representative- Tanisha Agarwal

Representative- Diya Gupta

Fest

Head- Velivela Sreya

Coordinator- Ojasvi Koduru

Representative- Carol Alexander

Editorial

Head- Vummethala Lakshya

Coordinator- Rithika Mallavajjala

Representative- Aamirah Ahmed

Networking

Head- Aishani Bhangay

Coordinator- Ankita Jha

Representative- Prakriti Agarwal

Sound and Tech

Head- Ravuri Chaithra

Coordinator- Shreeja Reddy

Representative- Chris Srujana

Social Outreach

Head- Kavya Yirrinki

Coordinator- Prachi Dhoot

Representative- Neha Kartik

Sponsorship

Head- Ramya Sree Bairy

Coordinator- Adithi J

Representative- Dhanushya Neella

ARISTA

Executive Board

2022-2023



A TEAM ABOVE ALL, ABOVE ALL A TEAM!

The background features a warm, textured watercolor wash in shades of orange, yellow, and brown. Scattered throughout are various geometric shapes: a small orange hexagon with a brown outline in the top left, a large yellow hexagon in the bottom right, a red hexagon in the bottom left, and several other hexagons in brown and red outlines. A yellow line also runs along the left edge.

**ACTIVITIES OF THE
ACADEMIC YEAR
2022-2023**

INDEPENDENCE DAY 2022

EK BHARAT SHRESHTH BHARAT

St. Francis College for Women celebrated India's 75th Independence Day with the theme "Ek Bharat Shreshtha Bharat." BMS students organized the event and showcased the culture of Haryana. The day started with a flag-hoisting ceremony and a speech by the Principal. The students dressed up in traditional Haryanvi attire and performed the dance to popular folk songs, showcasing the vibrant and colorful culture of Haryana. The college was decorated with a poster on the theme, and a giveaway contest was organized.

Students created Instagram posts highlighting various aspects of Telangana's and Haryana's culture, such as folk dances, handicrafts, cuisine, and historical monuments. The posts were well-received by the community and helped spread awareness about Telangana's as well as Haryana's rich cultural heritage. The celebrations concluded with the national anthem. Overall, the celebrations not only highlighted the diversity and unity of India but also showcased the vibrant culture of Haryana. The college left the students with a renewed sense of commitment to building a better India.



EVENTS OF THE YEAR

STUDENT INDUCTION PROGRAMME

Day 1

The Student Induction Programme (SIP) for the first-year students of BMS and B.Voc was organized by the student clubs Arista and Voctalent of the Department of Management Studies from 22nd to 24th August. The first event was the introduction of the college to the students through the College's Documentary, followed by an icebreaker event called the "Strings and Cups". The Examination System Orientation was led by Dr. Alice Esther David, the Controller of Examinations. The Student Council of the college introduced themselves to the students and had a great interaction. The "Know your College" event was a treasure hunt conducted in teams of 7 along with a volunteer, inculcating team spirit. The Chill Out Session with the Commedia Club was followed by a "Roll Over Game" and an "Explore the stalls on campus" to explore creative product ideas. The closing ceremony marked the end of Day 1 SIP.



Day 2

The Induction Programme reopened with a grand welcome, three games, a Crowd Riddle Round, a talent expression session, a skit on general values, and a guest lecture by Ms. Sri Vidya Maharshi. The Department of B.Voc prepared a This or That (Value Edition) Game to teach students respect, discipline, avoidance of malpractices, punctuality, taking up diverse opportunities, and how participating is more important than winning. The Krida Club, Nightingales, and Zumba sessions brought energy to Day 2 of SIP.

Day 3

The final day of the Student Induction Programme 2022 was filled with fun-filled games, team engagement, support, and morale. The NCC and NSS orientations aimed to develop leadership qualities, strong character, and a spirit of service, while the Shastr Club and La Fiesta Club organized activities to inculcate team-building and interpersonal skills.





BOOTCAMPS

ODE VON LERNEN

Students from the first and second years of BMS program attended week-long Bootcamps as part of their preparation for competitive fests and project-based learning. These Bootcamps provide immersive and intensive training sessions for the students to understand real-world business situations.

The president of Arista, Ms. Sumana Samyuktha welcomed all first-year and second-year students, and faculty Co-ordinator of Club Arista, Ms. Augustina Alphonse, introduced the recently elected Executive Board for 2022-2023. The Head of the Department, Dr. Mallika Shetty, declared the bootcamps open for all, and the Business Quiz Bootcamp was held by the head of the BQ portfolio, Ms. Mahija Mili. Active participation was seen throughout the session as they strived to answer challenging questions.



