

# 1- AD MAD SHOW

*Everything begins with an idea*

AD MAD SHOW is an 'Advertisement Making Competition' for B School students to showcase their creativity in Marketing Products and Services. The AD-MAD Show was conducted on Saturday 11th April 2023. Its objective is to acquaint the students with promotional strategies in marketing through advertisements. It consisted of humorous & conceptual Ad presentations by the students. Students will act out on various advertisement scripts and ideas relevant to different sectors including FMCG products, goods, services, automobiles, social awareness, etc. All the teams were given a time frame to showcase their talent.



## 2- PLACEMENT ACHIEVERS DAY-



# 3- WEBINAR ON INNOTIONS IN PERSONAL FINANCIAL MANAGEMENT DATE – 27 APRIL



TECHNOCRATS  
INSTITUTIONS



UNBEATABLE  
PLACEMENTS

TECHNOCRATS INSTITUTE OF TECHNOLOGY – MBA

Webinar  
On

Innovations in Personal  
Financial Management

Date- 27 April  
Time- 11.00 am



**Dr. Sharan kumar Shetty**  
Associate Professor  
MSN Institute of Management, Mangalore

COURSES: B.Tech | M.Tech | MCA | MBA | B.Pharm | M.Pharm | Commerce & Sciences - UG | B.Sc (Nursing) | Paramedical | Law

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## 4- INDUSTRIAL VISIT

Technocrats Institutions of Technology, Bhopal MBA organised an Industrial Visit to Ananya Package Pvt. Ltd. Mandideep, Raisen on 11<sup>TH</sup> April 2023. ANANYA PACKAGE Pvt. LTD. is a leading name in the Manufacturing, Importing, Supplying and Exporting of a comprehensive range of Packaging Bags, Packaging Sacks and so on. After the successful completion of this Industrial Visit, Dr. Alka Awasthi, Director TIT MBA expressed her gratitude towards the entire team of Ananya Package.Pvt.Ltd and to our students for showing a learning attitude to this Industrial Visit along with Ms. Tomsy Thomas and Prof. Anshu took our students to make it more industry conscious



# 5- BUSINESS PLAN COMPETITION

*The best way to predict the future is to create it*

Technocrats Institution of Technology-MBA, Bhopal, is proud to announce that TIT-MBA have successfully conducted Inter- College Business Plan Competition on 12th of April 2023. Students came up with innovative plans that would help our society, environment, industry and number of things. Many colleges participated in this event along with colleges like SIRT, Trinity and Corporate etc. Dr. Alka Awasthi, Director, TIT-MBA Expressed here gratitude towards the Judging Panel, Coordinator Dr Anita Vishwakarma, Students and all the available guests.



## 6- INDUSTRIAL VISIT AT JETKING

*Industrial visits inspire creativity and out-of-the-box thinking.*

Technocrats Institution of Technology- MBA, Bhopal, conducted an Industrial Visit on 15th April 2023 at JetKing, Bhopal. Students were given a Quick understanding on Importance of Artificial Intelligence, Cyber Security and about many courses. Students have shown zeal and enthusiasm in learning new things. Technocrats Institution of Technology-MBA, Bhopal is very thankful to Mr. Vivek Dhawan and his entire team show keen interest in exploring our students to industrial life. Dr. Anita Vishwakarma along with Prof. Anshu took our students to make it more industry conscious.



# 7- SEMINAR ON DIGITAL MARKETING

*Business has only two functions — marketing and innovation.*

Technocrats Institution of Technology-MBA, Bhopal Organized a Guest Lecture on 21<sup>TH</sup> April 2023 the topic was Digital Marketing. The Speaker of the Seminar was Mr. Prashant Tiwari, Director, Cybrom Technology Private Limited. Through this session, the Students Were Made Aware of the Difference between Traditional Marketing & Digital Marketing. Students learn a lot from the Session.



