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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

Welcome to the September edition of our MBA Department newsletter! This month, we celebrate **World Literacy Day**, a time to recognise the importance of literacy as a foundation for personal growth, academic achievement, and professional success. Literacy today is more than reading and writing; it encompasses financial literacy, digital fluency, and effective communication skills that are crucial in the modern business world. We believe that mastering these forms of literacy empowers students to analyse data critically, understand global markets, and communicate ideas clearly. Financial literacy, equips our future leaders with the ability to make sound economic decisions and assess market opportunities. Similarly, digital literacy enables them to navigate the evolving tech landscape, using tools that can drive impactful strategies and innovation.

As business professionals, students are not only consumers of information but creators of insights. Literacy, in all its dimensions, allows them to contribute meaningfully, communicate with clarity, and engage confidently in a competitive global market. This World Literacy Day, let's commit to nurturing these essential skills within ourselves and supporting each other on this journey. Through continuous learning, we open doors to opportunity and progress, ensuring we are prepared to lead with knowledge and renewed zeal to grow.

Happy Reading!

Dr. Rajeshwari GM, Managing Editor
Dr Shashikala SR &
Mr. Srinivas Thimmaiah – Content Editors

THEME OF THE MONTH



Since 1967, International Literacy Day (ILD) has been celebrated annually on September 8 worldwide, emphasizing to policymakers, educators, and communities the essential role of literacy in building a more educated, equitable, peaceful, and sustainable society.

Literacy is a universal human right that paves the way for other rights, broader freedoms, and active global citizenship. It serves as a foundation for individuals to develop deeper knowledge, skills, values, attitudes, and behaviours that encourage a culture of enduring peace rooted in respect for equality, non-discrimination, rule of law, solidarity, justice, diversity, and tolerance, fostering harmonious relations with oneself, others, and the environment. Yet in 2022, approximately one in seven adults (754 million) aged 15 and older lacked essential literacy skills. Additionally, millions of children are struggling to achieve basic reading, writing, and numeracy standards, and around 250 million children aged 6-18 are out of school.

This year, International Literacy Day (ILD) will focus on the theme "Promoting multilingual education: Literacy for mutual understanding and peace."

The transformative power of literacy is crucial for fostering mutual understanding, social unity, and peace. In a world where multilingualism is a common experience, adopting a first language-based, multilingual approach to literacy and education can greatly empower individuals, offering cognitive, educational, and socio-economic advantages. This method supports mutual understanding and respect, while strengthening community identities and shared histories.

ILD2024 will examine literacy issues in multilingual settings as a means to achieve lasting peace, exploring ways to improve policies, lifelong learning systems, governance, and educational practices. Events for ILD2024 will take place both in-person and online at global, regional, national, and local levels.

The global celebration was held during September 9-10, 2024, in Yaoundé, Cameroon. Highlights included a global conference, the UNESCO International Literacy Prizes award ceremony, and various side events, including the annual Global Alliance for Literacy (GAL) meeting, the Action Research on Measuring Literacy, Learning and Educational Alternative (RAMAED) meeting, and gatherings of the UNESCO Global Network of Learning Cities. The event will also have its spotlight on literacy initiatives in Cameroon and across Africa, aligning with the African Union's Year of Education and future goals.

In conclusion, ILD2024 presents a pivotal moment to spotlight literacy as a cornerstone for mutual understanding, unity, and sustainable peace, especially in a multilingual world. Through this year's theme, "Promoting multilingual education: Literacy for mutual understanding and peace," stakeholders worldwide are encouraged to embrace inclusive, first-language approaches to literacy that celebrate cultural diversity and build resilient communities. The global celebration in Yaoundé, alongside various regional and local events, underscores a collective commitment to advancing literacy policies and practices that are essential for achieving educational equity, lifelong learning, and a more cohesive global society.

Unlocking the Future: Understanding 21st Century Literacy

In today's rapidly evolving world, the concept of literacy has transformed dramatically beyond the traditional skills of reading and writing. As we navigate the complexities of the 21st century, the definition of literacy has expanded to encompass a diverse range of skills essential for thriving in an interconnected, technology-driven society. This modern literacy paradigm not only emphasizes communication and comprehension but also includes critical thinking, digital fluency, and emotional intelligence.