Business Quiz



Entrepreneurship Development

The Entrepreneurship Development Bootcamp was held by Ms. Sushmita Dasari and Ms. Shriya Reddy. It was divided into three micro-sessions with one module explained in each. The first module described how entrepreneurship is perceived by individuals and society, while the second elucidated on how entrepreneurs develop their ideas and vision to adapt to the changing environment. The third module explained the entrepreneurship trends toward sustainable development, and the students were asked to create their own Business Model Canvas. The Bootcamp was an engaging one and students were exposed to lots of real time information.



Marketing

The Marketing Portfolio bootcamp aimed at making freshmen students aware of the basic topic and what it would hold through three detailed modules. The speaker for today was Miss T. B. Dhvani, who articulately explained the content. Module one introduced the concept of marketing as a whole, followed by interesting topics such as 'The Myths of Marketing', 'Why Marketing is Significant?', and 'How Marketing Takes Place?'. Module two discussed the 'Marketing Plan' and the aspects revolving around it. Module three discussed the most upcoming development around human beings, such as digital marketing and the Metaverse.

Module two discussed the 'Marketing Plan' and the aspects revolving around it. Module three discussed the most upcoming development around human beings, such as digital marketing and the Metaverse.

The student's topic for the case study was 'Rebrand a Failed Product from a Famous Company'. The day ended on a high note after the feedback was provided.



Human Resources

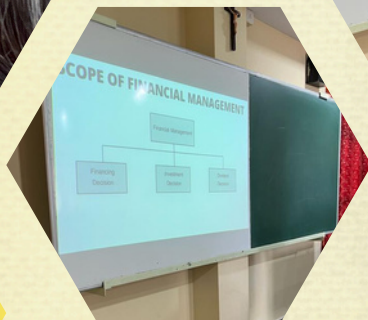
The Human Resources portfolio Bootcamp was designed to upskill students with the modern approaches and people strategies that drive business goals. It consisted of three modules: internal and external sourcing, recruiting, hiring, and onboarding employees, as well as preparing to manage human resources, employee performance, and compensation. The students were divided into three groups and each group was assigned a task. The first task involved assigning a case situation to one of the students and having them explain their conclusions as an HR Manager to journalists/press. The second task was to present a case study on Employee Retention Strategies and provide new employee retention strategies that prioritized both the mental and physical health of employees. The final task required the student to present herself as a Chief Human Resources Officer and resolve a dispute concerning the organization's employee performance appraisal/evaluation method. The Bootcamp instilled in the students the importance of developing a multi-step action plan for addressing the challenges identified in the employees as Human resources managers.



Finance

The Finance Portfolio Bootcamp provides immersive and intensive training sessions to understand real-world business situations. The first module was Introduction to Financial Management and its two perspectives; Personal and Corporate Finance, followed by Core Concepts of Budgeting, Financial Reporting, Debt Management, and Tax Planning. Budgeting was the focus of the following module, with a detailed explanation of what a budget is and why it is useful for an individual and a business.

The final module was an interactive session on the stock market, as students were already familiar with the topic. An overview of fundamental and technical analysis used by stock investors and traders, SEBI as the regulatory board of stock exchanges in India, and the process of investing in stocks were given. After each module, students were asked a series of five questions to assess their understanding of the concepts. A case study and trading round were conducted at the end of the workshop. The Bootcamp helped students understand their financial acumen and encourage students to take up finance-related case studies, quizzes, and simulation competitions.



Best Manager

The final day of the bootcamps consisted of the closing ceremony for the same. It was organized by the Best Manager Portfolio. The final task organized by the portfolio definitely put the students face an ultimate challenge. With deliberate grit and enthusiasm, the students from BM committee came up with a unique task for the participants. All students were segmented into groups of ten for this task. In order, each student was asked to perform a series of complex, yet immensely fun tasks to reach the end. In the end, each student was questioned on a topic discussed during the bootcamps conducted hence, putting to test the knowledge each had gained from the intense bootcamps conducted.

The students expressed their gratitude to the organizers. The bootcamps provided the students with the knowledge and practical awareness of what to expect in the future and created countless memories.



YUVAFLARE



YUVA IDOL

MUSIC CASCADES EMOTIONS

The Yuva Idol event was a platform to express one's talent in singing, with the slogan "Music Cascades Emotions". The first round was an elimination round where participants had to record a 1-minute singing video and the National Anthem had to be sung at the end. Round 2 required the participants to sing and record three songs in different languages in two minutes.



The Expressions round was conducted online through Zoom on 23rd September and participants were given a list of words such as the moon, dream, eyes, color, friend, and others. The Judge for the wordplay round was Ms. Divya Kanthi, a singer and actor.

The YuvaIdol finale was held in the College's Quadrangle on the 27th of September. The Judges for the finale were the infamous BMS Alumnae of the college- Ms. Gouri Priya Reddy and Ms. Aditi Bhavaraju.