## 8- WEBINAR ON PERSONAL FINANCIAL SECURITY

Technocrats Institution of Technology-MBA, Bhopal Students attended webinar on Personal Financial security on 27<sup>TH</sup> April 2023. The Resource person for this webinar was Dr. Sharan Kumar Shetty. Students learnt that financial security is the state of mind that emanates from the state of your finances. Financial security is the mental peace and the feeling of confidence that stems from the belief that the needs of your future and your family's future are taken care of. Every individual must be well aware with once own Personal Financial Security.





# 9- NISM TRAINING PROGRAM

Technocrats Institute of Technology – MBA, Bhopal organized two days SEBI sponsored workshop on 08<sup>TH</sup> May 23. The topic of workshop was "Stock Market: Basic Guidance for Beginners" with the Resource person Mrs Shruti Gupta. The workshop was witnessed by MBA TITians . Trainer Took a Pre-Quiz, Online Exam on first day of training also post quiz will be conducted today. After the Examination, Students will be given a Training Certificate of 2 days by SEBI





# 10- CAREER OPPORTUNITY IN MANAGEMENT

BY ASHUTOSH DIXIT

Technocrats Institution of Technology – MBA, Bhopal was happy to attend a session on 10<sup>TH</sup> August 2023; the topic was Career Opportunity in Management. The Resource person Mr. Ashutosh Dikshit, Analyst Relations at Amdocs. Students got fully fledged information on best opportunities for them.



# 11- WORLD ENTREPRENEUR'S DAY

TIT-MBA celebrated world Entrepreneurs day on 25<sup>th</sup> August 2023. It was celebrated to honour the entrepreneurs around the world. Students were give information on different platforms for entrepreneurs around us. The Chief Guest of the event was Mr. Hemant Rawat, Vibhag Sangathan Mantri. He addressed our students about incubation cell and encouraged to be a part of it.



# 12- GRADUATION CEREMONY



# 13- INIZIO 2023 (MBA ORIENTATION PROGRAM)

We organised our MBA Orientation "INIZIO 2K23" today on 29<sup>th</sup> September 2023 at Excellence Hall. This program was witnessed by 300+ first year MBA TITians in the presence of our Chief Guest, Dr. Rajeev Agarwal, President All Industry Association, Mandideep. He also motivated our students towards Focus in goal and to stand firm in all the difficult situations. Also, Mr. Gaurav Gehlani, Regional head, TCS Academic Interface Program took a quick session for our students where he talked about MBA is the rightly chosen Course by our Students. He also made a very important point of being TIT is best choosing made by our students.

Director, Faculties and Students attended this program with great zeal and enthusiasm. Our Students got all the information about their Specialisation in this program as well





# 14- SEMINAR ON SOFT SKILLS DEVELOPMENT





# 15- SEMINAR ON DIGITAL MARKETING

Technocrats Institute of Technology - MBA organised a Seminar on 5th Oct 23. The Seminar topic was "Digital Marketing". The Expert Mr. Nishanta Tiwari from Cybrom Pvt. Ltd. gave realistic examples trending in Corporate. The Seminar was witnessed by First Year BBA & MBA TITians.

Management Students got all the information about Digital Marketing, SEO, Difference between Traditional Marketing and Digital Marketing. It was an initiation of the department for strengthening the bridge between academic and the industry through an industry expert. At the end of the session students feel acquainted and delectable





# 16- INDUSTRIAL VISIT

Technocrats Institute of Technology - MBA organized industry visit to Ananya Package Pvt.Ltd. which is involved in producing mattresses, orthopaedic pillows, neck rest, pads, and packing materials for P&G and other renowned brands, on 17th October for BBA students. From Ananya Package Pvt. Ltd.

Dr. Rajeev Agarwal, CEO of Ananya Packages, President All Industries Mandideep and Mr.Jitendra Sharma (Manager Production) gave an orientation of working of bonded machines, compressors. Boilers, cutting plant operations, packing process & all marketing & financial aspects related to foam processing Industry. Students thoroughly enjoyed the interaction with Dr. Rajeev Agarwal and learned various technical & managerial values worth implementing in Professional life.





