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InLEAD

— The E-Newsletter



YEARS OF LEADING

MESSAGING

DIRECTOR'S MESSAGE



Fifteen years is more than just a number for us at LEAD — it is a journey of dreams taking root and growing into reality. What started with the vision of Dr. Thomas George, and the courage to begin with just 120 students in a small building on 2 August 2010, has now blossomed into a vibrant community of about 900 students and a full-fledged campus that breathes energy, ideas, and possibilities. It has been a story of growth, not only in size and reputation, but also in spirit and togetherness.

What makes this milestone special is the people behind it. Beginning the dynamic presence of Dr. Thomas and followed up by our faculty who go beyond teaching, our students who carry the LEAD spirit wherever they go, our alumni who keep the bond alive, and our well-wishers who have stood by us — each of them has added a brick to this foundation. The reputation we enjoy today is built on hard work, trust, and the simple joy of growing together as one family.

As we celebrate 15 years, it feels less like looking back and more like looking forward with renewed hope. The years ahead will bring fresh challenges and greater opportunities, but if this journey has taught us one thing, it is that when we walk together with courage and purpose, dreams have no limits. Here's to many more years of learning, leading, and living the LEAD way!

Dr. Thomas George. K
Director



DISASTERS AS CASE STUDIES

LEAD College hosted an expert session on 11 August 2025 for the MBA 2025 batch with Dr. Jayakumar, Additional Professor at the Department of SPSSDM, NIMHANS, who delivered an engaging lecture on "Disaster as Case Studies: Strategy, Survival, and Success." The session, arranged through the initiative of Mr. Pratheesh V, Administrator of LEAD, provided students with a unique opportunity to interact with a distinguished academican and gain insights into strategic decision-making and adaptability in professional life. Dr. Jayakumar skillfully blended theoretical concepts with real-world applications, encouraging students to participate actively through questions and discussions. The session was formally introduced by Dr. Rajkishan, Deputy Director of the college, who highlighted Dr. Jayakumar's academic contributions. Students appreciated the depth of knowledge and practical wisdom shared during the class.



SUSTAINABLE PRACTICES FOR A GREENER FUTURE

As part of the Swachhata Abhiyaan Campaign 2025, the Southern Railway, Palakkad Division, organized a seminar on Sustainable Practices for a Greener Future on 8 August 2025 at the DRM Office, Palakkad. The session was led by Mr. Shaju Meetna, Head, Centre for Research, Consultancy and Publications (CRCP), LEAD College, highlighted that sustainability is not just an environmental concern but a necessity for long-term balance in natural systems. He shared practical strategies such as minimizing waste, conserving water and energy, reducing single-use plastics, and encouraging reuse and recycling within railway stations, offices, and trains. The seminar also stressed the importance of adopting eco-friendly procurement, using energy-efficient fixtures, promoting green commuting, and supporting organized recycling initiatives. At the community level, Prof. Shaju emphasized composting organic waste, switching to safer cleaning supplies, and actively participating in awareness campaigns, aligning these efforts with national missions like the Swachh Bharat Mission. Concluding the session, he urged railway employees to become ambassadors of environmental responsibility, setting an example for millions of passengers by making sustainability a shared workplace and personal commitment.

INDUCTION AT SVPIM



Dr. R. Chandrasekhar Menon, Professor Emeritus at LEAD College, and Founder Director of SwiftMBA, was the Chief Guest at the inaugural ceremony of the MBA batch at Sardar Vallabhbhai Patel Institute of Textile Management on 19, August 2025. The induction program, held at 10:00 a.m., marked an important milestone for the new cohort of postgraduate students embarking on their management journey. In his address, Dr. Menon shared his insights on the evolving landscape of business education, emphasizing the need for adaptability, innovation, and ethical leadership in today's competitive world. He urged students to view their MBA experience not just as an academic pursuit but as an opportunity for holistic personal and professional growth. The program reflected the institution's commitment to providing its students with inspiring role models and thought leaders, setting a strong foundation for their future learning and success.



POST-EYE CAMP IMPACT ASSESSMENT

Building on the success of its recent Eye Camp, Lions LEAD has taken the next meaningful step by distributing high-quality spectacles to beneficiaries in need on 15 August 2025. This initiative has transformed the camp's medical services into lasting impact, enabling individuals to regain clarity of vision and perform daily tasks with greater ease and confidence. What may seem like a simple gesture carries profound significance—restoring the ability to read, work, and enjoy life more fully. With this thoughtful follow-up, Lions LEAD reaffirms its commitment to community welfare and its mission to create tangible, positive change in people's lives.

FINTECH INNOVATIONS & DIGITAL BANKING



ASHISH SHARMA
SBI, MUMBAI

Globally, FinTech is revolutionizing the financial services sector by introducing innovative digital solutions that enhance speed, transparency, and accessibility. From algorithmic trading to decentralized finance (DeFi) and blockchain-based applications, FinTech is disrupting traditional banking models and improving financial inclusion. Technologies such as robo-advisors, peer-to-peer (P2P) lending platforms, and mobile wallets are empowering consumers and small businesses by offering smarter, faster, and often cheaper financial products. Regulatory sandboxes in several countries, along with increasing investment in AI and open banking APIs, highlight FinTech's critical role in shaping the future of global finance.

India's FinTech sector has emerged as a global benchmark, driven by government-led initiatives like the JAM Trinity (Jan Dhan-Aadhaar-Mobile) and platforms like UPI, IMPS, and Bharat BillPay. The Indian FinTech ecosystem addresses key challenges such as financial inclusion, low-cost payments, alternative credit scoring, and access to capital for underserved segments. Indian innovations in digital banking, neo-banking, InsurTech, and WealthTech have transformed customer experience, while the RBI and SEBI have played crucial roles in regulatory innovation through sandboxes and digital guidelines. With growing penetration of mobile internet and favorable demographics, FinTech in India is enabling last-mile connectivity and inclusive economic growth.

The FinTech Innovations & Digital Banking course, part of the Finance Specialization at LEAD College of Management, is a forward-looking subject designed to equip MBA students with practical knowledge of financial technologies and their transformative impact on the Indian financial landscape. With a curriculum tailored to the Indian context, it explores the evolution of digital finance through modules focused on mobile payments, UPI, blockchain, AI-driven financial tools, and regulatory frameworks from institutions like RBI, SEBI, and IRDAI. The course empowers students to analyze the FinTech ecosystem, evaluate business models, and understand how digital banking addresses financial inclusion challenges in India.

During the curriculum, students discovered various tools such as

- Capital IQ to analyze company financials, valuation, and understand about mergers and acquisitions using professional-grade global data.
- EMIS included learning about researching emerging markets, industry trends, and macroeconomic indicators for strategic decision-making.
- Screener helped students to evaluate Indian listed companies using financial ratios, trends, and stock screening features along with using AI feature to decide about stock selection.
- Refinitiv Eikon enabled their learning about real-time financial data, news analysis, trading insights, and global market monitoring used by investment professionals.

This gave them a flavour of financial markets, secondary research, etc through detailed case studies and digital. The final outcome is not just conceptual understanding but industry readiness, enabling learners to contribute meaningfully to India's rapidly evolving financial technology sector.



SCHOOL STUDENTS' LEAD VISIT

Students and teachers from GUP School, Puthur visited LEAD College on 30 August 2025, for an educational tour that offered them a glimpse into campus life and its vibrant learning environment. The group was warmly received by members of the LEAD Lions Club, whose spirited welcome set a cheerful tone for the day. After lunch, the college students engaged the young visitors through songs, stories, and interactive sessions, building an inspiring bond between school children and college youth. A guided campus tour further enriched the experience, with highlights including the mini-zoo, where children delighted in observing birds and animals, and the LEAD Farm, which introduced them to farming practices and sustainability. The visit, marked by hospitality and meaningful interaction, was part of the college's initiative to engage with schools, strengthen community ties, and showcase its dynamic campus culture while nurturing curiosity and aspiration among young learners.



PEDALLING FOR EMPLOYEE WELLNESS

LEAD College, in association with NIPM Palakkad Chapter, hosted an inspiring visit by a team of cyclists undertaking a 1,500-kilometer expedition across Kerala, Tamil Nadu, and Karnataka to promote workplace wellness and healthy living. The campaign, themed "Pedalling Wellness for Stronger Employees and a Healthier Workplace," emphasized cycling as both a sustainable mode of transport and a means to enhance physical and mental health. The cyclists, including management professional Mr. Jagan Karthik and HR professional Mr. Jabamalai, were warmly welcomed by the college community. During the interactive session, they shared their road experiences, challenges, and the joy of meeting diverse people, leaving students motivated to embrace active lifestyles. The program held on 8 August 2025 also highlighted the enduring partnership between NIPM Palakkad and LEAD College, underlining shared values of health, sustainability, and community engagement. The visit concluded with a token of appreciation, reinforcing the institution's support for wellness-driven initiatives.



