

Prabandh रचना 2025

An Annual College Magazine



Technocrats Institute of Technology - MBA

Vision of the Institute

To become a “Centre of Excellence” for quality education in the field of MBA, research and management so as to produce globally competent and socially responsible professionals, who can contribute in technological and socio-economic development of the nation as a whole and region in particular.

Mission of the Institute

M.1: To educate students with in depth subject knowledge through innovative teaching learning process to make them aware of current business scenario..

M.2: To create in house facilities for research and innovation to provide solution to the business problems.

M.3: To develop future managers as global business leaders by inculcating human values, business ethics, leadership qualities, effective communication and entrepreneur skills.





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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 2024.

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 inquire the habit of reading and writing. Therefore, Technocrats Institute of Technology-MBA has planned to launch Prabandh Rachna 2024 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, 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

(Prof. S.K. Jain)
Vice Chancellor

Chairperson's Note



Mrs. Sadhana Karsoliya
Chairperson
TIT Technocrats Group, Bhopal

Dear Students, Faculty and Esteemed Readers,

It is with great pride and joy that I extend my heartfelt greetings to all as we unveil this latest edition of Prabandh Rachna 2K25. Our college has always been a vibrant hub of learning, creativity, and growth, and this magazine is a shining testament to the brilliance and talent that resides within our community.

Education is not confined to textbooks alone — it is about nurturing imagination, building character, and encouraging innovation. This magazine serves as a canvas for the thoughts, dreams, and creative expressions of our students and faculty, capturing the very essence of our institution's spirit.

I am delighted to see the wide variety of content, ranging from scholarly articles and insightful opinions to poems, art, and inspiring success stories. Each contribution is a reflection of the passion and hard work that defines our college culture.

I extend my sincere appreciation to the editorial team for their dedication and perseverance in bringing this edition to life. Your commitment to upholding the highest standards of content creation is truly commendable.

To the students who have contributed, I urge you to continue exploring your creative potential and sharing your ideas with confidence. Remember, every word written and every thought expressed has the power to inspire change.

Wishing all readers an engaging and delightful experience as you explore the pages of this magazine. Let it ignite your curiosity, creativity, and thirst for knowledge.

Warm Regards,

Chairman's Note



Dr. Ramraj Karsoliya
Chairman
TIT Technocrats Group, Bhopal

Dear Readers,

It is with great pride and enthusiasm that I present to you the latest edition of Prabandh Rachana 2k25. This magazine is a testament to the creativity, intellect, and dedication of everyone involved — from the talented contributors to the hardworking editorial team.

In today's fast-changing world, it is essential to foster spaces where ideas, innovation, and voices can thrive. Our magazine seeks to be such a platform — a place where thoughts meet action and creativity knows no bounds. Each page is filled with stories, perspectives, and ideas that aim to inform, inspire, and ignite meaningful conversations.

This edition covers a range of themes that reflect the dynamic spirit of our community. From insightful articles on emerging trends and inspiring interviews with change makers to thought-provoking opinions and creative expressions, there is something here for every reader.

I would like to take this opportunity to extend my heartfelt gratitude to all contributors whose work breathes life into these pages. Your passion and vision are truly commendable. A special thanks to the editorial team for their meticulous efforts in crating such a high-quality publication.

As you explore this edition, I encourage you to embrace the stories and ideas shared here. May they inspire you to think differently, challenge norms, and contribute positively to our ever-evolving world.

Thank you for your continued support and engagement. We look forward to growing together and delivering more meaningful content in the future.

Happy reading!

Warm Regards,

Managing Director's Message



Dr. Surbhi Karsoliya
Managing Director
TIT Technocrats Group, Bhopal

Dear Students, Faculty and Readers,

It fills me with immense pride and joy to present this edition of Prabandh Rachna 2K25., a platform that beautifully captures the creativity, knowledge, and vibrant spirit of our institution.

Education goes beyond classrooms and curricula — it is about fostering critical thinking, nurturing talents, and preparing individuals to become confident and compassionate leaders. This magazine serves as a reflection of that broader learning, offering a space for voices to be heard, creativity to bloom, and ideas to flourish.

As I flipped through the pages of this edition, I was truly impressed by the diverse and insightful contributions. From thought-provoking articles to artistic expressions, every piece showcases the immense potential and dedication of our students and faculty members.

I would like to extend my sincere gratitude to the editorial team for their tireless efforts in curating and presenting this edition. Your commitment and creativity have made this publication a source of inspiration for the entire college community.

To the students who have contributed their work, I commend your courage to share your thoughts and talents. Continue to dream, create, and innovate — for these qualities will shape not just your future but the world around you.

Happy reading, and may this magazine spark inspiration and pride in all who read it.

Warm Regards,

Vice Chairman's Message



Mr. Saurabh Karsoliya
Vice Chairman
TIT Technocrats Group, Bhopal

Dear Students, Faculty and Readers,

It is a moment of great pride and joy to present this edition of Prabandh Rachna 2K25, a testament to the vibrant spirit, creativity, and intellectual endeavors of our college community.

This magazine serves as a window into the imaginative minds and insightful perspectives of our students and faculty. It showcases not only their academic excellence but also their creative expressions and passion for learning beyond the classroom.

In today's world, where innovation and communication play pivotal roles, platforms like this magazine are essential for fostering creativity, critical thinking, and the sharing of ideas. Each contribution here represents a voice, a story, and a vision worth celebrating.

I would like to extend my heartfelt congratulations to all the contributors and a special note of appreciation to the editorial team for their tireless efforts in bringing this wonderful publication to life. Your dedication and hard work have made this magazine a reality.

To our students, I encourage you to continue exploring your potential, expressing your ideas, and contributing positively to your community and beyond.

Wishing all readers an inspiring and joyful reading experience!

Warm Regards,

Director's Message



Dr. Alka Awasthi
Director-MBA
TIT - MBA, Bhopal

Dear Students, Faculty and Esteemed Readers,

It gives me immense pleasure to present this edition of Prabandh Rachna 2K25, a platform that reflects the dynamic spirit, creativity, and achievements of our college community.

