

# PRABANDH रचना 2023



ANNUAL COLLEGE MAGAZINE OF



**TECHNOCRATS  
INSTITUTE OF  
TECHNOLOGY - MBA**



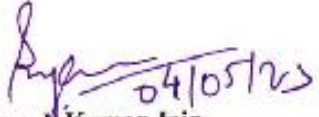
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## MESSAGE

Technocrats Institute of Technology-MBA is an institute with a vision of promoting and facilitating knowledge and research in several fields of professional education. Technocrats Institute of Technology-MBA is not only focused on quality education but to provide co-curricular and extra-curricular opportunities to the students to develop their balanced personality. Creative thinking skills are necessary for success in this modern world. It is not possible to develop such skills without reading and writing habits. In order to facilitate the learning and to promote the culture of reading and writing among students, Technocrats Institute of Technology-MBA initiated a magazine called **Prabandh Rachna 2023**.

No doubt, a magazine always has a great educative value for students as it develops their writing skills and talent. Students also develop their power of thinking and strengthen their imagination. In this way, the general knowledge of students increases and they acquire the habit of reading and writing. Therefore, Technocrats Institute of Technology-MBA has planned to launch **Prabandh Rachna 2023** which would be managed by Technocrats Institute of Technology-MBA and would include a variety of students' creative work. This magazine aims to encourage students to improve their written communication, expression, and creative writing skills. Moreover, this initiative will also provide an opportunity for the faculty members, scholars, students, and alumni of Technocrats Institute of Technology-MBA. I, therefore, call students to be part of this revolution Magazine by which you can know your capabilities in an exciting and stimulating manner. I hope it will be a great start for every student in Technocrats Institute of Technology-MBA.

  
Professor Suresh Kumar Jain  
Vice-Chancellor,  
Barkatullah Vishwavidyalaya

# **MESSAGE**



**Ms. Sadhana Karsoliya**  
**Chairperson**  
**Technocrats Group of Institutions,**  
**Bhopal**

**Dear Students,**

I am extremely delighted to know that the Technocrats Institute of Technology-MBA's Magazine "PRABANDH RACHNA" is being published. It makes me feel very happy to see this Institute which started as a little child of TIT group mature into an institution which is recognized across the state and also in the country. TIT-MBA was started in 2003 to create a class of highly skilled managers who would play a major role for the development of the nation and today with numerous placements and excellent academic performance, I realise that our dream has come true. Our Director Dr. Alka Awasthi and our highly skilled faculty members have acted as backbone by fully guiding, supporting and cooperating with the students who have taken this institute to great heights. I would once again like to congratulate all the faculty members and students who have undertaken a great deal of labour for this inaugural edition of the Institute's magazine.

# **MESSAGE**



**Dr. Ramraj Karsoliya**  
**Chairman**  
**Technocrats Group of Institutions,**  
**Bhopal**

**Dear Students,**

*“Do what you can, with what you’ve got, where you are.” – Teddy Roosevelt*

I Am extremely happy that our TIT-MBA is bringing out the magazine PRABANDH RACHNA 2K23. The College Magazine always provides a platform for the staff and students to showcase their talents and achievements. Though academic excellence will always remain our primary focus, we will henceforth focus on sports and socially useful productive work too. Towards this, we intend to generate a quantum jump in the availability of sports facilities and also commence formal coaching in various sports disciplines in the coming months to provide an overall growth to our children. I extend my hearty congratulations to the staff and students of TIT-MBA for their efforts in bringing out the magazine PRABANDH RACHNA 2K23. On this occasion, I convey my good wishes to the staff and students of TIT-MBA in their endeavors.

# **MESSAGE**



**Mr. Saurabh Karsoliya**  
**Vice Chairman**  
**Technocrats Group of Institutions,**  
**Bhopal**

**Dear Students,**

It gives me immense pleasure to pen down my message for the new edition of PRABANDH RACHNA 2K23, the Annual College Magazine of TIT--MBA. Our education system is a mirror that reflects our society. It is an agent of social change and should aim at drawing out the best in our students and make them conscious about their rights, duties and obligations as responsible citizens of our great nation.

I am proud of the commitment of the faculties and staff towards the holistic development of young minds. I would like to assure the parents; children and the entire members of TIT will witness major infrastructure upgrade in the forthcoming Academic year and the unstinted support of all stakeholders will be extended to the college in all dimensions to further enhance the quality of education.

I extend my best wishes to the staff and students and am sanguine that you will all work diligently towards our quest for excellence in all fields. My compliments to the Team and the students for publishing yet another informative and interesting edition of PRABANDH RACHNA 2K23, the Annual College Magazine of TIT--MBA.

# **MESSAGE**



**Dr. Surbhi Karsoliya**  
**Managing Director**  
**Technocrats Group of Institutions,**  
**Bhopal**

**Dear Students,**

“Success comes to those who work hard and stays with those who don’t rest on the laurels of the past.”

It is very much apparent that we live today in a world that is so very different from the one we grew up in, the one we were educated in. Change in today’s world is riding an accelerated pace and we need to pause and reflect it on the entire education system. I firmly believe that students must be taught how to think, not what to think. That reminds me of the great words of wisdom by Aristotle, “Educating the mind without educating the heart is no education at all.” As we impart education to match the advancement of technology and globalization, we march our children ahead with the ethos of moral and ethical principles. We fortunately have a committed and supportive management, dedicated professors, caring and cooperative parents, which blend harmoniously to create a student centric college which I am sure will enable our pupils to think, create and unfold the magic of ecstatic imaginations.

# **MESSAGE**



**Dr. Alka Awasthi**  
**Director-MBA**  
**Technocrats Group of Institutions,**  
**Bhopal**

**Dear Students,**

It gives immense pleasure to introduce our MAGAZINE PRABHADH RACHNA 2023 for the academic year 2022-2023. This magazine carries our list of events conducted in this academic year. As we are aware of the fact that the Magazine mirrors the college and its activities.

We as a team of the Technocrats Group of Institution - MBA worked towards creating a memory set of experience with professionals along with fun-filled learning for students. In the coming days and years, we are looking towards making it more interesting and creative by making it more informatic. We would also like to thank each and every one for their contribution in our newsletter and making it successful. We wish you a fruitful reading time ahead.

# **OBJECTIVES OF PRABANDH**

## **RACHNA 2K23**

- To prepare humane professionals by enhancing the heart and soul.
- To prepare the student teachers to effectively perform the different roles expected in a changing global scenario.
- To empower student teachers with the competencies required for professional growth.
- To develop an attitude of professionalism by inculcating dedication, commitment, accountability, and professional ethics.
- To foster virtues like sincerity, sympathy, gentleness, modesty, humility, compassion, courtesy, cooperation, fair play, self-control, and truthfulness.
- To develop sensitivity towards society-related issues and concerns. •  
To encourage student teachers to apply the knowledge creatively to relevant situations.
- To develop leadership competencies to plan, organise, and conduct various educational activities.
- To prepare humane professionals by enhancement of the heart and soul.
- To develop an appreciation of the role of the teachers in the prevailing socio-cultural and political context in the educational system.
- To provide avenues for the student teachers to exchange ideas, raise issues, and discuss themes and problems.
- To create environmental consciousness and concern among the student teachers



# **EDITOR'S VOICE**



**Mrs. Tomsy Thomas**  
**Assistant Professor**  
**TIT-MBA**



**Mr. Harshit Gandhi**  
**Assistant Professor**  
**TIT-MBA**

**Dear Readers,**

**We are happy to announce that the wait is over.**

PRABANDH Rachna 2K23 is ready with a bunch of creative articles by our Faculties and Students. We as a team always believe, students should get their maximum opportunity to bring in front of their hidden skills. This is how at various times, we are able to recognise the hidden talents among our students. College Magazine is a medium through which we are able to create awareness of so many things happening around the World. Our Each Management student is tomorrow's corporate leader. We are proud of our Budding Entrepreneurs, leaders, CEO and Managers soon to be.

**We as a team wish you a Happy Reading.**

# EDITORIAL BOARD

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# 1. ARE YOU A WINNER

*A life spent making mistakes is not only more honourable, but more useful than a life spent doing nothing.”*  
- *George Bernard Shaw*

What is that enables some people to gain whatever goals they set for themselves while others do not succeed? What makes some men winners in the world & others the lobster? If you want to win then there must be a quest to find the most appropriate answer for this question. Are there certain qualities or techniques which a person can use to achieve success regard less the goal. To confirm this we must carefully study the lives of successful men of the past as well as the present. No doubt that there are certain characteristics which are commonly found among all these great personalities. But high academic record is not the necessity. It might be an valuable asset. But then considering this how many of our educated youth are keen to take up the job of clerk & end up their lives as the clerk ones.

