



JIS GROUP • JIS UNIVERSITY

JIS School of Management Studies

CAMPUS CATALYST

JAN-MAR 2026 | Q3 Edition

Beyond Boundaries: The Spirit of Sportsmanship

EVENT NEWSLETTER

JIS School of Management Studies, JIS University

Q3 | Jan- Mar 2026

Q3 Edition: **Beyond Boundaries: The Spirit of Sportsmanship**

DIRECTOR'S MESSAGE

The third quarter of our academic year has been a vibrant mosaic of sports, creative arts, women's empowerment, and professional learning. Our students have shown that they are not only capable managers but also compassionate leaders and responsible citizens. From the energy of Kreedathon 2.0 to the thoughtfulness of the Union Budget Analysis and the inspiring Women's Day celebrations, Q3 has truly exemplified the holistic spirit of JIS.



Dr. Bratati Bhattacharyya Director, Management Studies, JIS Group

CULTURAL CELEBRATIONS

Saraswati Puja 2026

23 January 2026

Students and faculty gathered to seek the blessings of Goddess Saraswati and celebrate the spirit of learning and knowledge. The occasion was marked with devotion, traditional festivities, and a deep sense of academic purpose.



Holi Celebration 2026

2 March 2026

The festival of colours was celebrated with great enthusiasm, fostering camaraderie, joy, and togetherness among students and faculty. The vibrant celebration reflected the inclusive and joyful culture of JIS School of Management Studies.

SPORTS & STUDENT ENGAGEMENT

Annual Management Sports Day – Kreedathon 2.0

28–29 January 2026

The two-day sporting extravaganza promoted teamwork, discipline, fitness, and sportsmanship among students. Participants enthusiastically competed in various indoor and outdoor events, showcasing their athletic abilities and team spirit alongside their academic excellence.

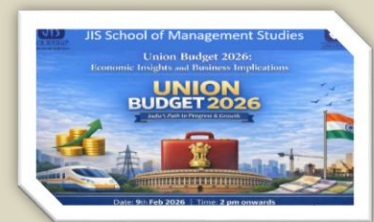


SEMINARS, CONFERENCES & ACADEMIC EVENTS

Union Budget Analysis Session 2026

9 February 2026

Students and faculty analyzed key provisions of the Union Budget and engaged in in-depth discussions on its implications for business, industry, and economic growth. The session fostered analytical thinking and policy awareness among future management professionals.



Closing Ceremony – Global Interfaith Dialogue

26 February 2026

The valedictory programme emphasized tolerance, inclusivity, and cultural harmony through expert deliberations and scholarly discussions. The event brought closure to a meaningful interfaith journey that enriched perspectives and promoted peaceful coexistence.

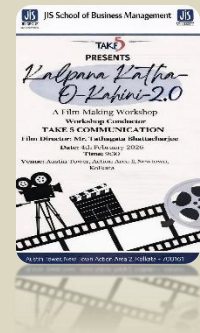


CREATIVE LEARNING INITIATIVES

Kotha Kahini O Kalpana – Film Making Workshop

4 February 2026

Conducted in collaboration with Tech 5 Communication under the guidance of Mr. Tathagata Bhattacharya and his team, this workshop engaged 65 students in the art of cinematic storytelling. The experience culminated in a Film Making Competition organized during the International Management Literary Conclave, where 60 students competed.



WOMEN EMPOWERMENT INITIATIVES

International Women's Day Celebration – JIS SHE 2026

9 March 2026

A special programme recognizing the achievements, resilience, and contributions of women while encouraging meaningful conversations on empowerment and inclusive growth. The event celebrated trailblazing women and inspired students to champion gender equity in their professional journeys.



INDUSTRY INTERACTION & EXPERIENTIAL LEARNING

Master Class on Artificial Intelligence

10 March 2026

An expert-led session introducing students to AI technologies, emerging trends, and future career opportunities. The master class provided a comprehensive understanding of how AI is reshaping industries and creating new paradigms of business management.



Master Class on Marketing & Brand Management

18 March 2026

Industry expert Mr. Kaushik Ghosh shared deep insights on modern marketing strategies, brand positioning, and consumer engagement. Students gained practical knowledge on building compelling brand narratives in a competitive marketplace.

Artificial Intelligence Certification Programme

23–28 March 2026

A week-long immersive programme providing hands-on exposure to AI applications, machine learning concepts, and digital transformation strategies. Students earned certifications that added significant value to their professional profiles.

Industry Visit to Jiya Exim Pvt. Ltd.

26 March 2026

Students observed leather manufacturing and export operations at Jiya Exim Pvt. Ltd., gaining firsthand business exposure to international trade, quality management, and export documentation processes.

Q3 HIGHLIGHTS AT A GLANCE

- Saraswati Puja – Celebration of knowledge and learning
- Kreedathon 2.0 – Two-day annual sports extravaganza
- Film Making Workshop – 65 students in creative storytelling
- Union Budget 2026 Analysis Session
- Women's Day Celebration – JIS SHE 2026
- AI Certification Programme – Week-long hands-on learning
- Master Classes on AI and Brand Management
- Industry Visit to Jiya Exim Pvt. Ltd.

UPCOMING IN Q4 – APR TO JUN 2026

The final quarter brings the International Management Literary Conclave, CSR visits to Sivasram Orphanage and Sukh Sansthan, Industry Visits to Kreamz Factory and Khadim India, Rabindra Jayanti, and the Blood Donation Camp in collaboration with Ashok Laboratory.

EDITOR'S NOTE

This edition of **Campus Catalyst** reflects a dynamic quarter where academic excellence met creativity, sportsmanship, and innovation. From Kreedathon 2.0 and Women's Day celebrations to AI certification programmes and industry interactions, our students embraced every opportunity to learn, compete, and grow beyond conventional boundaries.

We hope these pages capture the enthusiasm, resilience, and achievements of our JIS community while inspiring every reader to pursue excellence with passion and purpose. We sincerely appreciate the efforts of everyone who contributed to bringing this edition to life.

**Editors- Ms. Debasmita Mukherjee
Dr. Nilanjan Ray**