



## School of Commerce &amp; Management Studies

# YOUNG MANAGER !

“EMPOWERING TOMORROW’S LEADER, TODAY”

OCTOBER 2025



Dear Readers,

Welcome to the OCTOBER 2025 edition of our SCMS monthly newsletter – Young Manager!

Our mission is to keep you informed, engaged, and connected with the dynamic culture at the School of Commerce and Management Studies.

In this issue, we are thrilled to present a comprehensive roundup of important updates, enriching events, and insightful news designed to meet your varied interests and needs. We hope you find our newsletter to be both a valuable resource and a source of inspiration.

Warm regards,  
The Editorial Team - Young Manager  
SCMS, DSU

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# DEAN'S MESSAGE

## CAPT. A. NAGARAJ SUBBARAO, PHD

### Greetings! Esteemed Readers,

Welcome to the OCTOBER 2025 issue of "Young Manager," the SCMS newsletter designed exclusively for the vibrant community of business students. As we embark on this exciting journey together, "Young Manager" aims to serve as a beacon of inspiration, knowledge, and opportunity for aspiring young leaders.

—

**“ONLY THREE THINGS  
HAPPEN NATURALLY IN  
ORGANIZATIONS: FRICTION,  
CONFUSION AND  
UNDERPERFORMANCE.  
EVERYTHING ELSE REQUIRES  
LEADERSHIP.”**

—

**PETER DRUCKER**

—

In each issue, you can expect a curated selection of events, articles, interviews, book reviews, movie reviews, and features tailored to your interests and needs as future managers and entrepreneurs. From insights into industry trends and career advice to highlights of student achievements and campus events, "Young Manager" promises to be your trusted companion on your path to success.

We invite you to engage with us actively, share your stories, ideas, and feedback, and become part of our thriving community of young managers shaping the future of business. Together, let us explore, learn, and grow as we navigate the dynamic landscape of the business world.

Thank you for joining us on this exciting journey. Here's to a future filled with endless possibilities and boundless opportunities!



# DSU VISION & MISSION

**Vision:** To be a centre of excellence in education, research & training, innovation & entrepreneurship and to produce citizens with exceptional leadership qualities to serve national and global needs.

**Mission:** To achieve our objectives in an environment that enhances creativity, innovation and scholarly pursuits while adhering to our vision.



## DSU VALUES

### THE PURSUIT OF EXCELLENCE

A COMMITMENT TO STRIVE CONTINUOUSLY TO IMPROVE OURSELVES AND OUR SYSTEMS WITH THE AIM OF BECOMING THE BEST IN OUR FIELD.

### FAIRNESS

A COMMITMENT TO OBJECTIVITY AND IMPARTIALITY, TO EARN THE TRUST AND RESPECT OF SOCIETY.

### LEADERSHIP

A COMMITMENT TO LEAD RESPONSIVELY AND CREATIVELY IN EDUCATIONAL AND RESEARCH PROCESSES.

### INTEGRITY AND TRANSPARENCY

A COMMITMENT TO BE ETHICAL, SINCERE AND TRANSPARENT IN ALL ACTIVITIES AND TO TREAT ALL INDIVIDUALS WITH DIGNITY AND RESPECT.

# SCMS VISION & MISSION

## Vision: What future we want to create?

To be known as the best B-School for aspiring management leaders in the country with industry focused curriculum and practice.



The School of Commerce & Management Studies has **Seven Centres for Proficiency Enhancement** that support the foundational pillars of the school in driving student interest and learning.

The objectives of the COPE are to drive student experiential learning and managed by faculty with deep subject matter expertise.