JCI'S SCHOOL DRIVE

As part of the Independence Day celebrations, members of JCI Palakkad Leaders visited Government High School, Ummini, on 19 August 2025, where they organized a meaningful event that combined patriotic spirit with educational outreach. Newspapers were distributed to the students, an initiative aimed at cultivating the habit of daily reading and encouraging them to stay informed about current national and global developments. Teachers welcomed this thoughtful effort, recognizing its value in broadening students' knowledge beyond classroom learning and enhancing their awareness of the world around them. The program also included the distribution of national flags and sweets, adding joy and festivity to the occasion. The students enthusiastically participated in the celebrations, making the day both memorable and inspiring. The initiative reflected the commitment of JCI Palakkad Leaders to fostering learning, awareness, and patriotism among young learners while engaging closely with the local community.



MASTER TRAINING FOR CBSE TEACHERS

The Ideal Association for Minority Education (IAME) organised EduLead 2025 under the IBRIM (IAME Board Result Improvement Mission) at MEMS International, Karanthur, Calicut, on 16 August 2025. This CBSE–CPD Master Training programme brought together Grade 10 subject teachers from sixty allied schools with the objective of strengthening pedagogy, integrating NEP 2020 and NCF 2023 in classroom practices, and preparing students for excellence in CBSE board examinations. The training was led by eminent resource persons: Dr. John J. Lal (Chemistry), Mr. Mashood Mangalore (Social Science), Dr. Babu P.K., Dean of Quality Assurance at LEAD College (English), Mr. Radhakrishnan Menon (Mathematics), Mr. Suresh Kumar T. (Physics), and Mrs. Shabreen Fathima M.H. (Biology). Dr. Babu P.K. handled the expert session on English, focusing on strengthening writing skills, enhancing reading comprehension, effective time management, and addressing recurring student errors. His interactive approach encouraged participants to openly discuss classroom challenges, share experiences, and collaboratively design practical solutions, making the session highly engaging and outcome-oriented. Other training sessions highlighted exam-focused strategies, use of past board papers, time management techniques, and student mentoring during the pre-board phase.



FAREWELL 2025

LEAD College bid an emotional yet spirited farewell to the outgoing MBA batches on Sunday, 3 August 2025, in a grand celebration that perfectly blended gratitude, pride, and festivity. The programme began with a warm welcome to the graduating students, who were honored for their journey and achievements during their time at the institution. Faculty members and peers shared heartfelt words, recalling milestones, memories, and the growth of the students who are now ready to step into the professional world. The highlight of the evening was the presence of filmmaker, writer, actor, and social media influencer Akhil Marar, who graced the occasion as the Chief Guest. In his engaging address, he motivated the young graduates to embrace challenges with courage, creativity, and confidence, while reminding them to remain grounded and socially responsible. His charismatic presence and inspiring words set the perfect tone for the farewell.

FAREWELL 2025

The celebration then shifted gears into an evening of entertainment and cultural vibrance. Students staged a variety of performances—songs, dance sequences, and skits—that reflected their diverse talents and camaraderie, creating a festive atmosphere. The much-anticipated live act by Street Academics, the popular rap group, brought the farewell to its high point. With their pulsating beats, powerful lyrics, and dynamic stage presence, the group electrified the LEAD Arena, drawing cheers and energy from the crowd. The performance not only entertained but also resonated with the spirit of youthful ambition and self-expression that defines LEAD's student community.

The farewell concluded on a note of celebration and promise. As the outgoing batches carried with them memories of an unforgettable evening, the event also symbolized LEAD College's enduring tradition of honoring its graduates with pride, passion, and positivity. By blending inspiration with entertainment, the institution ensured that the farewell was not just a send-off, but a lasting memory—one that captured the essence of the students' journey and the vibrant culture of Management.





FRONTIER LECTURE ON CRITICAL DIGITAL HUMANITIES

The PG and Research Department of English, Government Arts and Science College, Kondotty, in association with IQAC, organised a Frontier Lecture Series on Critical Digital Humanities on 20 August 2025. Addressing postgraduate students from various colleges, Dr. Babu P.K., Dean of Quality Assurance at LEAD College, Palakkad, initiated a critical dialogue on the intersections of technology, culture, and power. The session moved beyond a descriptive account of digital humanities to foreground urgent concerns such as the politics of AI platforms, the looming threat of recolonization under corporate and national hegemonies, and the reshaping of scholarship in an era of algorithmic mediation. What distinguished the lecture was the active engagement of students, whose incisive questions transformed the seminar into a reflective space of inquiry. Their probing observations affirmed that classrooms and seminar halls remain vital sites where knowledge is not only transmitted but interrogated and reimaged. Dr. Babu expressed appreciation to the organisers for curating such an intellectually charged platform and to the students for their spirited participation, which gave the session its vibrancy and depth.



TRAINING FOR BLOCK INNOVATION CLUSTERS

The Ministry of Panchayati Raj, Government of India, conducted a three-day Training for Block Innovation Clusters from 11–13 August 2025 at the Kerala Institute of Local Administration (KILA), Thrissur. The program brought together participants from four blocks across Kerala—Malampuzha, Kodakara, Vypin, and Thalikkulam—alongside experts from academia, government departments, and voluntary organizations. Representing the Malampuzha Block, Mr. Shaju Meetna, Head, Centre for Research, Consultancy and Publications (CRCP) LEAD, and Dr. Megha P. M., Head, LEAD Incubation Centre, actively contributed to discussions on rural development, participatory planning, and innovative solutions for grassroots challenges. Showcasing LEAD's entrepreneurial courses and initiatives through live case studies and practical examples, they pledged to support Block authorities with surveys, pilot studies, tailored interventions, marketing strategies, and operational assistance. A dedicated committee has been formed at the Block level, with Mr. Shaju Meetna and Dr. Megha P. M. serving as academic supporters, ensuring sustained collaboration. Their involvement is set to bridge the gap between academic research and field-level implementation, fostering innovation-driven growth and holistic development in the Malampuzha Block.



HIROSHIMA & NAGASAKI REMEMBRANCE DAY

To observe Hiroshima and Nagasaki Remembrance Day, an Online Poster Making Competition was held on 9 August 2025 with the theme "Remembrance, Peace, and Hope." The initiative provided a creative platform for participants from diverse places to honor the victims of the 1945 atomic bombings while spreading a universal message of peace, unity, and hope through digital poster designs. Open to all and free of cost, the competition encouraged wide participation, with selected entries set to be showcased online, offering recognition and inspiration. By blending art with reflection, the event not only commemorated the tragic past but also emphasized the enduring responsibility of building a peaceful and humane future. The competition was won by Mr. Abhinand. K M.



TEACHING IN TRANSITION

Dr. Babu P.K., Dean, Quality Assurance, LEAD College, was invited as the keynote speaker at the Teacher Induction Programme (TIP 2025) organized by St. Joseph's College (Autonomous), Devagiri, Kozhikode, on the theme "Teaching in Transition: Roles, Responsibilities and the Digital Realities." In his address, he highlighted the transformation of teaching in the modern era, where traditional methods merge with digital innovations, and educators evolve into mentors, facilitators, and digital navigators. Stressing the need to balance timeless teaching values with emerging tools like AI and learning analytics, he urged young teachers to embrace technology while retaining the human touch that defines effective education. The inspiring session held on 7 August 2025 encouraged participants to begin their careers with vision and adaptability, while also reflecting LEAD College's commitment to academic excellence, innovation, and preparing educators for a rapidly changing world.



REUSE AND SUSTAIN

At LEAD College, leadership lessons extend beyond classrooms into everyday experiences that foster responsibility and respect. The presence of small service providers on campus such as shoe repairers, umbrella fixers, handloom bag craftsmen, and gadget restorers serves as a living reminder of sustainability and mindful living, teaching students the value of preservation over replacement and respect for people, resources, and the planet. As part of its Onam celebrations, the College honored one such service provider by gifting him the traditional Onakkodi, making him the first recipient of the year and symbolizing the institution's culture of gratitude, inclusivity, and community spirit. Through such thoughtful gestures, LEAD reaffirms its mission of nurturing socially responsible leaders who recognize that sustainability begins with small choices and everyday actions.

MACHINE LEARNING FOR PREDICTIVE ANALYTICS AT LEAD: A REFLECTION FROM THE FIELD



MR. SUNIL NAIR
INFOSYS

In a world where algorithms shape the way we shop, commute, work, and even receive healthcare, Machine Learning has swiftly moved from the realm of research labs into the boardrooms, classrooms, and homes of the modern world. It is no longer a niche skill—it is a transformative force across every major industry.

With this in mind, I had the privilege of designing and teaching a four-day elective course titled “Machine Learning for Predictive Analytics” at LEAD College of Management—a truly unique institution nestled amidst the serene beauty of the Western Ghats in Kerala. But beyond its breathtaking surroundings, what struck me most was the institution’s soul: a campus filled with warm-hearted, intellectually curious students and a faculty deeply committed to learning.