College education is neither good nor bad, all it depends on what use you put it into. The important thing is, if you possess itit you can take the integral advantage, and if it is not with you then there is no cause to worry at all. Many have succeeded in India and other industrially advanced countries to achieve success even without college or school education. William Henry Gates (Microsoft) a college dropout pursued Software Development and wrote BASIC interpreter for the first commercial PC. Lawrence Joseph Ellison (Co- founder and CEO of Oracle Corp.) a school dropout, worked for Ampex Corp. over a Project and reused it as a name for his own Company. DhirajlalHirachand Ambani (Founder Reliance) a school dropout worked as a clerk in Oil Company and with an affirmative vision formed Reliance turning out to be the India's largest Private Company. Steve Jobs (founder APPLE Corp.) a college dropper in 1st semester formed a Company Apple Computer Corp in the garage, are to name a few successful entrepreneurs.

The study of great, successful, self made men all over the world, whether past or the present portrays how to sell ideas knowledge talent and services. They knew how to get along with men in fluency and motivate them.

Success depends to a great extent on that you do with your ideas or talent. Invariably not with what you know or what you do.

**“To the person who does not know where he wants to go there is no favourable wind”** *Lucius Annaeus Seneca*

*Written By Dr. Md. Sajid Khan,*

## 2. GREEN MARKETING: CHALLENGES AND OPPORTUNITIES

Green Market is the movement by companies to develop and market environmentally responsible products. Drastic climate changes and global warming at alarming levels are the important issues faced by mankind in today's world. The knowledge of green market is helpful for business organizations, consumers and government for solving emerging problems. Green is a buzz word in the present business world. Organisations are formulating strategies by aligning green markets to their mission. The term green market generally sends shivers down our spine. Still very much in its nascent years, the term has developed enough baggage to seemingly constrain it to a niche audience. However, all macro trends start in a micro-fashion and green market has both a global scientific grounding and non-deft able symbolic characteristics finding it. That is to say that green market has a clear and substitute role in driving forward the dialogue and demand for sustainable products and services, which ultimately will influence real changes in the marketplace with long-term implications for our resources consumption and environmental preservation. The greater percentage of the Indian marketplace does not engage in behavior that represents a broad or purposeful awareness of reducing environmental impact. As consumers, we simply do not think about it on a day to day basis because the message does not surround us. Most of us did not grow up in a resource starved environment and so the implications of wastefulness have had no direct repercussions on our daily lives. We acknowledge the issue is out there and demonstrate concern for what is being done to improve our collective condition but beyond recycling or an interest in non-toxic cleaning products, we simply do not have access to green products; services, let alone do we have an understanding for how to evaluate their functionality or benefit to us the environment.

**TRENDS IN GREEN MARKET:** Organisations believe that they have a moral obligation to be more socially responsible. This is in keeping with the philosophy of CSR which has been successfully adopted by many business houses to improve their corporate image. There are many institutions/organisations which are busy protecting the environment by various means. Some of them are following:-

**STATE BANK OF INDIA :** SBI is entered into green service known as “ Green Channel Counter” SBI is providing many services like; paperless banking, no deposit slip, no withdrawal form, no cheques, no money transactions form, All the transactions are done through SBI shopping in ATM cards.

**BSNL :** Bharat Sanchar Nigam Ltd. provides services to the customers who make payment via electronic mediums. Thus, BSNL encourages paperless activities.

**McDONALDS :** McDonalds's restaurants use paper tray, paper glass, paper cup, paper bag during their services.

**NIKE :** Nike is the first among the shoe companies to market itself as green. It is market its Air Jordan shoes as environmental friendly, as it has significantly reduced the usage of harmful glue adhesives.

*Written By Dr Anita Vishwakarma,*

*Associate Professor*

### 3. THINKING MAKES ALL THE DIFFERENCE

There is a breakfast point near my old residence & we often go there for breakfast & there is a lot of rush.

Many times I have noticed that a person comes and takes advantage of the crowd & after eating, secretly leaves without paying.

One day while he was eating, I secretly informed the owner of the breakfast point that this brother would take advantage of the rush and leave without paying the bill.

Listening to me, the owner of the breakfast point started smiling and said to let him go without saying anything to him & that we will talk about it later.

As usual, the brother, after having breakfast, looked around and taking advantage of the crowd quietly slipped away.

After he left, I now asked the owner of the breakfast point to tell me why he had let the man go .. why did he ignore this man's action ???

The answer given by the owner of the breakfast point lit up all my fourteen layers. He told me that you are not alone, many brothers have noted him and have told me about him.

He said that he sits in front of the shop and when he saw that it is crowded, he would sneak in and eat. I always ignored it and never stopped him, never caught him nor ever tried to disrespect him.

\*Because I think that the rush in my shop is due to the prayer of this brother .He would be sitting in front of my shop and praying that if there is a rush in this shop then I could quickly go in, eat & leave.\*

\*And surely enough there is always a rush when he comes in. I do not want to invite my misfortune by cutting my own leg in the matter of this prayer and acceptance of his prayer between him and The Almighty.\*

\_This will always be ignored by me and I will always let him eat such food & will never disrespect him by catching him!!!\_

**Moral : The thinking makes all the difference. Positive vibrations are always in the environment, but how we match our frequency depends on our attitude. \_Be humane and responsive\_.**

**Have a happy Reading.**

*Written by Mr. Harshit Gandhi  
Assistant Professor*

# 4. FINTECH-PASSION OF GENERATION NEXT

## *What Is FinTech?*

Fintech, a combination of the terms “financial” and “technology,” refers to businesses that use technology to enhance or automate financial services and processes. The term encompasses a rapidly growing industry that serves the interests of both consumers and Businesses in multiple ways. From mobile banking and insurance to crypto currency and investment apps, fintech has a seemingly endless array of applications. India is amongst the fastest growing Fintech markets in the world. Currently there are 2,000+DPIIT-recognized (Department for Promotion of Industry and Internal Trade) Financial Technology (FinTech) start-ups in India with this number growing fast. The Indian FinTech industry’s market size is \$50 Bn in 2021 and is estimated at \$150Bn by 2025.

## *A Brief History of Fintech*

While fintech seems like a recent series of technological breakthroughs, the basic concept has existed for some time. Early credit cards in the 1950s generally represent the first fintech products available to the public, in that they eliminated the need for consumers to carry physical currency in their day-to-day lives. From there, fintech evolved to include bank mainframes and online stock trading services. In 1998, PayPal was founded, representing one of the first fintech companies to operate primarily on the internet

## *How Fintech Helps Today's Business?*

The fintech industry uses technology to provide streamlined financial services to customers, including banking, lending, investing and more. Through their reliance on state-of-the-art technology, the services provided by fintech companies provide more efficiency and give customers more control over their money. Fintech can also help business owners save time, cut costs and improve managing their money.

## *Five ways 'Fintech' can help us improve our business processes*

1. Digital Transactions: As the world shifts toward digital transactions, businesses will need to offer fast and efficient payment processing solutions to stay competitive. Fintech services allow businesses to accept a variety of payment methods, including credit cards, debit cards and digital wallets. They also tend to come with lower transaction fees compared to traditional payment processors, which can reduce our overhead in the long run. Fintech companies can also provide businesses with access to global payment networks. This allows you to accept payments from customers all over the world.
2. Accounting: Accounting solutions can help businesses streamline their financial processes. Most importantly, it provides you with real-time financial data and insights that help you make better decisions for your business. The software can automatically categorize transactions and create financial reports, which reduces the risk of errors in your book-keeping. You can also use accounting software to send invoices and payment reminders to clients. It typically integrates with other software you use in your business, like inventory management and payroll software, so you might not have to worry about managing two separate platforms
3. Cyber Security: Cyber-attacks cost billions of revenue each year. Small businesses are especially vulnerable to these types of attacks because they handle large amounts of sensitive customer data but can't invest in the same security infrastructure that larger

businesses have—making them a prime target for malicious cyber actors. Fortunately, fintech solutions provide affordable cyber-security for businesses of all sizes. That includes advanced authentication features like biometrics, two-factor authentication and multi factor authentication. Encryption and tokenization can protect sensitive information like payment info and login credentials.

4. **Customer Engagement:** Fintech can also help businesses gain valuable insights into their customers by providing data about their behaviour and preferences. This information can help businesses improve their marketing strategies, provide a more personalized experience and identify new revenue Opportunities. Fintech solutions can usually be integrated with customer relationship management (CRM) systems. This allows businesses to manage customer interactions and customer data more effectively. Utilising loyalty and rewards programs are other ways to improve customer engagement and incentivize (encourage) customers to engage more frequently with your business.