## Mission: Why we exist?

To create value for students, business and society by providing intellectual leadership, advancing the science and practice of management, and developing confident leaders to be the agents of change in a world driven by data, technology and innovation

## CENTRE OF PROFICIENCY ENHANCEMENT

1. BUSINESS ANALYTICS - DR. CHINMOY KUMAR
2. SUPPLY CHAIN - PROF. MURALIDHARA G V
3. COMMUNICATION - CDR. HIMANSHU JOSHI
4. HR | LEADERSHIP - DR. SILKY SHARMA
5. DIGITAL TRANSFORMATION AND TECHNOLOGY - PROF. MOHAN SRINIVASAN
6. ENTREPRENEURSHIP - PROF. JITENDRANATH PATRI
7. SUSTAINABILITY - DR. SOMNATH DEBNATH

## FIVE-DAY WORKSHOP ON ADVANCED RESEARCH METHODOLOGY



The School of Commerce and Management Studies (SCMS-PG), Dayananda Sagar University, Bengaluru, successfully organized a five-day hybrid workshop on Advanced Research Methodology from October 15 to 19, 2025. The workshop brought together academicians, research scholars, and students, offering them a comprehensive understanding of advanced research practices through both online and offline sessions. Distinguished experts from reputed institutions, including the National Institute of Technology Durgapur, Aligarh Muslim University, and ICFAI University Sikkim, shared their expertise and insights. The sessions focused on enhancing participants' ability to conduct research that makes a meaningful contribution to society. Topics covered included conducting a systematic literature review using AI-based tools, designing appropriate research methodologies, and identifying common pitfalls in sampling techniques. Participants also gained hands-on experience using JMP software for data analysis and data visualization, equipping them with essential technical competencies for empirical research. The interactive sessions encouraged academic inquiry, critical thinking, and methodological precision. The workshop concluded with positive feedback from participants, who appreciated the university's commitment to fostering a research-driven academic environment. The School of Commerce and Management Studies continues to promote scholarly initiatives that inspire impactful research and academic excellence.

## INDUSTRIAL VISIT TO AKSHAYA PATRA FOUNDATION, VK HILL BENGALURU ON 23RD OCTOBER, 2025



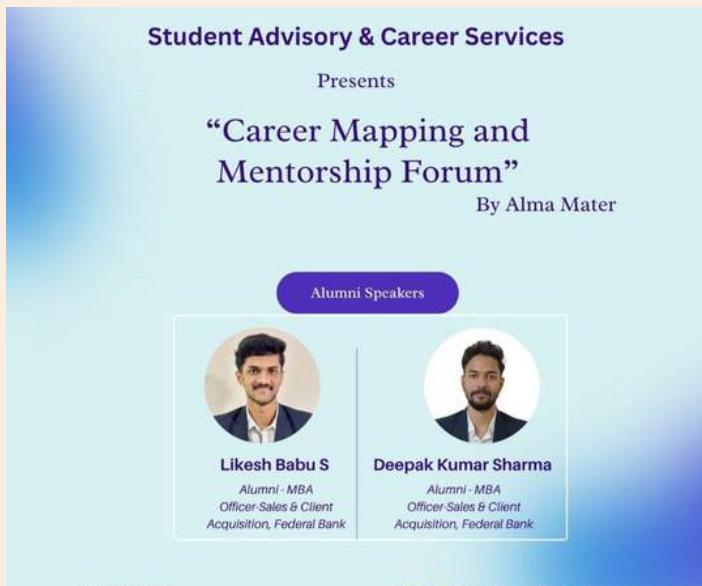
The students of the MBA 2025–27 cohort undertook an enriching industrial visit to the Akshaya Patra Foundation, ISKCON, VK Hill, Bengaluru on 23rd October 2025, Thursday. The visit coordinated by Prof. Navita Vijay and Dr. Parthasarathi, offered students first-hand insights into large-scale operations management, social entrepreneurship, and sustainable organizational practices.

The students were given a comprehensive tour of the food processing facility, visiting all four floors of the plant. Operations at each section were systematically explained by the supervisors, who detailed the processes and workflow at every stage of the food preparation and distribution units.