The New Literacy Landscape

21st century literacy is characterized by the integration of various competencies that equip individuals to navigate the challenges and opportunities of contemporary life. Here are key components:

- Digital Literacy:** In an age where technology permeates every aspect of life, digital literacy has become paramount. This includes the ability to use digital tools effectively, evaluate online information critically, and engage responsibly in digital spaces. Understanding privacy, data security, and ethical use of information are also crucial components of digital literacy.
- Information Literacy:** The capacity to recognize when information is needed, and to locate, evaluate, and use that information effectively is essential. With the vast amount of information available online, being able to discern credible sources from unreliable ones is vital for informed decision-making.
- Media Literacy:** As media influences public perception and shapes societal norms, media literacy has emerged as a critical skill. This involves understanding how media messages are constructed, recognizing bias, and developing the ability to create media content thoughtfully and responsibly.
- Critical Thinking and Problem Solving:** The ability to analyze situations, think critically about various perspectives, and develop innovative solutions to complex problems is increasingly important. This skill set enables individuals to approach challenges with creativity and resilience.
- Collaboration and Communication:** In a globalized world, effective collaboration across diverse teams is crucial. 21st century literacy emphasizes the importance of communication skills, including the ability to articulate ideas clearly and engage in constructive dialogue with others.
- Emotional Intelligence:** Understanding and managing one's emotions, as well as empathizing with others, plays a vital role in personal and professional success. Emotional intelligence fosters strong relationships and effective teamwork, essential in today's interconnected work environments.

A Call to Action

As we celebrate International Literacy Day, let us recognize the importance of evolving our understanding of literacy to include these 21st century skills. By equipping individuals with the necessary tools to navigate this complex landscape, we can foster a more informed, engaged, and empowered society.

Together, let us commit to promoting 21st century literacy, ensuring that every individual has the opportunity to thrive in an increasingly interconnected world. The future belongs to those who can think critically, communicate effectively, and navigate the digital landscape with confidence.

DID YOU KNOW?

One in Seven adults worldwide cannot read or write. This translates to approximately 754 million people.

21st Century Literacy: Navigating the Digital Age

How Can We Promote 21st Century Literacy?

To promote 21st-century literacy, we must:

- Integrate Technology into Education: Equip schools and libraries with the latest technology and provide teachers with training on how to use it effectively.
- Foster Critical Thinking and Problem-Solving: Encourage students to think critically, analyze information, and solve problems creatively.
- Promote Media Literacy: Teach students to evaluate media messages critically and to identify bias and misinformation.
- Encourage Collaboration and Communication: Create opportunities for students to work together on projects and to communicate effectively with others.
- Provide Access to Diverse Information Sources: Ensure that students have access to a variety of information sources, including books, magazines, newspapers, and online resources.



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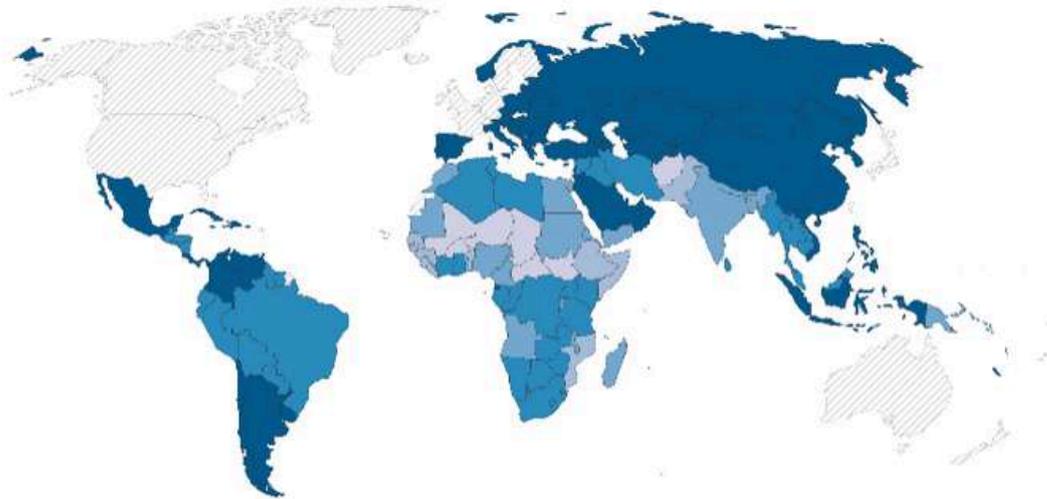


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FACTS AND FIGURES BUILDING ON INFO BRICKS

Literacy rate, 2022

The share of adults aged 15 and older who can both read and write.



