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From the desk of Course Director



We are pleased to present our newsletter highlighting various activities organized throughout the semester with full participation of the students. This edition of the newsletter covers all in brief. I would like to reiterate our commitment towards providing holistic development to the students. This newsletter is a testimony to all the quality teaching; research undertaken, extracurricular events & activities that took place in this semester.

I wish all the success to the editorial board and the institute for bringing out this newsletter. I also congratulate all the individuals involved for making this endeavour so enriching and fruitful. We value yours staying connected to us and I hope this is just another means for you to keep in touch with us.

Prof (Dr) Divya Gangwar
Course Director
School of Business Studies-BBA

From the Desk of Editor

We are delighted to bring out maiden issue of compiled cases under the umbrella of ADGITM which is culmination of Plethora of efforts .

I owe a heartfelt thanks to Prof (Dr.) Divya Gangwar who has given us a chance to do this. I feel privileged to be associated with ADGITM which constantly thrives upon a high quality of resource. I extend my immense gratitude to a very dedicated team of editors for there relentless and untiring efforts in this regard. We sincerely hope that readers will find interesting, relevant and intellectual simulating reading to building up diverse outlook about contemporary issue.

Mr Amit Yadav
Editor in chief
School of Business Studies-BBA

FACULTY ACHIVEMENTS

CERTIFICATE OF APPRECIATION

Asim Sahore received a Certificate of Appreciation for delivering lecture on *Awareness About Taxation Laws* for Expert Lecture Series – I at IITM, Janakpuri on 19th January, 2021.

PAPER PRESENTED

Agarwal Teena Consumer Spirituality: New Way of Living in Materialistic World. National E- Conference on Emerging Applications and Strategies of Learning and Assessment during Pandemic, 25 March, 2021, BVIMR, New Delhi.

Gaur Sonali presented a study on banking service ,customer satisfaction and awareness

Shweta Sharma published “Employee retention and engagement during covid - 19 pandemic”.

Shelly Gosain presented spirituality - Away to sustainable development.

Garg Aman published a paper on work -life balance.

FDP/ WORKSHOP/CONCLAVE ATTENDED

Teena Agarwal attended one day workshop on *Fundamentals of Publishing in Top Journal* sorganized by MAIMS, New Delhi on 16th June, 2021.

Asim Sahore attended six days AICTE sponsored online STTP on *Pedagogy for Effective Use of ICT in Management Education* organized by SIRTE, Bhopal from 14-19th September, 2020

Teena Agarwal attended six days

AICTE sponsored online STTP on *Pedagogy for Effective Use of ICT in Management Education* organized by SIRTE, Bhopal from 14-19th September, 2020

Faculties oF BBA department attended three days FDP on *Outcome Based Education* organized by IT Department, ADGITM from 14-16th September, 2020.

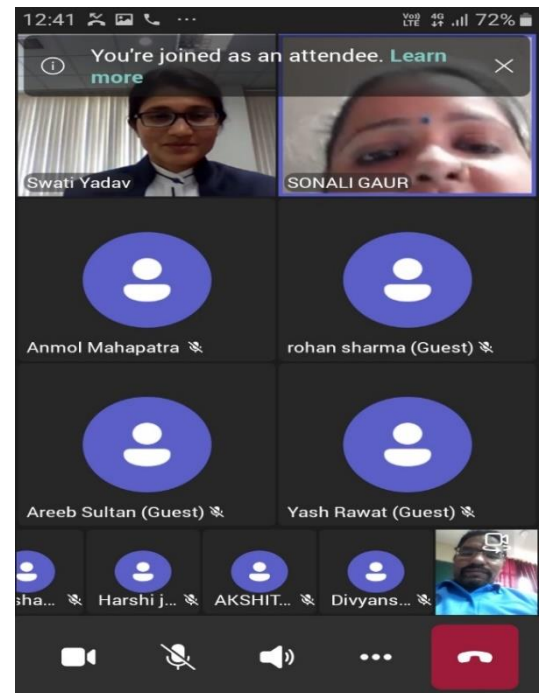
Things We Love About Research

- It provides the chance to learn new things.
- You get to work with all kinds of different people.
- You can turn mistakes into learning experiences
- You can take your learning anywhere.
- You're in a field where knowledge grows fast.
- You get to read a ton of books.
- It provides the chance to have shared experiences.
- It fosters constant bravery and persistence.
- You have the power to make a difference in the world.
- You get to celebrate when it all pays off!



