



Scholarships



Scholarship Name 1: Description:	Nikon Scholarship Program 2026-27 Nikon India Private Limited has launched the Nikon Scholarship Program 2026-27, offering up to INR 1,00,000 to students pursuing professional photography courses of 3 months or more. The program aims to nurture young visual talent and remove financial barriers to creative education. Eligibility: • Must be an Indian citizen. • Must be currently pursuing a professional photography-related course with a minimum duration of three months. • Must have passed Class 12 (any stream). • Annual parental income from all sources must not exceed INR 6,00,000 Prizes & Rewards: Scholarship up to Rs 1,00,000 based on the actual course fee. Last Date to Apply: 24-08-2026 Application mode: Online applications only Short Url: www.b4s.in/hans/NIKON14 QR Code: https://dle9eg0t055l3.cloudfront.net/static/images/scho-media/nikon-scholarship-program-2026-271785206520.png
Scholarship Name 2: Description:	Panasonic Ratti Chhatr Scholarship 2026-27 The Panasonic Ratti Chhatr Scholarship 2026-27 an inititave by Panasonic Life Solutions India aims to supports first-year B.E./B. Tech students from low-income families admitted to any IIT by providing annual financial assistance of INR 70,250. Eligibility: • Open to students across India who have secured admission to B.E. or B. Tech. programs at any Indian Institute of Technology (IIT) for the academic year 2026-27. • Applicants must have completed their Class 12 examination with a minimum of 75% marks. • The annual family income should not exceed INR 8,00,000 from all sources. • Only candidates from the 2026-27 batch are eligible to apply. Prizes & Rewards: Scholarship of INR 70,250 per year. Note: Scholarship support will be provided until 2028, with the possibility of an extension. Last Date to Apply: 20-08-2026 Application mode: Online applications only Short Url: www.b4s.in/hans/RCSP7 QR Code: https://dle9eg0t055l3.cloudfront.net/static/images/scho-media/panasonic-ratti-chhatr-scholarship-2026-271785206513.png
Scholarship Name 3: Description:	U-GO Scholarship Program 2026-27 The U-GO Scholarship Program 2026-27, an initiative by U-GO, aims to provide financial assistance to talented young women pursuing professional undergraduate courses across India. The program supports academically deserving students enrolled in fields such as teaching, nursing, pharmacy, medicine, engineering, architecture, law, and other related disciplines. Eligibility: • Open to young women pursuing professional graduation courses in teaching, nursing, pharmacy, medicine, engineering, architecture, law and related fields. • Must be studying in any year of their graduation program, except the final year. • Must have secured at least 70% marks in both the Class 10 and Class 12 examinations. • Annual family income from all sources must be less than INR 5 lakh. • Students from across India are eligible to apply. Prizes & Rewards: Selected students will get a chance to receive up to INR 60,000 per year. Last Date to Apply: 20-08-2026 Application mode: Online applications only Short Url: www.b4s.in/hans/UGO6 QR Code: https://dle9eg0t055l3.cloudfront.net/static/images/scho-media/u-go-scholarship-program-2026-271785206505.png
Scholarship Name 4: Description:	IIRS External Student Internship Program 2026 The IIRS External Student Internship Program 2026 is being offered by the Indian Institute of Remote Sensing (IIRS), ISRO, Department of Space (DoS), GoI. It aims to provide valuable hands-on research and training experience to meritorious students pursuing their studies in science, technology, engineering, and related disciplines. Eligibility: Application is open to Indian nationals pursuing or having completed their UG, PG, or PhD programmes in Science or Technology from recognised institutions in India or abroad in the last six months. Applicants must have secured a minimum of 60% aggregate marks or a CGPA of 6.32/10. They must fulfil the prescribed academic requirements for the Student Project Trainee Scheme and complete their 6th semester for BE/BTech., 1st semester for ME/MTech. and MSc., final year for BSc./Diploma, and coursework for PhD programmes respectively. Prizes & Rewards: Training certification and research experience benefits. Last Date to Apply: 30-10-2026 Application mode: Online Application Only Short Url: www.b4s.in/hans/IIRS2 QR Code: https://dle9eg0t055l3.cloudfront.net/static/images/scho-media/iirs-external-student-internship-program-20261785206459.png
Scholarship Name 5: Description:	GEV Memorial Merit Scholarship for Law Students 2026-27 An initiative of the GEV Scholarship Fund Trust, established in memory of Late Dr. Goolam E. Vahanvati, the 13th Attorney General of India. The scholarship supports meritorious law students pursuing legal education at undergraduate and postgraduate levels in India. Eligibility: • Indian citizens pursuing LL.B./LL.M. in India or appearing for CLAT, LSAT-India, AILET, or other law entrance exams. • Minimum 60% in Class X & XII, annual family income up to INR 10 lakh, and willingness to participate in mentorship programmes. Prizes & Rewards: • Scholarship support ranging from INR 50,000 to INR 2,00,000 per year. • Mentorship opportunities from legal professionals and alumni. Last Date to Apply: 15-08-2026 Application mode: Online applications only Short Url: www.b4s.in/hans/GMM5 QR Code: https://dle9eg0t055l3.cloudfront.net/static/images/scho-media/gev-memorial-merit-scholarship-for-law-students-2026-271782131425.png