From the very beginning, the spirit of LEAD was palpable. The students were not merely attendees—they were co-explorers. Many were engaging with machine learning concepts for the very first time, yet they brought with them a deep sense of purpose and a refreshing willingness to dive into ambiguity.

What did the course cover?

“Machine Learning for Predictive Analytics” was structured to bridge conceptual clarity with real-world application. We began with foundational techniques in supervised learning—such as regression and classification—and quickly transitioned into hands-on exercises using real-world datasets. Students cleaned, preprocessed, and modeled data to generate predictive insights, learning how to evaluate their models using robust performance metrics.

We then explored the less deterministic, more exploratory realm of unsupervised learning, where students experimented with clustering methods and advanced machine learning models, including Random Forest and xGBoost. For many, it was eye-opening to witness the hidden patterns within messy datasets emerge through visualizations and algorithms.

A particularly memorable segment was the recommender systems module. Students built recommendation engines using product ratings and natural language descriptions, simulating the machine learning application behind platforms like Netflix and Amazon. Suddenly, machine learning was no longer just about numbers; it was about user experience, business impact, and innovation.

The MLOps Perspective

To ensure students developed a full-picture understanding, we closed with an introduction to MLOps (Machine Learning Operations)—the essential, however, often underappreciated process of operationalizing ML models. Discussions around reproducibility, deployment pipelines, monitoring, and ethical considerations gave learners a taste of what it truly means to bring an AI product to life, responsibly and at scale.

Why This Matters

The skills imparted during this program go beyond academic curiosity. They are directly relevant to solving real-world business challenges, designing smart systems, and enabling students to become contributors in AI-led transformation across healthcare, finance, retail, sustainability, and public policy.

Students walked away not only knowing how to build models—but how to think critically about when, why, and how to apply machine learning.

Reflections from LEAD

My experience at LEAD College was nothing short of inspiring. The passion, resilience, and curiosity displayed by the students gave me immense confidence in the future of AI education in India. The faculty's openness to explore new pedagogies and their collaborative mindset created a learning environment that felt both rigorous and deeply human.

I am particularly grateful to the institutional leadership for their support: Dr. George Thomas (Thomman), Chairman, whose visionary leadership makes LEAD a place where innovation and compassion coexist., Dr. Rajkishan, Deputy Director, for extending the invitation and supporting the initiative every step of the way and Dr. Subhashini Durai and Dr. Naibi Kurian, for their tireless coordination, encouragement, and on-ground presence during the sessions. Their support was instrumental in delivering a smooth and impactful program.

As AI continues to evolve, it is institutions like LEAD that will shape the ethical, practical, and human-centered deployment of these technologies. Machine Learning for Predictive Analytics was not just a course—it was a conversation between disciplines, between people, and between the present and the future.

I return from LEAD not just having taught, but having learned about the potential of education when it meets empathy, curiosity, and courage.

And in those four days, I didn't just share algorithms—I witnessed aspirations taking root.



CELEBRATING STUDENT INNOVATION AT SKILL KERALA GLOBAL SUMMIT 2025

LEAD College proudly showcased student innovation at the Skill Kerala Global Summit 2025, held on 29th August at Grand Hyatt Kochi. On this occasion, Kerala Startup Mission CEO, Shri Anoop Ambika, was presented with Palaharappetti—a curated box of Kerala's traditional snacks, crafted as part of a student-led venture under LEAD-Bi. The initiative, led by Dr. Megha (Head, LEAD-Bi), with support from Mr. Ajay Japamani (Placement Officer) and student-entrepreneur Mr. Sanoob, reflects the college's commitment to nurturing ideas that blend innovation with Kerala's cultural heritage. This proud moment reaffirmed LEAD's vision of empowering student entrepreneurs to create ventures that are not only business-oriented but also socially and culturally impactful.



UNIQUENESS, INNOVATION AND LEADERSHIP: B TECH SEMINAR

The Hindusthan Group of Institutions organized a seminar on "Uniqueness, Innovation and Leadership" for its newly admitted B.Tech students on 13th August 2025. The session was led by Professor Chandrasekhar, Professor Emeritus at LEAD College, who was invited as the distinguished resource person. In his address, Professor Chandrasekhar stressed the importance of developing a mindset that embraces creativity, originality, and responsibility in engineering education. He urged students to cultivate their individuality, explore innovative solutions, and demonstrate leadership qualities that go beyond academics to create real societal impact. Highlighting examples from industry and academia, he motivated students to see challenges as opportunities for growth and contribution. The seminar was well-received by students and faculty members, setting a positive tone for the academic journey ahead. The event concluded with an interactive session, leaving the participants inspired and engaged.



MR. JOSEPH DAVIS

Insights Region Team Head & Manager,
Marketing at Tata Communications Limited

Every once in a while, a classroom feels less like a place for instruction and more like a live studio—buzzing with collaboration, quick decisions, and the electricity of ideas in motion. That was the experience I had during the AI-Driven Influencer and Social Media Marketing Bootcamp.

While the course was anchored in learning AI tools, concepts and execution-ready strategies, its real heartbeat came from the simulations. These weren't mock-ups or theoretical cases—they were immersive, high-pressure, real-world marketing games that required students to think like strategists, not just learners.

The Influencer IPL: A Game of Insight, Not Just Instinct

The Influencer IPL Simulation was a game-changer—literally. Teams had to build influencer squads within a ₹10 lakh campaign budget to promote their brand's influencer-driven ad campaign. The rules were clear, but the decisions were anything but. They had to mix influencer categories, balance ROI projections, factor in platform behavior, and stay ready for surprise events like algorithm changes or influencer controversies.

What I found fascinating was how quickly students shifted from “who looks popular?” to “who drives conversions?” They began running cost-benefit analyses, studying follower demographics, and even tracking hypothetical sentiment impact.

Some gems in the class discovered that a mid-tier Instagram influencer delivered a better ROI than a celebrity endorsement. Another adjusted its content strategy mid-way through the simulation after accounting for a drop in Instagram content reach. These weren't lucky guesses—they were insight-driven choices, backed by dashboards and analytics logic.

Watching the students move from budget calculators to creative rationale—linking audience personas with content genres—was a clear sign that learning had taken root. They were no longer just building a team; they were building a strategy.

GlowEssence Case Simulation: Turning around a Campaign with AI

Parallel to the IPL game, the GlowEssence campaign turnaround provided the perfect real-world case study. Students were given a campaign that had already launched but was underperforming in ROI. Their mission: revive it using analytics and content insights.

Using influencer performance data, platform trends, and sentiment mapping, students explored strategic pivots. Should they introduce regional influencers? Shift from celebrity endorsements to user-generated content? Reallocate budgets to high-ROI creators?

Teaching the MBA elective “Behavioural Finance & Investor Psychology” this semester was a rewarding experience. Students learnt how psychological biases affect investors in real-world financial markets, notably in India, in this course on human psychology and financial decision-making. Behavioural finance is growing as more retail investors buy stocks and algorithm-driven platforms become common. Behavioural finance recognises psychological, emotional, and social factors that affect real-world decision-making, unlike rational finance theories. In India, where financial literacy is still developing and cultural, familial, and societal variables influence investing decisions, this perspective is crucial.

The course covered both foundational and contemporary topics, starting with behavioural finance's departure from rational models and moving on to cognitive biases like overconfidence, loss aversion, anchoring, mental accounting, framing, and herding. Students studied Prospect Theory, Dual Process Thinking, and Nudge Theory with a concentration on Indian case studies, IPO patterns, stock market events, and retail investor behaviour. We examined how investors anchor to historical stock values and how loss aversion makes them reluctant to exit loss-making stocks. Special attention was paid to Indian retail investors' biases, notably how social influence, family networks, and community-based decision-making enhance herding. Using examples from the Adani Group stock volatility, Paytm IPO, and crypto investments, emotions were shown to influence risk perception, portfolio choices, and financial news interpretation.

This course was notable because of students' engagement and interest. Each session showed students' eagerness to learn about finance's behavioural side through dynamic classroom discussions, hands-on activities, simulation games, role-play exercises, and primary investor sentiment polls. Student-led workshops on investor awareness posters, bias-identification simulations, and investor decision tool nudges were particularly satisfying.

These workshops transformed the classroom into a laboratory where finance and psychology combined to create innovation. Originality, depth of study, and ingenuity distinguished student internal assessments and presentations. The psychological analysis of recent IPO frenzies, crowd behaviour during Muhurat Trading, framing effects in mutual fund advertisements, and behaviorally-informed investment strategies showed their conceptual clarity and potential as behavioural finance professionals. Student projects that used NSE, AMFI, and Google Trends data showed their willingness to apply theory to real-world data. Meeting the vibrant academic community at the LEAD Institute, Kerala, was a highlight of our teaching engagement.