Education is a journey of transformation, one that shapes not only minds but also values and perspectives. This magazine stands as a testament to the holistic development we strive to nurture in our students — encouraging them to think critically, express creatively, and lead confidently.

Within these pages, you will discover a vibrant collection of insightful articles, inspiring stories, poems, and artistic expressions. Each contribution highlights the incredible talent and dedication of our students and faculty, who continue to push boundaries and make us proud.

I extend my heartfelt gratitude to the editorial team for their unwavering efforts in curating this impressive publication. Your commitment and creativity have given life to a platform that inspires and informs.

To our dear students, I encourage you to keep expressing your thoughts, nurturing your talents, and embracing the spirit of innovation. Remember, your ideas and actions have the power to shape a brighter future.

Happy reading, and best wishes for continued success!

Warm Regards,

Editor's Message



Prof. Leena Carpenter
Asst. Professor
TIT - MBA, Bhopal

Dear Readers,

It is with great pleasure and excitement that I present to you this edition of Prabandh Rachna 2K25. This publication is a reflection of the creativity, intellect, and diverse perspectives of our college community.

The pages of this magazine are filled with inspiring stories, thought-provoking articles, imaginative poetry, and stunning artwork — all crafted with passion and dedication. Each contribution is a testament to the vibrant talent and boundless potential of our students and faculty.

This edition wouldn't have been possible without the hard work and commitment of our editorial team. Their meticulous efforts in curating and refining the content have shaped this magazine into a meaningful and engaging read. I extend my deepest gratitude to them, as well as to all contributors who shared their creative voices with us.

To our readers, I hope this magazine offers you moments of inspiration, joy, and thoughtful reflection. May it ignite curiosity and encourage you to explore new ideas and creative pursuits.

Thank you for your continued support and enthusiasm.

Happy reading!

Warm Regards

Editorial Board

Know about our pillars



Dr. Alka Awasthi

Director



Dr. Anita Sharma

HOD



Dr. Rajesh Sahu

Professor



Prof. Tripti Mathur

Asst. Professor



Prof. Priyanka Gupta

Asst. Professor



Prof. Divya Bhardwaj

Asst. Professor



Prof. Leena Carpenter

Asst. Professor



Prof. Abhi Rana

Asst. Professor



Prof. Meenakshi Kaushik

Librarian



Mr. Niranjana Prajapati

Scholarshi Officer



Mr. Netram Mandre

Office Assistant



Mr. Sunil Yadav

Office Assistant

Green Marketing: A Step Toward Sustainable Business Practices

In today's rapidly evolving business environment, there's a growing push for businesses to adopt sustainable and eco-friendly practices. Green marketing, a term that was first coined in the late 1980s, is a marketing strategy that focuses on promoting products or services based on their environmental benefits. The concept aims to attract eco-conscious consumers who prioritize sustainability in their purchasing decisions. Green marketing is not just a passing trend but an essential part of the future of business, offering a competitive edge in a world where environmental awareness is at an all-time high.

The Rise of Green Marketing

Consumers today are more aware of environmental issues than ever before, thanks to increased media coverage and the global push for sustainability.

From climate change to pollution and resource depletion, environmental concerns have sparked a global movement toward reducing human impact on the planet. As a result, consumers are gravitating toward companies that prioritize eco-friendly products, production processes, and waste reduction.

Green marketing plays a pivotal role in shaping consumer behavior by highlighting the environmental impact of products. Companies that embrace this strategy demonstrate their commitment to the planet and consumers, creating a sense of trust and loyalty. Businesses that excel in green marketing often see increased brand value, positive media coverage, and a loyal customer base.

The Future of Green Marketing

The future of green marketing looks bright. As consumers continue to prioritize environmental responsibility, businesses will need to adapt and innovate to stay relevant. Companies that continue to invest in sustainable practices, adopt green marketing strategies, and actively engage in corporate social responsibility will thrive in the coming years.

In conclusion, green marketing is not just a trend but a vital business strategy that can drive long-term success. It enables companies to meet consumer demands for sustainability, build a strong brand image, and contribute positively to the environment. As the world moves toward a greener future, those who embrace green marketing will be well-positioned to lead the charge.



Dr. Anita Vishwakarma
HOD-MBA

Lord Shri Krishna as the Management Guru

Lord Shri Krishna exemplary- a leader, a hero, a protector, a teacher, a philosopher and a friend: all in one. Krishna was one of the most pragmatic Lords of all times; the best manager and a leader who imparted valuable lessons to all. He propagated theory of Bhakti and good karma in Bhagavad-Gita. The Holy Book Bhagavad-Gita elucidates several important management lessons for all.

Lord Krishna passed-on the supreme knowledge of Dharma and Karma to all through epic war of Kurukshetra (Mahabharata). His discourses to Arjuna before beginning of the battle take the form of narrative framework of Bhagavad-Gita. The teachings are in the form of dialogue between Pandava prince Arjuna and his guide and charioteer Lord Krishna. He guides Arjuna to perform the duty of warrior and fight the righteous war to establish the rule of good. He brought to light concepts of Supreme Self, the purpose of yoga, Karma, the difference between our-self and our material body etc.



Krishna as the Management Guru

Lord Krishna is the master of finesse and there is a lot to be learnt from him. Following are some of the management strategies useful for leaders.

Share your Learning: True manager or leader must share their learnings with others. As the saying goes ‘knowledge grows when shared with others’, when applied is the best practice of all. Krishna who was called as a ‘Sarvagya’ – never hesitated to share his thoughts with others. When Arjuna was in a fix whether to fight his brothers or not, he reminded him of his purpose and taught him the methods to overcome his fear and doubts; thereby focusing on his duty.

Stick to your Goals: Krishna had three definite life goals for himself. First, ‘Pavitrayana Sadhunam’ which means welfare for good; second, ‘vinashaya dushkritam’ meaning destroy evil (thought) and third, ‘dharma sansthapana’ meaning establish and strengthen the good principles. As a manager he personified that one should have clear cut goals in the organization and one should never allow their senses to be controlled.