#### 5. E-Commerce

Fintech services also improve the e-commerce experience by reducing friction during the shopping and checkout process. It's easier than ever for customers to pay for goods and services, and businesses can accept a variety of payment methods. Inventory management tools make it easy to track your inventory levels and automate the order fulfilment process. Shipping and logistics solutions can help keep shopping costs low

#### *Significance of Fintech in Indian Context*

**Promoting Financial Inclusion in India:** A large number of Indians remain outside the formal financial system, and the use of financial technologies can help close the gap left by traditional banking and finance models. **Finance for Micro, Small and Medium Enterprises (MSME):** One of the biggest threats to MSME existence is a lack of capital. According to the International Finance Corporation (IFC) Report, the MSME credit gap is estimated at USD 400 billion, which is where FinTech can play a key role, and solve the issue of credit availability. With several FinTech start-ups offering easier and quicker access to loans, MSMEs are no longer required to go through the tedious process of documentation, paperwork and multiple visits to a bank. **Improved Customer Experience:** FinTech start-ups provide convenience, personalisation, transparency, accessibility, and ease-of-use to their customers, empowering them to a high degree. Developing credit scores and underwriting credit for customers with limited credit histories will improve financial services penetration in India by leveraging big data, machine learning, and alternative data.

#### *How is the Growth of FinTech Being Driven by Government Initiatives*

**Jan Dhan Yojana:** The world's largest financial inclusion initiative, "Jan Dhan Yojna", has helped in new bank account enrollment of over 450 Mn beneficiaries for direct benefits transfer and accessibility to a host of financial services applications such as remittances, credit, insurance, and pensions. This has enabled FinTech players to build technology products to penetrate the large consumer-base in India.

**India Stack:** IndiaStack is a set of APIs (Application Program Interface) that allows governments, businesses, startups and developers to utilise a unique digital Infrastructure to solve India's hard problems towards presence-less, paperless, and cashless service delivery. The India Stack has been the driving force behind the accelerated evolution of Fintechs.

**UPI (Unified Payments Interface):** It is an advanced mobile app-based payment system to transfer funds between bank accounts developed by the National Payments Corporation of India in 2016, is the multiplier force behind the Fintech revolution in India. UPI, with



over 338 banks registered under the platform, recorded more than 6.28 billion transactions in July 2022 worth 10.62 lakh crore.

**Digital Rupee:** India launched its Central Bank Digital Currency (CBDC) or digital rupee or e-rupee recently. It is an electronic version of cash and will primarily accelerate the growth of the FinTech market in India.

### *Conclusion*

There is a need for a more constructive approach towards recognizing the role FinTechs play in India's financial inclusion agenda and setting up financial targets that removes current ambiguities while allowing FinTechs sufficient flexibility to come up with new propositions. The regulatory framework for Fintech companies to manage their data can be framed through joint collaboration between Ministries of Corporate Affairs and Electronics and Information technology. In addition to establishing technological safeguards, educating and training customers will also help in democratising fintech and guarding against cyberattacks. The government should require Fintech companies to ensure that the data harvested from consumers will not be used for any purpose other than serving the consumer's interest.

*Written By Mr. Anshu Kumar Sinha,  
Assistant Professor*

## **5. COLLABORATION IS A VITAL ASPECT**



Collaboration is a vital aspect of our personal and professional lives, and it is essential for achieving success in any field. Whether we are working towards a common goal, tackling a social issue, or pursuing our dreams, collaboration allows us to achieve much more than we could alone. By working together, we can leverage each other's skills and strengths, find creative solutions to complex problems, and build strong relationships that support us throughout our lives. So let us embrace the power of collaboration and work towards a brighter future together.

*Written by Deepak Mangrol,  
MBA IInd Semester*

## 6. THE IMPORTANCE OF GOALS



When we face difficult times as we were in a worldwide pandemic, staying focused can definitely be a challenge and it was easy to get discouraged and lose hope. Hope is a vital component of human existence, and it is needed to find happiness and peace during times that might otherwise lead us to be discouraged. Have you ever wondered why some people are so good at fulfilling their dreams and living a life of purpose?

What is their “secret sauce” for success?

Some people would say that all you need to do is work hard to achieve what you want in life. Some will think it’s about who you know or what you have. Yet others feel there are those born with access and so on. The truth is, statistics demonstrate that those who create goals and have a regular and a consistent goal-setting process are much more likely to achieve their life’s dreams. Regardless of how hard you work, if you are aiming for the wrong dream, then all that effort will only get you to the wrong destination faster, and that would be extremely Disappointing. However, there is a formula for turning your dreams into reality, and it is dependent on who you know or proving yourself. The formula is:

***Goals + Commitment = Dreams come true***

By having clear goals, you become aware of precisely what you want to achieve and how to go about doing it. You are able to more accurately assess and measure your ability to accomplish the goals and most importantly, you have a plan that can guide you along the way and keep you on track. Add commitment and determination to your goals and you will find that you are willing to take continuous and consistent action toward making your dreams a reality, despite any obstacles in your path, including difficult times.

*Having a vision and a supporting plan of what you want to achieve in life is necessary  
if*

*you ever want to arrive at the correct destination.*

*Happy Goal Setting!*

*Written by Ms. Ambika Singh Parihar*

*Assistant Professor*

# 7. WOMEN ENTREPRENEURS

## Who Is an Entrepreneur?

Entrepreneurs play a key role in any economy. These are the people who have the skills and necessary initiatives to take some new ideas to market or provide a service and make the right decisions to make their ideas profitable. In the present era, women are recognized as successful entrepreneurs through their strong desire, qualities, and capabilities for robust economic development. Women are considered an important human resource of the nation and every state should try to utilize them as mediators of economic growth and development. As we know, India's culture is mainly depend on men and the women are basically take care of their house (children, husband and other family members) Now the scenario women are independent in some way.

## Top 10 Famous Women Entrepreneurs in India

The famous women entrepreneurs in India who overcame obstacles to pursue their careers and have significantly improved the commercial landscape of the nation.

**1. Upasana Taku:** MobiKwik and Zaakpay were both co-founded by Upasana Taku. A mobile phone-based payment system and digital wallet are offered by MobiKwik, a supplier of payment services. After completing her education in Surat, Upasana chose to major in Industrial Engineering at the National Institute of Technology, Jalandhar. Later, at Stanford University in the US, she completed her MS in Management Science and Engineering. She was given the 2017 Best Woman Entrepreneur Award.

**2. Richa Kar:** Richa Kar, one of India's most prominent female entrepreneurs, launched Zivame, a reputable and well-known lingerie boutique. After completing her engineering degree at BITS Pilani and her employment as a corporate lawyer in Bangalore, she obtained her MBA from the Indian Institute of Management. She gained knowledge of the retail industry after completing her MBA and worked as a retail consultant for Spencers Retail and SAP in Bangalore.

**3. Suchi Mukherjee:** The creator and CEO of the Indian online clothes marketplace Limeroad is Suchi Mukherjee. She received her undergraduate education in economics from Cambridge University and her master's degree in economics and finance from the London School of Economics. She ran into issues with the Indian system, including inadequate infrastructure, challenging bank processes, a difficult process for forming a corporation, unstable internet access and many other issues. But she overcame the challenges and built Limeroad. She won the prize for the year's trendiest startup, the Unicorn startup of the year.

**4. Divya Gokulnath:** Byju's, one of India's largest ed-tech firms, was co-founded by Divya Gokulnath. From Bengaluru, Divya pursued a B.Tech in Biotechnology. She began working as a teacher before helping to co-found Byju's in 2011. Divya oversaw brand marketing, content and user experience during the COVID-19 shutdown in India. She won several honours, including Women Who Make India, the Entrepreneur of the Year and the MAKERS India Conference.

**5. Vandana Luthra:** Vandana Luthra, sometimes known as “the queen of health,” is well-known. She is an Indian businesswoman who founded VLCC, a one-stop store for health and beauty. With a little bank loan, Vandana founded VLCC in 1989 in her rented house at a time when the idea itself was unfamiliar. She focused on products and services related to beauty and wellness. She is one of the most well-known Indian women company entrepreneurs out there.

**6. Falguni Nayar:** Nykaa’s founder and CEO are Falguni Nayar. She is one of India’s well-known female businesspeople. She spent almost 20 years working as a venture investor and merchant with Kotak Mahindra Group after completing her education at IIM Ahmedabad. Falguni left her job at Kotak Mahindra Bank in order to pursue her entrepreneurial endeavours. She has received support from the “Most powerful business” and “Women ahead” awards from Business Today and Economic Times, respectively.

**7. Radhika Ghai:** In addition to being the founder and CEO of Kindlife.in, Radhika Ghai served as the co-founder and CBO of the e-commerce company ShopClues. Radhika earned her MBA in advertising and public relations from Washington University. She also enrolled in Stanford University’s executive program. Radhika worked in marketing for Nordstrom in Seattle after completing her schooling. Later, she was employed by Goldman Sachs in strategic planning.

**8. Aditi Gupta:** Menstrupedia, a business that attempts to raise knowledge about menstruation, was founded by Aditi Gupta. She made the decision to take action after seeing the struggles women in Jharkhand go through with their periods. To inform women about menstruation and the appropriate methods to handle it, Aditi founded Menstrupedia.