The institute's academic stimulation and warmth made my teaching experience even better. LEAD Institute epitomised academic openness and innovation, from the teaching team's welcoming greeting to the student-staff collaboration. It was inspirational to see the school promote critical thinking, interdisciplinary exploration, and student-led learning. The institute made me a better teacher and a better learner via my interactions, insights, and observations. The LEAD academic leadership made the experience seamless and effective. I loved designing interactive content, using SurveyMonkey, Figma, and Canva, and including vernacular comic-based teaching resources for Indian investors. These tools increased student engagement and helped them visualise investor behaviour in exciting and relevant ways.

Courses like these are crucial as fintech, mobile investment, social trading, and turbulent global markets make behavioural finance relevant. They assist future managers, analysts, and advisors see investors as people with emotions, heuristics, and cognitive restrictions rather than data and numbers. More significantly, such courses teach students to build economically and psychologically wise policies, platforms, and products. Teaching this elective reinforced my confidence in education's transforming power and the necessity of theory-to-practice. It also showed me how student-centric, hands-on pedagogy can turn passive learners into active thinkers.

I'm grateful to LEAD Institute's academic leadership, fellow colleagues, and amazing students for making this experience unforgettable. I look forward to many more collaborative engagements that combine finance, psychology, and pedagogy to create a meaningful learning journey that develops emotionally intelligent, data-savvy, and ethically aware financial professionals.



LINKEDIN AND NETWORKING

LEAD College hosted an engaging session on LinkedIn Essentials & the Art of Networking on 30th August and 1st September 2025, led by Mr. Scaria Thomas, Assistant Director, Office of Corporate Relations, Rajagiri College of Social Sciences. The sessions focused on the importance of building a strong professional presence on LinkedIn, practical strategies for networking, and tips to enhance career opportunities through effective use of the platform. Students gained valuable insights into personal branding, content creation, and leveraging LinkedIn as a powerful tool for employability and career growth. The interactive nature of the program encouraged students to clarify doubts and understand the nuances of digital networking. This initiative reflects LEAD's commitment to equipping students with the skills required to succeed in today's competitive professional world. The event was well-received and left participants motivated to strengthen their online professional identity.



ONAM WITH LEAD ALUMNI BANGALORE CHAPTER

On 23rd August 2025, the LEAD Alumni Bangalore Chapter came together to celebrate Onam with warmth and joy at Savoury Hotel, Madivala, Bangalore. The evening was graced by the presence of Dr. Thomas George, Founder Director of LEAD College of Management, whose participation added special significance to the gathering. Over 50 alumni members attended the event, creating a lively atmosphere filled with nostalgia, camaraderie, and the festive spirit of Onam. Dr. Thomas George interacted with the alumni, appreciating their achievements and contributions while encouraging them to remain closely connected with the LEAD community. His words resonated deeply, reminding everyone of the enduring bond between the college and its alumni. The celebration served not only as a cultural gathering but also as a platform for networking, sharing experiences, and strengthening the alumni network. It was an evening of pride, unity, and renewed connections for the extended LEAD family.

BEHAVIOURAL FINANCE & INVESTOR PSYCHOLOGY: THE *LEAD* EXPERIENCE



DR. PRASHANT SHARMA

Professor & Vice Dean,
Jindal School of Banking & Finance (JSBF),

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This course was notable because of students' engagement and interest. Each session showed students' eagerness to learn about finance's behavioural side through dynamic classroom discussions, hands-on activities, simulation games, role-play exercises, and primary investor sentiment polls. Student-led workshops on investor awareness posters, bias-identification simulations, and investor decision tool nudges were particularly satisfying. These workshops transformed the classroom into a laboratory where finance and psychology combined to create innovation. Originality, depth of study, and ingenuity distinguished student internal assessments and presentations. The psychological analysis of recent IPO frenzies, crowd behaviour during Muhurat Trading, framing effects in mutual fund advertisements, and behaviorally-informed investment strategies showed their conceptual clarity and potential as behavioural finance professionals.

Student projects that used NSE, AMFI, and Google Trends data showed their willingness to apply theory to real-world data. Meeting the vibrant academic community at the LEAD Institute, Kerala, was a highlight of our teaching engagement. The institute's academic stimulation and warmth made my teaching experience even better. LEAD Institute epitomised academic openness and innovation, from the teaching team's welcoming greeting to the student-staff collaboration. It was inspirational to see the school promote critical thinking, interdisciplinary exploration, and student-led learning. The institute made me a better teacher and a better learner via my interactions, insights, and observations. The LEAD academic leadership made the experience seamless and effective. I loved designing interactive content, using SurveyMonkey, Figma, and Canva, and including vernacular comic-based teaching resources for Indian investors. These tools increased student engagement and helped them visualise investor behaviour in exciting and relevant ways.

Courses like these are crucial as fintech, mobile investment, social trading, and turbulent global markets make behavioural finance relevant. They assist future managers, analysts, and advisors see investors as people with emotions, heuristics, and cognitive restrictions rather than data and numbers. More significantly, such courses teach students to build economically and psychologically wise policies, platforms, and products. Teaching this elective reinforced my confidence in education's transforming power and the necessity of theory-to-practice. It also showed me how student-centric, hands-on pedagogy can turn passive learners into active thinkers. I'm grateful to LEAD Institute's academic leadership, fellow colleagues, and amazing students for making this experience unforgettable. I look forward to many more collaborative engagements that combine finance, psychology, and pedagogy to create a meaningful learning journey that develops emotionally intelligent, data-savvy, and ethically aware financial professionals.



LAUNCH OF MAGIC VIBES PUBLICATIONS

The launch of Magic Vibes Publications and its maiden book release was celebrated in a vibrant ceremony that brought together distinguished guests, faculty, students, and well-wishers. The event radiated enthusiasm and optimism, marking the beginning of a new chapter in creative publishing. The evening was enriched by an inspiring address from Dr. Thomas George, Director, LEAD College, whose short yet engaging talk set the tone for reflection and celebration. His words emphasized the importance of imagination and perseverance in turning ideas into impactful outcomes. The program underscored the values of creativity, collaboration, and community, which form the foundation of Magic Vibes Publications. It served as a platform to celebrate not only the first book but also the spirit of innovation and teamwork that made the initiative possible. The occasion was a proud moment for all involved, reaffirming the college's commitment to nurturing talent and encouraging literary pursuits.

FROM INSIGHT TO IMPACT: EMPOWERING FUTURE MARKETERS THROUGH DATA MARKETING & PREDICTIVE ANALYTICS



SHRADHA CHOUDHARY

Manager, SEED, Delhi,

In today's rapidly evolving digital economy, the ability to turn customer information into actionable insight is a defining skill for modern marketers. The Data Marketing and Predictive Analytics elective was designed to meet this industry need equipping students with the tools, mindset, and frameworks to drive data-informed marketing strategy and enable to create meaningful business impact.

Course Overview and Pedagogical Approach

We began by grounding students in the foundations of data-driven marketing exploring various sources of marketing data, key performance metrics, and the ethical considerations surrounding data usage. Tools like Google Analytics were introduced to illustrate real-world digital touchpoints and behavioral insights. Students engaged with concepts of segmentation, targeting, personalization, and KPIs, fostering an early appreciation of how data strategy underpins customer engagement.

The session then progressed into data mining and introduced Python programming as a practical gateway to analyzing unstructured customer data. Using libraries like Pandas, Matplotlib, and NLTK, students learned to clean review data, visualize patterns, and conduct sentiment analysis. Hands-on assignments included generating word clouds, identifying recurring themes, and comparing sentiment trends — revealing product strengths and pain points through text data.

The final module tackled predictive analytics, with a focus on churn prediction and price elasticity modeling — two critical areas in today's subscription and D2C environments. Students analyzed churn patterns using public datasets, created visualizations, and built strategies based on tenure, demographic, and payment-type variables. The module concluded with a capstone project where student teams combined sentiment analysis with predictive insights to propose actionable customer retention strategies.

Industry Relevance: What the Market Demands

The course is deeply aligned with emerging marketing practices shaped by first-party data, AI adoption, and the decline of third-party cookies. Students worked with real tools and simulated tasks used at industry leaders. For instance, brands like OnePlus analyze product reviews to refine feature development, while platforms like Zomato monitor review sentiment to optimize food delivery partnerships, and Telco providers, which applies churn models to deliver personalized win-back offers such as discounted recharge plans, data add-on bundles, or loyalty rewards — based on a customer's usage patterns and tenure.

