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Insights...Influence...Impact...

Mahajana Education Society (R)  
SBRR Mahajana First Grade College (Autonomous)  
Pooja Bhagavat Memorial Mahajana Education Centre  
Department of Studies in Business Administration

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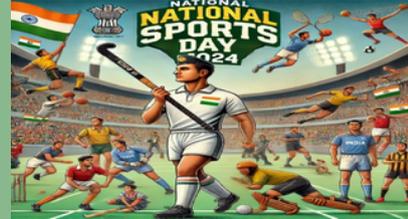
## FROM THE EDITOR'S DESK

As we celebrate National Sports Day on August 29th, we are reminded of the profound impact that sports has on our lives, especially as MBA students preparing for a competitive world. This day honours Major Dhyhan Chand, whose legacy exemplifies the values of discipline, teamwork, and perseverance, qualities essential for our academic and professional journeys. Engaging in sports teaches us to set goals, work collaboratively, and handle success and failure with grace, while also encouraging us to prioritize our health amidst a fast-paced academic environment. Furthermore, sports foster a sense of community and camaraderie that enhances our ability to collaborate effectively on projects. Whether it's a game on the field or a corporate boardroom decision, the principles of leadership and collaboration remain consistent. As students, honing these qualities can empower you to face complex challenges, make strategic decisions, and build cohesive teams. In the fast-paced, high-pressure world of business, maintaining a balanced lifestyle is crucial. Just as athletes train their bodies and minds to achieve peak performance, so too must we, as aspiring business professionals, invest in our well-being to ensure clarity of thought, resilience, and sustained success.

As you navigate your academic journey, I encourage each of you to embrace the spirit of sportsmanship in your career, academics and professional endeavors. Cultivate the qualities of grit, determination, and fair play. Whether in the classroom, in competitions, or in future corporate roles, these values will set you apart as leaders who inspire and innovate. For students and professionals, participation in sports directly impacts mental well-being and productivity. Studies have shown that students who engage in regular physical activity perform 12-15% better in their academics and report a 30% reduction in stress levels. Hence, on this National Sports Day, let us celebrate not only the achievements of our athletes but also the lessons that sports teach us, lessons that are invaluable in building a successful and impactful career. Happy reading!

Dr. Rajeshwari GM, Managing Editor  
Dr. Savitha M & Dr. Shilpa N C- Content Editors

## THEME OF THE MONTH



National Sports Day, celebrated every year on August 29th, marks the birth anniversary of hockey legend Major Dhyhan Chand, a three-time Olympic gold medalist who brought immense pride to the nation. This day not only honours his legacy but also recognizes the crucial role of sports in building a healthier and more dynamic India. His legacy continues to inspire athletes across the country, and National Sports Day serves as a tribute to his indomitable spirit and sporting achievements.

### The Impact of Sports on Health and Well-being

India has made significant strides in promoting sports and physical activities. According to a report by the National Statistical Office (NSO), only 16% of Indians were involved in sports and physical activities as of 2022. However, initiatives like the "Khelo India" program have aimed to increase sports participation. As of 2024, sports engagement has risen by 7%, with over 23% of the population now actively participating in various sports.

### India's Growing Sports Economy

The sports sector in India is witnessing a significant boom. From 2019 to 2023, the sports economy grew at a Compound Annual Growth Rate (CAGR) of 9%, contributing ₹9,500 crore (\$1.2 billion) to the GDP in 2023. This growth is attributed to increased investments in sports infrastructure, the rise of the Indian Premier League (IPL), and various other sports leagues, providing lucrative career opportunities for management professionals.