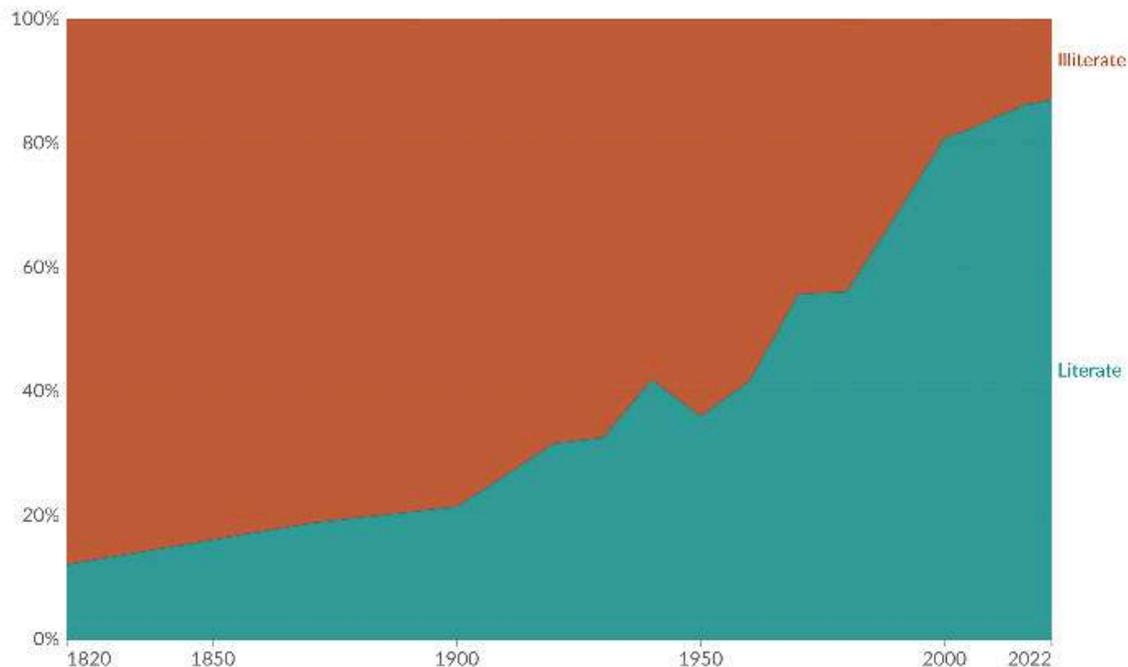
Data source: World Bank (2023); Various sources (2018)

Note: Specific definitions and measurement methodologies vary across countries and time.

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Literate and illiterate world population

The share of adults aged 15 and older who can both read and write.



Data source: World Bank (2023); van Zanden, J. et al. (2014)