Students also explored simplified versions of telecom provider segmentation — using tokenization and clustering logic to mimic how brands personalize offers at scale. In the churn module, we introduced foundational machine learning models like logistic regression and decision trees to illustrate how customer behaviour can be predicted. Even non-coders were able to interpret results and suggest business actions, showing that data fluency is about insight, not just syntax. Through this elective, students gained the fluency, toolset, and strategic thinking required to thrive in wide-ranging careers

These skills align with in-demand roles such as:

- Marketing Data Analyst
- Customer Insights Manager
- Growth Marketer
- Product Marketing Analyst
- Retention Analyst

Reflections as a Presenter

Teaching over 240 MBA students across multiple sections was a rewarding experience. The scale of participation underscored how relevant and timely this elective has become.

What stood out most was the willingness of students to embrace analytics, regardless of prior technical background. Many entered the elective with little or no prior experience in Python or data modeling, but by the final sessions, they were confidently writing scripts, visualizing sentiment trends, and communicating data-backed marketing strategies in business terms.

The integrated final project was a particular highlight — a showcase of how technical learning translates into strategic thinking. Students demonstrated not just their ability to clean and analyze data, but also to recommend meaningful customer retention strategies grounded in evidence.

One team identified that negative sentiment frequently clustered around delivery experience, not the product itself highlighting how operational factors can affect brand perception. Several groups creatively proposed ideas like targeted email flows, loyalty tiers, or issue-based customer segmentation to reduce churn and increase engagement. These insights weren't merely academic — they demonstrated the students' ability to think like data-savvy marketers, translating noisy customer feedback into structured solutions with tangible business impact.

This experience reaffirmed for me the power of applied cross-functional learning. By balancing technical depth with business framing, the course enabled even non-coders to contribute meaningfully through interpretation, storytelling, and insight generation.

It also reflects the college's strong commitment to bridging the academia-industry gap — offering practical, real-world learning that prepares students to be effective from day one.

Looking Ahead

As we reflect on this elective, it's clear that data fluency is no longer a niche skill but a mainstream marketing requirement and obviously as highlighted in the course – 'one does not need to be a coder to apply concepts'. Whether in digital campaigns, customer experience design, or product pricing — data-driven decision-making is the new standard.

As data continues to redefine the rules of marketing, electives like this one play a crucial role in shaping adaptive, data-literate leaders. The industry is hungry for marketers who understand both the art of storytelling and the science of data — and this course equips them to be just that.

Looking forward, the elective will evolve with industry needs. Future sessions may include Large Language Models (LLMs) for text summarization, allowing faster insight extraction from reviews and surveys. A proposed Campaign Design will explore hyperlocal marketing, campaign analytics, and ROI tracking using Google Ads and Analytics. These additions will bring together marketing creativity with data precision, keeping the course future-ready and inclusive of diverse learning styles.



SAHYA POSTGRADUATE CONVOCATION CEREMONY

The Postgraduate Convocation Ceremony of the 2023–25 batch was held at Sahya Arts & Science College, Palamadam, Wandoor, Malappuram, on 23rd August 2025 at the College Auditorium. The event marked a significant milestone in the academic journey of the graduating students, celebrating their achievements and preparing them for the next stage of life. Dr. Babu PK, Dean of Quality Assurance, LEAD College (Autonomous) was the Chief Guest of the ceremony. In his address, Dr. Babu reminded the graduates that the world awaiting them beyond the campus requires not only professional competence in their chosen domains but also the strength of fundamental human values. He emphasized that qualities such as empathy, integrity, and responsibility are as essential as academic excellence in navigating the complexities of modern society. The event concluded with a reaffirmation of the college's commitment to nurturing responsible and capable professionals.



PRO TALKS ON HR CONTRIBUTION

Progbiz, Kannur, hosted an engaging session of its Pro Talks series on 27th August 2025, featuring Prof. Chandrashekhar Menon, Professor Emeritus at LEAD College. Prof. Menon spoke on the theme “HR Contribution to the Company”, offering thought-provoking insights into the evolving role of Human Resources in modern organizations. He emphasized that HR is no longer limited to administrative functions but has become a strategic partner in shaping organizational culture, aligning talent with business goals, and driving sustainable growth. Drawing from his rich academic experience and professional expertise, Prof. Menon highlighted how HR plays a transformative role in fostering innovation, employee engagement, and long-term competitiveness. The session was highly appreciated by participants, who left with a deeper understanding of HR’s critical contribution to organizational success. The event added significant value to the Pro Talks series by blending theory with real-world applications.

INFOEDGE PLACEMENT DRIVE

LEAD College hosted a successful placement drive on 21st August 2025, in collaboration with Info Edge, a leading company offering diverse career pathways. The event provided students with an excellent opportunity to engage with industry professionals and explore rewarding career prospects. The session began with the HR team sharing valuable insights into the company's vision, work culture, and growth opportunities. This was followed by a structured selection process that included group discussions, personal interviews, and an online HR round. Throughout the process, students demonstrated remarkable enthusiasm, confidence, and professionalism. The recruiters appreciated the quality of candidates, the disciplined environment on campus, and the seamless coordination by the Placement Cell volunteers. Mr. Ajay Japamani, Placement Head, extended heartfelt gratitude to Info Edge for the collaboration and reiterated LEAD's commitment to strengthening industry-academia partnerships. The day concluded with selected students embarking on exciting new career journeys.





INDEPENDENCE DAY 2025

The Independence Day celebration organized by the Events LOT was a momentous occasion filled with patriotic fervor and unity. August 15, 2025 marked the special day, with the event held at the front office from 8:30 AM to 9:30 AM. The program commenced with the ceremonial hoisting of the national flag by Dr. Thomas George, Director, LEAD College of Management, followed by the singing of the national anthem and recital of the pledge, which inspired immense pride among the gathering. Speeches by dignitaries highlighted the significance of independence, unity, and responsibility toward nation-building. The atmosphere became even more vibrant as attendees dressed in tricolor-themed attire, symbolizing unity in diversity. The celebration truly reflected the spirit of national pride and harmony, while honoring the sacrifices of freedom fighters. The event concluded with the distribution of sweets, spreading joy and togetherness. Overall, the Independence Day celebration at the front office was a resounding success, instilling responsibility and patriotism in everyone present.



A variety of programmes within the campus added vibrancy to the occasion, including singing competitions, a slow cycle race, a mehendi fest, poster making competitions, exam kit distribution, and a film screening. These events not only showcased the talents of students but also reflected the collective enthusiasm of the college community. The college clubs further extended the spirit of service to the community through impactful outreach initiatives. The JCI Club distributed copies of The Hindu and Young World to students of nearby schools and Anganwadis, while the Lion's Club undertook several noteworthy programmes, including a plastic-free campus drive, distribution of slates and pencils to children at Akathethera Anganwadi, and the "Feeding the Hungry" initiative at Pratheeksha, Ummini, and Thanavu Street corners, Olavokkode. Additionally, the Lion's Club organized a cleaning campaign at Dhoni Anganwadi on 29th August, thereby reinforcing LEAD College's strong commitment to civic responsibility and community welfare. The day's celebrations thus served as a reminder of the enduring values of freedom, unity, and service to society that continue to inspire the LEAD community.



CRITICAL THINKING & PUZZLE SOLVING

The Placement Cell of LEAD College organized an engaging One-Day Session on Critical Thinking and Puzzle Solving on 15th August 2025 at The Arena, LEAD campus. The session was led by Dr. Thomas George K., Director of LEAD and renowned motivational speaker, who inspired participants with his unique blend of thought-provoking insights and interactive problem-solving activities. The program, attended by students of the 2024 and 2025 MBA batches, emphasized the importance of critical thinking as a core management skill and highlighted how puzzle-solving sharpens analytical reasoning, creativity, and decision-making abilities. Dr. Thomas encouraged students to approach challenges with a fresh perspective, linking real-world management scenarios with engaging puzzles. The highly participatory session not only enriched the students' learning experience but also strengthened their confidence to face academic and professional challenges with clarity and innovation.



ANGANWADI CLEANING CAMPAIGN

On 29th August 2025, LEAD College, in association with the Lions Club, Dhoni, Palakkad, organized a Cleaning Campaign at Dhoni Anganwadi as part of its commitment to social responsibility and community welfare. A team of 20 enthusiastic volunteers, including LEAD office bearers, actively participated in the initiative. The campaign aimed to create a cleaner and healthier environment for the children of the Anganwadi. Volunteers worked together to clean the premises, ensuring a safe and welcoming space for learning and play. The event also highlighted the importance of maintaining hygiene and spreading awareness about community participation in social causes. By collaborating with the Lions Club, the campaign reinforced LEAD's dedication to extending its service beyond the campus and contributing meaningfully to society. The initiative was well appreciated by local residents and Anganwadi staff, making it a truly impactful outreach activity.