### Sports and Education: A Winning Combination

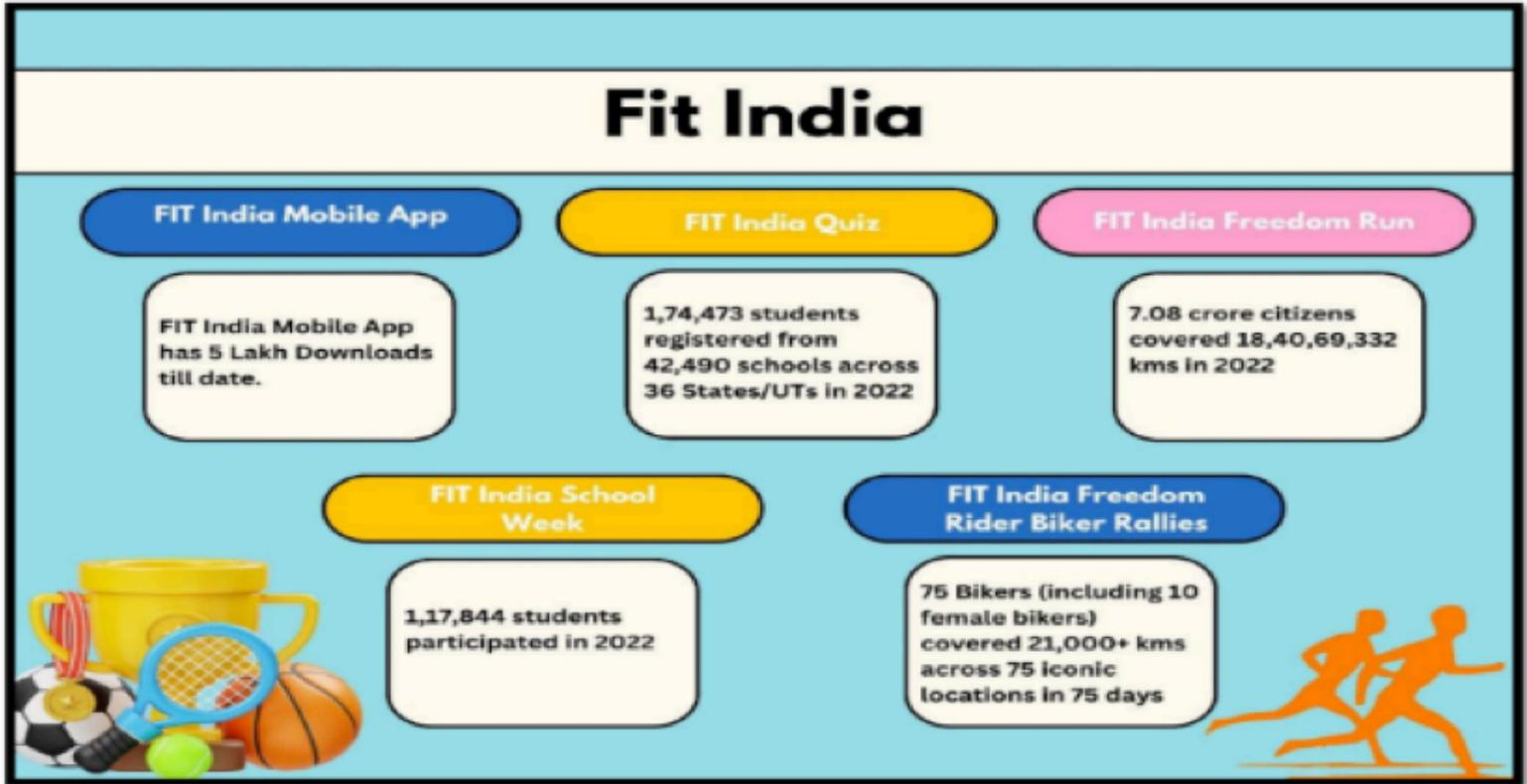
For students, particularly in business schools, sports are an invaluable tool for developing leadership, teamwork, and strategic decision-making. Moreover, 62% of top recruiters expressed a preference for candidates with a background in sports, believing that such individuals are more likely to excel in high-pressure environments and team settings.

## DID YOU KNOW?

Youngest medalist: Arisa Trew, a 14-year-old from Australia, won gold in the Women's Skateboarding Park Final and became the youngest medalist at the 2024 Olympics.