During the visit, students explored the Foundation's state-of-the-art kitchen facility, which exemplifies efficiency, hygiene, and innovation in large-scale meal preparation. The team from Akshaya Patra shared valuable perspectives on logistics, supply chain management, and technology integration that enable the preparation and distribution of wholesome meals to millions of school children across India every day.

The one hour briefing session was facilitated by Mr. Kaushik from TAPF. The interactive session allowed the MBA students to connect academic concepts with real-world applications and understand the impact of strategic management in nonprofit settings. The visit concluded with a note of appreciation to the Akshaya Patra team for their hospitality and inspiring work, and to the faculty coordinators for facilitating this experiential learning opportunity.

# SCMS- PG ORGANIZES CAREER MAPPING AND MENTORSHIP FORUM BY ALMA MATER ON 25TH OCTOBER 2025



The School of Commerce and Management Studies-PG under the Student Advisory and Career Services successfully conducted the “Career Mapping and Mentorship Forum by Alma Mater” on 25th October 2025.

The session featured two distinguished alumni speakers, Mr. Likesh Babu S and Mr. Deepak Kumar Sharma, both MBA graduates from SCMS-PG and currently serving as Officers – Sales & Client Acquisition at Federal Bank.

Through engaging discussions, the speakers shared valuable insights on career planning, professional growth, and leveraging mentorship for success in the corporate world. The interactive Q&A session enabled students to connect directly with the alumni, gaining practical advice and motivation for their career journeys.

The event was coordinated by Dr. Pavithra S, and Prof. Jayashree N, SCMS-PG. The forum received an enthusiastic response from students, making it a meaningful platform for mentorship and alumni engagement.

# INTRODUCTION TO INNOVATION & INCUBATION – BRIDGE PROGRAM (27 OCT 2025)



DAYANANDA SAGAR  
UNIVERSITY



SCHOOL OF  
COMMERCE & MANAGEMENT STUDIES

## INTRODUCTION TO INNOVATION & INCUBATION

**GUEST SESSION**

MBA 2025-2027



CAPT. A. NAGARAJ SUBBARAO, PhD  
PROFESSOR OF STRATEGY & LEADERSHIP  
DEAN - SCMS



**RESOURCE PERSON:**  
Mr. Sathyanarayana B V  
CEO-DERBI Foundation

### Event Coordinators

Prof. Jitendranath Patri  
Prof. Navita Vijay



27<sup>th</sup> October 2025, Monday  
2:00PM



Dayananda Sagar University  
Gallery 3

**COPE Entrepreneurship (SCMS-PG) welcomed Mr Sathyanarayana B.V., CEO of DERBI Foundation, for a focused session that introduced first-semester MBA students to the essentials of innovation, incubation, and mentorship. The talk explained how incubators bridge ideas to execution (infrastructure, mentorship, funding), highlighted government initiatives such as Elevate Karnataka, and invited students to explore collaboration with DERBI—followed by a lively Q&A. The session was attended by 60+ students and coordinated by Prof. Navita Vijay and Prof. Jitendranath Patri.**

# FACULTY ACHIEVEMENTS

CONGRATULATIONS TO DR. INDRAJIT GOSWAMI



**Dr. Indrajit Goswami**, faculty of School of Commerce and Management Studies (SCMS-PG) was invited as an **Expert Speaker** for the **Next-Gen Research and Innovation Hub's 3rd Online Internship Programme** on October 23rd, 2025.

The session focused on "**The Importance of Participatory and Mixed-Method Research in Emerging Scenarios**" delivered to B.Tech and M.Tech/MCA students from various institutions across India. It was an enriching opportunity for him to share insights and guide young researchers in their academic journey.

