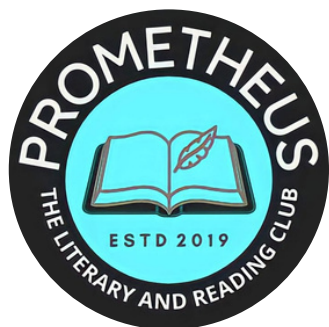




BMS EDUCATIONAL TRUST

BMS COLLEGE OF COMMERCE AND MANAGEMENT

No-97, Kavi Lakshmisha Rd, VV Puram, Bengaluru- 560004



PAPERPHILIA

March - June 2026

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PROMETHEUS TEAM

CHIEF PATRON

Sri. Aviram Sharma
Chairman

EDITOR IN CHIEF

Dr. Pankaj Choudhary
Principal

FACULTY CO-ORDINATORS

Dr. Prathiba Singh - Assistant Professor
Mr. Ram Kishore M R - Assistant Professor
Mr. Dhanush R C - Assistant Professor
Ms. Supriya J - Assistant Professor

STUDENT CO-ORDINATORS

Padmashree Rao- Secretary
Sushanth Dikshith- Deputy Secretary
Prachi Sharma- Assistant Secretary
Soumya S - Editor

FACULTY ACHIEVEMENTS

BMS College of Commerce and Management is proud to announce that **Dr. Pankaj Choudhary**, Principal, along with **Dr. Preethi Stanely**, Head of the Department of Management and Corporate Communication, have successfully published a research article titled *“Effectiveness of Social Media Marketing Strategies in Enhancing Customer Engagement: An Empirical Analysis”* in a **Scopus-indexed international journal**.

This study explores the dynamic role of social media marketing in enhancing customer engagement and provides empirical insights into how digital platforms can strengthen corporate communication and brand relationships.

The publication marks a significant milestone in the institution’s commitment to academic excellence, innovative research, and global scholarly engagement. It also reflects the continuous academic journey of our faculty members in contributing meaningful insights to the domains of marketing, corporate communication, and digital engagement.

Representation at Fluxx Conference Asia 2026

BMS College of Commerce and Management is proud to announce that **Dr. Preethi Stanely**, Head of the Department of Management and Corporate Communication, represented the institution at the prestigious **Fluxx Conference Asia 2026** held in Manila, Philippines. The conference served as a global platform, bringing together visionary educators, leaders, and change-makers to deliberate on the future of education and institutional leadership. Expressing gratitude to the Fluxx team for their warm hospitality and seamless organization, Dr. Stanely described the experience as truly enriching and reaffirming the purpose of contributing meaningfully to education, leadership, and institutional impact on an international stage.



FACULTY ACHIEVEMENTS

Dr. Vivek, Assistant Professor of the Department of Commerce, has successfully completed his PhD from the **University of Mysuru**, with his research Centre at Srishti College of Commerce and Management. His doctoral work, titled *“Financial and Operational Performance of Aircraft Companies with Special Reference to Indigo and Air India”*, offers valuable insights into the financial sustainability and operational effectiveness of airline companies. This achievement reflects Dr. Vivek’s dedication, perseverance, and academic excellence, serving as an inspiration to peers, students, and the wider community.

Mr. Shreesha R Huddar, Assistant professor of the Department of Commerce has published his research paper titled *“A Comparative Study of Jet Airways and Kingfisher Airlines: Rise, Decline and Implications”* in the **International Journal of Innovative Research and Technology** (Impact Factor 8.5). The paper was featured in Volume 12, Issue 10, published on 15th March 2026. This study offers valuable insights into the trajectory of two major airline companies, examining their growth, decline, and the broader implications for the aviation industry. This publication reflects Mr. Shreesha’s commitment to academic excellence and research, contributing meaningfully to the field of commerce and management.