# FACTS AND FIGURES BUILDING ON INFO BRICKS

## Celebrating Fitness and Sports Culture in India



## Indian Medal Winners at Paris 2024 Olympics

No.	Athlete	Event	Sport	Medal
1	Manu Bhaker	Women's 10m air pistol	Shooting	Bronze
2	Manu Bhaker-Sarabjot Singh	Mixed team 10m air pistol	Shooting	Bronze
3	Swapnil Kusale	Men's 50m rifle 3 positions	Shooting	Bronze
4	Team India	Men's event	Hockey	Bronze
5	Neeraj Chopra	Men's javelin throw	Athletics	Silver
6	Aman Sehrawat	Men's freestyle 57kg	Wrestling	Bronze

Source: <https://www.pib.gov.in/PressNoteDetails.aspx?Noteld=152054&ModuleId=3>

# FACTS AND FIGURES BUILDING ON INFO BRICKS

## Celebrating Fitness and Sports Culture in India



Source: <https://www.quora.com/What-are-some-mind-blowing-facts-about-Dhyan-Chand>,  
<https://olympics.com/en/news/paris-2024-olympics-india-medals-tally-winners-table>

## IMPORTANCE OF SPORTS



Source: <https://www.educba.com/importance-of-sports-essay/>

# DEPARTMENT WORKING TOWARDS HOLISTIC DEVELOPMENT

## Orientation on Emerging Trends in Finance and Career Opportunities



The Department of Studies in Business Administration hosted an insightful orientation session on 8th of August, 2024, led by CA Vinod Chandran from My Logic Business School. The event saw the participation of 133 MBA students, to explore the latest trends in Finance.

Department of Studies in Business Administration  
Mentor-Mentee Session -20/8/2024



Mr. Chandran emphasized the importance of certifications courses such as CPA, CFP, CMA, CIA, ACCA, FP&A, and FRM, outlining their relevance in the global market. He detailed the duration, fees, and potential salary packages for each certification course, giving students a clear roadmap to enhance their careers. The interactive session provided students with a holistic view of finance-related career paths, equipping them with knowledge to make informed decisions about their futures.

### Mentor Mentee Meetings

A mentor-mentee session was organized for first-year and final year MBA students on 19th and 20th of August 2024, respectively, providing them with an opportunity to discuss their academic progress and career ambitions. Faculty offered personalized advice, helping first year students gear up for job placements and interviews. On the other hand, final year MBA Students actively engaged in discussions about their academic journeys and future plans.

## DID YOU KNOW?

The first time that the Games were held here was in 1900, coinciding with that year's World's Fair. After Chamonix 1924, the Winter Olympics were held again in France in 1968 in Grenoble and in 1992 in Albertville. This July will be the third time the Summer Olympics returns to Paris.

# DEPARTMENT WORKING TOWARDS HOLISTIC DEVELOPMENT

## Fun Week - Themed Celebrations

In an effort to build camaraderie and inject some fun into the academic environment, the MBA students organized Fun Week from 19th to 27th August. The week was filled with themed celebrations, each day dedicated to a different colour, symbolizing various virtues and ideas.

**19th of August 2024 - Black Day:** The festivities kicked off with Black Day, symbolizing the significance of the blackboard in education. Students paid homage to teachers who play a vital role in shaping their futures. One of the major events of the day was the Cricket Auction, where five teams Sea Wolves, Freaky Feet, Ashvamedha, Vinayaka Boys, and Bheema Boys bought players through a live auction. This event, streamed live on Instagram, gave students a platform to sharpen their managerial, strategic, and communication skills. Niteesh (1st year MBA) emerged as the highest-bid player, adding a layer of excitement to the event.



**20th of August 2024 - Blue Day:** Blue Day centered on the theme of water conservation, a timely reminder of the importance of preserving this vital resource for future generations.



**21st of August 2024 - White Day and Logo Launch:** White, a symbol of peace, purity, and innocence, was the color for 21st August. The day was marked by the grand launch of the department's new logo, "Vivasvaan," which was unveiled with much fanfare. Following the logo launch, Prof. Harish K. Machia, HoD, Department of Studies in Business Administration, addressed the gathering, emphasizing the significance of the new identity for the department. The cultural program that followed featured a graceful Bharatanatyam performance by Chandana, a first year MBA student, and a flash mob that brought students and faculty together in a joyous celebration.