# FACULTY ACHIEVEMENTS

**CONGRATULATIONS TO ABHIJIT RANJAN DAS, ABHIJIT CHAKRABORTY, NISHAL GOYAL,  
PRIYANKA ROY**

*Journal of Economic Surveys*

**WILEY**



## **| BIBLIOMETRIC ANALYSIS**

### **Financial Technology in Transition: Trends, Development, and Ways Forward**

Abhijit Ranjan Das | Abhijit Chakraborty | Nisha Goyal | Priyanka Roy

School of Commerce and Management Studies, Dayananda Sagar University, Bengaluru, India

**Correspondence:** Abhijit Ranjan Das ([abhijit.das@dsu.edu.in](mailto:abhijit.das@dsu.edu.in))

**Received:** 21 July 2025 | **Revised:** 3 October 2025 | **Accepted:** 15 October 2025

**Keywords:** Bibliometric Analysis | FinTech | SPAR-4-SLR | Sustainability | Sustainable Development Goals | Systematic Literature Review

The article titled '**Financial Technology in Transition: Trends, Development, Ways Forward**' is a literature review complemented by a bibliometric analysis. The authors examine recent developments in the **FinTech domain** and use **cluster analysis** to identify distinct thematic clusters, including the application of FinTech to sustainability, financial inclusion, and the achievement of the **United Nations Sustainable Development Goals (SDGs)**.

# UPDATES FROM OUR NATION



## Karur stampede: SC asks victim's kin to approach CBI amid claims of police coercion

The Supreme Court asked a family member of Karur stampede victim, S. Prabhakaran, to approach the CBI after he made an urgent oral mentioning alleging Tamil Nadu Police officers.



## Delhi's Cloud Seeding Too Costly

Delhi's proposed artificial rain project to reduce pollution may not happen this winter. Officials said the high cost of cloud seeding makes it unviable for now. The government is exploring other pollution-control measures to tackle worsening air quality



## Amit Shah says Great Nicobar project to boost India's maritime global trade

Union Home Minister Amit Shah said the Great Nicobar project will enhance India's maritime global trade and strengthen its strategic presence in the Indian Ocean region.



## Indian Navy hosts Indo-Pacific Regional Dialogue 2025 in New Delhi

The Indian Navy is hosting the 7th Indo-Pacific Regional Dialogue, focusing on maritime security, diplomacy, and cooperation, at the Manekshaw Centre in New Delhi.

# UPDATES FROM CORPORATE WORLD



## N Chandrasekaran Gets Extension as Tata Group Bets on Semiconductors, EVs & Air India

In a significant departure from its retirement policy, Tata Trusts has approved a third executive term for N Chandrasekaran, chairman of Tata Sons. This decision aims to ensure continuity for critical projects like semiconductors, electric vehicle batteries, and Air India's transformation.



## Inside Xiaomi India's Comeback: Growth, Ecosystem Vision & Future Strategy | TechPulse Exclusive

Xiaomi India's leadership opens up in this exclusive TechPulse conversation with Dhruv Mohan. COO Sudhin Mathur and CMO Anuj Sharma discuss: How Xiaomi India regained market footing in 2024. The company's shift toward premium and lifestyle tech. Expansion plans for AIoT, EVs, and ecosystem retail. Insights on revenue mix, profitability, and community loyalty. From India's manufacturing growth to the next phase of the Human x Car x Home vision - this is Xiaomi's most candid conversation yet.



## Balance Sheet Revival Makes Indian Firms a Growth Engine — RBI Study

India's private companies are financially strong and adaptable. They are ready to drive national growth. Their ability to pay debts has improved, boosting financial stability. This sector navigated crises and emerged stronger. Companies are investing more, contributing to economic momentum. Sales growth shows a transition to stable expansion. Profits have risen significantly, improving profit margins. This enhances debt servicing capacity.



## ValueQuest Tristar Fund Invests ₹125 Crore in Waaree Energy Storage Solutions

ValueQuest Tristar Fund has invested Rs 125 crore in Waaree Energy Storage Solutions Pvt Ltd (WESSPL), the battery storage arm of Waaree Energies. This investment will bolster WESSPL's technology and R&D for manufacturing lithium-ion and sodium-ion cells and battery storage solutions, supporting India's energy transition and 'Make in India' initiative.