Dr. Krishna Anurag, Assistant Professor of the Hindi Department at BMS College of Commerce and Management, has been actively contributing to academia through invited talks, training programmes, and national conferences. In March 2026, he was invited as a Resource Person for the *SEP Orientation Workshop* at SRN Adarsh College, followed by his role as an External Member for Question Paper Setting at Jain College. His commitment to professional growth was evident when he successfully completed a Two-Day Faculty Development Programme at St. Joseph’s College of Commerce in April. Later that month, he delivered an engaging seminar on Ranendra’s novel *Global Ganv Ke Devta* at St. Anne’s First Grade College for Women. Most recently, in June 2026, Dr. Anurag participated in the 50th National Conference of Nagri Lipi Parishad at Jain Deemed-to-be University, further strengthening his academic presence at the national level.

FACULTY ACHIEVEMENTS

International Conference Representation

Dr. Pratibha Singh, Assistant Professor in the Department of English Language, was invited by Sheshadripuram College to serve as Track Chairperson and Subject Expert for the English Domain during the One-Day Multidisciplinary International Conference on “*Tradition x Transformation: Knowledge, Technology & Inclusive Future*” held on 6th March 2026.



Her role as Track Chairperson highlighted her academic expertise and leadership in guiding scholarly discussions, while her contributions as Subject Expert enriched the conference with valuable insights into the evolving landscape of English studies.

This prestigious invitation reflects Dr. Pratibha's dedication to academic excellence and her growing recognition in the wider academic community. It also stands as a proud moment for BMS College of Commerce and Management, showcasing the institution's commitment to fostering thought leadership and encouraging faculty participation in global academic platforms.

STUDENT ACHIEVEMENTS

BMS College of Commerce and Management is happy to announce that college students have secured the First Prize in the **Kavya Naama Lekhana Sparde** competition organized by the Sanskrit Department of Jain College on 9th March 2026.

Prize Winners:

- Shreyas – BCA, 2nd Semester
- Pramathi – B.Com, 6th Semester

This accomplishment reflects the commitment, talent, and academic excellence of our students with the guidance of the Department of Sanskrit. Such achievements continue to strengthen the reputation of our institution in fostering literary and cultural pursuits.

TARANG 2026

Tug of War Victory

BMSCCM's Boys Tug of War Team emerged as winners in the competition held during TARANG 2026, organized by T-John Institute of Technology on 17.04.2026. Through teamwork, determination, and consistent effort, the team delivered an impressive performance throughout the event and secured the top position.

This achievement is a reflection of the players' dedication, discipline, and strong team spirit. With trophies and medals in hand, the team had made the institution proud and set a commendable example of perseverance and sportsmanship.



STUDENT ACHIEVEMENTS

25.03.2026

BMSCCM is proud to announce that five of the college student have been selected to represent the All India Bengaluru City University Tug of War Men's Team. This achievement reflects their dedication, discipline, and sporting excellence.

26.03.2026

BMSCCM is proud to share that the Girls Tug of War Team has secured the Runners-up position in the competition organized by SSMRV College. Their commendable performance, marked by teamwork and perseverance, brought home trophies and medals, adding to the prestige of our institution.



SOURABHA 2026

Bhavaranga Theatre Club

The Bhavaranga Theatre Club of BMSCCM showcased exceptional talent and creativity at SOURABHA 2026 winning multiple accolades across diverse categories.

Award Highlights :

- Debate – 1st Place: Padmashree M Rao
- Kathana Kaale – 3rd Place: Janya S
- Overall Best Actress – 3rd Place: Akshatha SG
- Best Actor in the Play- Chintan H
- Mono Acting – 1st Place: Chintan H
- Overall Best Production – 1st Place
- Overall Best Costume – 1st Place

These victories highlight the club's dedication to theatre and performance. From eloquent debates to powerful stage presence, Bhavaranga Theatre Club continues to inspire and set benchmarks of excellence. The recognition for Best Production and Best Costume reflects the collective effort of the team, while individual awards celebrate the outstanding talent of its members.

With this remarkable success, Bhavaranga Theatre Club strengthens its legacy of creativity and performance, promising even greater achievements in the future.