Strategic Approach: Lord Krishna was master strategist who used problem solving approach throughout his life. He with his tactical skills won Mahabharatha war for Pandavas. He proves that a person who is skilled in planning action or policy will win for sure in war and politics. A plan of action is important to achieve long and short-term goals.

Tactful Communicator: Krishna through his power of speech and oration skills motivated Pandavas several times. He motivated them to serve good and only good, concurrently working towards attainment of justice. A true leader or manager always takes initiative to motivate his colleagues and fellows.

Be Grounded: Despite being a king and a supreme, Krishna lived his life in simplicity and he was a man of people. A leader should be humble, noble and down to earth. This will ensure his growth and progress.

Krishna is an embodiment of all divine potentials (whether hidden or no what befitting occasion of Janmashtami to talk about Lord Krishna. Celebrated with great fervor across the nation, Krishna Janmashtami symbolizes imprisonment in the worldly illusions, and incarnation of Lord Vishnu (birth of good) symbolizes vanquishing of evils (outside and within) leading to edification and peace.

Morale

Lord Krishna, through his life demonstrated how to live a life in entirety and stated continue doing right, without having attachment towards the outcome of those actions and most importantly, never hurt anyone.

Dr.Rajesh Sahu
Professor

Turning Dreams into Reality: The Formula for Success

1. Defining Success: Establishing a Clear Vision 3

Success begins with clarity of purpose. Individuals must define what success means to them based on their values, aspirations, and long-term objectives. A well-articulated vision serves as a guiding framework for decision-making and goal-setting. Key considerations include:

- Identifying personal and professional aspirations.
- Aligning goals with core values and principles.
- Establishing a clear, compelling long-term vision.



2. Goal Setting: Creating a Strategic Roadmap

Effective goal setting is fundamental to success. The SMART framework provides a structured approach:

- Specific – Clearly define the objective.
- Measurable – Establish criteria to track progress.
- Achievable – Set realistic yet challenging goals.
- Relevant – Align goals with broader ambitions.
- Time-bound – Assign deadlines to maintain accountability.

3. Cultivating a Strong Work Ethic

Discipline and perseverance are crucial attributes of successful individuals. Key aspects of a strong work ethic include:

- Time Management – Prioritizing high-impact activities.
- Consistency – Maintaining steady effort despite challenges.
- Resilience – Adapting to setbacks with

4. Embracing Failure as a Learning Opportunity

Failure is an inevitable part of any ambitious pursuit. Rather than viewing setbacks as obstacles, successful individuals treat them as valuable learning experiences. Best practices for leveraging failure include:

- Conducting post-mortem analyses to identify areas for improvement.
- Adjusting strategies based on lessons learned.
- Maintaining a growth-oriented mindset to foster resilience.

As Thomas Edison aptly stated, "I have not failed. I've just found 10,000 ways that won't work."

5. Developing a Growth Mindset

- A willingness to embrace challenges.
- An openness to constructive criticism.
- A commitment to continuous self-improvement.

Adopting a growth mindset enables individuals to overcome obstacles and reach their full potential.

6. Building a Strong Network and Seeking Mentorship

Success is rarely achieved in isolation. The right network provides opportunities, insights, and support. Key strategies for effective networking include:

7. Prioritizing Continuous Learning and Skill Development

In an ever-evolving world, the ability to learn and adapt is critical. Successful individuals invest in:

- Reading books and industry publications to stay informed.
- Enrolling in courses and certifications to enhance expertise.
- Developing soft skills such as leadership, communication, and emotional intelligence.

A commitment to lifelong learning ensures sustained relevance and competitiveness.

8. Taking Decisive Action and Maintaining Consistency

A well-devised strategy is meaningless without execution. Success is driven by:

- Proactive decision-making rather than waiting for ideal conditions.
- Incremental progress through small, consistent efforts.
- Accountability measures to track and evaluate progress.

Execution is the bridge between aspirations and achievements.

9. Contributing to Society and Giving Back

True success extends beyond personal gain; it involves making a positive impact on others. Ways to give back include:

- Mentoring and guiding others in their professional journeys.
- Engaging in corporate social responsibility initiatives.
- Supporting community development efforts through Conclusion

Success is a continuous journey that requires strategic planning, resilience, and adaptability. By defining clear goals, maintaining discipline, embracing lifelong learning, and fostering meaningful connections, individuals can navigate their paths toward success. Ultimately, success is not just about reaching a destination—it is about continuous growth, meaningful impact, and sustained personal and professional excellence.



Prof. Tripti Mathur
Assistant Professor

Enhancing Employee Performance for Organizational Success

In today's dynamic business environment, the performance of employees plays a pivotal role in determining the success and growth of an organization. High-performing employees contribute to increased productivity, innovation, and a positive work culture, making employee performance a critical focus for managers and leaders alike.

Understanding Employee Performance

Employee performance encompasses the efficiency, effectiveness, and quality of work delivered by individuals in an organization. It goes beyond simply completing tasks; it involves meeting or exceeding goals, collaborating with teams, and demonstrating a commitment to the organization's values and mission.



Factors Affecting Employee Performance

1. **WorkEnvironment:** A supportive and engaging workplace significantly boosts productivity. Factors like proper resources, ergonomic workspaces, and a positive atmosphere play a crucial role.
2. **Leadership and Management:** Effective leaders who provide clear direction, support, and constructive feedback can inspire employees to excel.
3. **Training and Development:** Ongoing learning opportunities help employees enhance their skills and adapt to new challenges, increasing their performance.
4. **Recognition and Rewards:** Acknowledging and rewarding employees for their hard work motivates them to continue performing at a high level.
5. **Work-Life Balance:** Employees who maintain a healthy balance between work and personal life are more likely to stay focused and productive.

The Role of Technology

Modern technology, such as performance management software and data analytics, can help organizations track and analyze employee performance more effectively. Tools that facilitate collaboration and communication also play a vital role in boosting productivity.

Prof. Priyanka Gupta
Assistant Professor

THE VALUE OF INTERNSHIP

Internships are stepping stones for students to move from academic learning into professional success. They give students an opportunity to put theory into practice for hands-on experience in a real-world setting. An internship would equip the student with better skills, create networks, and allow a view of the particular job.