**22nd of August 2024 - Red Day and Best Manager Event:** The vibrant color red, symbolizing courage, determination, and energy, set the tone for the day's events. The highlight was the 'Best Manager' competition, which tested students' leadership and decision-making skills through a series of challenges. Chinmayee from the Department of Tourism and Hospitality won the first place, with Mayraj Fathima (final year, MBA) and Sushmitha (final year, MBA) securing second and third places, respectively.

# DEPARTMENT WORKING TOWARDS HOLISTIC DEVELOPMENT



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**23rd of August 2024 - Ethnic Day and Reels Contest:** As Ethnic Day indicates celebration of India's rich cultural diversity, students and faculty came dressed in traditional attire, reflecting the vibrant heritage of the nation. One of the day's standout events was the "Best Reels" contest, where MBA students showcased their creativity through short videos. The competition, held at the MTA Auditorium, was a treat for the audience. Nidhuvan (final year, MBA) won the individual category, while Rahul and his team (first year, MBA) took the group prize. Faculty members were highly impressed by the creativity on display.



**24th of August 2024 - Retro Day and Competitions:** Retro Day brought back the charm of old-school fashion, with students donning outfits from the past. A ramp walk was held, with Dharshan Jayanth (first year MBA) and Mayraj Fathima (final year MBA) crowned Mr. and Ms. Fashionista. Competitions like "Cooking Without Fire" and "Best out of Waste" allowed students to showcase their creativity while promoting sustainability. Ashwath and Shruthi Shree (2nd year MBA) won the "Best out of Waste" competition, reinforcing the need for sustainable practices.



# DEPARTMENT WORKING TOWARDS HOLISTIC DEVELOPMENT

**26th of August 2024: Shourya Parvam (Cricket Tournament):** The MBA department's annual cricket tournament, Shourya Parvam, took place at the SBRR Mahajana UG College ground. The Sea Wolves triumphed in a competitive tournament, with the Bheema Boys finishing as runners-up. Special awards were distributed to players who exhibited outstanding skills, with Ravi and Mangesh Nayak named Men of the Series.



**27th of August 2024: Talents Day and Valedictory Function:** Talents Day, the grand finale of Fun Week, saw students showcasing their talents in singing, dancing, and other performances. The valedictory function was held in the afternoon, where all winners from the week's events were honored. The celebrations continued with a DJ party hosted by DJ Pavan, ending the week on a high note as students danced and enjoyed the vibrant atmosphere.



## CELEBRATIONS AS BONDING AND BINDING PRACTICES



On 19th of August, 2024, Dr. Chandrashekar's birthday was celebrated, marking a cherished tradition of celebrating faculty birthdays within the department.

## DID YOU KNOW?

**Olympic Village:** The 126-acre Olympic Village was built with sustainability in mind, using low carbon concrete, recycled materials, and rooftop solar panels. After the games, the buildings will be transformed into a residential and commercial hub.

# STUDENTS' GALLERY

## TITLE: "ETERNAL FLAME OF VICTORY"

In the realm where dreams take flight,  
National Sports Day shines bright.  
Athletes' spirits strong and bold,  
Their stories of glory untold.

In the pulse of the game's embrace,  
Where victories find their place.  
Athletes' hearts beat as one,  
Under the radiant, sporting sun.

On fields where passion ignites,  
Where sweat and tears take their rights.  
In the chase for the golden crown,  
Legends rise, casting fears down.

Through the cheers and the roars,  
In victory and in scores.  
Let the spirit of sports unite,  
Guiding us towards the light.

So, let's celebrate this day,  
Where champions find their way.  
In the arena, dreams unfold,  
National Sports Day, a story told.

Mayraj Fathima  
Final Year MBA

## DID YOU KNOW?

Four National Olympic Committees (NOC) won their first-ever gold medals at Paris 2024: Botswana, Dominica, Guatemala and Saint Lucia.

## "CAPTAIN COOL: CELEBRATING MS DHONI'S LEGACY ON NATIONAL SPORTS DAY"

Among the many sporting legends who have made India proud, one name stands out as a symbol of determination, perseverance, and excellence—Mahendra Singh Dhoni, affectionately known as "Captain Cool."