**9. Naiyya Saggi:** One of the successful female company entrepreneurs was able to launch a venture out of her passion. She surely had a big influence on the maternity market in India. She is the founder and CEO of BabyChakra, a popular parenting app in India. Because of her passion for healthcare and her education in business school, she was able to start this company. Naiyya possesses a BALLB (Hons.) from India’s National Law School and a Harvard Business School degree. She graduated from Harvard Business School, where she studied as a J.N. Tata and Fulbright scholar.

**10. Sanna Vohra:** You may get information and products for all things linked to marriage at The Wedding Brigades. In addition to being listed on Forbes’ list of the 30 under 30, Sanna graduated from Brown University. She is one of the successful Indian women entrepreneurs who developed a passion for business while working as a co-founder of the biggest student-run organization soon after graduation. When she started, she wanted to make it easier for brides and grooms to plan opulent Indian weddings. This led to the development of the Wedding Brigade.

*Written by Mrs. Priyanka Shrivastava,*

*Assistant Professor*

## 8. DREAMS- THAT DON'T LET YOU SLEEP



Has anybody ever saw a dream which never let you sleep?? If yes, then you are the most fortunate person in the world, because you have a purpose for living. The future belongs to those who believe in the beauty of their dreams. All our dreams can come true if we have the courage to pursue them. There was a boy who dreamt of becoming a successful person so that he'd be recognized by everyone in the world & earn a better living for himself & his family.

Before dreaming, one never thinks about the amenities or the resources which they have, its just that you see a dream, make it your aim and then start working for it. The boy began working towards his aim but destiny had something else in store for him. He lived in a house where there was only a small bed and an old almirah, no money, no proper facilities, nothing. His father begged the teacher in his neighbourhood to teach him but they won't be able to pay a single penny. The kind hearted teacher somehow agreed, but the problems were not over here. At the age of nine his mother committed suicide, and his father, died with heart attack when he was 11 This was the point from where the real struggle of the boy started. He started selling newspapers in the morning and worked at a tea stall in the evening. Life became miserable, but he was determined. He had to go through a lot of hardships, sometimes he even had to beg people for food. But his determination & the spirit of never giving up made him a successful person, and today he is a well known advocate in his city.

Many people spend their entire childhood, and most of adulthood complaining and blaming circumstances, forgetting that they must sweat to make their lives better. A very simple thing that many people underestimate, is that nobody's job is easier. Be it anyone who achieved what they wanted; they gave their best, irrespective of what they were after.

No matter what one may run all their life after, no matter which dream they may chase; if they want to achieve it, they must be relentlessly passionate, disciplined, and most importantly consistent. A dream's true value is realised when they are fought for & turned into a reality !!

*Written by  
By Harshit Nagar*

**MBA SEM I**

## 9. WINNER VS LOSERS

A winner says *"It may be difficult but it is possible"*  
The losers say *"It may be possible but it is difficult"*.

*Winners make it happen.*

*Losers let it happen.*

Winners use hard argument but soft words,  
Losers use soft argument but hard words,  
The winner says *"Let me do it for you"*  
The loser says *"That is not my job"*  
The winner sees an answer for every problem  
The loser sees a problem for every answer.  
The winner always has a program,  
The loser always has an excuse.  
Winners believe in win win for all.

Losers believe to win, other muse lose.  
Winner's are a part of the team.  
Losers are a part from the team.  
Winner choose what they say.  
Losers say what they choose.

A winner makes a mistake? Says, *"I was wrong"*?  
A loser makes a mistake and says *"It wasn't my fault"*

*Written by Pintu Kumar*  
**MBA SEM IV**

## 10. FAILURE

*Some says failure is part of life*  
*failure is aart of life*  
*it is a new start of life*  
*You learn things*  
*you earn things*  
*But what is win?*  
*win is a path*  
*where you use the tool that you earn in the past"*

*Written by Avinash Chaturvedi*

**MBA SEM IV**

# 11. POSITIVE ATTITUDE



Failing doesn't mean you are a failure,  
It means you haven't succeeded yet,  
Failure doesn't mean you haven't accomplished anything  
It means you need to learn something  
Failure doesn't mean you have been a fool.  
It means you have had a lot of faith.  
Failure doesn't mean you don't have in it,  
It means you have to do it in a different way.  
Failure doesn't mean you are inferior.  
It doesn't mean you are not perfect.  
Failure doesn't mean you have wasted your life.  
It means you have a reason to start fresh.  
Failure doesn't mean you should give up.  
It means you must try harder.  
Failure doesn't mean you will never make it.  
It means it will take a little longer.  
Failure doesn't mean GOD has been unkind.  
It means GOD has planned something better.  
Human body is meant to serve others.  
Not to indulge in selfish deeds.

.....

Love can emanate only from the heart and  
not from any other source

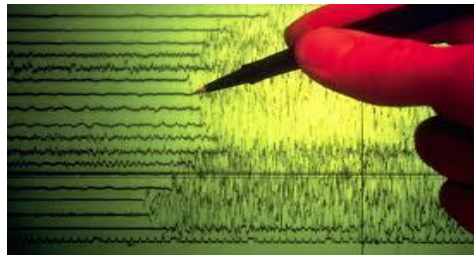
.....

“If wealth is lost, nothing is lost If health is lost, something is lost But if character is lost,  
everything is lost”.

*Written by Mukesh*

**MBA SEM IV**

## 12. “NEVER PREDICT” The Truth Might Surprise You



Usually we predict anybody, without knowing about the facts, without making any difference between right and wrong. I would like to draw your attention towards this story and I hope it will be big for all of us.

A 24 year old boy looking out from the train's window said.....

“Dad, look, the trees are going behind!” Dad smiled and a young couple sitting near by, looked at the 24 year old boy's childish behaviour with pity.

Suddenly he again exclaimed.....

“Dad, look the clouds are running with us!” The couple could not resist and said to the old

man....“Why don't you take your son to a good doctor? The old man smiled and said.....

“I did and we are just coming from the hospital, my son was blind from birth, he just got his eyes today.

Every single person on the planet has a story. Don't judge people before you truly know them. The truth might surprise and shock you.

### *Conclusion*

*First we should cast a glance at the situation and state of mind then make any perception...this is all about inspiration and motivation.*

*Written By Shivani Pandey*

*MBA SEM IV*



## 13. BE A LEADER NOT BOSS



The boss drives his men  
The leader inspires them.  
The Boss depends on authority.  
The leader depends on goodwill.  
The Boss evokes fear.  
The leader radiates love.  
**The Boss says “I”.**  
**The leader says “We”.**  
The Boss shows who is wrong.  
The leader shows what is wrong.  
The Boss abuses them.  
The leader uses them.  
The Boss demands respect.  
The leader commands respect.  
The Boss makes work drudgery  
The leader makes it joy.  
So Be a leader  
Not a Boss.....

*Written by Narendra Jain*  
**MBA SEM IV**

# 14. FUTURE RULES FOR SUCCESS

## REMEMBER

The Value of time  
The Success of pursuance  
The Pleasure of working  
The Dignity of simplicity.  
The Worth of character  
The Power of kindness  
The Influence of example  
The Obligation of duty.  
The Wisdom of economy.  
The Virtue of patience.  
The Importance of talent.  
The Joy of inspiring.

*Written By Kajal Pal*

**MBA SEM IV**

# 15. PAINT YOUR LIFE

Life is like a piece of art,  
It requires lots of leant.  
Choose your paint and your brush  
Take your time, avoid the rush  
Before you paint choose your theme.  
Don't be afraid, to follow your dream.  
Its alright, to make a mistake.  
Your painting is real, it's not fake.  
Look at your painting, don't be crying.  
Begin again, keep on trying.  
Your painting is never fully complete.  
Enjoy the process, make sure its sweet.

*Written by Shatakshi Kumar*

**MBA SEM II**

# 16. LIFE IS BEAUTIFUL



Life is beautiful, we all know, in the summer and in the snow.

So many things to learn and see.

We are equal, we are free.

Life is beautiful, we all know.

Younger ones, we teach and we show.

Life is filled with satisfaction.

There is always, a cool distraction.

Life is beautiful, we all know.

Relax and go with the flow.

Degree of beauty, depends on the eyes.

What do you see when you look at the sky?

*Written by Nidesh Kumar*

*MBA SEM II*

# 17. THE GIRL



Family is life garden,  
Parents are like gardeners  
Children are like the flowers  
But daughters is like the sweet flower.

If son is like a word.  
Then daughter is like a meaning.

If son is like a medicine  
Then daughter is like a blessing

If son is like a song.  
Then daughter is like music.

If son is like a life.  
Then daughter is like blood.

If son is like a luck.  
Then daughter is like success.