# 17- SEMINAR ON IMPORTANCE OF COMMUNICATION SKILLS FOR MANAGEMENT STUDENTS

Technocrats Institute of Technology - MBA organised a Seminar on 31st Oct 2023. The Seminar was on Importance of Communication Skills for Management Students. The Guest speaker of the event was Air vice Marshal Dr. Pramod Kumar Shrivastava, Indian Air Force who gave a detailed knowledge on communication exposure to our Students by his real time experience of the Kargil war and the launch of missiles. The Seminar was witnessed by our BBA and MBA students.

Management Students learnt the real life necessities of Communication. It was an initiation of the institution for making students realise how important it is to have a Right Communication. Students felt motivation and enthusiasm in interacting with such a great personality of the nation.



# 18- DEUTERONOMY 2023

## (PROJECT OF THE LEADING MANUFACTURING BRANDS)

Technocrats Institute of Technology - MBA organised " Deuteronomy 2K23" projects of leading manufacturing brands on 4<sup>th</sup> November 2023. This event encourages the students and showcases their skills through multifarious displays of projects based on various leading brands. It was an effort of the students to know about the brands through practical exposure.

Students and their teachers spare no effort to make a mission of it. They intensely explore to discover the myriad facets of the selected brands and share what they assimilate. They came to know about manufacturing units, production process, quality control, team building, and conflict management.















# 19- PARENT TEACHERS MEET

Technocrats Institute of Technology - MBA has organized PTM for MBA students on 9/11/23. The objective behind conduction of PTM was to motivate the students for being regular in college to achieve 100 % attendance and to refer the books of foreign authors. This continuity will help them to improve their academics and over all personality.

During the Interaction with the Parents, we have received suggestions that we should send monthly attendance charts to them for their awareness and support. Few parents appreciated us for taking students to Industrial Visits as they mentioned now it seems like knowledge given to students is not limited to books. It is beyond the syllabus. Also, parents promised to cooperate with us in this journey of the growth of their wards.

We have successfully organised this event in off line and on line mode. Parents were very much satisfied and excited with this interaction.





 **GPS Map Camera**



**Bhopal, Madhya Pradesh, India**

Technocrats Institute of Technology MBA Patel Nagar, Bhopal,

Madhya Pradesh 462022, India

Lat 23.261828°

Long 77.499237°

09/11/23 12:06 PM GMT +05:30



 **GPS Map Camera**



**Bhopal, Madhya Pradesh, India**

Technocrats Institute of Technology MBA Patel Nagar, Bhopal,

Madhya Pradesh 462022, India

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Long 77.499237°

09/11/23 12:18 PM GMT +05:30

# 20- SEMINAR ON OPPORTUNITIES IN THE FINANCE SECTOR VIA TALLY COURSE

Technocrats Institute of Technology - MBA organised a Seminar on Opportunities in the Finance Sector via Tally COURSES on 23rd November 2023. Awareness was shared on Tally. Tally is considered to be essential accounting software that has been known for its best in financial applications and accounting systems. A tally is an important tool in calculating monetary terms, accountancy, tax, and GST calculating, managing commercial transactions effectively and efficiently. Mr.Vineet Chaturvedi, Faculty and Trainer at Fintechedu Private Limited gave exposure to various hacks on Tally. The Seminar was witnessed by our Management Student.

It was an initiation of the TIT-MBA College for making students realise how important it is to have knowledge on Finance with respect to Tally. At the end of the session students felt happy and learned on understanding the various aspects of Finance via Tally.