# UPDATES FROM AROUND THE WORLD



## Trump, in Israel, calls Gaza ceasefire 'the dawn of a new Middle East'

US President Donald Trump, addressing Israel's parliament in Jerusalem, declared the Gaza ceasefire he brokered as "the historic dawn of a new Middle East." Hailing Israel's strength and the return of hostages, Trump said his "personality is all about stopping wars," calling the truce a turning point after years of conflict.

## Shutdowns began as way to enforce federal law. Now Trump is using it to take more power

A government shutdown, now the second-longest, is giving President Donald Trump unprecedented control. This shutdown differs from past ones, as Trump uses it to target Democratic priorities and reconfigure the federal budget. Previous shutdowns were initiated to enforce federal law, not as a political weapon.



## Bitcoin and Ethereum prices fall as market loses over \$100 Billion in 3 hours.

Crypto crash today saw the market lose over \$100 billion in three hours as Bitcoin and Ethereum prices declined sharply. The selloff was triggered by high volatility, leveraged liquidations, and market uncertainty. Analysts linked the fall to geopolitical tensions, rising gold prices, and large bearish bets from institutional traders.

## CEO Gold's 63% while silver's 72% are best ever Diwali-to-Diwali returns. Can fireworks match in Samvat 2082?

Gold and silver are shining bright this Diwali, hitting record highs. Both metals have delivered impressive returns since last Diwali, outperforming equities. Geopolitical tensions and anticipated US Federal Reserve rate cuts are fueling this rally.

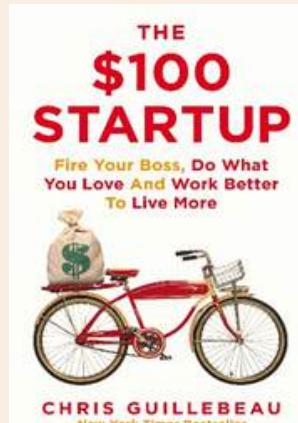


# BOOK REVIEW



## THE \$100 STARTUP

Book by Chris Guillebeau



**The \$100 Startup: Reinvent the Way You Make a Living, Do What You Love, and Create a New Future** by Chris Guillebeau argues that you do not need significant capital, a business degree, or a formal business plan to start a successful business. The book's core premise is that anyone can launch a "microbusiness" for a minimal cost (often \$100 or less) by leveraging their existing skills and passions to solve problems for others. The book is structured around case studies of over 50 real-life "unexpected entrepreneurs" who built profitable microbusinesses. Guillebeau's research involved surveying more than 1,500 people who created business that generated over \$50,000 in annual net income with little upfront investment.

The \$100 Startup emphasizes action over excessive planning and focuses on building a business around personal interests and skills. Some of the core lessons from the novel are:

**"Point of Convergence":** Your best business idea lies where something you love to do or are good at (passion or skill) intersects with something that other people will pay for (usefulness).

**Create value by helping people :** At its core, business is about solving a problem or fulfilling an emotional need for your customers, not just selling a product.

**Act over-plan :** Too much planning can lead to paralysis. It's better to launch a "minimum viable product" quickly to test the market and iterate based on customer feedback. The book advocates for a simple, one-page business plan.