**The Rise of a Small-Town Boy:** MS Dhoni's story is one of grit and unwavering dedication. Born in Ranchi, a small town in Jharkhand, Dhoni's journey to becoming one of cricket's most successful captains was anything but easy. His humble beginnings as the son of a pump operator didn't deter him from dreaming big. He was introduced to cricket by chance when his school's cricket coach noticed his wicket-keeping skills while he was playing as a goalkeeper in football. This serendipitous shift marked the beginning of his extraordinary career.

**Struggles and Breakthroughs:** Dhoni's rise to fame wasn't instantaneous. After years of hard work, he was selected for the Indian team in 2004. His early international matches were challenging, but Dhoni was undeterred. His breakthrough came in 2005 when he scored a blazing 148 against Pakistan in Visakhapatnam, an innings that announced his arrival on the world stage. Despite his successes, Dhoni continued to face ups and downs in his career. From being criticized for his unconventional playing style to facing backlash after team losses, he encountered numerous setbacks. Yet, his calm demeanour and focus helped him overcome every obstacle.

**Leadership and Triumphs:** Dhoni's journey to becoming India's most successful captain is the stuff of legends. He took over the captaincy of the Indian cricket team in 2007, leading a young side to victory in the inaugural T20 World Cup that year. This triumph was a turning point in Indian cricket, revitalizing the nation's passion for the game. Under Dhoni's leadership, India went on to win the 2011 ICC Cricket World Cup after 28 years, a moment etched in the hearts of millions. His iconic six to seal the victory remains one of the most memorable moments in the history of cricket.

**A Legacy Beyond Cricket:** Dhoni's influence extends beyond the cricket field. Known for his composure under pressure, he earned the nickname "Captain Cool." His leadership style, characterized by calmness, strategic thinking, and the ability to inspire his teammates, has been studied by many. Beyond his cricketing skills, Dhoni's humility, work ethic, and resilience have made him a role model for aspiring athletes and a beloved figure across the nation. "From the highs of triumph to the lows of defeat, MS Dhoni's journey embodies the essence of resilience and determination. His jersey number 7, not only symbolizes luck but also the grit and perseverance he displayed on the field. As a devoted fan, reflecting on his remarkable career evokes a whirlwind of emotions. Dhoni's legacy transcends cricket; it's a testament to leadership, composure under pressure, and the unwavering spirit of a true champion. National Sports Day is the perfect occasion to honour the man who donned the number 7 jersey with pride and left an indelible mark on the hearts of fans worldwide." As we honour our sports heroes, let us also recognize the countless stories of perseverance and passion that drive them. MS Dhoni's story is a shining example of how sports can transform lives, unite a nation, and instil a sense of pride and identity. On this National Sports Day, let us pledge to nurture and support sports at every level and inspire a new generation to follow in the footsteps of legends like Dhoni.

Mayraj Fathima  
Final Year MBA

# STUDENTS' GALLERY

## "The Art of Event Organization: Lessons Learned from Vivasvaan"



Organizing Vivasvaan was a lot of fun and a fantastic learning experience. After attending various college fests, I realized the positive impact they can have on a campus community. Inspired by various college fests, I took the initiative to host an inter-department fest at our college. The approval from the management coupled with my batchmates enthusiasm was just a masterstroke.

A logo launch ceremony was planned, which created a lot of excitement among the students. Shreyas, a first year MBA student, choreographed the flash mob, and participants involved actively. The Ethnic Day was a sensation, with participants thrived to win the Best Reels contest. Events, like Best Manager and Fashion Day compelled to put some extra efforts in appealing students to participate so as to boost competition

which was a first-hand experience for me. Cooking Without Fire and Best Out of Waste were successful and well-organized, with good food contributing to the happiness of both faculty members and students.

The Shourya Parvam (cricket tournament) was one of the most exciting events, with enthusiastic participation from sports-lovers. Ravi, a second-year MBA student organized the event who has done it professionally before. From his experience in organizing cricket events, I noticed confidence, people skills, and event management knowledge which were impressive. The event volunteers, Nidhuvan helped with the stage, Ashwath and Sahana with the trophies, Sushmita, Ravi, and Sagar with technical support, and Kannika provided many creative ideas for the event's aesthetic background. It was fun and great learning experience an organizer of the event which gave practical exposure in management skills as well as in budgeting and fundraising. I'm grateful to Professor Harish K. Machia, HOD of DOS in Business Administration, and all the faculty of the MBA department for their support in making this event successful. I wholeheartedly thank all the students for actively participating and a heartfelt gratitude to all the volunteers for making Vivasvaan 2024 a successful event.