**So save the girl child**

**The birth of a girl to any parents**

**Signifies the advent of Goddess of wealth.....**

*Written by Bhagya Bharati Pachahra*

**MBA SEM II**

## 18. DISCIPLINE IN STUDENT LIFE

Discipline is our important virtue. Life without discipline is just like a ship without a rudder. It is absolutely essential for success in life.

Without discipline it is very difficult to lead a happy life in society. It has a good impact on the child's mind as a disciplined child, becomes a good civilized citizen in future.

A team of experience players often lose the match because of indiscipline in the team. A horrible battle can be won by a disciplined army.

Self discipline is very important spiritual persons practice it to attain the liberty of soul. Thus, discipline is essential for all.

*Written by Sejal Patel*

**MBA SEM II**

## 19. "INSPIRATION IS CHANGING THINKING BUT MOTIVATION IS CHANGING ACTION"

A supervising truth is that the Bumble bee's body is too heavy and its wing span is too small. Aerodynamically, the bumblebee cannot fly. But the bumblebee does not know that and it keeps flying. When you don't know your limitations, you go out and surprise yourself. You wonder if you had any limitations. The only limitations a person has are those that are self-imposed. Don't let education put limitations on you. If you strive for academic excellence, open your wings and fly high with perseverance and determination.

*Written by Ashwini Parate*

**MBA SEM II**

## 20. CHANGING PATTERNS IN THE GLOBAL CORPORATE FINANCING



The evolving institutional development has an influence on the financing pattern of companies. The main focus has been on finding out what can be toned as an optimal capital structure. Global structure or corporate financing patterns can be studied by either using national flows of funds data, which record flows of funds between different sectors of an economy, and domestic economy and rest of the world, or the balance sheet of companies, which can be aggregated at the industry or economy level. While the flow of funds data quite comprehensively covers the transaction between sectors, these data are generally constructed from a number of sources, which are rarely consistent. Besides they can be obtained only after considerable time. Therefore, the study of the global corporate financing and the main structural determinants and the obstacles in emerging markets need to be studied. It also examines the key policy issues related to foreign currency, maturity, vulnerability, indicators associated with the level of compositions of corporate finance also become important.

*Written by RAHUL VERMA*

**MBA SEM II**

# 21. PARENTS



When I was a kid, I used to think,  
I've got the best parents in the world,  
Now that I've grown up,  
And met so many people,  
Known so many kids and so man parents,  
I'm more sure than ever, that I was so right.....  
I have got the best parents in world indeed.!  
Whom I love a lot  
And I will keep trying to be worthy of you.

*Written by Aarchi Jain*

*MBA SEM II*

# 22. TEACHER



A teacher should have

A special place

In every child's hearts.

Because in this games of life,

They help them get their start,

I just want to thank you

Or all the things you've done

You're a very special teacher,

And to me you're special!

*Written by Ishita Chakradhar*

**MBA SEM II**



## 23. SAVE A GIRL CHILD



*“Our daughter is a knot that ties a family together” Hello friends,.....  
This poem is dedicated to a women’s by a unborn baby.*

Chahemujhenapyaardo.Chahemujehnadular do,  
Kar pao thoitnakarnaMujhajanam se pehle maar nadena.....  
Mei jannanahun,Meilakshmihunkisi k kalayanahun  
Mei saharahunkisi k zindagika ,Meibetihunghar ki  
Mujhebhi de do jinekeavsar, Maajanam se pehle mat maar.....  
Maa dost banaomujhko.Mebhi to hunAnshtumhari  
Kaatkeyphenkna do mujhko, Jine ka haq de do mujhko  
Dekhlu ye sansaar ek baar, Maa janam se pehle mat maar.....  
Thodinazarbadalkar to dekhomaa, Me bhiAasaman me udkar  
Tumhara Naam uchakarungi, Beti se bhipechchanbanegitumhari  
Mei jab Aagan me chalungi, Mishri se meethibolibolungi  
Seva, karuna, taiyagkarungi, Maa janam se pehle mat maar.....  
Tu bhi to bitiyahaina Maa to, Kyamuze is duniya me nailanachahti?  
Agar Maa Me tujhenaisamajhi pai to  
Is sansar ko kaisesamjhapaogi  
Maa janam se pehle mat maar.....

*Written by Aadarsh Shukla*

*MBA SEM II*

# 24. WHAT IS LIFE?

- |                           |   |             |
|---------------------------|---|-------------|
| 1. Life is Puzzle         | - | Solve it    |
| 2. Life is a goal         | - | Achieve it  |
| 3. Life is a game         | - | Play it     |
| 4. Life is a duty         | - | Perform it  |
| 5. Life is a Journey      | - | Complete it |
| 6. Life is a promise      | - | Fulfill it  |
| 7. Life is a spirit       | - | Realise it  |
| 8. Life is a beauty       | - | Prasise it  |
| 9. Life is a love         | - | Enjoy it    |
| 10. Life is a struggle    | - | Fight it    |
| 11. Life is a song        | - | Sing it     |
| 12. Life is a mystery     | - | Unfold it   |
| 13. Life is a opportunity | - | Take it     |
| 14. Life is a gift        | - | Accept it   |
| 15. Life is a challenge   | - | Meet it     |
| 16. Life is a adventure   | - | Dare it     |
| 17. Life is a tragedy     | - | Face it     |
| 18. Life is a sorrow      | - | Overcome it |

*Written by Mayank Patle*

*MBA SEM II*

# 25. NATIONAL FLAG



A flag is a symbol of freedom thus every free national has its own flag. Our national flag has horizontal band of three colors. The ratio of the width of the flag to its length is 2:3. The design of the National flag was adopted by the constituent Assembly of India on 22<sup>nd</sup> July 1947. Our national flag is made up of orange, white and green color. The three colors symbolize sacrifice, peace and prosperity.

The top space most color is orange which indicates sacrifice and courage. The white color is a sign of peace while green shows prosperity on the white color. The navy blue Ashoka Chakra has 24 spike. It is a symbol of progress. The flag is made of "Khadi" a cloth spun on a "Charkha" from cotton fiber.

A National flag is every hosted on Government building. It has to be respected by every citizen of India. As a mark of respect for our National flag we should stand and sing the National anthem wherever it is unfurled. This shows our loyalty and patriotism for our country.

On independence day the Prime Minister of India unfurls the flag on the Red Fort and while on the Republic Day it is unfurled by the President of India at India Gate.

*Written by Vijay Jatav*  
*MBA SEM II*

## 26. THE DESERT WEATHER COOLS.



The Desert weather start, to cool and nature's life is now in rule  
Insect out in the open air, Moving above ground, every where.

I saw a butterfly today's, The first this falls to come way.  
A caterpillar gets its wings, with special utter brings.

Little creatures from heat had hide, Unclear earth's ground of loved lid.  
Finding new life once up above, Exploring new cools things to shove.

Some find insects an awfeel pest, Talking over building a nest.  
Following nature like the rest, Living life at their given best.

Chase all the pesky creatures out, Brings careful what crawls about.  
From under desert earthly pools, As the not desert weather cools.

*Written by Sandeep Kushwaha*

*MBA SEM II*

# 27. FUTURE RULES FOR SUCCESS



The Value of time  
The Success of pursuance  
The Pleasure of working  
The Dignity of simplicity.  
The Worth of character  
The Power of kindness  
The Influence of example  
The Obligation of duty.  
The Wisdom of economy.  
The Virtue of patience.  
The Importance of talent.  
The Joy of inspiring.  
In order to succeed,  
Your desire for success,  
Should be greater than  
Your fear of failure.

*Written by Sanjana Sarathe*

*MBA SEM II*

# 28. SMILE



Smile is a five letter word which contains the joy of the entire world.

It makes a dull day bright and sad man happy and brightens our lives.

It is rightly said a smile is the only curve that sets things straight

So smile in joy smile in pain

Smile when sorrow pours down like rain.

Smile when someone hurts your feelings

Smile even when you are worried so much

For a smile gives us healing touch

So always have a broad smile

And try to be cheerful all the while

When things go wrong

Don't get blue

Just smile and say

I will get through.

*Written by Sakshi Swarnakar*

*MBA SEM II*

# 29. NATURAL LAWS OF SUCCESS



1. Control yourself
2. Daily schedule activities
3. Manage values
4. Leave comfort zone
5. Priorities planning
6. Positive thinking
7. Self respect
8. Give more and get more

Natural laws are fundamental patterns of nature and life. If we obey them, we get inner peace.

Everyone thinks of changing the world, But no one thinks of changing themselves.

You are braver than you believe and stronger than you seem, and smarter than you think.

Never be afraid to try something new because life gets boring when you stay within the limits of what you already know.

Take risks in your life

If you win you can lead

If you don't you can guide.

If your plan doesn't work,

Change the plan

But never the goal.