The songs performed by the participants were in the form of medleys mesmerizing the audience and Judges. The finalists were assessed based on the song selection, their connection to emotion, and their melodious voice. The top three performers emerged as winners and prizes were distributed.

KAUN BANEKA BUSINESS TYCOON

अड़े रहो अंतिम तक



Kaun Banega Business Tycoon was a competition that was organized by the department of BMS. The contest consisted of three rounds in total and the participants were given a virtual bank account to keep track of their progress. The preliminary round required the participants to propose a business plan within the range of a certain fixed amount which tested the contestant's creativity, originality, and practicality of their idea. The judges scored the contestants which also determined their competition's account balance.



The next round, 'Deal or No Deal', consisted of an intense auction session. Following it was an auction round for each suitcase that would ultimately determine which participant would hold the maximum account balance.



The final round, 'Hot Seat', consisted of a questionnaire session in which each participant would be asked a question and given 15 seconds each to answer it. The top three participants who held the highest amount in their bank accounts by the end of it were given the titles of 'Business Tycoons'. It was certainly an experience of its own. Not only the contestants but also the organizers thoroughly enjoyed the event and look forward to several such in the foreseeable future.

JAB TAK HAI JAAN

BREATHE THE LAST CHALLENGE TO VICTORY!

The Arista Club hosted the Jab Tak Hai Jaan Game under Yuvaflare 2022 for all UG and PG students. This management game was a series of nut-cracking and brain-freezing challenges to survive in an aggressive environment and emerge victorious. Each team was named according to the Greek alphabet and given 9 hours to rebrand infamous products of famous brands into Instagram posts.

The qualifying teams proceeded to the first round, which was held on September 19th. A two-minute video statement was required of students about the strategy they will adopt to revive the product they previously represented.

A case study was presented to the shortlisted teams at the beginning of Round 2, and the students were asked to solve the case study and present their solutions to the judges. The round was intense since the teams' deliverables were closely evaluated. In the fun time activity round, teams were pitted against each other to solve puzzles, riddles, and logical questions. In the Off-limits Debate round, two teams were paired against each other and were given a topic to be debated upon. The last round concluded with congratulating all the participants and feedback from the judges.



WORLD MANAGER'S DAY

World Manager's Day is an occasion to recognize and celebrate managers for their roles in diverse fields of life. To celebrate, St. Francis College for Women invited Ms. Komal Agarwal, the HR Head at Sresta Natural Bioproducts Pvt. Ltd. Agarwal is an active member of the HR network and is engaged in organizations across the food, media, tech, and government sectors. She delivered a few words for the students and mentioned the driving force of the company

The most interesting part of the event was the interactive session held by the chief guest, who discussed the evolution of managerial roles, the importance of a manager, and who a manager truly is. Several questions were posed for the audience to ponder over. Discussions on body language, discrimination against women in the corporate sector, and the structuring of compensation based on an employee's skillset were focused upon.

By the end of the session, the students were enlightened by the chief guest's wise words. The vote of thanks was delivered by Anne Aaishitha, the General Secretary of Club Arista. The students felt honored to interact with an experienced and capable executive coach.



INTERNATIONAL MEN'S DAY

The week-long celebrations of International Men's Day started with Day 1's events organized by the student club - Arista of the department of management studies on the 14 of November 2022. Ms. Angelina Gabrielle addressed the gathering and welcomed the male faculty members. Dr. Mallika Shetty and Ramya took over as the MCs for the games which would be conducted in the event.

Inspired by the Netflix original series, 'Squid Game', the games had been designed so that failure to complete the task would result in either negative points or loss of the same. The first game was Bite the Biscuit, while the second game was 'Stacking, no slacking!'. The games were collaborative and required every member's cooperation. The third game was 'Gol Gol Roti Gol', where faculty members were given a ball of dough to roll a roti. The fourth game was 'Let's Go Whisper', where members had to communicate a phrase to the next member who had headphones to block the voice.

The event was enjoyed by the faculty members and also the audience, and was followed by a vote of thanks presented by Ms. Augustina Alphonse, who extended her gratitude towards the faculty for their continuous work.



INGENIUM



THE END IS THE BEGINNING AND THE BEGINNING IS THE END

Ingenium is an interactive case study competition focusing on Management, Marketing, HR, Finance, and Entrepreneurship Development concepts where participants work in teams to analyze the business or industry scenario and present their solutions to a panel of judges to identify top talent or the winning team. This competition was organized by the Arista Club of St Francis College for Women's Management Studies Department. This time Ingenium 2023 is themed as 'Indialleviate', the end is the beginning and the beginning is the end, putting light on the holistic approach to our rural and urban nation. The participants found this event as an insightful session and a great learning curve for them.



The marketing portfolio not only looks at getting customers to buy products and services but developing effective ideas and engaging strategies for revitalizing a society. The enthusiastic presenters examined the current scenario and brought in new strategies which will stand out from the present yojanas.