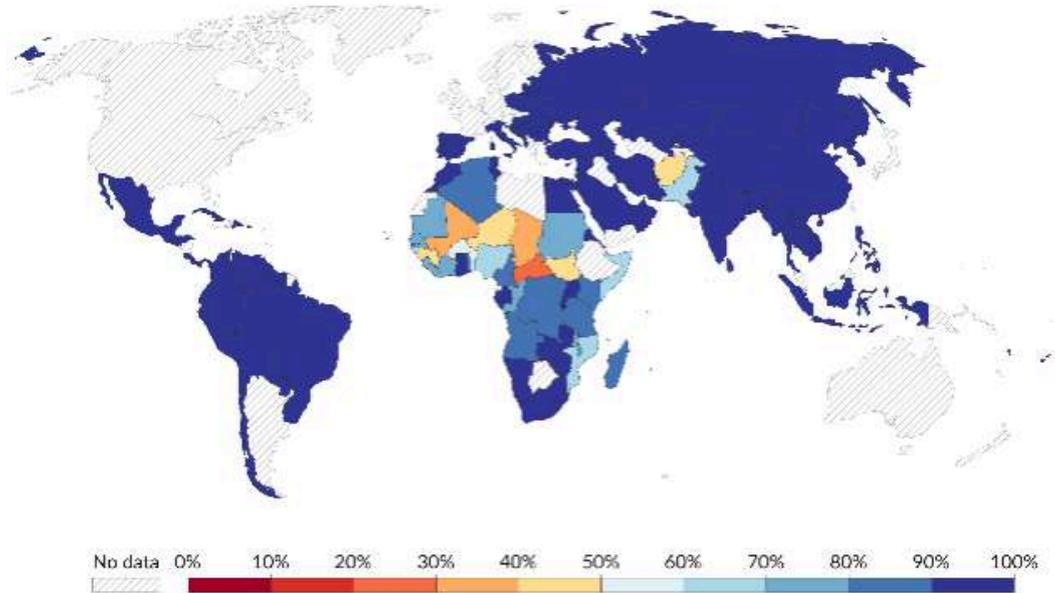
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FACTS AND FIGURES BUILDING ON INFO BRICKS

Female youth literacy rate, 2023

Our World in Data

Share of women aged between 15 and 24 years old who can both read and write.



Data source: UNESCO Institute for Statistics (2024)

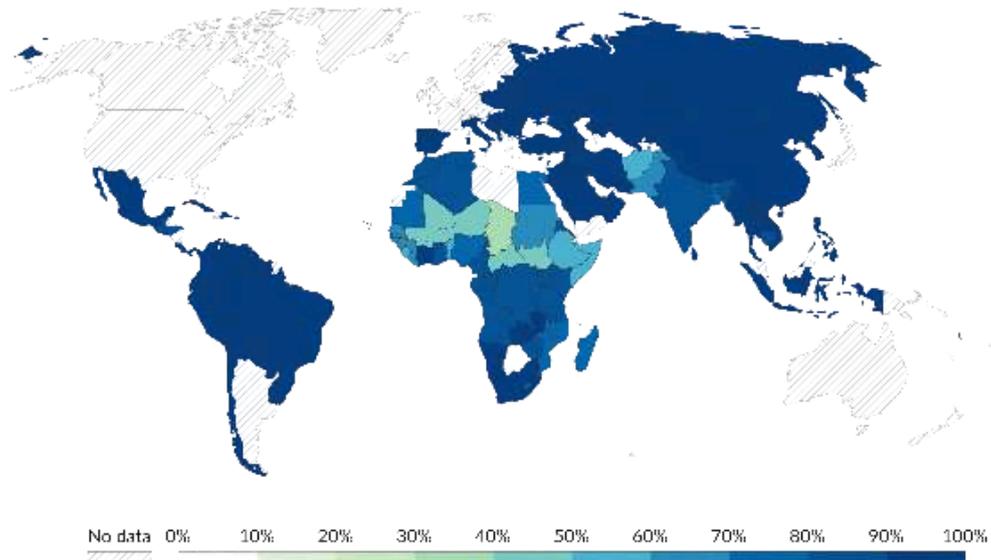
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Note: The UNESCO defines a literate adult as someone who can, with understanding, read and write a short, simple statement on their everyday life.

Literacy rate in adult men, 2022

Our World in Data

Percentage of men aged 15 years and older who can both read and write.



Data source: Multiple sources compiled by World Bank (2024)

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Note: UNESCO defines someone as literate who can read, understand, and write a short, simple statement about their everyday life. But definitions and criteria can vary by country.

DEPARTMENT WORKING TOWARDS HOLISTIC DEVELOPMENT

Ganesha Festival Celebration – A Fusion of Culture and Heritage



Wishing everyone blessings of wisdom, happiness, and prosperity from Lord Ganesha!

Bringing Tradition Alive in the Department in Association with the Hospitality and Tourism Department

Our department, in collaboration with the Hospitality and Tourism Department, celebrated Ganesha Chaturthi with enthusiasm and Bhakti, showcasing the rich cultural heritage we are committed to preserving and sharing.