**TECHNOCRATS INSTITUTIONS** 20-00000 **NBA** **24 UNBEATABLE PLACEMENTS**

TECHNOCRATS INSTITUTE OF TECHNOLOGY - MBA

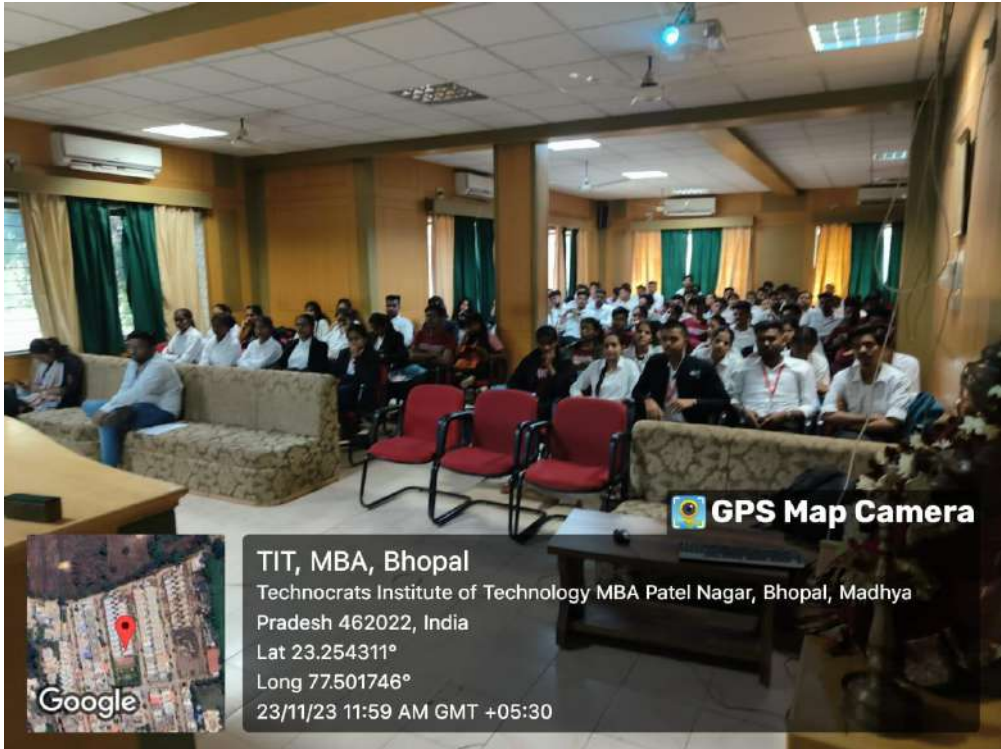
**Seminar**  
*ON*  
**OPPORTUNITIES IN THE  
FINANCE SECTOR VIA TALLY COURSES**


**DATE** 23/11/2023

**Speaker**  
**Vineet Chaturvedi**  
Faculty and Trainer  
at Fintechedu Private Limited

**COURSES:** B.Tech | M.Tech | MCA | MBA | B.Pharm | M.Pharm | Commerce & Sciences - UG | B.Sc (Nursing) | GNM | Paramedical | Law

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23/11/23 11:59 AM GMT +05:30



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# 21- FACULTY DEVELOPMENT PROGRAM ON BUSINESS ANALYTICS

Technocrats Institute of Technology-MBA successfully organized three days Faculty Development Programme (FDP) on Topic-Business Analytics from 04 December to 06 December 2023. The sessions of FDP were taken by Prof. KUMAR SANJAY BOREKAR from Pune Institute of Management, (PIBM) Pune. Prof. Borekar is an expert of Data Analytics, Power BI, SAS BA and Data mining tools. He has explained about SAS based business analytics software's applicability in real time. He has also demonstrated how unorganised text data can be converted into relevant information.

All the participants found the topic of FDP very informative and relevant in today's digital era. Many academicians from different colleges and university participated in FDP.