The Human Resource portfolio had a great combination of rounds requiring participant's showcase their skills ranging from presentations to debates to representing a company.



The Finance Portfolio met with eager participants who were thoroughly interested to showcase their analytical and logical skills. All the case studies revolved around development and innovation in India



The Entrepreneurship Development portfolio aims to create situations for spontaneous solutions for the upcoming rural startups to drive their success and give an enriching learning experience to the participants.

The Best Manager Portfolio competition required participants to prepare a creative presentation to tackle the issue of 'Rural and Innovative India'. The Business Conclave round was a simulation of a union of companies addressing unique problems with creative solutions using analysis and diplomacy.



The judges after the final scoring addressed the participants by encouraging and appreciating their efforts.



INQUIZITION

ONLY THE SMARTEST WILL SURVIVE!



Club Arista organized Inquizition, a collaboration of a business quiz and Triviaverse, which was an amalgam of amusement, knowledge, and competitiveness. The day began with introducing of the emcees and declaring the quiz opened by the Head of Department of the Bachelor of Management Studies Department, Dr. Mallika Shetty. Round one consisted of an intense quiz on logos and taglines. The second round of Triviaverse was based on a plethora of topics such as sports, business updates, and current affairs, and participants were required to pen down the answers within a short time span of ten seconds.

The most intense round of the competition was the 'Money Heist India' round, which was based on well-known financial scams in India. It began with a buzzer round and an incorrect answer led to a negative marking.

After a finale to remember, the scores were taken into consideration and results were declared, participants were called on stage to share their personal experiences. The day ended with high spirits, memorable instances, and several notable events.

WORKSHOPS

1. RESEARCH METHODOLOGY

The final-year students of BMS III attended a workshop on research project methodology from 7th June to 9th June 2022. The aim of the workshop was to equip the final-year students with the necessary tools for successfully carrying out their research projects. The session conducted by Dr. Mahnoor Sahrash consisted of the students being briefed on the various data collection methods, and the tools to obtain data for research and were also given a primer on drafting hypotheses and objectives.

The students were then assigned the task of choosing a Domain on which they wished to create a Research project. The speaker helped resolve doubts and approve the work done by the students. The workshop was an interactive and fun-filled 3-day workshop that helped students develop confidence in their research projects. Dr. Srinivasa, Assistant Professor at Vignana Jyothi Institute of Management, led the students into the workshop and covered the basics of statistics to perform analysis on SPSS. The workshop ended with Mr. Srinivasa's lecture on Chi-Square Test analysis.



2. DIGITAL MARKETING

The department of BMS organized its first workshop of 2023 for the 1st and 2nd years, hosted by Digital Nest, an institute offering digital marketing training in Hyderabad. The six-hour session was segmented into three lectures, with Mr. Sandeep Santhosham providing a deep explanation of how WordPress, a free and open-source content management system, functioned and how students could utilize it for their benefit. The second and third sessions of the day focused on SEO, Google Analytics, and Canva Pro. The practicality of the session made it more feasible for everyone.



3. WORLD CONSUMER RIGHTS

BMS and BVoc organized a workshop on Consumer Rights Awareness for World Consumer Rights Day. Lawyer Manav Gecil Thomas, of Thomas George and Associates, was the Chief Guest and discussed consumer protection laws and rights, including approaches to consumer forums for grievances.

The workshop covered topics such as unfair trade practices, false representations, and the importance of consumer awareness and self-stand. Mr. Thomas used interactive case studies related to Insurance, Medical Negligence, Matrimonial Sites, and Banking services to help the students understand the concepts more deeply. The faculty expressed gratitude for the enlightening session in their vote of thanks.



ARIZONE

Celebration of BMS-preneurs!



Arizone highlighted a notable event organized by Club Arista, yet again. Arizone, a diverse cumulation of stalls, was organized on 9th March 2023. It sported stalls set up by budding entrepreneurs, featuring BMS students. The types of stalls ranged from something as welcomed as hazelnut brownies to something as unique as signature reading. While a minute number, all four stalls were undoubtedly a success with either the products being sold out or the services being highly appreciated and utilized. Bookmarks and customizable drinks spoke closely with all of the prospective St. Francis customers. The president of Club Arista, Ms. Sumana Samyuktha, was witnessed on the ground, motivating all the business owners through each of their processes of engaging probable customers.

The day wrapped up on a high note with exhausted, yet fulfilled entrepreneurs and satisfied customers. Club Arista witnessed a successful day, with a successful event executed.