The celebration began with a pious pooja ceremony dedicated to Lord Ganesha, invoking blessings for wisdom, prosperity, and peace. Students, faculty, and staff gathered to participate in the rituals, with the ambiance resonating with the soothing sounds of devotional chants and the fragrance of incense, setting a spiritually uplifting tone for the event.

Following the pooja, a traditional procession brought the event to life as participants carried the Lord Ganesha idol across the campus. The procession was a vibrant expression of joy and togetherness, with traditional music, dances, and celebratory chants energizing the atmosphere.

The Ganesh festival is a living testament of our department's dedication to preserving cultural vibrancy, and each year, this event brings a renewed sense of connection to our heritage.

MoU - Forging New Academic-Industry Partnership for Holistic Development

The Department of Business Administration at Pooja Bhagavat Memorial Mahajana Education Centre, Mysuru, is thrilled to announce a new academic-industry partnership with ETMark EDU CONS LLP, Mysuru. Signed on September 14, 2024, this MoU represents a strategic initiative aimed at equipping students with essential skills in the much sought after fields of Digital Marketing and Business Analytics. Through this collaboration, students

will benefit from hands-on training, expert-led workshops, all designed to enhance their practical understanding of digital marketing strategies and data-driven decision-making. ETMark EDU CONS LLP will work closely with the department to integrate current industry practices into the curriculum, giving students a cutting-edge advantage in areas like social media management, SEO, data analysis, market research, and consumer insights.

The partnership underscores the department's commitment to developing well-rounded professionals who are proficient in leveraging digital tools and analytical approaches essential in today's business landscape. By fostering these skills, the Department of Business Administration aims to prepare graduates who are ready to meet the dynamic needs of the modern job market and contribute meaningfully to the digital economy.



DEPARTMENT WORKING TOWARDS HOLISTIC DEVELOPMENT

A Heartfelt Farewell to Our Senior Class: "Alvida" Celebration

On a day filled with nostalgia, pride, and celebration, the Department of Business Administration, in collaboration with the junior class, came together to bid a memorable farewell to the graduating students under the theme "Alvida". The event, which took place in the college auditorium, was marked by heartfelt moments, inspiring speeches, and shared memories, underscoring the academic journey and personal growth of our seniors.

"Alvida" was not just a farewell; it was a testament to the strong bonds formed within our department—a day to honour the hard work, achievements, and transformative journeys of our graduating students. Faculty members reminisced about the milestones reached, projects completed, and the countless classroom discussions that enriched both students and professors alike. In heartfelt speeches, our seniors reflected on their time spent here, expressing gratitude to their mentors, friends, and juniors who made the journey memorable.

The junior class organized a series of thoughtful events and performances, adding moments of joy and nostalgia. From dance to presentations capturing memorable snapshots of student life, each segment celebrated the unique spirit of our senior class, recognizing their contributions to the department and their dedication to academic excellence.

Faculty members shared words of wisdom, encouraging students to approach the future with resilience, curiosity, and confidence. They emphasized with convictions that the knowledge and experiences gained here have equipped students to take on challenges and excel in their chosen paths. The event ended on an emotional note, with wishes of success and happiness for all the great long years ahead.



Wishing our Graduates success, fulfilment, and a future filled with purpose. Farewell, and remember—you will always have a home here.

STUDENTS' GALLERY

PAGES OF PROMISE: THE GIFT OF LITERACY

In September's gentle embrace,
Where autumn whispers secrets low,
A tapestry of words we trace,
As leaves begin their golden show.

World Literacy Day, a beacon bright,
Illuminates the paths we tread,
With ink and dreams, we take our flight,
In every book, a world is spread.

The pages turn like seasons change,
Each letter dances, each phrase sings,
From distant lands to thoughts so strange,
In stories shared, our spirit clings.

A child's laughter in the air,
A teacher's heart ignites the flame,
With every lesson learned with care,
We weave our lives into the same.

For knowledge blooms in every mind,
A garden rich with hope and grace,
In every word, a chance to find,
The power to uplift our place.

So let us gather, hand in hand,
Embrace the magic words can weave,
In unity, together we stand,
For literacy is the gift we leave.