**TECHNOCRATS INSTITUTE OF TECHNOLOGY - MBA**  
Organizes  
**Student Development Program (SDP)**  
On  
**Digital Marketing**

**4<sup>th</sup> to 6<sup>th</sup> December 2023** **10:30 AM**  
Venue: TIT-MBA Seminar hall

**KUMAR SANJAY BOREKAR**  
Assistant professor, Business Analytics  
Pune Institute of Business Management (PIBM), Pune

**COURSES:** B.Tech | M.Tech | MCA | MBA | B.Pharm | M.Pharm | Commerce & Sciences - UG | B.Sc (Nursing) | GNM | Paramedical | Law

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## **22- STUDENT DEVELOPMENT PROGRAM ON BUSINESS ANALYTICS**

Technocrats Institute of Technology-MBA has organized a three days Student Development Program from 4th to 6th of December for BBA and MBA students to provide exposure in the field of Business Analytics and Digital Marketing. Looking at the diversified scope in the field to boost up the student's skills and competitiveness in the same field, as it is a novice field with a lot of potential for the students to flourish their career in the field of Digital marketing. All the business platforms whether giant or small in size are using it for better control, expansion, diversification, profitability, modelling, comparisons and more over for customer satisfaction.

Looking all these advantages in mind this special SDP was organized, it was conducted in a very Tailored way by Mr. Sanjay Borekar, Assistant Professor from Pune Institute of Management, Pune. He is a prominent Business Analyst and Academician having more than 15 Years of rich experience in handling and executing various Analytical Projects and Modelling. He is also an expert in various statistical Software's Like Power BI, R Studio, SPSS Etc. Students underwent from Conception to Applicability of Business Analytics in digital marketing with exposure to Tools and Techniques Of Analysis. Students also learned various aspects of Digital Marketing.





## 23- EXPERT LECTURE ON YOGA AND MEDITATION

Technocrats Institute of Technology MBA organized an expert lecture by Dr Pragma Sharma, on 9/12/23, on Yoga and Meditation. Dr Sharma is a certified clinical Psychologist, Hypnotherapist and Spiritual healer.

Students of BBA and MBA attended this session.

The expert talk highlighted the ancient origins of yoga and meditation, emphasizing their contemporary relevance. She told yoga offers physical health benefits, including flexibility and strength, along with mental well-being improvements such as stress reduction and enhanced sleep. She has also mentioned about meditation, especially mindfulness meditation that is promoted for stress reduction fostering awareness and calmness. Both practices contribute to effective stress management, encouraging a healthier work-life balance and the integration of mindfulness principles into daily activities. Regular practice builds resilience, strengthens social connections, and addresses modern life challenges, promoting overall well-being, inner peace, and personal growth. This session helped our students with physical, emotional and spiritual well being enlightening their path to achieve success in their lives.





## 24- RUN BHOPAL RUN 2023

The students of Technocrats Group of Institutions, Bhopal participated in Run Bhopal Run on 10/12/23 as participants and volunteers. Run Bhopal Run is an annual flagship event of Bhopal Runners, with the awe-inspiring participation of over 20,000 participants. This most Anticipated Marathon is fostering its leading cause to create organ donation, no tobacco awareness, and environmental conservation. RBR focuses on the holistic approach to development and wellbeing of the society and endeavour to reach the unreached and manifest a movement of change for the betterment of the community as a whole.

The theme for this year's campaign is "Stop It and Start It," - Stop Making Excuses and Start Making Changes- aiming to promote positive changes and put an end to detrimental practices. (Run Bhopal Run 2023 is not just a marathon; it's a people's movement advocating for change). On the day of the event, our students participated and enjoyed lyrical yoga, music, comradely, compassion, and an abundance of joy







# 25- SEMINAR ON WOMAN EMPOWERMENT ON FINANCIAL LITERACY WELLNESS

Technocrats Institute of Technology MBA has organized seminar on Women Empowerment on financial literacy wellness for MBA and BBA students on 14<sup>th</sup> December 2023. The session was chaired by Mr Vivek Verma, Securities Market Trainer SEBI, and Mumbai. Mr Verma quoted that financial literacy and women empowerment go hand in hand. He said if women are financial literate it can help them to achieve their life and career goals more effectively. In continuation he explained that financial independence will serve as a cushion for women during unforeseen circumstances.

He has also mentioned that women are often unable to leave abusive family situations or marriages due to financial dependency. Mr Verma specified ample resources for women who wish to become financially literate. Session was informative for all students' specifically female students.