*Written by Mayur Tiwari*

*MBA SEM II*

# 30. ADVICE FOR CHOOSING



## **HOW STUDENTS CHOSE THEIR MAJORS**

You probably don't need me to tell you this, but many prospective students don't know what they are going to major in at college. Others pick majors but do so half-heartedly and later change their minds

### **ADVICE/EXPERIENCE OF BEING A STUDENT ATHLETE**

Employers love student-athletes because they've demonstrated that they can balance two full-time commitments while in school. Tap into their wisdom and set your future student-athletes up for success.

### **BALANCING FULL-TIME STUDENT LIFE WHILE EMPLOYED PART-TIME**

Let's face it, outside work cuts into all aspects of a student's life, socially and academically. Take a few students who are in this position and have them share their stories or day-to-day schedules.

### **CAREER ADVICE**

Your alumni have successfully navigated the transition from college student to professional, and they've certainly learned a thing or two along the way.

Remembering the Moment They Chose Your University

Find your current students who remember making their commitments and ask them to share how and why they chose your university.

*Written by Rohit Ahirwar  
Assistant Professor*



# 31. संघर्ष के राह जो चलता है...



संघर्ष के राह जो चलता है...  
सूरज उसके रास्ते ही निकलाता है...  
लम्बे सफर का दौर है ये...  
जो धीरे चलता है वो आगे निकलता है...  
बादल में छींटा सूरज वी है...  
बादल चटनी पे फिर वही निकलता है...  
सुख या दुख जीवन का साथी है...  
छकर ये वी ढालता है...  
तप्त है जो इस राह में...  
सोना बैंकर वही निकलाता है...  
जो कोयला डाब (छप) को मानता है...  
हा यर मी फिर वही बदला है...  
ठाकर रुकना रुक कर चलना...  
सब के सामने आता है...  
पाना खोना पहलू दो जीवन के...  
जोहर एक के हिस्से में आता है...  
ऊंची लहरों के आलारुक्कर जोत कराता है...  
फिर भर कर मुट्टी में मोती को वही लता है...  
कर्म प्रधान इस धरती पे...  
महंतया हिमत ही बास रंगलता है...  
इसी संघर्ष के राह जो चलता रहता है...  
वही फिर मंजिल के राह बनाता है...

*Written by Lav Govindam  
MBA SEM IV*

## 32. कविता उड़ना है तो...



उड़ना है तो.....  
खोल हाथों की जंजीरना  
बार बार हार है तो  
अब होगी तेरी जीतना  
हार को हराना है तो  
लेहरो न को है चिरना  
जब लिखना खुद को कल तेरा तो  
झीलों को क्यों है देखना  
उड़ना है तो.....  
फिर क्यों इतना है सोचना..

*Written by Harshit Sharma  
MBA IInd Sem*

## 33. काव्य

इसमें कोई प्रमुख कथा काव्य के आदि से अंत तक क्रम बद्ध रूप में चलती है। कथा का क्रम बीच में कहीं नहीं टूटता और गौण कथाएँ बीच-बीच में सहायक बन कर आती हैं।

**प्रबंधकाव्य**

काव्य के भेद दो प्रकार से किए गए हैं—

स्वरूप के अनुसार काव्य के भेद

शैली के अनुसार काव्य के भेद

स्वरूप के आधार पर काव्य के दो भेद हैं -

**श्रव्यकाव्य**

**दृश्यकाव्य**

श्रव्यकाव्य- जिस काव्य का रसास्वादन दूसरे से सुनकर या स्वयं पढ़कर किया जाता है उसे श्रव्य काव्य कहते हैं। जैसे रामायण और महाभारत। श्रव्य काव्य के भी दो भेद होते हैं -

**प्रबन्ध काव्य**

**मुक्तक काव्य**

**प्रबंध काव्य**

इस में कोई प्रमुख कथा काव्य के आदि से अंत तक क्रमबद्ध रूप में चलती है। कथा का क्रम बीच में कहीं नहीं टूटता और गौण कथाएँ बीच-बीच में सहायक बन कर आती हैं। जैसे रामचरित मानस।

प्रबंध काव्य के दो भेद होते हैं -

महाकाव्य

खण्डकाव्य

1. महाकाव्य इस में किसी ऐतिहासिक या पौराणिक महापुरुष की संपूर्ण जीवन कथा का आद्योपांत वर्णन होता है।
2. खंडकाव्य इस में किसी की संपूर्ण जीवन कथा का वर्णन न होकर केवल जीवन के किसी एक ही भाग का वर्णन होता है।

*Written by Semi Jain  
MBA SEM II*

## 34. हर दिन रविवार जैसा या रविवार जैसा हर दिन

वो दिन, जब कोई अपने नये काम से रिश्ता जोड़ता, जो काम की बात यहाँ हो रही हैं, वो काम नौकरी पेशा और नहीं नौकरी पेशे की हैं।

मतलब! एक रोज़ थका सा मेहसूस होने लगा। मन में विचार का समुंदर गहराने लगा। आसपास की चीजें और लोगों को उनके विचारों को समझना जानना चाहा। क्या, ये भी इतना ही थके हैं?

- रोज़ दीदी आती काम करती और चली जाती। उनका काम हैं और उनके घर में भी काम करती (एक को पैसों और एक को ज़िम्मेदारी या भावनाओं के साथ जोड़ दिया।)

लगाजैसे थोप दिया, बोझ लाद दिया गयाहो। ये पसंद तो नहीं, हाँ कहा जा सकता हैं की विकल्प ही कब थे।

- रविवार 9th अप्रैल 2023, अंबेडकर जयंती; आने वाली थी। सोचा छूट्टि हैं साफ़-सफाई कर ली जाए। इसी बीच काम थोड़ा बढ़ गया। थोड़ा इसलिए क्यूं कि रविवार वैसे भी काम बहुत होता हैं। सामान्य रूप से दीदी रोज़ 7:30 - 7:45 पे आ जाती हैं। लेकिन, छूट्टिके दिन वो 12:00 - 13:00 बजे आ जाती हैं। दीदी आयी तो बोली ; दीदी आज ही

क्यूँ?; जवाब देते हुए कहाँ – आज रविवार हैं फिर सोमवार से वही ऑफिस शुरू।  
रविवार ही तो समय हैं।

छूट्टि मैं भी मनाना चाहती हूँ; पर अगर मनाया तो घर का काम कौन संभालेगा?

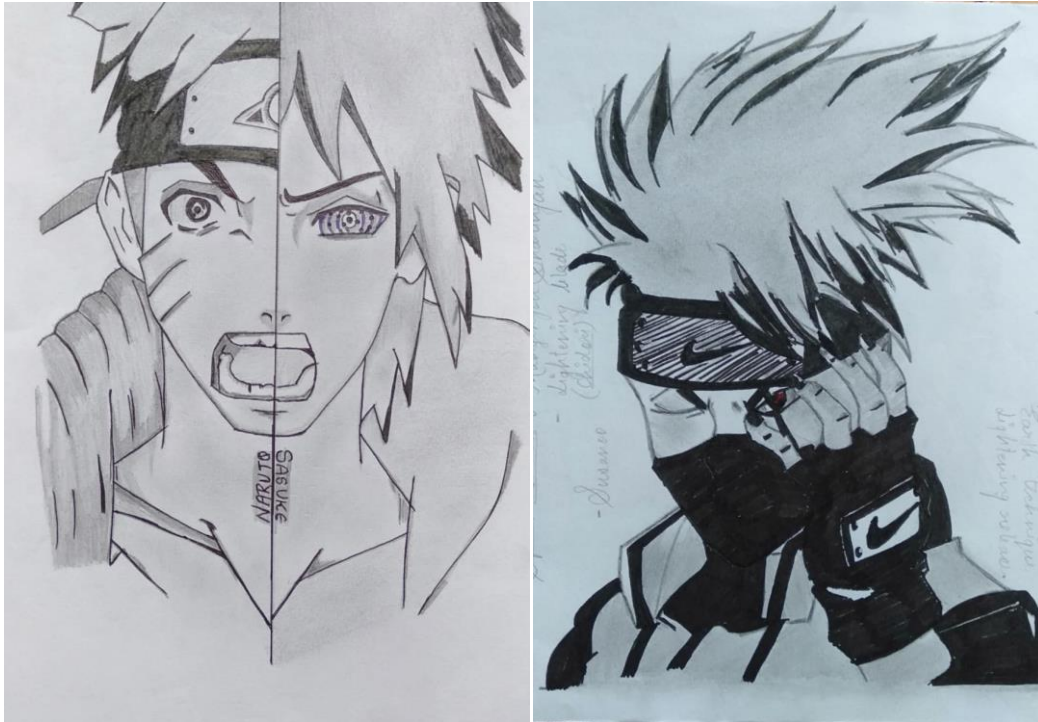
-दीदी जवाब देते हुए- ;और मेरा रविवार, मैं छूट्टि नहीं मनाऊँ?;

- मेरे पास कोई जवाब नहीं था।

हर दिन रविवार जैसा या रविवार जैसा हर दिन काम तो आप को करना हैं पैसों के लिए  
या मनुष्य जीवन के साथ आई हुई ज़िम्मेदारी के लिए। यहाँ सब दोहरी जिन्दगी जी रहे  
हैं। बाकी, आप सब समझदार हैं।

**Written By Shweta Chandelkar**  
**Assistant Professor**

“Drawing takes time. A line has time in it.”