The primary benefit of internships is to enhance practical skills. The theory learned in classrooms is the foundation for the knowledge, but these internships are where students actually learn to communicate, solve problems, and apply technical skills. Working in a professional environment exposes them to real challenges, develop their adaptability, teamwork, and time management-skills that are highly marketable.

Apart from being relevant to career exploration, internships provide students who are otherwise tentative about the direction of their careers the chance to get firsthand experience with a slew of different roles before they have to settle on one. Confirming their interest in a particular field, or perhaps coming to the realization that they need to go out and explore other options, internships help bring clarity about what they aspire to in their careers.



Here is an image illustrating the value of internships, showing a young college student working in a professional office environment while interacting with a mentor.



The other significant benefit of internships is networking. Networking with industry professionals can provide leverage for landing a job later. Many firms prefer to hire candidates who have interned with them, as they are familiar with the organization culture and expectations. Even if the internship doesn't directly lead to a job, friendships formed during the internship will prove beneficial in the future.

Internships also serve to enhance a student's resume. For any job opportunity in this highly competitive job market, employers look for graduates with work experience. Having a well-rounded resume with relevant internships gives an edge for the student to be hired against other candidates. Practical exposure is something employers appreciate, as it reduces the training needs of these recruits and enables them to contribute meaningfully from the very first day.

Concluding, internships are an integral part of a student's educational experience and professional voyage. It is all about gaining space, enhancing skills, creating networking opportunities, and clarifying career objectives

Prof. Leena Carpenter
Assistant Professor

Peer Pressure in College Life: Navigating the Challenges

College is a time for growth, exploration, and independence, but it's also a place where peer pressure can

become an overwhelming force. As students, many of us face pressure to fit in, whether it's through

academic choices, social activities, or lifestyle decisions. While peer influence isn't always harmful, it can

lead to making decisions that don't align with personal values or long-term goals.

The Academic Pressure

There is always a drive to perform at the highest level in the competitive environment of college. While it

is important to strive for academic success, some students may feel pressured to take on an excessive

workload or chase unrealistic academic standards simply because others are doing the same. This can lead

to burnout and anxiety.

The Social Pressure

College life can be very intense in terms of social dynamics. Whether it is keeping up with a certain social

group, attending every party, or partaking in risky behaviors to "fit in," the need for approval can

sometimes overshadow a student's true desires. This pressure can lead to substance abuse, unhealthy

relationships, and neglecting personal health.

The Freedom to Say No

It is also essential for students to learn that saying "no" is okay. College is the time for finding one's self,

and one needs to make choices that resonate with personal beliefs and goals, even if it is against what the

peers are doing. Surrounded by supportive and like

Get Inspired
not influenced



Prof. Abhi Rana
Assistant Professor

The Essence of Spirituality: A Journey beyond the Self

Spirituality, often a misunderstood concept, is a deeply personal journey that transcends the limitations of religion, tradition, or dogma. It is not merely about rituals or belief systems but about the search for meaning, connection, and transformation. At its core, spirituality is the quest for a deeper understanding of the self, the universe, and our place within it. It is a journey that beckons us to venture beyond the confines of the ego and embrace the vast expanse of existence with openness, love, and reverence.



1. The Awakening: A Spark of Curiosity

The journey begins with an awakening — a spark of curiosity about life's purpose, the mysteries of the universe, and the deeper meaning behind our experiences. This awakening often arises in moments of stillness, introspection, or even crisis. Whether prompted by a personal loss, a period of uncertainty, or simply a sense of discontent with the surface-level existence, something within calls us to seek more.

At this stage, spirituality is not a destination but an exploration. It is about asking questions — not necessarily finding answers, but embracing the openness to explore and evolve. The first step often involves shedding the conditioning of society, questioning the assumptions we have about who we are, and looking inward for guidance.

2. Beyond the Ego: Unveiling the True Self

One of the central tenets of spiritual practice is the recognition that the self, as we typically define it, is an illusion. The ego, our constructed identity based on titles, roles, and achievements, binds us to a limited, fragmented view of reality. True spirituality asks us to look beyond the ego, to uncover the essence of who we truly are — beyond labels, judgments, and external influences.

Meditation, mindfulness, and introspective practices help us observe the mind and its patterns, revealing how the ego shapes our perceptions and interactions with the world. By learning to quiet the mind and connect to the present moment, we begin to glimpse a state of being that is not confined to our individual self but is a part of a greater consciousness.

3. Oneness with the Universe: The Interconnectedness of All

As we delve deeper into spirituality, we begin to see the interconnectedness of all beings. The boundaries that once separated us from others — nationality, race, religion, and even individual identity — start to dissolve. Spirituality helps us understand that everything in the universe is interconnected, from the tiniest atom to the vast expanse of galaxies. We are part of a living, breathing cosmos, and our actions ripple through the fabric of existence.

Prof. Divya Bhardwaj
Assistant Professor

The impact of social media on students

Social media is one of the greatest necessities of our generation, influencing life for many students in their day-to-day communication, learning, and interactions with the world. It promotes the benefits of educating, networking, and creative platforms. On the other hand, the negative side also appears, which can affect some serious interests of students such as academic achievement, mental health, and social behavior.



Positive Impact of Social Media in Education Networking and interactive activities constitute one of the benefits bestowed upon students by social media. Students use different platforms like LinkedIn and other discussion forums to communicate with each other, teachers, and professionals from across the globe. Social media removes all barriers to entry and the easy dissemination of educational content. YouTube tutorials, online courses, and academic groups in social spaces like Facebook and Reddit encourage students to underline education beyond the formal classroom. Social media also acts as the universal eye that can see through various existing world problems and raise the interest of students whereby engaging them in discussions and activism. Instagram, TikTok, and YouTube allow students space for creative expression and further enhance digital skills, creating avenues for a career down those lines.

Negative Impact of Social Media on Students Despite the many good things about social networking, various drawbacks exist, which affect students negatively. Social media weakness causes massive distraction and procrastination, which cause poor performance. The other gloomy-side engagement compounds the issues of mental well-being: social pressure from maintaining an online status often leaves students with anxiety, depression, and low self-esteem. Bullying is another disastrous arena where a number of students suffer from online harassment and negative comments. Besides this, addiction to social media services hampers daily schedules, which in turn results in insomnia and reduction of productivity. Issues of privacy and security gained from this are substantial threats whereby students unknowingly and indiscriminately get exposed to cyber threats and pollution.