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14/12/23 12:29 PM GMT +05:30



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Lat 23.254311°  
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14/12/23 12:28 PM GMT +05:30

## 26- MOU SIGNING CEREMONY

TIT MBA signed an MOU on 21<sup>st</sup> December 2023 for 3 years with IBM skill build where students will access free courses on Enterprise Data Science and building cloud based mobile solutions for the Enterprise. Also, the process for signing MOU with HDFC for training on Data Analytics, for EWS/ BPL/ PWD students was initiated



# 27- SEMINAR ON GUIDANCE TO BECOME AN ENTREPRENEUR

## 28<sup>TH</sup> DEC



**TECHNOCRATS INSTITUTIONS** GROUP OF INSTITUTIONS  
UNBEATABLE PLACEMENTS

*Seminar on*  
Guidance to Become an Entrepreneur

**28<sup>th</sup> Dec 12 PM**

**Dr. Zeeshan Ahmed Khan**  
Chief Executive Officer CEO  
Arusha Meru International School  
Tanzania

COURSES: B.Tech | M.Tech | MCA | MBA | B.Pharm | M.Pharm | Commerce & Sciences - UG | B.Sc (Nursing) | GNM | Paramedical | Law

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# 28- SEMINAR ON CAREER GUIDANCE

## 29<sup>TH</sup> DEC

**TECHNOCRATS INSTITUTIONS** **NBA** **24** **UNBEATABLE PLACEMENTS**

**PROUD ALUMNI**

*Seminar on*

**CAREER GUIDANCE**

**DATE**  
29<sup>th</sup> December 2023

**TIME**  
01:00 PM

**Amit Agarwal**  
Digital Product Manager  
Bank of New Zealand  
Auckland, New Zealand

**COURSES:** B.Tech | M.Tech | MCA | MBA | B.Pharm | M.Pharm | Commerce & Sciences - UG | B.Sc (Nursing) | GNM | Paramedical | Law

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# 29- FLASH MOB

01 Jan 2024



# 30- BUDDING ENTREPRENEUR 2024

Technocrats Institute of Technology MBA organised an event named "Budding Entrepreneur" to acquire business knowledge through experiential learning on 6<sup>th</sup> January 2023. The students of BBA and MBA participated. The purpose of conducting the event is to provide practical exposure to the students. This activity helps the students to inculcate the cocepts of break-even point, price, leadership qualities, risk taking capacities, revenue, losses, cost of production, how to fix price, to apply promotional strategies, to identify Target and potential customers and to attract them. Students will definitely be able to reap the benefits of attainments in future.





# 31- SEMINAR ON DATA ANALYTICS

Technocrats Institute of Technology MBA organized a seminar on Data Analytics for BBA and MBA students on 17<sup>th</sup> January 2023. The session was chaired by Mr Prashant Tiwari, Director Cybrom Technology Private Limited. Mr Prashant Tiwari has explained about Data analytics and its prospects. He quoted that data analytics can shape processes, improve decision making and foster business growth. He told how data analytics is helpful for companies to gain more visibility and a deeper understanding of their processes and services. He has mentioned that Data analytics initiatives can help businesses to increase revenue, improve operational efficiency, optimize marketing campaigns and bolster customer service efforts. He said that data analytics also enables organizations to respond quickly to emerging market trends and gain a competitive edge over business rivals.



## 32- CASE STUDY PRESENTATION





# 33- SEMINAR ON IMPORTANCE OF MBA IN PRESENT SCENARIO

31<sup>ST</sup> JAN





# 34- MEGA JOB FAIR EXPO

17<sup>TH</sup> FEB





# 35- EXPLORING INNOVATION: A SCIENCE DAY VISIT TO THE INCUBATION CENTRE

On the occasion of National Science Day on 28-Feb-2024, a group of enthusiastic MBA students from TIT College went to **Incubation Centre-Smart City Corporate Office Bhopal**