**NAME- ANIL KUMAR SAHU**

**COURSE- MBA 2ND SEM**

# ANNUAL FUNCTION 2023



**TIT MBA FAMILY ON COLOURFUL NIGHT**

**@ Technocrats Group of Institutions**



# RISING STARS OF TIT-MBA



**STUDENT NAME: ABHINASH RAGHUWANSHI**  
**MBA SEM IV**  
**ACHIEVEMENT -- SELECTED IN SSC CGL IN DEFENCE**  
**MINISTRY**

## EVENT REFLEXIONS SEASON 8



**STUDENT NAME: VARUN TIWARI**  
**MBA SEM II**  
**ORGANISED IN IPER COLLEGE BHOPAL 2023**  
**GOT SILVER MEDAL AND A CERTIFICATE IN EVENT (MR**  
**FRANCHISE (IPL))**

# WALL PAINTING COMPETITION



**SECOND PRIZE: MBA IInd SEM Students  
HARSH MADORIYA, RAKSHA NAGWANSHI, VISHAKHA  
PATWAR  
MBA SEM II**

# BUSINESS PLAN COMPETITION

## WINNERS



**ISHITA CHAKRADHAR HARSHIT SHARMA AND TEAM**

**MBA SEM II**



# AD-MAD SHOW



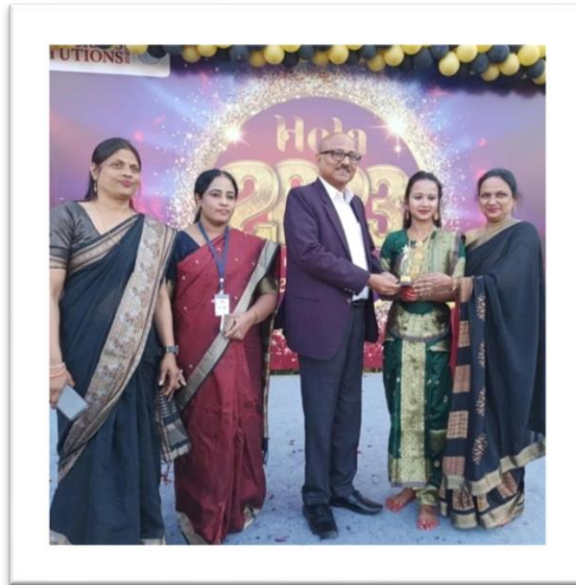
**WINNERS: ANIL KUMAR & TEAM  
MBA SEM II**

# CHRISTMAS SANTA COMPETITION



**WINNER : SONAL CHATURVEDI  
MBA SEM II**

# HOLA 2K23 DANCE COMPETITION



**1<sup>st</sup> RUNNER UP: ISHITA CHAKRADHAR**  
**MBA SEM II**

# GOLD MEDAL IN STATE POWER LIFTING COMPETITION



**Our Student of MBA SEM IV Aman Thakur won Gold Medal in State Power Lifting Competition**

# Award for Nukkad Natak on the topic "Hindi Beemar Hai"

**WINNERS**



**JAYPRAKASH AND TEAM  
MBA SEM II**

## **RANGOLI COMPETITION**



**PRACHI TRIVEDI, KOMAL AGARWAL, SHIKSHA TIWARI,  
PRACHI MISHRA**

# MONOPOLY



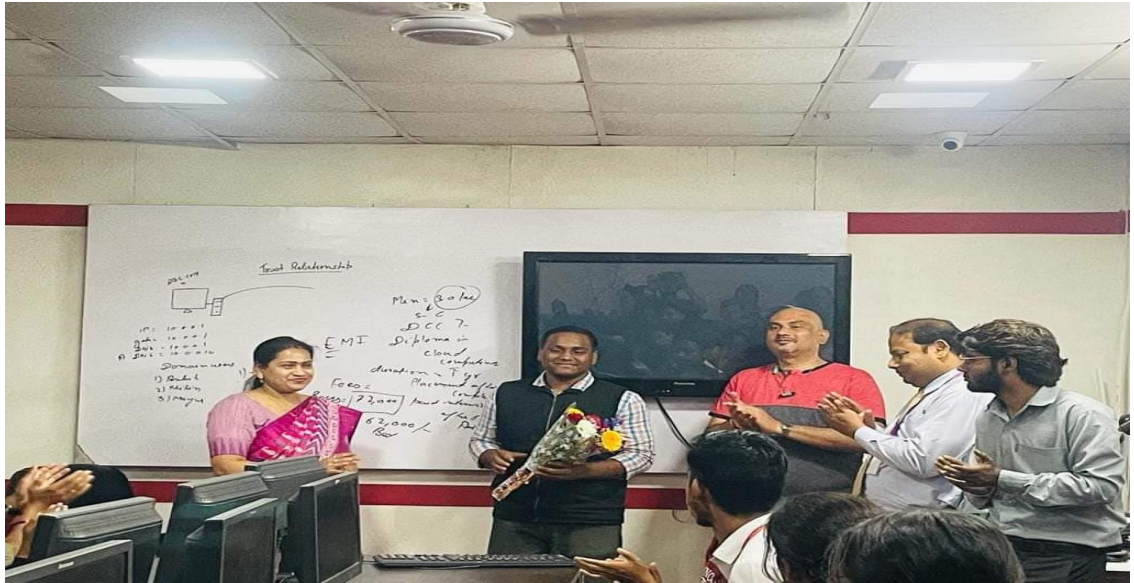
**FIRST RUNNER UP- PRAVESHTIWARI, NIHALKUMAR  
CHOURASIA, ANIL SAHU  
INTER-COLLEGE COMPETITION  
MBA SEM II**

## SEMINAR BY NISM UNDER THE FLAGSHIP OF SEBI



Technocrats Group of Institutions, Master of Business Administration conducted One Day Training program by #NISM on 15th May 2023. The National Institute Of Securities Market (NISM Certification) is the educational arm of SEBI (Securities Exchange Board of India). It is a public trust that was founded in 2006 by SEBI, conducting a wide range of courses. These include currency derivatives certification, investment advisor, merchant banking certification and so on. We are happy about the fact that above 209 Management. Students attended the training program under the trainer Mrs. Shruti Gupta.

# EDUCATIONAL VISIT



*Glimpse of Educational Visit at Jet King,  
Bhopal*



# INDUSTRIAL VISIT



**INDUSTRIAL VISIT AT ANANYA  
PACKAGES PVT. LTD.  
MANDIDEEP**

# OUR STUDENTS



MBA BATCH 2021-2023



MBA BATCH 2021-2023



MBA BATCH 2022-2024



Sometimes you will never know the value of a moment until it becomes a memory



# Technocrats Group of Institutions

## MBA PROGRAM

HR | Finance | Marketing | Retail | Banking

Approved by AICTE, Affiliated to Barkatullah University, Bhopal

**Placements 2022-23**  
**1,127 Placements | 173 Companies**

HIGHEST PACKAGE

**12 LPA**

AVERAGE PACKAGE

**5.5 LPA**

THE **LANDMARK**  
IN **MANAGEMENT EDUCATION**

A Place for Great Learners, Leaders & Thinkers



**Placed Students (Batch 2022-23)**

 <b>Selected in</b>  Building a better working world <b>PACKAGE 12 LPA</b>	 <b>Placed in</b>  The Learning App <b>PACKAGE 10 LPA</b>		 <b>Placed in</b>  <b>PACKAGE 8.5-6.6 LPA</b>
Deepika Pal R224620830062	Aman Malviya R195150280156	Shubham Thakur R161171250003	Sakshi 2246200077
			M. Rami Raza R212760830018
			Arushi 2125300078

 <b>Placed in</b>  NO ONE TARGETS YOUR RESS SETTER <b>PACKAGE 8.4 LPA</b>
Anurag Panwar R191890280043

Gautam Chaurasia R222530830018

Aman Ullah R162370280078

Priyanshu Sharma R222530830105

Raksha Umre R224620830009

Shubham Singh R160303110083

Sahil Soni R180090280085

Saboni Sabani R191460300031

Vivek Soni R224620830005

 <b>Placed in</b>  <b>PACKAGE 7.8 LPA</b>	 <b>PACKAGE 7 LPA</b>
Shubham Sahu P181611720025	Aatmik Singh R180200280005
	Mariam Khan R183290280001
Saurabh P191131120020	
	