How students can prepare for marketing careers

Why creativity, data, AI and communication are shaping the next generation of marketing professionals

YOGITA TULSIANI

For decades, marketing was often associated with catchy advertisements, memorable slogans, and creative campaigns. While creativity continues to be the heart of great marketing, the profession has transformed into one of the most dynamic, technology-driven, and data-centric career paths today.

For students aspiring to build a career in marketing, this evolution presents both an opportunity and a challenge. Employers are no longer hiring candidates based solely on academic qualifications or creative thinking. They are looking for professionals who can combine analytical skills, technological awareness, business understanding, and consumer empathy to drive measurable outcomes. As the industry continues to evolve, students must rethink how they prepare for their first marketing role.

Data literacy is becoming a core marketing skill

Marketing decisions today are driven by insights rather than assumptions. From website traffic and social media engagement to customer journeys, audience segmentation, and campaign performance, data influences almost every marketing decision.

Students entering the workforce should develop the ability to interpret dashboards, understand campaign analytics, identify customer trends, and derive actionable insights. They do not need to become data scientists, but they should be comfortable using data to support marketing decisions, measure outcomes, optimise campaigns, and identify opportunities for improvement.



AI is a tool every marketer must learn to use

Artificial intelligence is rapidly becoming part of the marketing workflow. It can assist with content ideation, customer segmentation, campaign optimisation, market research, predictive analytics, marketing automation, and personalised customer experiences. However, AI is not replacing marketers—it is changing how marketers work.

Students who understand how to collaborate with AI tools, write effective prompts, verify outputs, interpret AI-generated insights, and combine technology with human creativity will be better prepared for the workplace. The ability to use AI responsibly, ethically, and strategically is increasingly becoming an expected skill rather than a competitive advantage.

Communication and storytelling still matter

Technology can generate content, but it cannot replace authentic human storytelling. Brands continue to compete on trust, emotional connection, credibility, and relevance.

Students should focus on strengthening their writing, presentation, public speaking, and communication skills. Whether pitching an idea to a client, presenting campaign results, creating content for different audiences, or collaborating with internal teams, the ability to communicate clearly remains one of the most valuable assets in marketing.

Build a portfolio before you build a resume

One of the biggest mistakes students make is waiting until graduation to demonstrate their abilities. Employers increasingly value

practical experience alongside academic achievements.

Students can build portfolios by managing college events, running social media pages, creating content, participating in marketing competitions, volunteering with NGOs, freelancing, assisting startups, or developing campaigns for small businesses. Even self-initiated projects can showcase creativity, strategic thinking, leadership, digital skills, and problem-solving abilities. A strong portfolio often tells employers more about a candidate's potential than a list of classroom assignments because it demonstrates initiative and the ability to apply knowledge in practical settings.