7 HABITS OF SUCCESSFUL PROFESSIONALS

Students of the SWIFT MBA Institute had the opportunity to attend a thought-provoking session on “7 Habits of Successful Professionals” at the Vikaasa Global Campus, Kozhikode, On 28th August 2025. The session was led by Dr. Chandrashekhhar Menon, Professor Emeritus and Adviser to LEAD College, Dhoni, Palakkad. With his rich academic background and practical insights, Dr. Menon engaged the audience of about 30 participants in an interactive discussion. He emphasized how habits like proactive thinking, adaptability, effective communication, and continuous learning can shape a student’s transition into a successful professional. Students found the session highly relatable as Dr. Menon connected each habit to real-life scenarios and workplace challenges. Many reflected that the session not only clarified what success demands but also gave them a roadmap to nurture these qualities early in their careers. The session left participants inspired, motivated, and ready to apply these habits in their journey ahead.





PLASTIC-FREE DRIVE

A Plastic-Free Drive was organized jointly by the Lions Club, Dhoni and LEAD College, Dhoni, Palakkad in and around the LEAD campus. The initiative aimed to promote environmental awareness and encourage sustainable practices among students and the local community. The drive conducted on 23rd August 2025, witnessed the active participation of 20 students, along with office bearers of the 2025 batch and members of the Lions Club. Volunteers engaged in collecting and segregating plastic waste while spreading awareness about reducing single-use plastics and adopting eco-friendly alternatives. The campaign not only contributed to maintaining a cleaner campus environment but also served as a platform for students to take responsibility as change agents in society. The collaboration between LEAD and the Lions Club once again underscored their shared commitment to social and environmental causes. The event concluded with a collective pledge to continue efforts toward a cleaner, greener future.

SINGFINITY

On 8th August 2025, the BB Court at LEAD College of Management came alive with music and cheer as the college hosted Singfinity, an inter-batch singing Competition for the 2024 and 2025 MBA batches. The event was organized in collaboration with the JCI Clubs, Dhoni and LEAD, and coordinated by the JCI office bearers and student representatives. With over 100 enthusiastic participants, the competition showcased a wide range of talent, from soulful classical renditions to energetic contemporary numbers. The vibrant atmosphere, coupled with the spirit of healthy competition, made the event a memorable one for both performers and the audience. The judges praised the participants for their creativity, confidence, and stage presence, while students cheered their peers wholeheartedly. The event not only celebrated music but also strengthened camaraderie among batches, providing a platform for students to express themselves beyond academics. Mr. Anush. S and Shahid. P.A., both from MBA 2025 batch, were the winners of the event.





THE FIT LEADS

The Arena at LEAD College witnessed an electrifying celebration of fitness, talent, and confidence with the grand event, Mr. LEAD 2.0, on 1st August 2025. Organized jointly by the JCI Clubs and the LEAD Fitness Club, the program aimed to promote health, self-discipline, and leadership among students. The event was graced by the presence of Mr. Kerala 2024, who inspired participants with his fitness journey and words of motivation. Students from the 2024 and 2025 MBA batches took part enthusiastically, showcasing not only their physical fitness but also their personality, creativity, and stage presence through various rounds of competition. Mr. Vishnu K & Ms. Dona Kunjumon, were selected as the Best Physique in male and female categories. JCI office bearers, along with faculty and students, ensured smooth coordination of the event. Mr. LEAD 2.0 was more than a contest—it was a platform to encourage holistic development, teamwork, and a spirit of excellence, leaving the audience inspired and energized.



EXAM KIT DISTRIBUTION FOR 2025 BATCH

The Reception Area of LEAD College hosted a thoughtful initiative, the Exam Kit Distribution for the 2025 MBA batch. Organized by the JCI Clubs of Palakkad, Dhoni, and LEAD, the event highlighted the importance of supporting students during their academic journey. The kits, distributed by Dr. Sangeetha, Associate Dean – Non-Academic Student Affairs, contained essential stationery items along with a sweet token of encouragement. Around 10 JCI office bearers coordinated the event with enthusiasm, ensuring that every student felt motivated and cared for as they prepared for their upcoming examinations. Students appreciated the gesture, which not only provided practical assistance but also boosted their confidence and morale. The initiative held on 6th August 2025 reflected LEAD's commitment to nurturing a supportive environment where academic excellence is complemented by empathy and community spirit. The event concluded on a warm, positive note with smiles all around.



15TH ANNIVERSARY GIFT FOR STAFF

As part of the 15-year celebrations of LEAD College, the institution's owners extended a thoughtful gesture to acknowledge the dedication of its staff. Every member of the teaching and non-teaching community was gifted a trolley bag, symbolizing appreciation for their commitment and contribution to the college's journey. This initiative reflects the management's consistent emphasis on staff welfare and wellbeing, recognizing employees as the backbone of LEAD's success. The gesture was warmly received, adding a personal touch to the milestone celebrations and reinforcing the culture of care and inclusivity that defines LEAD. By valuing its staff alongside its academic and institutional achievements, LEAD once again highlighted that true growth comes from nurturing both people and purpose.

ALUMNI SPOTLIGHT

**MR. AJNAS. P**

Senior Associate
Hedge Fund Accounting at Morgan Stanley

Ajnas, an alumnus of LEAD College of Management, is presently designated as Senior Associate – Hedge Fund Accounting at Morgan Stanley, a preeminent global financial services institution. In this capacity, he is engaged in comprehensive hedge fund operations with emphasis on complex financial instruments, valuation methodologies, and regulatory fund reporting.

After completing his MBA in Finance and Marketing in 2018, following a B.Com in Finance, Ajnas commenced his professional trajectory in the capital markets as an Equity Advisor, specializing in investment advisory and portfolio management. He subsequently transitioned to Ernst & Young, one of the Big 4 audit and advisory firms, where he was associated with the risk management function, gaining exposure to enterprise controls, compliance frameworks, and global financial risk processes. He then advanced to Apex Group, a leading global fund administrator, where he managed the hedge fund administration lifecycle and also conducted structured trainings for fund accountants.

With demonstrable expertise spanning the client-facing front end of the capital markets and the back-office spectrum of risk management and hedge fund administration, Ajnas epitomizes a well-rounded finance professional. His career arc reflects steady progression, domain depth, and technical proficiency within the global investment management industry.

DIGITAL WELLBEING AS A MEASURE OF HEI QUALITY



Dr. Babu P K

Dean, Quality Assurance

How do we measure the growth of an institution? Traditionally, growth has been expressed in years, numbers, and size — the length of time an institution has existed, the expansion of its buildings, the increase in schools and departments, or the swelling numbers of faculty and students. These markers certainly add weight and aura, sometimes even prestige. Yet, the quality of growth of a Higher Education Institution (HEI) cannot be captured merely through its physical footprint or numerical strength.

True growth lies in the quality it sustains, the reputation it builds, and the impact it creates for students, faculty, and society at large. Classical parameters such as academic yield, scholarly output, public reputation, and community engagement have long provided meaningful measures of institutional excellence. These remain essential, for they ground institutions in their academic credibility and social responsibility.

At the same time, the landscape of higher education is undergoing profound change. With Gen Z entering our campuses — a generation deeply shaped by smartphones, social media, and tech-saturated lives — institutions face new challenges that cannot be ignored. As Jonathan Haidt argues in 'The Anxious Generation', the realities of constant connectivity, fragile mental health, and shrinking real-world opportunities demand fresh responses. If quality is to remain relevant, it must be defined not only by academic performance but also by an institution's ability to nurture balance, resilience, and wellbeing in its students. Hence the following effort to list parameters which can measure quality of an HEI from the Gen Z mental health perspective, drawing on Haidt's observations.

Observation 1: Overexposure to smartphones reduces attention spans and undermines classroom learning.

Quality Parameter: Digital Discipline in Learning Environments

A Gen Z HEI should be evaluated on how well it regulates device use, integrates phones/laptops purposefully into learning, and simultaneously creates phone-free spaces that preserve student focus.

Observation 2: Early and heavy use of social media is linked to anxiety, depression, and poor self-image.

Quality Parameter: Mental Health & Wellbeing Infrastructure

HEIs must provide strong counselling services, awareness campaigns, and preventive measures addressing digital stress. Quality is seen in how mental wellbeing is normalized, resourced, and integrated into campus life.

Observation 3: Children and youth lack opportunities for free, unsupervised play and real-world exploration.

Quality Parameter: Experiential & Play-Based Opportunities

Quality HEIs create opportunities for unstructured socialization, outdoor activity, and independent exploration through clubs, sports, service-learning, and creative spaces — counterbalancing screen-based engagement.

Observation 4: Constant connectivity reduces sleep quality, resilience, and capacity for deep work.

Quality Parameter: Culture of Healthy Boundaries

Institutions should model and encourage practices such as device-free times, email curfews, and digital detox programmes. HEIs that cultivate respect for boundaries between academic, digital, and personal life demonstrate higher quality.

Observation 5: Tech culture is shaped largely by corporate incentives, leaving students vulnerable unless collective norms are established.