The Evolving Role of Technology in HR Opportunities and Challenges

DAY - 1

The National Conference on The Evolving Role of Technology in Human Resources was organized and hosted by the Faculty and students of the Department of Management Studies. Dr. Mahnoor Sahrash introduced the chief guest of the first Technical Session, Mr. B Sudhakar discussed how corporate hierarchy will be changed in the future and how companies are focusing on what is suitable for the communities and society. The speech was followed by an Open Forum wherein students engaged with the guest speaker. Mr. B. Sudhakar and Mr. S.N Srinivas were felicitated by the Head of the Department Dr. Mallika Shetty.

Ms. Aishwarya Ranade, Talent Acquisition - Meta, and Ms. Nishitha Ajayakumar addressed the audience, presenting their views on employee engagement and retention. Ms. Aishwarya further proceeds to present her perspectives on the role of employee engagement in HR and how retention comes into play in this concept. Ms. Nishitha takes the dais as she talks about the evolution of employee engagement.



Ms. Angelina concluded the session on the note of how flexibility in the workplace and work-life balance plays a crucial role in employee satisfaction in today's era. Mr. Srikanth Surampudi, Regional HR Head, TCS Hyderabad, was the keynote speaker at Technical Session Two of the HR Conference. He shared his experience in HR, encouraged the young audience, and elaborated on challenges in work life, differences in hiring practices, the effect of lifestyle due to the gig economy, AI in HR, Gender discrimination in HR, and the legal effect of moonlight.

Dr. Susanta Misra, Founder & CEO of NICE FIT Careers, was a great end to the day. Presenters were given 5 minutes to express their views and 1 min of rebuttal and presented papers on various topics such as the Hybrid workplace, Case studies on Bacancy, Meesho, AI and HR, Metaverse, Quite Quitting, Gig Economy, Startup and corporate, Future of the workplace, etc. Dr. Misra addressed the crowd by sharing his knowledge and experience in work life.

Ms. Angelina concluded the session with a few words of her sharing her perspectives on the various topics discussed.

- Anusha (BMS 3)



DAY - 2

Day Two of the National Conference was a Debate session which was the most anticipated as it started with two teams consisting of 4 members each. The debate session was witnessed by Dr. Susanta Mishra, Mr. Srinivasan, the faculty members, and the delegates. The first two speakers speaking for the motion staunchly expressed how technology has made humans dependent, while the speakers speaking against the motion mentioned how it has made our daily activities feasible. An interactive questionnaire was conducted and the last two speakers from both teams reestablished their stance and responded to the queries presented. The results were declared on the basis of an audience poll, which landed in the favor of the team 'Against the Motion'.

Session Two of the Paper presentations was judged by Dr. Sindhu, the Director of the JNTUH School of Management Studies. Dr. Sindhu presented the participants with significant and notable suggestions and feedback, and Ms. Mahnoor Sahrash introduced the concepts of VUCA, AI, and blockchain. A lunch break bridged the last session and the valedictory of the conference.

The most awaited announcement was the Best paper by Amatul Bar Zarfashan and Ramya Shree Bairy for Engaging Workforce in a Hybrid Workplace: An Empirical Analysis Research Paper.



- Anusha (BMS 3)



EDGE TALKS

THE ANNUAL INDUSTRY - ACCADEMIA INTERFACE



The Department of Bachelor of Management Studies organized an interesting discussion on Branding - An Industry Perspective under their Edge Talks event in 2023. The event was inaugurated with a prayer and felicitation of the guest speakers by Dr. Mallika Shetty, the Head of the Department of Management Studies. Mr. Pawan Kumar Arcot, the Brand Strategist and Chief Consultant of The Tru North, Ms. Divya Uday, the Director of The Workshop, and Mr. Niranjana Pagadala the Co-Founder of 8 views were invited to share their expertise and experience.



The first chair was Mr. Pawan Kumar Arcot sharing his knowledge of Brand Architecture. The wide spectrum of brand architecture was discussed along with cases of the companies which follow the concept. The students patiently listened to the factors which influence brand architecture and ended the presentation with a query session.

The speaker, Ms. Divya Uday, discussed the role of design in branding and how ineffective branding can portray itself in customers' minds. She also shared inspiring quotes from those who believe in minimalism and distinctness in a brand.

Mr. Niranjana Pagadala, the founder of 8 Views, discussed the vital aspects of digital marketing for a business, such as brand awareness, lead generation, e-commerce sales, and concepts like micro-targeting, CRM tools used, Artificial Intelligence, and influencer marketing.

The event exposed students to knowledgeable and engaging sessions with industry experts. Their presentations were both informative and thought-provoking for the students.

The Edge Talks 2023 was a valuable learning experience for students and a chance for them to gain insight into the industry in order to succeed in the future.



GUEST LECTURES

Mr. Sanjay Banka, Chairman of Banka Bioloop Limited, gave a seminar to second-year BMS students on the topic of forming and incorporating a company. He shared his experiences with running the company, and the concepts of Equity Fundraising and Debt Financing. In addition, he provided an overview of Sustainable Development Goals, of which Bioloop contributes to SDG 6.