INDUSTRIAL VISIT TO DANONE YAKULT INDIA PVT LTD, (VIRTUAL)

To help students and gain first hand information regarding functioning of the company, to gain an insight of Yakult's production process, to correlate theoretical knowledge with real time practice of the company, to provide an opportunity where corporate people share their expertise and experiences with the students to enable them to have the real feel of the current industrial scenario; Dr Akhilesh Das Gupta Institute of Technology and Management, NAAC GRADE 'A' institute, affiliated to GGSIPU, organized an Industrial Visit on June 23rd, 20 to Yakult Danone India (P) Ltd, HSIIDC Industrial Area, Rai, Sonapat, Haryana for Management Sciences(BBA) students. the students were then taken to the processing unit where all the stages from mixing of raw ingredients to the final shrink –packing were briefed. Students were amazed at the speed at which the process occurred and how the automated systems could be set according to requirements, as minimum of human intervention was required.



On a whole, it was an exemplary learning experience that the students will savor for a long time to come. Students were given a brief presentation about the Company's history by Mr. Aadish who is a Public Relation Officer in Yakult. He elaborated students about the presence of Yakult across the globe, its distribution channel, turnover and strong research. Following the presentation.

Creative Bells

The **Craftastic Club of BBA** organized a Poster making competition on 11th February, 2022.

OBJECTIVE: The main objective of this event was to generate the feeling of patriotism in the students on the eve of Independence Day and to give them an opportunity to express what independent India means to them. The students were asked to express their ideas through their posters. Students participated with immense zeal and enthusiasm and made very beautiful posters which gave the message of our independence.

PARTICIPANTS: Students as well as Faculties participated in this event.

The competition was really enjoyed by the students. They were very creative and presented their ideas in a very beautiful way. Some of them made posters on women safety; according to them India would be independent on that day when the women would feel safe in this country. Some focused on "Swachh Bharat" and they wanted to express that cleanliness and sanitation can develop our nation. And the other

came up with the idea of Incredible India. After this event we all came to know that, today's youth is not only active on social media and busy in watching television but they are also concerned about their nation. Our respected Director Sir (Prof. (Dr.) Sanjay Kumar), Principal Dr. Yamini Sarada and HODs various departments admired the posters and blessed us with their presence.

OUTCOME:

- Team work- Students learn how to work in a team and this activity generated team spirit among them. It improved morale and leadership skills of students.
- Time management-In just an hour, they were able to effectively do their activity.
- Resource management- Even though, material was limited, students came out with the fascinating posters which were appreciated by the teachers too.



2nd – Arham Raees and Shivam Singhal (BBA III Sem)

Guest Lecture on Art Of Failing Successfully

Date: 21 October, 2021

BBA Department organized Guest Lecture on understanding the influence of failure on success by Mr. Sanjeev Patel, Founder, Magic Webs on 21st October 2021, using online platform 'Google Meet'. The topic of the lecture was “**Art Of Failing Successfully**”. Having a strong determination and mindset is a key to success which will lead you to an unstoppable success. The objective of this guest lecture was to teach students not to give up easily and learn from mistakes, learn from others and create a positive mindset.

Mr. Sanjeev Patel was a former IBM employee and he is founder of Magic Webs heading corporate relationship and consultancy with various firms of repute such as Sukh Gill Photogram, CK Home Solutions and many more. He has worked on various national and international collaboration. Besides that he has organized and taken active participation



in various activities.

The program started at 11:00 A.M in which Rahul Verma, Organizer of Cultural Club, and Pooja Kumari, President of T&P cum Entrepreneurship Club were hosting the event and welcome address was delivered by Dean (Prof.) **Dr. Tusshar Mahajan**. Firstly, Mr. Sanjeev Patel discussed the concept of Art Of Failing Successfully. He covered important concepts for having strong mindsets, ideals, goals, motivation, mentors, etc. He taught to be humble, have deep understanding, be creative, innovative and gaining wisdom. He gave many real- life interesting examples and shared his life journey. He also provided experienced guidance to students' queries.

This guest lecture was attended by BBA, MBA and B.Tech students. It was a very informative and interactive session and the students were able to understand that failure does not always lead to unsuccessfulness rather it should be taken as a learning to bounce back towards success. This was very well explained in the session. The program came to an end with vote of thanks by **Ishwar Singh**, Assistant professor (BBA Department).

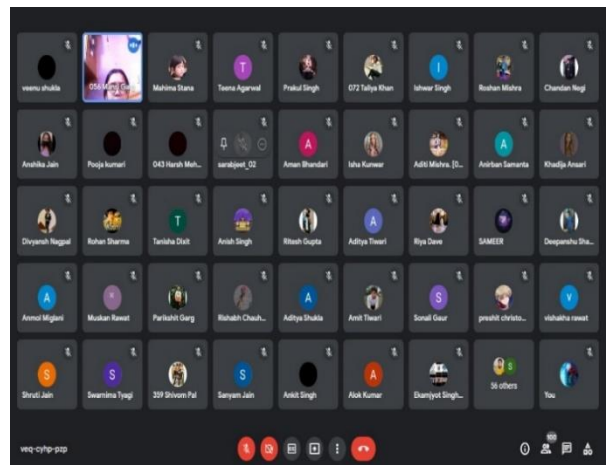
Guest Lecture on “Mastering the Idiosyncrasy”

Date: 21 December, 2021

BBA Department organized Guest lecture on 21st December 2021 by Mr. AJITH SELVARAJU, Founder, N'kisi INSTITUTE OF TRAINING, using online platform 'GOOGLE MEET'. The topic of the lecture was “**Mastering the Idiosyncrasy**”. The objective of this guest lecture was to teach students how to build ourselves to lead our life in a unique and positive way.