Somewhere in the Middle In order for students to maximize the benefits of social media while minimizing its risks, they must use social media responsibly. Developing habits such as limiting time spent on social media, employing it only for educational purposes, and discerning information before passing it along would be quite helpful. Taking breaks from media in favor of offline activities also aids in maintaining healthy balance. By endorsing mindful social media practices, students can assure that social media is a means of growth for them and not a source of useless distraction and stress.

Conclusion

Social media is a doubly-edged sword with both advantages and disadvantages to students. While it aids students in learning, promoting creativity, and networking, it also distracts students, poses threats to mental health, and interferes with the security of students. Students equally have to realize that maximizing the benefits of social media relies heavily upon its responsible and balanced use, which would ensure that the media is useful for students without compromising their well-being or educational

Mr. Sunil Yadav

The Power of Kindness in a Competitive World

As a first-semester MBA student, I have experienced the fast-paced and competitive nature of life with assignments, case studies, and presentations. However, I have realized the profound impact of pausing to show kindness.

Small gestures, like a smile or helping someone in need, may seem minor but can significantly brighten someone's day. In the corporate world, empathy sets leaders apart, creating workplaces where employees feel valued and perform their best. Kindness-driven cultures not only boost morale but also foster lasting client and community relationships.

Kindness doesn't require sacrificing personal goals; it thrives in small, intentional acts like listening to a friend, supporting a peer, or recognizing someone's effort. As future managers and leaders, we hold the power to influence processes and people's experiences positively.

Let's embed kindness into our journey, focusing not only on milestones but also on meaningful connections. It's about the impact we leave and the relationships we build that truly matter. Small actions can create ripples far beyond what we imagine.



Pallavi Lokhande
MBA - 1st Semester

Stars Can't Shine Without Darkness. Likewise, Your Life Can't Shine Without

Life isn't a bed of roses. Rather it is like a rose garden filled with thorns along with roses. Our lives too have thorns. Each and every one of us come across various kinds of struggles in life. Most of the time we view these struggles as barriers instead of taking them up as an opportunity for something better. God decided to add struggle in our lives for a reason. If the Almighty wished, our lives could have been made without any problems or struggles but eventually, it will cripple us.

Our life is just like the night sky. We find the night sky the most beautiful because of those beautiful stars shining brightly out there. Imagine trying to search those stars during the day. Will it be possible? Stars can shine bright because there is darkness around them. This represents our life too. We want to achieve great heights of success but we fail to reach them because we are not ready to struggle or face failures. Struggles are like the darkness in our lives which are extremely necessary for us to shine.



Sonali Verma
MBA - 1st Semester

Making Friends

Making friends is an essential part of life, contributing to our happiness, mental health, and overall well-being. However, forming new friendships can sometimes feel daunting. Whether you're moving to a new city, starting a new job, or simply looking to expand your social circle

Making friends is a rewarding journey that enriches our lives in countless ways. By being open, pursuing your passions, and taking the initiative to connect with others, you can build a supportive network of friends who enhance your life experiences.

Making friends takes time and effort, but it's a worthwhile investment in your mental and emotional well-being. By joining groups and clubs, attending events, volunteering, and being open and friendly, you can increase your chances of meeting new people and forming meaningful connections.



Vimal Singh
MBA - 3rd Semester

The Intersection of Lifestyle and Culture

Lifestyle and culture are two intertwined concepts that shape our identities and experiences. Lifestyle refers to the way we live our daily lives, encompassing our habits, behaviors, and preferences. Culture, on the other hand, is the shared set of values, beliefs, and practices that define a group or society.

The Impact of Culture on Lifestyle

Culture plays a significant role in shaping our lifestyle choices. For instance:

- Food habits: Our dietary preferences and eating habits are often influenced by our cultural background. For example, in some cultures, meat is a staple, while in others, vegetarianism is the norm.
- Social norms: Cultural norms dictate how we interact with others, from greetings and physical touch to communication styles and conflict resolution.
- Leisure activities: Our hobbies and leisure pursuits are often shaped by cultural traditions and values. For example, in some cultures, music and dance are integral parts of social gatherings.

Dharmendra Gurjar
MBA - 3rd Semester

The Art of Time Management: College Edition

Time management is one of the biggest challenges faced by college students. With course work, part-time jobs, extracurricular activities, and social engagements, it can be difficult to stay organized. This article should provide practical strategies for managing time effectively, such as using planners or digital tools, breaking tasks into manageable chunks, setting goals, and avoiding procrastination. Include interviews with students who have mastered time management, as well as tips from professors on how to prioritize academic responsibilities.

Sakshi Sahu
MBA - 3rd Semester

Time Management Secrets of Successful CEOs

Introduction:

- Why time is the most valuable asset for a manager
- Common time management mistakes people make

Time Management Strategies Used by CEOs:

1. The Eisenhower Matrix – Prioritizing tasks based on urgency and importance
2. The 80/20 Rule (Pareto Principle) – How focusing on 20% of work yields 80% of results
3. Time Blocking – Scheduling specific hours for deep work
4. Delegation & Automation – Offloading non-essential tasks
5. The Two-Minute Rule – Completing small tasks immediately to reduce clutter
6. Avoiding Multitasking – Why single-tasking is more efficient
7. Regular Reflection & Review – Setting aside time to assess progress

Case Studies:

- How Jeff Bezos structures his day
- Elon Musk's five-minute rule for productivity

Aman Chouhan
MBA - 1st Semester

Data-Driven Decision Making: Unlocking the Power of Analytics in Management

Summary: This article will focus on the importance of data in modern business decision-making. From predictive analytics to customer behavior analysis, the article will explore how companies are using data to gain insights, optimize operations, and drive strategic decisions across departments.

Key Areas: Big data, business intelligence tools, data visualization, predictive analytics, Data-driven culture, case studies (e.g., Netflix's recommendation algorithm, Amazon's Data-driven operations).