WOMEN'S DAY PANEL DISCUSSION

On 6th March 2026, **Dr. Preethi Stanely**, Head of the Department of Management and Corporate Communication, proudly represented BMS College of Commerce and Management at the Women's Day Special Panel Discussion organized by *Skillemme*.

The panel brought together distinguished voices to share perspectives on women's empowerment, leadership, and the evolving role of women in today's society. Her presence on this platform not only celebrated her individual expertise, her participation not only celebrated her individual expertise but also highlighted the institution's commitment to supporting meaningful discussions on women's empowerment and leadership. It was a proud moment for BMSCCM, showcasing its dedication to encouraging voices that inspire change and contribute to a brighter, more inclusive future.



WOMEN'S DAY SPECIAL SESSION ON MENSTRUAL HYGIENE

On 9th March 2026, **Dr. Madhuri M S** (MBBS, MS – Obstetrics & Gynaecology) addressed a special session on Menstrual Hygiene at BMS College of Commerce and Management as part of the *Women's Day celebrations*.

The session provided valuable insights into the importance of menstrual health, hygiene practices, and awareness, aiming to break taboos and encourage open conversations among young women. Dr. Madhuri emphasized the need for proper education, access to resources, and supportive environments to ensure the well-being of women and girls. Her expertise and engaging discussion created a meaningful impact, empowering students with knowledge and confidence to prioritize their health. The event stood as a significant step in promoting awareness and fostering a culture of inclusivity and care within the institution.

INDUSTRIAL VISIT TO WONDERLA

On 25.03.2026 College organized an Industrial Visit to Wonderla for students of the B.Com and BBA programs. The visit provided valuable exposure to industry practices, operational management, and experiential learning beyond the classroom.

Such initiatives are designed to enhance students' understanding of real-world business environments while fostering practical insights and professional growth. The experience was both educational and enriching, reflecting the college's commitment to holistic development.



RANK HOLDERS



BMS College of Commerce and Management (BMSCCM) takes immense pride in announcing that five of their college students have secured top **University Ranks** under Dr. Manmohan Singh Bengaluru City University (BCU) this year.

Their remarkable performance stands as a testament to the academic rigor, perseverance, and commitment to excellence that defines our institution.

Our Rank Holders:

- Anjana P – BBA, 1st Rank
- Charuvee S H – BBA, 4th Rank
- G. Kavyashree – B. Com, 6th Rank
- R. Karthick – BBA, 8th Rank
- Purvi C – BBA, 10th Rank

This outstanding achievement reflects not only the dedication and hard work of our students but also the unwavering guidance and mentorship of our faculty members, whose support has been instrumental in shaping their success.

INDUSTRIAL VISIT

13.04.2026

VRL Logistics Ltd, Dabaspet-

Students visited VRL Logistics Ltd, one of India's leading logistics and transportation companies. The visit provided insights into parcel and cargo delivery, courier services, and passenger transportation, highlighting efficient operations and supply chain management practices.

15.04.2026

Cyberverse, Mysore- An industrial visit to Cyberverse, a technology-focused company specializing in cybersecurity, ethical hacking, and emerging digital solutions. Students gained practical exposure to cyber defense, data security, and real-world threat analysis, enhancing their industry-relevant skills in the tech domain.

16.04.2026

Aditya Birla Group, Hosur-

Students explored the Aditya Birla Group, a leading Indian multinational conglomerate with operations across metals, cement, textiles, chemicals, and financial services. The visit provided valuable insights into large-scale industrial processes, corporate practices, and sustainability initiatives.

17.04.2026

Pride Bakers-

An industrial visit to Pride Bakers, a renowned bakery and food production unit. Students observed food production processes, quality control measures, and operations management in the bakery industry, gaining practical knowledge of the food sector.

18.04.2026

STEM Avishkar-

Students visited STEM Avishkar, an organization dedicated to promoting STEM education through innovation and hands-on learning. The visit exposed students to emerging technologies, experimentation, and real-world applications of STEM concepts.

BOOK FAIR 2026

Celebrating World Book Day

BMS College of Commerce and Management, in association with **Sapna Book House**, proudly organized a vibrant Book Fair on 23rd April 2026, coinciding with World Book Day. The event brought together students, faculty, and book lovers to celebrate the joy of reading and the power of knowledge.