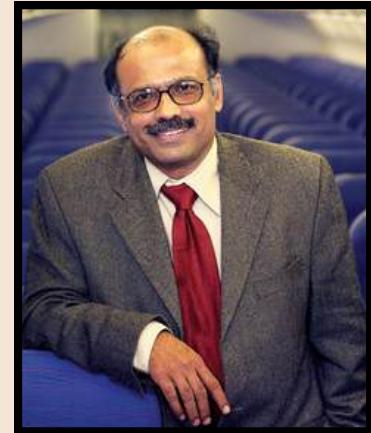
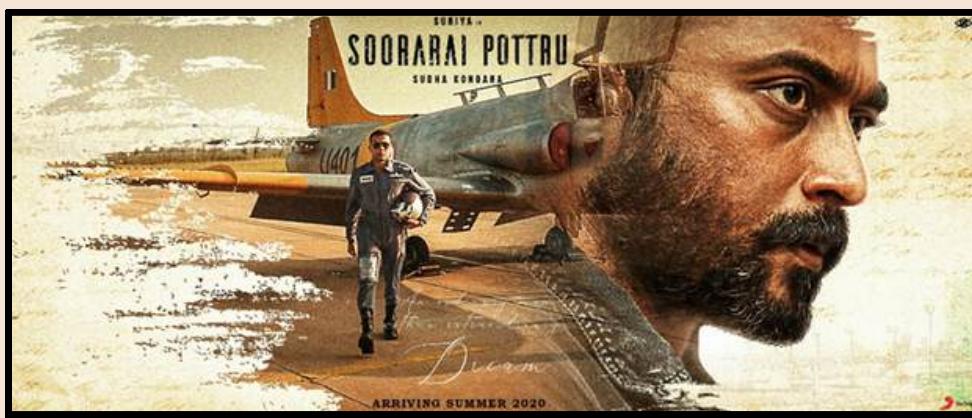
**Redefine your target audience ,Design a business that fits your lifestyle ,Master the art of "hustling", Prioritize profitability ,Overcome fear and take action.**

He quotes in his book some beautiful phrases – "Sell the fish, don't teach them to fish , Focus on benefits, not features".

The ultimate conclusion is that anyone can start a successful, fulfilling and profitable microbusiness with minimal investment by finding the "Point of Convergence" between their passion or skill and what others are willing to pay for. This approach refutes the need for large capital, extensive formal business plans, or a traditional corporate path to achieve financial and personal freedom. By focusing on providing tangible value to a specific group of people, launching quickly, and embracing authentic self-promotion, aspiring entrepreneurs can prove their idea and build a sustainable income that supports their ideal lifestyle. The book's core message is one aspect of empowerment: true success comes from taking action, learning as you go, and designing a business that works for your life, rather than the other way around.

# MOVIE REVIEW

## SOORARAI POTTRU



Soorarai Pottru(2020), a Tamil film directed by Sudha Kongara, scripted by Shalini Usha Nair & starring Suriya, Paresh Rawal in the lead. It is an inspiring biographical movie that chronicles the journey of Nedumaaran "Maara" Rajangam, a former Indian Air Force captain from a humble background in rural Tamil Nadu, who dreams of creating a low-cost airline to make flying accessible for the common man. This film is based on the life of Air Deccan founder G. R. Gopinath and his memoir Simply Fly. It portrays Maara's relentless fight against numerous obstacles, including bureaucratic hurdles & powerful, greedy adversaries in the aviation industry. Through his grit, passion, and indomitable spirit, Maara strives to fulfil his vision, supported by his wife Sundari "Bommi".

From a humble village background, Maara dreams of starting a low-cost airline to make air travel affordable to common people, inspired by a personal tragedy when he couldn't afford a flight to see his dying father.

His pursuit was met with intense opposition from the wealthy and powerful airline industry, particularly its ruthless titan, Paresh Goswami. With unwavering support from his wife Sundari "Bommi" and his community, Maara battles corrupt bureaucrats, secures funding from unexpected sources, and withstands attempts to sabotage his efforts. Through relentless perseverance, he ultimately succeeds in launching his airline, proving that the sky doesn't belong only to the elite.