As September fades to twilight's glow,
Let's sow the seeds of thought and light;
For in each story we bestow,
Lies the promise of a future bright.

Mayraj Fathima
MBA FINAL YEAR

THE INK OF EMPOWERMENT & PAGES OF POSSIBILITY: HONOURING WORLD LITERACY DAY

Literacy is not merely a skill but a gateway to freedom, empowerment, and transformation. Celebrated annually on September 8th, World Literacy Day serves as a reminder of the essential role that reading and writing play in shaping individuals and societies alike. Imagine a world where the ability to read is not taken for granted. For millions, this is a stark reality. According to UNESCO, over 765 million adults lack basic literacy skills, hindering their ability to access education, secure employment, and participate fully in society. This day calls attention to these disparities and ignites a collective effort to bridge the literacy gap. The story of Saraswathi exemplifies the transformative power of education. Orphaned at a young age and later losing her eyesight, Saraswathi's journey from despair to empowerment illustrates that literacy can indeed change lives. With support from compassionate educators and the community, she not only overcame her challenges but also became a beacon of hope for others, running an orphanage that nurtures the dreams of children who might otherwise be overlooked. Her story is a testament to resilience and the belief that it's never too late to learn. World Literacy Day also emphasizes the importance of multilingual education, recognizing that language is deeply intertwined with identity and culture. In our increasingly interconnected world, fostering literacy in multiple languages promotes understanding and peace among diverse communities. This year's theme encourages us to embrace linguistic diversity as a strength rather than a barrier. Celebrations around this day often include educational workshops, read-aloud sessions, and public awareness campaigns aimed at inspiring individuals of all ages. These initiatives not only enhance reading skills but also ignite a passion for learning that can last a lifetime. Whether through community events or digital platforms offering free access to books in various languages, the goal remains clear: to ensure that every individual has the opportunity to read and write. As we reflect on the significance of World Literacy Day this September, let us commit ourselves to fostering an inclusive environment where literacy flourishes. By sharing stories, supporting educational initiatives, and advocating for those who cannot advocate for themselves, we can contribute to a future where everyone has access to the power of words. Let us celebrate not just today but every day as an opportunity to spread knowledge, inspire curiosity, and empower individuals through the gift of literacy.

Mayraj Fathima
MBA FINAL YEAR

DID YOU KNOW?

- Two-thirds of the world's illiterate population are women.
- Sub-Saharan Africa and South Asia have the lowest literacy rates in the world.
- Literacy is linked to poverty reduction, improved health, and increased economic growth.
- Illiteracy costs the global economy trillions of dollars each year.

STUDENTS' GALLERY

Students 'Accomplishments: Triumph at Mannovex 2024!

Our students have made us incredibly proud with their outstanding performances at Mannovex 2024, a prestigious two-day National-level Management Fest hosted by JSS Centre for Management Studies (JSS-CMS) at JSS Science and Technology University (JSSSTU), Mysuru, on September 12th and 13th, 2024.

Girish and Mario Stalin showcased exceptional financial expertise, claiming the First Prize in the Best Finance Manager category. Their victory highlighted their deep understanding of finance, strategic thinking, and analytical skills. In the same event, Kiran N and Prathima earned Second Place for their commendable financial decision-making abilities, adding to our department's impressive accolades.

In the Best HR Manager category, Mayraj and Anushree emerged as champions, securing the First Prize with their exceptional grasp of human resource management. Their performance underscored their ability to navigate HR challenges with insight and professionalism.

These achievements reflect the dedication, knowledge, and excellence of our students, reinforcing our commitment to nurturing industry-ready leaders. Congratulations to all our achievers for their hard work and remarkable success at Mannovex 2024!



CONGRATULATIONS!

Department Commitment to
Industry-Ready Graduates: L&T



Success and HR Operations Placement Drive

We are excited to highlight the remarkable achievements of our students at C-TEA L&T, Mysuru, where two of our talented graduates, Aishwarya and Chethan, have secured full-time positions following their exceptional internships. Their dedication and hard work during their time at this prestigious organization have earned them these valuable career opportunities, showcasing the high standards of our program.