Pradhun Mishra
MBA - 1st Semester



Mental Health Awareness: Breaking the Stigma and Promoting Well-being

Mental health is an essential aspect of our overall well-being, and it's time we give it the attention it deserves. Mental health awareness is crucial in breaking the stigma surrounding mental health issues, encouraging individuals to seek help, and promoting a supportive community.

The Importance of Mental Health

Mental health affects us all, either directly or indirectly. It influences our thoughts, feelings, and behaviors, and plays a significant role in our relationships, work performance, and overall quality of life. Good mental health enables us to handle life's challenges, build strong relationships, and make informed decisions.

Common Mental Health Issues

Mental health issues are more common than we think. Some of the most prevalent mental health conditions include:

- Anxiety disorders: characterized by excessive worry, fear, and anxiety
- Depressive disorders: marked by persistent feelings of sadness, hopelessness, and loss of interest
- Post-traumatic stress disorder (PTSD): developed after experiencing a traumatic event
- Substance abuse: the misuse of substances, such as alcohol or drugs

Breaking the Stigma

The stigma surrounding mental health issues prevents many individuals from seeking help. It's essential to recognize that mental health issues are not a sign of weakness, but rather a sign of strength to acknowledge and seek help. We can break the stigma by:

Educating ourselves and others about mental health issues
Encouraging open conversations about mental health
Supporting individuals who are struggling with mental health issues

Promoting Mental Health Awareness: Mental health awareness is crucial in promoting a supportive community and encouraging individuals to seek help. We can promote mental health awareness by:

- Participating in mental health awareness campaigns and events
- Sharing our own mental health experiences and struggles
- Supporting mental health organizations and initiatives Seeking Help

If you're struggling with a mental health issue, it's essential to seek help. Here are some steps you can take:

- Talk to a trusted friend or family member about your struggles
- Consult with a mental health professional, such as a therapist or counselor
- Contact a mental health helpline or support service

Conclusion

Mental health awareness is essential in breaking the stigma surrounding mental health issues and promoting a supportive community. By educating ourselves and others, encouraging open conversations, and supporting individuals who are struggling, we can promote mental health awareness and encourage individuals to seek help. Remember, mental health matters, and seeking help is a sign of strength, not weakness.

Mayank Agrwal
MBA



SOLUTION

The moment you are in tension. Then you will lose your attention. And will spoil personal relation. Ultimately you will not get co-operation. Then you will make many complications. And your BP many rise above caution. Then you have to take medication. Instead buy understanding the situation. And think about the solution. Many problems will be solved by discursion. Which will work out better for your profession, If you understand my intension. You will never come again in tension.



Seema Patel
MBA - 3rd Semester



Kabhi hum bhi kate the

Kabhi hum bhi kate the. Dat ko dasti samjh kar piya karte the. Pura week masti kiya karte the, Or Friday ki ek nayi tention a jati thi, Waqt ko ginte-ginte samay beet jata tha, Ki ye do din kese beetege, College me jab chips bethkar khaya karte the, Group me gana gaya kare the,\Kabhi hum bhi jiya karte the, Na jane wo pal kab aayege jab hum bhi jeeya karte Dat ko dosti samjh kar piya karte the.

Udit Saxena
MBA - 1st Semester

College Life: A Journey of Growth, Fun, and Challenges

Introduction

College life is often described as the most exciting and transformative phase of a student's life. It is a mix of freedom, responsibilities, friendships, deadlines, and unforgettable experiences. For many, it's the first time stepping out of their comfort zone, making independent decisions, and exploring new opportunities.

As a student, my college journey has been a rollercoaster ride filled with memorable moments, academic challenges, and personal growth. Here's a glimpse into what college life truly feels like!

First Year: The Excitement and Nervousness

The first day of college brings a mix of excitement and anxiety. Meeting new classmates, adjusting to a new environment, and understanding the dynamics of college life can be overwhelming. Unlike school, there's no fixed routine, and the sudden freedom feels both empowering and confusing.

Some key experiences in the first year:

- Making new friends and forming bonds that last a lifetime.
- Exploring the campus and discovering favorite hangout spots.
- Attending orientation programs to understand how things work.
- Balancing studies and social life, which is harder than expected!

Sujit Singh
MBA - 3rd Semester

सपनों की उड़ान

(Dreams Taking Flight)

उड़ान भरनी है, आगे जाना है,
खुद को दुनिया में पहचान दिलाना है।
रुकावटें आएंगी, तूफान भी होंगे,
हौसले बुलंद हों तो रास्ते रोशन होंगे।
गिरने से मत डर, फिर उठ जाना,
सपनों की राहों पर आगे बढ़ जाना।
तेरी मेहनत रंग लाएगी एक दिन,
बस अपने इरादों को मजबूत बनाए रखना।

Arpit Singh
MBA - 1st Semester

दोस्ती का रंग

रंगों से भी ज्यादा रंगीन है दोस्ती,
सुख-दुख में जो साथ दे वही है दोस्ती।
कभी हंसी, कभी आंसू, कभी शरारतें,
हर लम्हे को खास बना देती है दोस्ती

कॉलेज के दिन

(College Days)

नोट्स कम, यादें ज्यादा बनाई हमने,
कभी किताबों में, कभी गलियों में मस्ती की हमने।
क्लासरूम की वो बातें, कैटीन के वो हंसी ठहाके,
याद आएंगे हमें ये प्यारे नज़ारे।
इम्तिहान की रातों में जागे बहुत,
पर दोस्तों संग हर पल को जीने का मज़ा कुछ और था।
आज हम पास होकर दूर चले जाएंगे,
पर दिल के किसी कोने में ये लम्हे हमेशा बस जाएंगे।
वक़्त के साथ शायद रास्ते बदल जाएं,
पर दिलों के तार जुड़े रह जाएं।