Quality Parameter: Policy & Community Engagement

Quality Gen Z HEIs engage actively in shaping policy and norms around digital use — working with parents, industry, and regulators to advocate for healthier ecosystems. Institutions become role models by leading collective action.

Observation 6: Reliance on algorithm-driven feeds narrows thinking and reduces original creativity.

Quality Parameter: Scholarship Beyond Screens

A high-quality HEI encourages intellectual diversity, fosters critical debate, and provides students with spaces for deep, screen-free inquiry. Research, innovation, and scholarship are framed as ways to reclaim independence of thought.

Framing HEI quality through the lens of Haidt's observations reminds us that education is not only about transmitting knowledge but also about shaping whole persons. A Gen Z-sensitive institution is one that takes seriously the risks of a tech-saturated world while equipping students with the skills, balance, and resilience to thrive within it. Such institutions redefine growth by integrating digital wellbeing into their academic, social, and cultural fabric. In doing so, they move beyond the narrow pursuit of grades or rankings and position themselves as true guardians of the next generation's future.



THE #1 SUNDAY TIMES BESTSELLER
STEVEN BARTLETT

THE DIARY OF A CEO

**THE 33 LAWS OF
BUSINESS & LIFE**



Sarwah C
 MBA 2025 Batch

Steven Bartlett's *The Diary of a CEO* is not your average self-help book—it's a raw, engaging dive into the messy, rewarding journey of chasing success, learning from failure, and unlocking your potential. As the youngest-ever Dragon on BBC's *Dragon's Den* and co-founder of Social Chain, Bartlett brings a unique blend of authenticity, humour, and hard-earned wisdom. Reading this book feels like sitting down with a friend who's been through the highs and lows of building a life and career, sharing lessons that hit home whether you're just starting out or navigating new challenges. At the core of the book are Bartlett's 33 "laws" of success, distilled from his own experiences and conversations with some of the world's most inspiring people.

These aren't rigid commandments, but flexible principles meant to guide you through different stages of life and work. They touch on everything from building confidence and resilience to mastering communication and leadership. What makes them special is their balance of practicality and heart—Bartlett doesn't just tell you what to do but shows you why it matters, grounding each law in stories that make the ideas stick. One of the standout concepts is the first law: Fill Your Five Buckets in the Right Order. Bartlett introduces five key areas—knowledge, skills, network, resources, and reputation—and argues that lasting success depends on building them in sequence. Too many people chase fame or money before laying a foundation of expertise, only to crumble when challenges hit. He illustrates this with examples like Elon Musk, who prioritized deep learning before launching ambitious ventures. It's a simple but powerful reminder to focus on the fundamentals first, no matter how tempting shortcuts might seem.

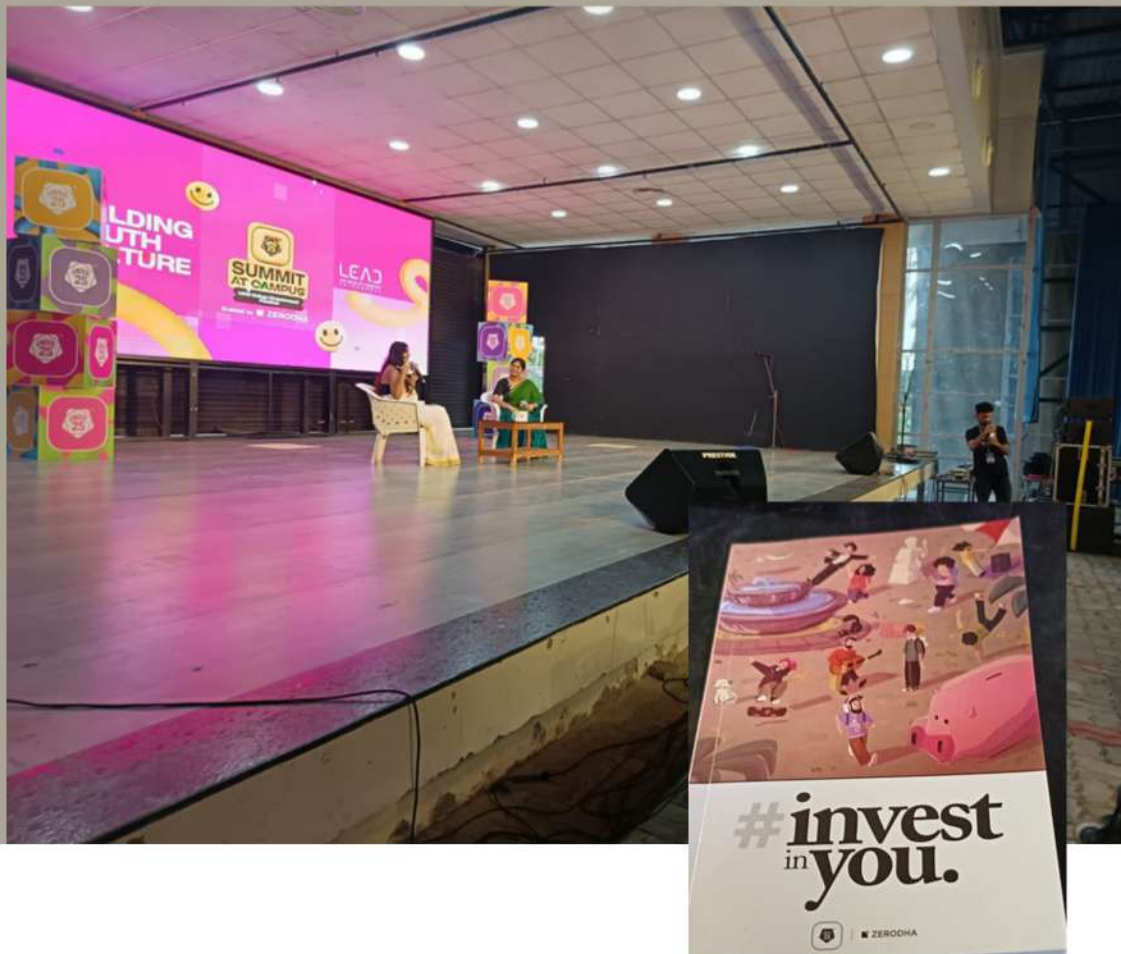
Another compelling idea is the “self-story”—the narrative you carry about who you are. Bartlett believes this inner dialogue shapes every decision and outcome in your life. A strong, positive self-story fuels resilience, helping you push through setbacks, while a negative one can quietly sabotage your efforts. His openness about his own struggles with self-doubt, especially as a young entrepreneur, makes this lesson deeply relatable. It’s a call to examine the stories we tell ourselves and rewrite them to unlock our potential. Bartlett also shines when it comes to habits and failure. In *Never Fight a Bad Habit*, he suggests replacing unhelpful behaviours instead of battling them head-on, a practical tip backed by research on how habits work. Similarly, *Out-Fail the Competition* redefines failure as a competitive edge. Those who experiment, stumble, and learn faster, he argues, are the ones who ultimately win.

These ideas aren’t just theories—they’re brought to life through Bartlett’s own stories, like moments when he took risks that didn’t pan out but taught him lessons that shaped his success. For anyone looking to communicate effectively or lead with impact, Bartlett’s insights are gold. *Fight for the First Five Seconds* emphasizes the importance of grabbing attention right away, whether you’re pitching an idea or meeting someone new. Drawing from his marketing background, he highlights the power of storytelling and emotional connection. Another gem, *The Frame Matters More than the Picture*, explores how perception often outweighs reality. The way you present an idea, product, or even yourself can make all the difference in today’s fast-paced, attention-driven world. These lessons are a must for entrepreneurs, professionals, or anyone navigating social dynamics. What makes *The Diary of a CEO* so engaging is Bartlett’s voice. He writes like he’s chatting with you over coffee, blending humour, humility, and candor.

He doesn’t shy away from admitting his mistakes—times when he was overconfident, chased the wrong goals, or let fear call the shots. This honesty transforms him from a distant “successful CEO” into someone you can relate to, making the book feel less like a lecture and more like a mentoring session. His willingness to explore tough topics like self-doubt, criticism, and the discomfort of growth adds a layer of depth that sets this book apart. That said, if you’re a voracious reader of personal development books, some ideas might feel familiar. Concepts like habit replacement or the importance of failure aren’t new.

But Bartlett’s entrepreneurial lens and vivid storytelling breathe fresh life into them. His experiences as a young entrepreneur, often working with limited resources and battling imposter syndrome, make the book especially encouraging for students and early-career professionals. At the same time, his insights on leadership and influence resonate with seasoned leaders looking to refine their approach. The book also challenges you to embrace discomfort and think differently. Bartlett argues that growth often comes from unconventional choices—what he calls “bizarre” behaviour—that push you beyond your comfort zone. This perspective, paired with his emotional honesty, makes the book not just practical but profoundly human. Ultimately,

The Diary of a CEO is more than a guide to business—it’s a roadmap for life. It pushes you to rethink success, not as external achievements like wealth or status, but as a journey of self-mastery, resilience, and crafting a story worth believing in. Whether you’re launching your first venture, climbing the career ladder, or simply figuring out your next step, this book offers clarity, inspiration, and actionable wisdom to keep you moving forward.