Curiosity is the skill that never goes out of style

Marketing is constantly evolving because consumers are constantly evolving.

Collaboration is essential

Modern marketing rarely operates in isolation. Campaigns require collaboration between creative teams, product managers, sales professionals, designers, analysts, technology teams, customer experience specialists, and business leaders. Students should develop teamwork, adaptability, leadership, and problem-solving skills through group projects, internships, extracurricular activities, and interdisciplinary collaborations. Learning to work across functions prepares future marketers for the collaborative nature of today's organisations.

Preparing for the future starts today

The marketing industry offers exciting opportunities for young professionals, but success requires more than creativity alone. Students who combine creative thinking with analytical ability, technological fluency, effective communication, business understanding, collaboration, and a growth mindset will be better equipped to thrive in an increasingly competitive landscape. The author is Director & Co-founder, iXceed Solutions, Global Tech-Recruiter Provider.

INTERNATIONAL DIGITAL ADOPTION (DAP) PROFESSIONALS DAY

Empowering employees through better digital experiences



As organisations continue to adopt new technologies, ensuring that employees can use digital tools effectively has become just as important as implementing the technology itself. This is where Digital Adoption Platform (DAP) professionals play a vital role. They help bridge the gap between technology and people by making digital systems easier to understand, navigate and use.

Modern workplaces rely on a wide range of software applications for communication, collaboration, customer service, finance and operations. While these tools offer significant advantages, they can also be challenging for employees to learn. DAP professionals simplify this transition by creating guided experiences, in-app support, interactive walkthroughs and learning resources that help users perform tasks

with confidence.

Beyond training, these professionals work closely with technology teams, business leaders and end users to understand common challenges and improve the overall digital experience. Their efforts reduce confusion, minimise errors and encourage employees to adopt new systems more quickly, leading to smoother workplace transitions and higher productivity.

As organisations continue investing in digital transformation, the role of DAP professionals is becoming increasingly important. They ensure that technology delivers its intended value by focusing on the user experience rather than the software alone. Their work demonstrates that successful digital transformation depends not only on advanced technology but also on empowering people to use it effectively.

IIHM students showcase French culinary heritage through experiential learning

Second-year students at the International Institute of Hotel Management (IIHM), Bangalore, organised a special event highlighting French culinary heritage and fine dining traditions, offering a practical learning experience in classical gastronomy and hospitality service.

Planned and executed entirely by the students, the event featured traditional French cuisine prepared using classical techniques alongside structured fine-dining service. The initiative provided students with hands-on exposure to professional kitchen operations, menu planning, guest relations, table service, and event management.

Distinguished guests from the Scientific and Academic Division of the Consulate General of France in Bengaluru attended the programme and appreciated the students' attention to detail, culinary skills, and professional execution. Faculty members and mentors also commended the participants for successfully managing every aspect of the event.

Sanchari Chowdhury, Director of IIHM Bangalore and Head – South Operations at IIHM, said French gastronomy has played a significant role in shaping global culinary arts and hospitality standards.

“French gastronomy forms the bedrock of classical culinary arts and modern fine-dining culture worldwide. Such initiatives allow students to engage directly with foundational culinary techniques, kitchen hierarchy, and refined service standards while gaining practical experience that complements classroom learning,” she said.

French culinary tradi-

tions have had a lasting influence on hospitality education worldwide. Concepts such as structured multi-course dining, classical mother sauces, precise knife skills, and the brigade de cuisine continue to serve as the foundation of professional kitchens across the globe. For hospitality students, understanding these principles provides valuable preparation for careers in international hospitality and food service.

The event also reflected the growing emphasis on experiential learning within hospitality education. By independently managing menu planning, kitchen operations, décor, service, and guest engagement, students gained practical exposure to the collaborative and operational aspects of the hospitality industry while strengthening their technical and organisational skills.

French culinary tradi-