क्योंकि दोस्ती तो वो किताब है,
जिसके पन्ने कभी पुराने नहीं होते।

Prince Pandey
MBA - 1st Semester

युवा शक्ति

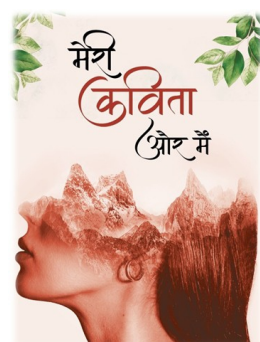
(Power of Youth)

हम हैं नए दौर के नवयुवक,
मन में है जोश, नहीं कोई भया।
रास्ते खुद बनाएंगे, मंजिलें खुद पाएंगे,
हर मुश्किल को भी हंसकर अपनाएंगे।
हमें नहीं रुकना, हमें नहीं झुकना,
हर चुनौती का सामना डटकर करना।
आओ मिलकर एक नया कल बनाएं,
भारत को ऊँचाइयों तक पहुंचाएं।

जिंदगी का सफर

(The Journey of Life)

कभी हंसी, कभी आंसू, कभी गहरी सोच,
हर मोड़ पर जिंदगी देती है एक नया सबक।
रुकावटें आएंगी, रास्ते बदलेंगे,
पर चलते रहना, यही है असली मेहनत।
गिरकर उठने की हिम्मत रखना,
हर मुश्किल से लड़ने का जज्बा रखना।
क्योंकि जिंदगी एक सफर है प्यारा,
हर लम्हा जीना ही असली सहारा।



सच्ची दोस्ती का इम्तिहान

(A Test of True Friendship)

भूमिका

अमित और रोहित बचपन के दोस्त थे। दोनों ने एक ही स्कूल में पढ़ाई की और अब कॉलेज में भी साथ थे। उनकी दोस्ती मिसाल थी—हर सुख-दुख में एक-दूसरे के साथ खड़े रहते थे। लेकिन एक दिन उनकी दोस्ती का सबसे बड़ा इम्तिहान आया...

कहानी की शुरुआत

कॉलेज में इंटर-कॉलेज डिबेट प्रतियोगिता होने वाली थी, और दोनों दोस्त इसमें भाग लेना चाहते थे। लेकिन केवल एक ही छात्र को कॉलेज की ओर से चुना जाना था।

टीचर ने दोनों का नाम लिख लिया और कहा, "कल एक इंटरनल राउंड होगा। जो भी बेहतर बोलेगा, वही फाइनल में जाएगा।"

यह सुनकर अमित और रोहित दोनों उत्साहित थे, लेकिन साथ ही थोड़ा चिंतित भी। वे दोनों एक-दूसरे की ताकत और कमजोरी जानते थे।

प्रतियोगिता का दिन

अगले दिन इंटरनल राउंड हुआ। अमित ने शानदार तर्क दिए, लेकिन रोहित भी कम नहीं था। आखिर में, जजेस ने फैसला सुनाया—रोहित को कॉलेज का प्रतिनिधित्व करने का मौका मिला।

अमित खुश था लेकिन अंदर ही अंदर थोड़ा दुखी भी। वह खुद को समझा रहा था, 'रोहित मेरा दोस्त है, मुझे खुश होना चाहिए।'

लेकिन उसकी आँखों में हल्की उदासी थी, जिसे रोहित ने भांप लिया।

दोस्ती का इम्तिहान

प्रतियोगिता के दिन जब रोहित स्टेज पर जाने वाला था, तभी अचानक उसकी तबीयत बिगड़ गई। डॉक्टर ने कहा, "उसे आराम की जरूरत है, वह बोल नहीं पाएगा।"

अब कॉलेज के पास कोई और विकल्प नहीं था—जल्दी से एक नया प्रतिभागी भेजना था।

रोहित ने अपने टीचर से कहा, "सर, अमित को भेजिए। वह मुझसे भी बेहतर बोलेगा!"

अमित हैरान रह गया। उसने रोहित से कहा, "नहीं यार, ये तुम्हारा मौका है!"

लेकिन रोहित ने मुस्कुराते हुए कहा, "दोस्ती का मतलब ही होता है एक-दूसरे का हाथ थामना। तुम मेरी जगह जाओ और जीतकर आओ!"

अमित ने दोस्ती निभाई

अमित ने मंच पर कदम रखा और पूरे आत्मविश्वास से बोला। उसका हर तर्क, हर शब्द प्रभावशाली था। आखिर में, उसने प्रतियोगिता जीत ली!

वापस लौटते ही उसने अपनी ट्रॉफी रोहित को देते हुए कहा, "ये तुम्हारी जीत है दोस्त, क्योंकि तुमने मुझे खुद पर विश्वास दिलाया।"

रोहित मुस्कुराया और कहा, "नहीं, ये हमारी दोस्ती की जीत है!" सीख

सच्ची दोस्ती वही होती है जहाँ प्रतिस्पर्धा भी हो, लेकिन ईर्ष्या नहीं। जहाँ सफलता अकेले की नहीं, बल्कि दोनों की होती है। जहाँ एक दोस्त दूसरे के सपनों की राह में रोड़ा नहीं, बल्कि उसका सहारा बनता है।

Bipin Singh

MBA - 1st Semester





दोस्ती

दोस्ती वो नहीं जो जान देती है,
दोस्ती वो नहीं जो मुस्कान देती है,
असली दोस्ती तो वो होती है,
जो पानी में गिरा आँसू भी पहचान लेती है।

ग़ज़ब के हौसले

आंधियों से कह दो कि अपना जोर आजमा लें,
हम परिदे हैं, हमें ऊँचा उड़ना आता है।
कोई रोक नहीं सकता हमें इस राह में,
हमने हर ठोकर से संभलना सीखा है।

मोहब्बत

तू इश्क़ है, मेरी
तेरा जिक्र ही अब मेरी आदत बना है।
मिलोगे या नहीं, ये किस्मत की बात है,
मगर तेरा इंतजार भी अब मेरी इबादत बना है।

जुदाई

बिछड़ कर भी कैसे कोई अपना रहता है,
दूर रहकर भी दिल के पास रहता है।
जख्म दिल के कभी भरते नहीं,
बस वक्त के साथ दर्द थोड़ा कम होता है।