In addition to this success, our department recently conducted a placement drive for the position of HR Operations, led by Ms. Bindu, the Talent Acquisition Associate, eJAmerica. This session provided students with valuable insights into the recruitment process and an excellent platform to showcase their skills and knowledge in HR operations. Seven of our MBA HR students participated in the placement drive: Darshan Balu, Ambika, Darshan N, Anusha K N, Sreelakshmi, Varun, and Abhilasha. They effectively demonstrated their understanding of HR principles, problem-solving abilities, and practical applications—all essential for success in the dynamic field of human resources.

Anushree and Mayraj also completed internships at L&T, gaining invaluable experience in the industry.

These accomplishments reflect our department's commitment to cultivating competent and confident graduates who are well-prepared for the challenges of the corporate world. We are dedicated to providing opportunities that equip our students with the skills, knowledge, and experiences necessary for promising career paths in HR and beyond.

Congratulations to all participants in the placement drive, and a special shout out to Aishwarya and Chethan on their remarkable achievements! Your hard work and determination have set a high standard for excellence in our department.

GLOSSARY

- **Literacy** – The ability to read, write, and understand written texts.
- **Illiteracy** – The inability to read or write.
- **Functional Literacy** – The practical ability to use reading and writing skills in everyday life.
- **Digital Literacy** – The skills needed to effectively use digital tools and platforms.
- **Global Literacy Rate** – The percentage of the world's population who can read and write.
- **Adult Literacy** – Literacy skills specifically among adults, often measured to assess education levels in a population.
- **Youth Literacy** – Literacy skills specifically among young people, typically ages 15-24.
- **Educational Equity** – Fair access to educational opportunities regardless of background or socioeconomic status.
- **Learning Poverty** – The concept of children not being able to read by age 10.
- **Lifelong Learning** – Ongoing, self-motivated pursuit of knowledge for personal or professional development.
- **Inclusive Education** – An approach that ensures equal learning opportunities for everyone, especially marginalized groups.
- **Educational Inequality** – The disparity in educational access and resources among different populations.
- **Literacy Rate** – The proportion of a population over a certain age that can read and write.
- **Basic Literacy Skills** – Fundamental reading, writing, and numeracy skills.
- **Early Childhood Education** – Education targeting young children to build a foundation for literacy.
- **Literacy Campaigns** – Organized efforts to promote literacy in communities.
- **Gender Parity in Literacy** – Equality between men and women in literacy rates.
- **Mother Tongue Literacy** – Literacy education in a child's native language.
- **Community Learning Center** – A local space where literacy programs are provided.
- **Non-Formal Education** – Learning outside traditional school settings.
- **Functional Illiteracy** – Limited literacy skills that restrict daily functioning.
- **Family Literacy** – Encouraging literacy activities within families.
- **Reading Comprehension** – The ability to understand and interpret written text.
- **Numeracy** – The ability to understand and work with numbers.
- **Cultural Literacy** – Knowledge of one's own and other cultures to facilitate communication and understanding.
- **Learning Materials** – Resources used to teach literacy, such as books or digital content.
- **Literacy Gap** – The difference in literacy rates between different groups.
- **Educational Access** – The availability of educational resources and opportunities for individuals.
- **Literacy Assessment** – Methods for measuring reading and writing skills.
- **E-Learning** – Learning conducted via electronic media, typically on the Internet.
- **Adult Education Programs** – Programs designed to improve literacy among adults.
- **Peer Tutoring** – A method where learners help each other to improve literacy skills.
- **Functional Skills** – Practical skills in literacy and numeracy used in everyday situations.
- **Bilingual Literacy** – The ability to read and write in two languages.
- **Dropout Rate** – The percentage of individuals who leave school without completing their education.
- **Vocational Training** – Education focused on skills for specific jobs, often including literacy components.
- **Primary Education** – The first stage of formal education, which typically includes basic literacy instruction.
- **School Retention Rate** – The percentage of students who remain in school from year to year.
- **Linguistic Diversity** – The presence of multiple languages in a population.
- **Social Mobility** – The ability of individuals to improve their social status through education.
- **Educational Resources** – Tools and materials that support learning, such as books, internet, and trained teachers.
- **Human Rights in Education** – The principle that everyone has the right to access quality education and literacy programs.



Accreditation and Affiliations



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