BMS 2nd & 3rd-year students were addressed to a seminar about the experiences of alumni Ms. Sannihitha Ponaka and Ms. Shivani Chaluvadi. They shared their expertise as Finance Analysts, their passion for financial management, and their understanding of career opportunities and internships in finance industry. They then discussed their transition from financial analysts to entrepreneurs, providing insight into the fundamental and technical analysis methods used to determine stock trends. Students gained a great deal of knowledge about financial analysis and career opportunities through the session.



The Department of Management Studies conducted a lecture on the basics of investing and gaining financial freedom for BMS 2 and BMS 3 students. Ms. Shivani Chaluvadi shared her knowledge of financial markets, investment strategies, and risk management. Asset allocation strategies were explained and the quote "When you invest you are buying a day that you don't have to work" was suggested to motivate the students. The students were also given three case studies of investors for which asset allocation was to be done.

INDUSTRIAL TRIPS

BMS 1- Akshaya Patra Foundation
Informative. Enlightening. Didactic. This is how a student of BMS first year would sum up their trip taken by the immensely excited management freshmen students of St. Francis College for Women. On 7th September 2022, the students along with the faculty had the opportunity of visiting the Akshaya Patra Foundation to gain an understanding of how non-profit organizations work and the moral motive behind it.

BMS 2- Chennai and Pondicherry
The Department of Bachelor of Management Studies organized an Industrial Trip to Grundfos, a pump manufacturing and water technology company & Gujarat Heavy Chemicals Limited's Salt Refinery in Chennai and Pondicherry for the 2nd Year students of BMS along with Acumen Connect, an Ed-tech Consultancy. This was an opportunity for students to learn about the working of different organizations and career prospects while enjoying vacation time. The students on the trip were accompanied by Dr. Mallika Shetty and Dr. Mahnoor Sahrash as the faculty coordinators.





BMS 3- Coorg and Mysore

The Department organized another Industrial trip from 13th-19th February 2023 for the 3rd year students to the Coffee Plantations in Coorg, An amazing opportunity for the final years to enjoy a vacation-like education visit for the last time with college buddies. The trip was again possible thanks to the constant guidance of the faculty coordinators - Ms. Augustina Alphonse and Ms. Angelina Gabriella. The students got the chance to learn about different kinds of coffee, the marketing strategies used to sell them, how it is cultivated and supplied, the branding of coffee, and much more on the management side of things as well. It was an indescribable experience for the students.

-Anusha (BMS 3)



A DAY TO BOND!

- BMS PICNIC



The excitement of a picnic can be quite contagious and that is how the entire BMS Department went on a picnic with faculty members to the infamous amusement park - Wonderla at Hyderabad.

The students assembled at the college to leave by 9 am, the faculty coordinated with all the tickets and the students got to enter the park by 12 with all the adrenaline rush and expectations of the rides and experience.

From 12 to 2 pm, the students went on dry rides like the roller coaster, T-Rex, Dashing cars, Termite Train, Mission Interstellar, etc, and after the post, the students had their lunch.

After lunch, the students changed and got into the water around 3 and enjoyed the games thoroughly till around 5 in the evening and marched back to the bus by 6 to start the journey back to the college.

It was a splendid time spent by the students, especially since all the 3 years of the department were together along with the faculty members. It was a fun-filled and thrilling experience of the day for the students.



COLLEGEPRENEURS

BMS 1

TUITIONS

By Kanishka Thaker

"When you learn, teach. When you get, give." This quote by Maya Angelou was the motivator behind Kanishka starting her tutoring service in August of 2022. She aims at breaking down complex topics into simple explanations with the help of practical examples and by adding elements of fun.



Jaha aapke bacche padhe aur badhe



RESIN ART

By Richisha Gupta

Learning new skills has always been exciting for Richisha. Recently, she had the opportunity to learn Resin Art through her college. Hence, she decided to start selling her artwork. She sells Resin bookmarks, keychain coasters, wall clocks, and everything else that you as a customer would want to get customized!



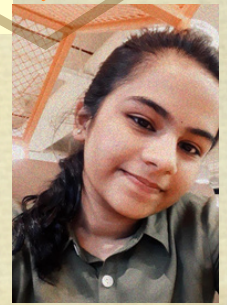
COLLEGEPRENEURS

BMS 2

THE HANDCRAFTED STORY

By Akshaya Ganji

Our second-year BMS student, Akshaya, runs her own small business named "The Handcrafted Story," which specializes in creating illustrations on canvas boards that can be gifted to loved ones. She operates primarily through the online platform, Instagram. Initially, she created a few sample illustrations and subsequently received her first order from Tamil Nadu, India. This milestone was a source of immense joy for her.