The fair was inaugurated by **Mrs. Geetha Aravamudan**, eminent journalist and author, whose presence added immense value to the occasion. In her inspiring address, she emphasized the importance of cultivating a reading culture and how books continue to shape perspectives in a rapidly changing world. The stalls, curated by Sapna Book House, showcased a wide range of titles—from timeless classics and contemporary fiction to academic resources and self-development works. Students enthusiastically explored the collection, making the fair a lively hub of ideas and discovery.

The event was a resounding success, fostering literary engagement and reaffirming the college's commitment to promoting intellectual growth and cultural enrichment.



FIRE SAFETY AWARENESS PROGRAM

On 4th May 2026, the **Youth Red Cross Wing** of BMS College of Commerce and Management, in collaboration with the National Safety Council, organized a Fire Safety Awareness Program aimed at equipping students with essential knowledge on fire prevention and emergency response.

The session was conducted by distinguished experts:

- **Mr. Chandrashekara**, Board Member and Joint Secretary, National Safety Council, Karnataka Chapter, Bengaluru
- **Mr. Srinivas**, Retired HOD – Safety, ITI Ltd., and Secretary of COSPK Organisation

Both the speaker shared valuable insights on the causes of fire, methods of prevention, and practical safety measures to be adopted in academic and professional environments. Their interactive approach encouraged active participation from students, making the session both informative and engaging.

This initiative reflects the college's commitment to fostering safety awareness and preparing students to act responsibly in critical situations. The program was well-received and marked another successful effort by the Youth Red Cross Wing in promoting social responsibility and community welfare.



EXECUTIVE COMMUNICATION AWARD CEREMONY 2026

The Department of Corporate Communication, BMS College of Commerce & Management, proudly hosted the Executive Communication Award Ceremony 2026 on 8th May 2026 at the Seminar Hall. The event celebrated students who demonstrated excellence in communication, executive presence, leadership expression, and professional etiquette.



*Recognising Excellence,
Inspiring Leadership,
Celebrating Impact*



FAREWELL 2026

Every Ending is a Quite Beginning

The college bid a warm farewell to the graduating batch with a heartfelt program held on 8th May 2026 at 2:00 PM in the Seminar Hall. The event was filled with memories, gratitude, and camaraderie, followed by refreshments in the canteen.



YOGA DAY CELEBRATION

BMS College of Commerce and Management observed **International Yoga Day** on 20th June 2026 in collaboration with the **NSS Club**.

The event brought faculties for a morning of guided yoga sessions, emphasizing the importance of physical well-being, mental balance, and holistic health. Instructors highlighted yoga's role in stress management and lifestyle improvement, while faculties actively participated in Asanas and breathing exercises.



JOB FAIR

On 30th June 2026, BMSCCM hosted a Job Fair exclusively for its students, creating a vibrant platform for career opportunities.

Leading companies from diverse sectors — including finance, IT, retail, and consulting — participated, offering internships and full-time roles. The fair witnessed enthusiastic student engagement, with resume submissions, on-the-spot interviews, and career guidance sessions.

Faculty coordinators emphasized the importance of bridging academia with industry, while recruiters praised the preparedness and talent of BMSCCM students.





THE STORY OF PAPERPHILIA

The name Prometheus is a reference to PROMETHEUS, a Greek Titan who stole knowledge from the Greek Gods and passed it on to the common people. We chose the name 'Prometheus for our literary and reading club as it perfectly represents the goals of our club. For us Prometheus is a platform where we can meet to read and write, discuss social, political and moral issues and express ourselves freely. This quest for expression is what led us to the idea of Paperphilia, a newsletter which would serve as a voice for us, by us. Series of brainstorming sessions later we were ready with the content and outline of our newsletter. We take great pride in sharing that the entire concept of the newsletter, from scratch to finish was by us. We worked as a team and will continue to bring meaningful and insightful content in our subsequent editions as well.