Soujanya A

Kanika Raj AB  
Final Year MBA

## DID YOU KNOW?

More than 9.5 million tickets sold for the Olympic Games, with spectators from 222 different countries  
62% French buyers, 38% international buyers  
Top 5 : United Kingdom, United States, Germany, Belgium, Netherlands

### Mascot

The mascot was an anthropomorphized Phrygian cap, a headgear originally worn by freed Roman slaves



# GLOSSARY

## Athletics Terms

- **High Jump:** The participant takes a running jump to achieve a certain height above a crossbar.
- **Relay:** A race consisting of four stages, which is usually run by different members of the same team. One runner passes the baton to the next runner in a marked zone.
- **Cross Country:** A race run across large terrains by individuals or teams in an open-air manner. This comes under Umbrella Sports.
- **Shot – Put:** Throw of a spherical weight which is probably a metal ball from the shoulder to attain a maximum length. It is a measure of the explosive power of a player.

## Badminton Terms

- **Smash:** A quick, sudden, powerful shot that takes place from high above to below landing in the opponent's court. It refers to taking control over the game for that particular instant.
- **Net:** The equipment which divides the court into 2 equal halves. The shuttlecock must pass over this to play a continuous rally game.
- **Shuttlecock:** The equipment which acts as the projectile goes from one side to the other. It has a conical shape with feathers based on a rounded cork base. It is aerodynamically very stable.
- **Double Fault:** When both the umpire and the service judge call out a fault for the server. It means there were two faults committed.
- **Fore Hand:** A swinging shot made by the racket which moves across the player's body with the moving hand's palm first.
- **Lay Up Shot:** When a shot occurs from very near to the hoop, occurring usually when a player moves towards the basket.

## Chess Terms

- **Checkmate:** Instance of maneuvering the opponent's king into a check or trap from which there is no way out. It is a warning symbol of threat and usually used when the game is about to end.
- **International Master:** A title awarded to brilliant chess players under the level of grandmaster. This lasts for a lifetime and the giver is an International Chess body called the 'FIDE'.
- **Gambit:** A chess opening in which a player sacrifices a possessioned material in order to achieve an advantageous position. eg: Sacrificing a pawn.

## Golf Terms

- **Ball Mark:** An indentation on a putting green takes place when a usually long, high approach shot lands on the green.
- **Ballooning:** Hitting down steeply will cause the club to pass a high rate of backspin to the ball, leading to the probable occurrence of a ballooning shot.
- **Bogey:** This consists of one stroke over par on a hole or simply an average golfer's score used as a standard for a particular hole or course.

## Polo Terms

- **Chukker:** A playing duration or period of a Polo game.
- **Mallet:** An equipment used to strike the ball in the game of Polo. It is also called a Polo stick i.e. having a long handle and a head like a hammer.
- **Polo-Bunker:** A specially prepared area that tests a player's ability to play a ball from the sand. A bunker is a depression, but it doesn't always have to be full of sand.

## Shooting Terms

- **Air Rifle:** A rifle propelling a projectile with the use of compressed gas rather than a gunpowder explosion. It has a spring-loaded piston pump. It is also called a BB gun.
- **Bull's Eye:** The aim is to score points by hitting and targeting around shooting targets as close to its center as possible. This encourages slow precision firing.

## Swimming Terms

- **Butterfly Stroke:** A technique in which the arms come forward above the water. It helps create propulsion and allows the swimmer to keep his head above the water.
- **Lane:** Swimmers swim up one side of the track called Lane. They swim up and down the same lane. Swimmers in a lane swim in 'chains' – they leave a few seconds gap in between. The fastest swimmer is usually given the center lane.



## Accreditation and Affiliations



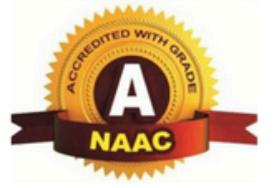
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UNIVERSITY OF MYSORE



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