ON A GOOD NOTE

By Om Veda Samala

When one gives a gift to someone, it is usually done with feelings of love, compassion, and happiness. This is the reasoning behind the name of the business operated by Veda and her father, which offers gift hampers and other items. With a broad selection of customizable hampers, they strive to be the first choice for their customers.



ART TALES

By Purvi Kanodia

Art Tales is a small business that was founded out of genuine interest and passion for crafting by Purvi and her sister. The business specializes in curating personalized Memory Frames, Shadow Boxes, Crafted Candles, Handmade Flowers, and many other unique products. Their focus is on creating one-of-a-kind pieces that are tailored to each customer's individual preferences and needs.



COLLEGEPRENEURS

BMS 3

MOR BITES

By Aditi Mor

Our final-year BMS student, Aditi, has a very cinematic story to her small business, from hating the idea of baking to managing bulk orders from the comfort of her home, she has really come a long way and credits the pandemic for creating the interest of baking through making her feel FOMO when it was a trend. She started by selling ice-creams but now she does cookies, cakes, and especially her brownies.



CRIIO BY VEDIKA

By Vedika Bagdi

Criio By Vedika is an Instagram-based small business that was started on 22nd August 2020. It sells trendy resin accessories, keychains, bookmarks, and coasters. All the products are handcrafted and are minimalistic and affordable. It also takes customized orders where precious flowers can be preserved for eternity by making pretty jewelry using them.



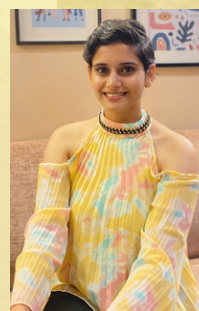
GRAPHOLOGY HUB

By Palak Jain

Your handwriting and Signature is the key to who you are. A signature plays a powerful role as it is something that represents us forever and no important work can be taken ahead without our signature.

Your handwriting is influenced by you and you can be influenced by it.

Thus, Palak's here to help & guide you to understand yourself better, in order to bring out the best version of you through graphology & graphotherapy!



Important Tip !!
to elevate your SUCCESS rate
Make your signature in
upwards direction
(30°-40°)

STUDENT ACHIEVEMENTS

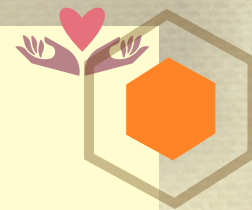
2022-2023

- **Ramya Sree Bairy - BMS 3** - was selected to represent the college at the National Adventure Camp, Dharamshala hosted by the NSS India.
- **Amatul Bar Zarfashan and Ramya Sree Bairy - BMS 3** - were awarded the Best Research Paper at the National HR Conference organized by the Department of BMS, St. Francis College for Women, Hyderabad.
- **Lakshya Vummethala and Ravuri Chaithra - BMS 3** - presented a paper at the National HR Conference organized by the Department of BMS, St. Francis College for Women, Hyderabad.
- **Aishani R Bhangay- BMS 3** - was awarded the 'Youngest Member Arbitrator in Mainland Europe' by the Chartered Institution of Arbitration.
- **Diya Neelesh Vora - BMS 3** - was awarded the gold medal for scoring the highest marks in Accounting for Managers and Cost and Management Accounting.
- **Anne Aaishitha - BMS 3** - was selected for the Indian Team Qualification Trials at the 20th Kumar Surendra Singh Memorial Shooting Championship in Pistol Events, Bhopal, Madhya Pradesh.
- **Nikitha Gupta - BMS 3** - was awarded 3rd position in the Kaun Banega Business Tycoon Event of Yuvaflare conducted by the Arista Club of St. Francis College for Women.
- **Jasthi Harshini - BMS 3** - created a **world record** at the Sangeetha Nrithya Maha Mahotsav.
- **Dhruti R Rampooore - BMS 2** - Arthashastra (Hire or Fire) - 1st Position
- **Khushi Kanchhal - BMS 2** - Inter-college Badminton Tournament , Osmania University - 4th Position
- **Lehar Agarwal - BMS 2** - Cluster College Group Dance, Osmania University - 2nd Position
- **Raashi Baldwa - BMS 2** - La Fiesta Fusion Show - 2nd Position
- **M Sri Sowmya - BMS 2**- Inara Fiesta - Case Express (Marketing) and Catastrophie (Human Resources), Administrative Staff College in association with CIPS - 2nd Position
- **Jeesa Bhansali - BMS 2** - micro ramp, microbiology competition - 1st position