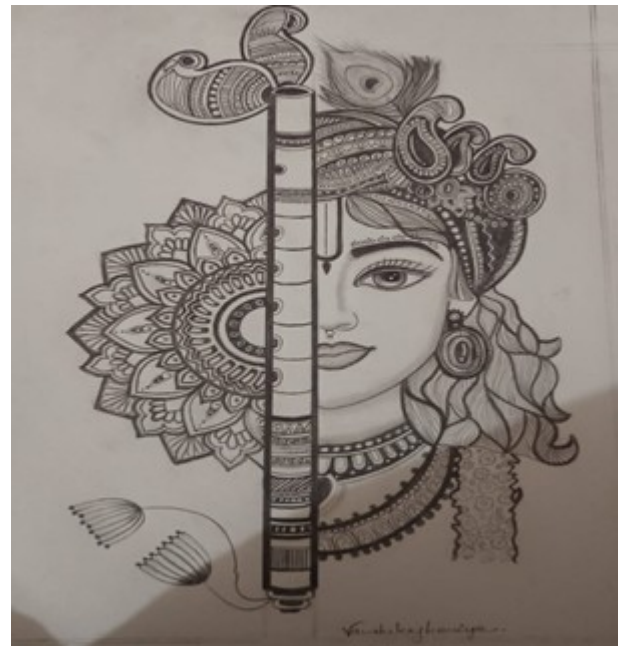
जिंदगी

जिंदगी एक सफर है, सुहाना सा,
कभी धूप, कभी छांव का बहाना सा।
गिरकर संभलने का नाम ही है जीना,
हर मुश्किल के बाद है सवेरा आना सा।

Hemant Bairagi
MBA - 1st Semester



Vanshik Jhariya
Sakshi Soni
Yachna Meena



Graduation Ceremony



Annual Day Celebration



Independence Day, "Jai Hind! Vande Mataram!"



Our TIT-MBA celebrated Janmashtami with great enthusiasm



Our college celebrated Teachers' Day



NISM Training by Mrs. Shruti Gupta & Mr. Piyush Gupta



Celebrate the Ganesh Mahotsav



Financial Education for Young Managers



Educational Tour of Tribal Museum



Financial Education for Young Managers



Budding Entrepreneur -2k25 (An Experiential Learning)



Inner Engineering by Ishaa Foundation



Start up Opportunities and Challenges



Faculty Picnic at Chidikho Lake



Deuteronomy 2k24



Christmas Day Celebration



Lohari Celebration



HOLA 2K25 Celebration



Godrej Training



Meeting with Mr. Ashish Bhalla Sir for Enhancement in Quality Learning



Industrial Visit at Balaji Industry



Basant Panchami Celebration With Saraswati Vandana



Student Achievement

**Won Management Quiz at RNTU
Participated in Reflexions at IPER
and Secured First Rank in Ramp walk and Dance**



Student Achievement

Won Essay Competition at Madhya Pradesh Rajya Sahakari Sangh Maryadit, Bhopal



TIT-MBA BATCH 2023-2025



Our Shining Star



Ram Paswan
Sabres Group



Mayank Singh Tiwari
Career Mantra



Dheeraj Kumar Dwivedi
TEACHBOOK



Shubh Sangeet Trivedi
SBI



Vishal Raghunwansi
Acadmore



Arkit Kushwaha
SBI



Mayank Pote
SBI



Arjun Singh Patel
Jnt Dial



Yogita Mishra
Allsec Tech



Akash Kumar
Clean Coal Enterprises
Private Limited

Our Shining Star



Aman Malviya
R195150280156



Shubham Thakur
R161171250003



Nikita Kaslikar
R212530930076



Md Salman Khan
R185010310053



Kalyani Jharwade
Z146200027



Mayank Chouhan
Z125300173



Muskan Munir
R180140310017



Manoj Choudhary
R180190280454



Md Rami Raja
Z127600090



Sonu Gautam
180160280083



Placed in



Anurag Panwar
R191990280043



Gautam Chaurasia
R222530930018



Aman Ullah
R192370280078



Priyanshu Sharma
R222530930105



Raksha Umre
R224620930009



Shubham Singh
R160030110083



Sahil Soni
R180090280065



Saloni Solanki
R191460300331



Vivek Soni
R224620930005



Aman Ansari
R222530930151



Madhukar Tripathi
R224620930021



Shadab Ahmad



Placed in

PROPERTYPISTOL

NO ONE TARGETS YOUR NEEDS BETTER



Shubham Sahu
P161611720025



Saurabh
P191131720020



Adarsh Chaturvedi
R224620930004



Priyank Sahu
R180010280107



Shreshtha Gupta
R160091480070



Gaurav Ayodhyi
R170010250177



Neil Bajpai
R170190310050



Rishabh Singh
Z225300296



Shikha Singh
R191130280038



Pragya Budholiya
R188880280062



Ankur Verma
Z12530930018



Anshu Sen
R180190280499



Adarsh Parmar
R170190280219



Celebrity Nights



Shilpa Rao
Live Concert



Bollywood Diva
Raveena Tandon



Actor & Producer
Arbaaz Khan



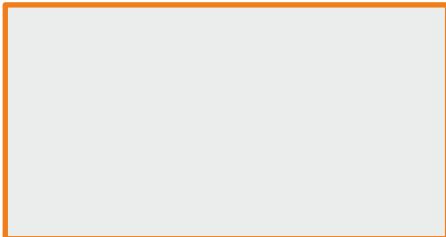
Aastha Gill
Live Concert



Nikhita Gandhi
Live Concert



Famous Indian Rapper
Raftaar



Computer Labs



GD Room

Program Outcomes

Program Outcomes and Program Specific Outcomes	
PO - 1	Apply knowledge of management theories & practice to solve business problem.
PO - 2	Foster analytical & critical thinking abilities for data based decision Making.
PO - 3	Ability to develop value based leadership ability.
PO - 4	Ability to understand, analyze & communicate global economic, legal & ethical concepts of business.
PO - 5	Ability to lead themselves & others in the achievement of organizational goals, contributing effectively to a team environment.





Technocrats Institute of Technology - MBA



*"An investment in knowledge
pays the best interest."*

- Benjamin Franklin