Mr. Ajith Selvaraju is an astute MBA graduate specialized in the field of finance and marketing from Knowledge Business School. He was also a member in Student Research Council (SRC) and a member in Solar Energy Society of India (SESI). He has also done a few real time market research for some companies and received appreciation for his best work. After his Post graduation, he established his own training institute called N'kisi INSTITUTE OF TRAINING, which aims at focusing and developing student's skills, talents and communication which would help them during their campus placements. He has interacted more than 4000+ students from 60+ colleges all over India. Ajith is a fervent artist and a good poet.

The program started at 11:00 AM in which was hosted by Mansi (Vice President of Cultural club) and Taliya Khan (President of Financial club). Welcome address was delivered by Course Director Prof. (Dr.) **Divya Gangwar**. Firstly, Mr. Ajith Selvaraju discussed the concept of Mastering the Idiosyncrasy. He covered important concepts like:-



- ★ What is idiosyncrasy?
- ★ Idiosyncrasy: Causes?
- ★ Indiosyncrasy: Example?

The idiosyncrasy reaction is abnormal in nature and is therefore not possible to predict who may develop when, or what specific form it will take ahead of time. While the good news is that idiosyncratic reactions aren't all that common, the bad news is that when they do occur, many tend to be life-threatening in nature.

This guest lecture was attended by faculties and students of BBA and MBA. It was a very informative and interactive session and the students were able to understand the concept of idiosyncrasy and leant about how to implement it in their life. This was very well explained in the session. The program came to an end at 12.45 PM with vote of thanks by DI (BBA Department). Certificate of participation was presented to Chief Guest, Mr Ajith Selvaraju.



Achievements

Kartik Jain	3rd	B	Marketing campain competition	
Sanyam Jain	3rd	B	Marketing campain competition	
			Bizmap event	
				participation in webinar on value of harmonious coexticence fo nation building at aurobindo college
Vivek Gupta	5th	B	Scored Second Highest Percentage in class with 9.18 CGPA.	
Aditya Chaudhary	3rd	A		Played Cricket at National level , Zonal level and inter School, Sports Captain in class 10, 11,12
Ayush Jain	3rd	B	Marketing campaign competition	
Nitish Goyal	5th	B	1. Participated in Intercollege competition SBI Numero Yuno 2. Participated in Intercollege Marketing competition Sell it your way 3. Got promoted in Homeflic Wegrow. 4. Google : Digital Marketing5. Dig ital Dronacharya : Graphic Design	1. Covid 19 Awareness Program 2. Road to Web Design
Krishna Aggarwal	5th	A	Scored 9.023 CGPA	
Areeb Sultan	3th	A	Scored 3581 rank in CET exam.	1. Typing course, 2. Good skills in Adobe Illustrator, 3. Good skills in Graphic Designing and logo designing.
mayank karan gupta	3th	A	1.certificate for my india campaign at city level round 2. certificate for french language olympiad secured 10th position	1. certificate for orchestra competition secured 2nd position 2.certificate for just dance india semi final round 3.trophee achieved in dance competition at school 4.reward achieved for different dance competition 5.zonal level chess played [team] 6.played addidas uprising [team]
Akansha Singh	3rd	A	1. Participated in Inter-College Marketing Campain "Sell It Your Way" Competition 2. Graphic Designing in Digital Dronacharya	1st Position in 100m Race (IKON INDIA Athletics Meet 2021)
Kanika Malhotra	3rd	A	1. Participated in Inter-College Marketing Campain "Sell It Your Way" Competition 2. Graphic Designing in Digital Dronacharya	
Mansi Garg	3rd	A	1. Secured 4th position in olympiad. 2. Advance Excel course 3. Promoted as HR intern .	1. Certificate from United Nations Environment Programme 2. Community member at younity.in 3. Campus ambassador intern 4. Youth Leader at Homeflic Wegrow
Disha Sharma	5th	A	Authored and Presented a research paper titled "Challenges and opportunities faced by India to tackle covid-19 pandemic" in the NECCOC - 2020 on 29th-30th July 2020, New Delhi , India .	
Mukul	5th	B	Digital marketing course, Graphic	

Kumar

design course ,Internship in sales