At the conclusion of Soorarai Pottru, Nedumaaran "Maara" Rajangam finally achieves his lifelong dream of launching a low-cost airline after overcoming years of systemic resistance, personal sacrifice, and corporate sabotage. The film's final moments show common people—including a group of farmers who supported him—flying on his inaugural flight, highlighting his triumph in democratizing air travel. A key learning point from the story is that true success is not merely about achieving a personal goal, but about uplifting the community that helped you rise. The film emphasizes that determination and hard work, combined with the support of a strong community and a steadfast partner, can overcome even the most powerful and corrupt establishments.

**Footnote:** The much dreamt Deccan Airlines founded by Captain Gopinath in 2003 was sold to Kingfisher Airlines during 2007 due to mounting financial pressure, high operating costs and operational inefficiency and stiff competition from other players in the field. Thus it was very short lived for a mere 4 year period under his leadership though started with high passion and perseverance.

## UPCOMING EVENTS




2025

# NATIONAL Conference

Transforming Business and Society –  
Innovation, Leadership and  
Sustainable Future

Academics | Professionals | Students



**BEST PAPER AWARDS**

**CASH PRIZE UPTO INR 50,000+**

**DATES TO REMEMBER (2025)**

- Abstract submission last date: **1st October**
- Full paper submission last date: **24th October**  
(upon Abstract acceptance)

**DATES:**  
**NOVEMBER**  
**27 - 28, 2025**  
 THURSDAY & FRIDAY  
 DAYANANDA SAGAR UNIVERSITY

**Find Us:**

conference2025@dsu.edu.in  
dsu.edu.in

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SCAN FOR MORE DETAILS



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**SPEAKER**  
**SIDDHARTH PAI, D.TECH**

Founder & Managing Partner @  
Siana Capital & Tekinroads

 **20 NOVEMBER**  **07.00 PM**

Join: <http://zoom.dsuedu.in/AP>

  
HOST:  
CAPT A NAGARAJ SUBBARAO, PhD  
Dean, SCMS



DAYANANDA SAGAR UNIVERSITY

COPE  
ENTREPRENEURSHIP  
CENTRE OF PROFICIENCY ENHANCEMENT



**presents**

# E-SPARK Business Plan Competition



Ideate | Validate | Pitch & Win

INTER-COLLEGIATE STARTUP IDEA COMPETITION

- Open to students from MBA institutes in Bangalore/KAR.
- Team of 2 students per college/institute.
- Please send your synopsis along with your registration details to the email address provided below.
- Selected teams will be invited to the finals on December 17th.
- Format: 10 minutes for the presentation. 5 mins for Q&A
- Venue: SCMS-PG, Kudlu Gate Campus, Hosur Road.
- To REGISTER E-mail: [ecellscmspg@dsu.edu.in](mailto:ecellscmspg@dsu.edu.in)

17<sup>th</sup> December, 2025  
9.30 AM onwards

REGISTER NOW! LAST DATE DECEMBER 05, 2025

Dayananda Sagar University  
(Kudlu Gate)  
Gallery 2

SUPPORTED BY



DERBI  
FOUNDATION



AIC-DSU  
Innovation Foundation



PRIZES:  
1ST - RS. 30,000  
2ND - RS. 25,000  
3RD - RS. 20,000

\*T&C APPLY

# SCMS RANKINGS

Karnataka State  
B-School Ranking: A++

**CAREERS 360**  
*The Education Hub*

## THE WEEK

- Private B School  
Bangalore - 05
- Private B School  
South Zone - 15



All India - 61  
All India (Private) - 42  
South Zone - 17

7th in Karnataka  
16th in South India  
41 in India

Top B Schools South  
India - 17

14th Emerging B School  
in India

**Outlook-Icare India**  
MBA RANKINGS



IIRF B School ( P ) Ranking  
has rated SCMS at:  
Karnataka: 7  
South India : 16  
All India: 41

**THE TIMES  
OF INDIA**

# YOUNG MANAGER!

THE OFFICIAL NEWSLETTER OF SCMS

OCTOBER 2025



## Editorial Team Members

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