ZERODHA UNDER 25 YOUTH SUMMIT

Zerodha's Under 25 Youth Summit was at LEAD College on 26 August 25 as part of their ambitious journey across 250 colleges in India. Our campus became the 131st stop in this national series designed to inspire and empower young minds. The event was anchored by Samaira from Zerodha.com, whose energy and engaging style kept the audience connected throughout. Adding star presence, Aparna Premraj, cine actor and anchor at Surya TV, addressed the students with reflections on youth, creativity, and following one's passion with courage. To complement the inspiration, the summit featured a captivating musical performance by Midhun Balakrishnan, a Trichur-born singer based in Bangalore. The programme was a memorable experience for the students.

LEAD OBT

EXPERIENTIAL LEARNING



Date	Name of Institution	Number of Participans
06/08/2025 - 08/08/2025	SDM College, Mysore.	27
12/08/2025 - 13/08/2025	Turning Point 05	110
18/08/2025 - 19/08/2025	Kristu Jyothi College – B.Com Dept	131
22/08/2025 - 23/08/2025	Kristu Jyothi College – B.Sc Psychology Dept	67
26/08/2025 - 27/08/2025	Kristu Jyothi College – BCA Dept	42
5/8/2025	Sree Sankaracharya University, Kalady.	32



LEAD PETS: AFRICAN GREY PARROT

At LEAD College, the African Grey Parrot has found a special place as a unique and intelligent pet. Known worldwide as one of the most gifted talking parrots, this bird brings both charm and liveliness to the campus. Its remarkable ability to mimic human speech and sounds often delights students and staff, creating an atmosphere of joy and curiosity. Beyond its entertaining skills, the African Grey is admired for its intelligence, social nature, and strong bond with people. At LEAD, the parrot is more than just a pet: it is a companion that fosters interaction, reduces stress, and adds a vibrant touch to the academic environment. Its presence also reflects the college's openness to diversity and innovative ways of enhancing student life. Loved by all, the African Grey Parrot stands as a symbol of communication and companionship within the LEAD community.

LEAD IN MEDIA

Project launched to elevate the status of Ramassery Idli



Award-winning farmer P. Bhuvaneshwari inaugurating Gandhi Ashram's project aimed at providing sustainable livelihood for the makers of Ramassery Idli at Ramassery in Palakkad recently.

The Hindu Bureau
PALAKKAD

Gandhi Ashram at Ramassery near here has partnered with culinary experts to elevate the status of the world-renowned Ramassery Idli. The Ashram aims to ensure the legacy and heritage status of the idli while providing a sustainable livelihood for the idli-making families. This collaboration aims to take Ramassery Idli to new heights, preserving its traditional recipe and cultural significance.

"Our project aims to enhance the production quality and capacity of Ramassery Idli while preserving its uniqueness and cultural heritage," said food scientist

State Ramamoorthy. Sankaran

The new project seeks to establish a modern marketing system to ensure a dignified income for the families engaged in idli-making at Ramassery. "By providing expert training and financial support, we aim to empower entrepreneurs of Ramassery," said Mr. Ramamoorthy, explaining the vision behind the initiative.

Gandhi Ashram is spearheading the project to drive local socio-economic development, in line with Mahatma Gandhi's vision. The initiative's first phase involves setting up 100 Idli outlets, with a projected turnover of ₹3 crore.

State award-winning

farmer P. Bhuvaneshwari inaugurated the project at Ramassery on Thursday. Gandhi Ashram trustee Puthussery Sreenivasan presided over the function.

Mr. Ramamoorthy explained the project. Lead College of Management director Thomas George, CSR expert Arun Aravind, former chief general manager of Nabard J.G. Menon, former assistant general manager Ramesh Venugopal, Water Mission's Palakkad coordinator Balasubramanian, Sudhakar Babu, R. Ramdas, C. Murukeshan, Suresh Shenoy, Lakshmi Padmanabhan, Radhakrishnan, Ramassery, Unnikuttan Madachipadam, and P.N. Gopalakrishnan spoke.



എലപ്പള്ളിയിൽ രാമശ്ശേരി ഇഡ്ഡലി സംരംഭക വികസന പദ്ധതി മനോരമ കർഷകശ്രീ ഫൗണ്ടേഷൻ ജേതാവ് പി.ഭുവനേശ്വരി ഉദ്ഘാടനം ചെയ്യുന്നു.

രാമശ്ശേരി ഇഡ്ഡലി സംരംഭക വികസന പദ്ധതിക്കു തുടക്കം

എലപ്പള്ളി • രാമശ്ശേരി ഇഡ്ഡലിയുടെ രുചിക്കു കൂടുതൽ തനിമയേകാനും ഇഡ്ഡലിയുണ്ടാക്കി ഉപജീവനം നടത്തുന്ന കുടുംബങ്ങളെ സഹകരിക്കാനും സംരംഭക വികസന പദ്ധതിക്കു തുടക്കമായി. രാമശ്ശേരി ഗാന്ധി ആശ്രമവും ഭക്ഷണ രംഗത്തെ വിദഗ്ദ്ധരുടെ ചേർന്നാണ് പദ്ധതിക്കു തുടക്കമിട്ടത്.

രാമശ്ശേരി ഇഡ്ഡലിയുടെ തനിമയും സാംസ്കാരിക പാരമ്പര്യവും നിലനിർത്തി ഗുണമേന്മയോടെ ഉൽപ്പാദന ശേഷി കൂട്ടുക, ആധുനിക വിപണന സവിധാനം ഒരുക്കി മാന്യമായ വരുമാനം കൂട്ടുംബങ്ങൾക്കു ഉറപ്പാക്കുക, വിദഗ്ദ്ധ പരിശീലനവും സാമ്പത്തിക പിന്തുണയും നൽകി നല്ല സംരംഭകരാക്കി ഉയർത്തുക തുടങ്ങിയ ലക്ഷ്യങ്ങളോടെയാണ് പദ്ധതിക്കു രൂപം നൽകിയിട്ടുള്ളതെന്നു പദ്ധതിക്കു നേതൃത്വം നൽകുന്ന പ്രമുഖ ഫുഡ് സയന്റിസ്റ്റ് ശങ്കരൻ രാമചൂർത്തി പറഞ്ഞു.

ഗാന്ധിജി വിഭാവനം ചെയ്ത പ്രാദേശിക സാമൂഹിക സാമ്പത്തിക വികസനം ലക്ഷ്യമാക്കിയു

ള്ള ഗാന്ധി ആശ്രമത്തിന്റെ നേതൃത്വത്തിൽ നടത്തുന്ന പദ്ധതിയുടെ ഒന്നാം ഘട്ടത്തിൽ 100 ഇഡ്ഡലി കടകൾ സ്ഥാപിച്ചു കൊണ്ടു വിപണനം ആരംഭിക്കും. ഇതിലൂടെ 3 കോടി രൂപയുടെ വിറ്റുവരവ് പ്രതീക്ഷിക്കുന്നുവെന്നും അദ്ദേഹം പറഞ്ഞു. കൂടാതെ പദ്ധതിയുടെ ചരിത്രം ഉറങ്ങുന്ന രാമശ്ശേരി പാഠോടിയിലെ ന്യൂശങ്കർ വിലാസിൻ മനോരമ കർഷകശ്രീ ഫൗണ്ടേഷൻ ജേതാവ് പി.ഭുവനേശ്വരി പദ്ധതി ഉദ്ഘാടനം ചെയ്തു.

ഗാന്ധി ആശ്രമം ട്രസ്റ്റി പുതുശ്ശേരി ശ്രീനിവാസൻ അധ്യക്ഷനായി. ലീഡ് കോളജ് ഡയറക്ടർ ഡോ.തോമസ് ജോർജ്ജ്, നബാർഡ് ചുരുർ ചീഫ് ജനറൽ മാനേജർ ജെ.ജി.മേനോൻ, അരുൺ അരവിന്ദൻ, രമേഷ് വേണുഗോപാൽ, ബാലസുബ്രഹ്മണ്യൻ, സുധാകര ബാബു, ആർ.രാമദാസ്, സി.മുരുകേശൻ, സുരേഷ് ക്ഷണായ്, പ്രഫ.ലക്ഷ്മി പത്മനാഭൻ, രാധാകൃഷ്ണൻ രാമശ്ശേരി, ഉണ്ണിക്കുട്ടൻ മടച്ചിപ്പാടം, പി.എൻ.ഗോപാലകൃഷ്ണൻ തുടങ്ങിയവർ പ്രസംഗിച്ചു.

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