STUDENT ACHIEVEMENTS

2022-2023

- **Aamirah Ahmed** - BMS 1 - CMRCET MUN, Best Delegate(IP) - 1st Position, National Debate, Loyola - 1st Position, Bloom, College Magazine - Sub-editor
- **Anam Aamer** - BMS 1 - Woxsen University, MUN - Best Delegate, 1st Position, Osmania University Fest - Organizer, Avani Debate, St. Francis - 1st Position, National Debate, Loyola - 1st Position
- **Carol Alexander** - BMS 1 - Model Crib, St. Francis - 1st Position, Christmas Charades - 2nd Position
- **Chris Srujana** - BMS 1 - Karate Competition (state level), OMA Academy - 1st Position, Throwball Nationals(Nagpur) - 2nd Position, Inter-college Basketball, Loyola - 2nd Position
- **Divya Kurakula** - BMS 1 - Volleyball, Khelo Telangana - 1st Position, Marketing, Recroi - 2nd Position, BITS Volleyball, 2nd Position, Marketing, Ingenium - 2nd Position, VJIM MILAN 2023 - 2nd Position
- **Kanishka Thaker** - BMS 1 - Nukkad Natak, Yuvaflare - 1st position, Marketing, Recroi - 2nd Position, Entrepreneurship, Ingenium - 2nd Position
- **Kota Meghana** - BMS 1 - Wolf of Wall Street, IIT Bombay - 1st Position
- **Mahveen Fatima** - BMS 1 - Best Manager, Recroi - 1st Position, Kho Kho, Khelo India - Captain, 2nd Position, Woxsen University, MUN - Chairperson, Just a Minute, St. Ann's, 1st Position, National Debate, Loyola - 1st Position
- **Prarthana Agarwal** - BMS 1 - Throwball, St. Francis - 1st Position
- **Richisha Gupta** - BMS 1 - Article Writing, FINAX DELHI, 2nd Position
- **Shreya Akkinipally** - BMS 1 - Biathlon, St. Joseph's - 2nd Position
- **Sian Fernandez** - BMS 1 - Christmas Charades, St. Francis - 2nd Position
- **Soumya Nedunuri** - BMS 1 - Biathlon, St. Joseph's - 2nd Position
- **Janice Hrithika** - BMS 1 - Model Crib, St. Francis, 1st Position
- **Vedika Bajaj** - BMS 1 - Nukkad Natak, Yuvaflare, 1st Position
- **V. Meghana** - BMS 1 - Wolf of Wall Street, IIT Bombay - 1st Position
- **Alnaaz Dashti** - BMS I - Dress Up Like a Fictional Character, St. Francis - 2nd Position



SOCIAL OUTREACH

A social outreach program which is part of Daan Utsav- 2023 was coordinated by Ms. Augustina Alphonse and Ms. Gabriella Angelina on 6th December 2022 at Second Chance Shelter Home for final-year students of BMS. The Second Chance Shelter Home is an old age home for the mentally disabled.



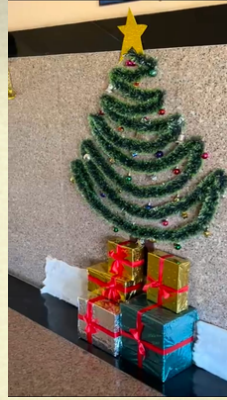
People who have been abandoned by their families and the homeless are given a 'Second Chance' at the shelter house. The organization is run by Mr. Jasper Paul. The main purpose of this program was to interact with and donate essentials to the shelter. It was a memorable and emotional visit

The students felt really grateful for the opportunity given by the college since they got a chance to contribute towards the lives of the underprivileged through their collective contributions. The people at the shelter home were overjoyed to see so many people who had come to visit them.

The students spent some quality time with the members of the Home. By the end of the visit, the students held a satisfied look on their faces. The wide smiles of the members of the Home certainly stirred several emotions in the hearts of the students.



DECOR



DESIGN & DECOR TEAM



Voshita Agarwal



Mahek Jain



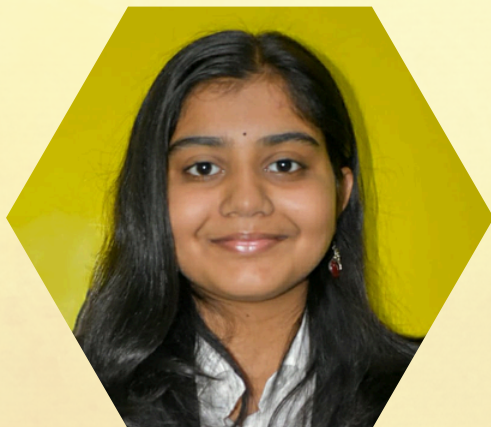
Neha Venkateswaran



Diya Gupta



Tanisha Agarwal



Shakti Harini



Sumayya Fatima

OUR INTERNSHIP PARTNERS

METAPOLIS



OUR SPONSORS



CO SPONSORS



OUR SPONSORS



TITLE SPONSOR



Parampara - Flavours Of India

Ground Floor, ANR Center, Rd Number 1, opp. City Center, Naveen
Nagar, Banjara Hills, Hyderabad, Telangana 500034