Adarsh Chaturvedi R224620830004	
	
Priyank Sahu R180010280107	
	
Shreshtha Gupta R160091460070	
	
Gaurav Ayodhyi R170010280177	
	
Neil Bajpai R170190310050	
	
Rishabh Singh 2225300296	
	
Shikha Singh R191130280038	
	
Pragya Budholiya R189802800062	
	
Ankur Verma 212530830018	
	
Anshu Sen R180190280489	

 <b>Placed in</b>  <b>PACKAGE 6.5 LPA</b>	 <b>Placed in</b>  <b>PACKAGE 5.7 LPA</b>	 <b>Placed in</b>  <b>PACKAGE 5.4 LPA</b>
Shashank Shukla 2247700088	Aradhana Pandey R191801140010	Shashank Shukla 2247700088
		
Sakshi Jain R190270310007	Ayushi Sahu R212530830089	Ayushi Sahu R212530830089
		
Shelby Jain 2225300353	Raksha Umrey 2247700074	Raksha Umrey 2247700074
		
Shubham Singh 2247700094	Ram Paswan 2225300288	Ram Paswan 2225300288
		
Pragya 2246200059		
		
Ajay Kumar P161611710239		
		
Kajal Pal R22530830180		
		
Madhukar R224620830021		
		
Neha Chourasiya 2225300220		
		
Vivek Soni 2246200110		
		
Rishabh Singh 2225300296		
		
Abhay Singh R22530830115		
		
Arman Ansari 2225300072		

 <b>Placed in</b>  <b>PACKAGE 6.3 LPA</b>	 <b>Placed in</b>  <b>PACKAGE 5.6 LPA</b>
Nitesh Tiwari R224770830012	Aakash Tiwari R181461460167
	
Priyanshi Namdev R222530830022	Ankur Verma R212530830018
	
Sahil Soni R180090280085	
	
Saboni Sabani R191460300031	

 <b>Placed in</b>  <b>PACKAGE 5 LPA</b>	 <b>Placed in</b>  <b>PACKAGE 4 LPA</b>
Adarsh Parmar R170190280219	Kajal Mehta R152290280025
	
Priyansh P161941720013	
	
Narendra Jain R222530830044	
	
Akash Kumar R224770830006	
	
Dilendra R222530830082	
	
Aman Jadhya R212760830002	
	
Kundan Chaurasiya R214620830008	
	
Nishil Jain P170332600002	
	
Sonali Ghorse R180080300122	
	
Vikrant Pathak R180141050036	
	
Hitakshi Namdev R214620830023	
	
Prince Ranjan R214620830032	
	
Sadique Bqbal R214770830024	
	
Shivam Barde P161751860031	
	
Shubham R170080280112	
	
Surendra Parmar R170770280255	
	
Palak Gupta R180020300129	
	
Pradip Shrivastav R180140300075	



# UNBEATABLE PLACEMENTS



**TECHNOCRATS INSTITUTIONS**  
ESTD - 1999

## Placed Students (Batch 2022-23)

— Placed in — **EDYODA** — Selected in — **INDIAN RAILWAYS** — Placed in — **Geetanjali Homestate Pvt Ltd**

**Ekta Verma** PACKAGE 5.4 LPA     **Sankalp Verma**     **Rajkumar**     **Manisha Sahu** PACKAGE 5.4 LPA     **Divyanshu**     **Narendra Jain**     **Miket Chaurasia**     **Sanyogita Tomar** PACKAGE 5 LPA

R195350280138     R195020134     R1250320     R180051240016     2125300112     2225300214     R224820930010     R195020300027

— Placed in — **fincare** — Placed in — **Visuch Ajivam**

**Akash Rajjoke**     **Dhendra**     **Harendra Patel**     **Himanshu**     **Jitesh Kumar**     **Satya Prakash**     **Shalvi Pandey**     **Shubham Singh** PACKAGE 5 LPA     **Nishil Jain** PACKAGE 3.6 LPA

R222530830032     R222530930082     R1800010280126     R224820930013     2225300151     R222530930023     2223600351     2247700004     P170332800002

— Placed in — **pinclick** — Placed in — **ICICI Bank**

PACKAGE 5.2 LPA     **Bohit Lodhi**     **Vaishnavi Thwari**     **Afreen Khan**     **Anand Maheshwari**     **Ankit Rathore**     **Ankit Usrethe**     **Anshu Sen** PACKAGE 4 LPA

R191170280074     R222780930016     R180270310001     R170190280214     R181382800006     R212760930026     R180190280499

**Dilendra**     **Shubham Singh**     **Arun Jataw**     **Deepanshu Singh**     **Laksh**     **Manoj Choudhary**     **Nitin Nagar**     **Pankaj Mehra**     **Rahul Joshi**     **Ritik Kumar**     **Ritu Carpenter**     **Shubham Tiwari**

R222530830082     R180030110083     R180070280083     R214770630023     R170140270076     R180190280454     R214770630012     R170300280048     R214770630002     R180090280122     R188880280170     R170090280112

— Placed in — **AMANZI** — Placed in — **HDB FINANCIAL SERVICES** — Placed in — **Flipkart**

**Abhay Singh**     **Amit Upadhyay** PACKAGE 4 LPA     **Aadarsh Thandwal**     **Shiv Kumar Sahu** PACKAGE 3 LPA     **Tanisha Samadhiya** PACKAGE 3 LPA

R222530830115     R195270300004     R181801280082     R171461720131     R190500280047

— Placed in — **Justdial** — Placed in — **paytm**

**Alok Bhargava**     **Arvind Kumar**     **Hemant Khatak**     **Mayank Chouhan**     **Utkarsh Dubey**     **Vinit Kumar**     **Vogendra Kumar**     **Abhay Singh** PACKAGE 3 LPA     **Vivek Kumar**

R170010280109     Enroll     R214770630003     R170060300187     R141412232     R212760930009     R180260280002     R222530830115     R204770930002

— Placed in — **NGRT SYSTEMS** — Placed in — **HDFC BANK** — Placed in — **Muthoot Finance**

**Ankur Verma**     **Dheeraj Kumar**     **Adarsh Parmar**     **Aman Chourey**     **Aman Jotha**     **Aniket Raj**     **Neelish Sahu**

R212530930018     R212780930020     R170180280219     R191810280323     R180030300156     R222530830086     R180090280092

— Placed in — **STARTEK** — Placed in — **netlink** — Placed in — **ajjas**

**Sweecha Sharma**     **Vidyt Sharma**     **Amik Upadhyay**     **Kiran Lokhande**     **Shubhada Launde**     **Sumit Chauhan**

R222530930127     2227800103     R195270300004     R191750280405     R178880280236     R190070280225

— Placed in — **LEARNING SHALA** — Placed in — **agnito** — Placed in — **tcs TATA CONSULTANCY SERVICES**

**Aman Malviya**     **Sheetal Verma**     **Ayush Patidar**     **Priya Das**     **Priyank Sahu**     **Akshay Pawar**

R195150280166     R1951502801961     R180250310010     R185270310033     180010280107     R232530930036

**Placed Students (Batch 2022-23)**

— Placed in — **Collabera** **ISOMATRIX** **SIMPLY SOLUTIONS LLC**

**Ankur Verma** R212530830019  
**Kashish Rain** R22530830009  
**Prashant Mahiya** R19830300068  
**Reena Ode** R198860280188  
**Sajal Tiwari** R222780830022  
**Shelby Jain** R198270310008  
**Priyanka Barua** R188880280523

— Placed in — **SUTHERLAND**

**Sunaina Kevat** R224620930028  
**Madhukar** R224620930021  
**Sahil Soni** R180010280085  
**Aman Mahiya** R195150280156  
**Pooja Chourey** R181480280195  
**Ravi Verma** R190470250024  
**Abhay Singh** R222530830115  
**Gautam Chaurasia** R222530830018  
**Sheetal Verma** R1951502801961  
**Narendra Jain** R222530830044  
**Akash Rajuk** R222530830032  
**Sajal Tiwari** R222780830022  
**Kashish Gupta** R218931050043  
**Pintu Kumar** R222530830078  
**Shubham Sabu** P181611720025  
**Adarsh Parmar** R170190280219  
**Sudeep Singh** R190010280344  
**Shubham Singh** R180030110083  
**Raksha Umrey** R224770830038  
**Aradhana Pandey** R191801140010  
**Divya dadhe** R180080280310

— Placed in — **Dirasa Private Limited** **PRAADIS** **ClubMahindra**

**Ashna Mourya** R180020280012  
**Kashif Khan** R214770930001  
**Pragya Mishra** R180020280410  
**Swapnil Mishra** R15003090026  
**Dibendra** R222530830082  
**Raksha Umrey** R224770830038  
**Ashish Sharma** R222530830097

**Our Infrastructure**



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**Computer Labs**



**GD Room**



**Seminar Hall**



**Auditorium**



**Sports Arena**



**Playground**



**Hostel**



**Transportation**



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Not  
Perfection...**