

ABOUT THE INSTITUTION



Dr. Akhilesh Das Gupta Institute of Technology and Management (Formerly known as Northern India Engineering College, Delhi) was established in 2003 by Babu Banarasi Das Group of Education, Lucknow. ADGITM is one of the biggest and prestigious College of GGSIP University.

- Spread over an area of approximately 8.08 acres of land, the college offers U.G. Program in B. Tech. and BBA and P.G. Program in MBA. Over a Period of 14 years, the college has attained tremendous growth in every sphere.
- The College is providing best education facilities to more than 4000 students.
- ADGITM has an aesthetically designed campus spread over approximately 9 acres of lush green environment.



MISSION & VISION

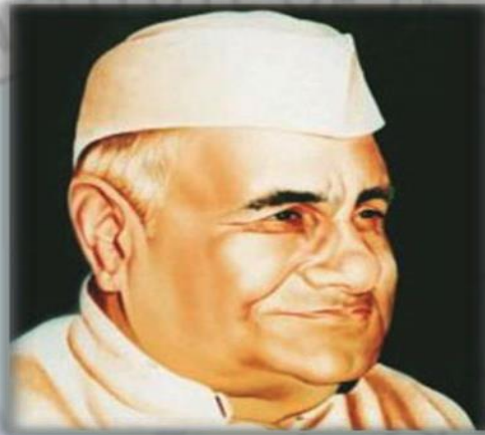
Vision

To produce globally competent and socially responsible technocrats and entrepreneurs who can develop innovative solutions to meet the challenges of 21st century.

Mission

- To provide value-based education through multi grade teaching methodologies and modern education facilities.
- To sustain an active partnership program with industry and other academic institutes with an aim to promote knowledge and resource sharing.
- To conduct value-added training programme to enhance employability.
- To provide conducive environment for development of ethical and socially responsible technocrats, managers and entrepreneurs.

INSPIRER BBD GROUP OF EDUCATION



**Late Shri Babu Banarasi Das Ji
(1912-1985)**

➤ An Inspiring Soul Babu Banarasi Das Ji, was a Gallant young man of Bulandshahar (U.P) During his long political career he worked as a Minister, Speaker and Member of Parliament (both Lok Sabha and Rajya Sabha) and later on served as the Chief Minister of Uttar Pradesh.



Late Dr. Akhilesh Das Gupta
Founder
1961-2017

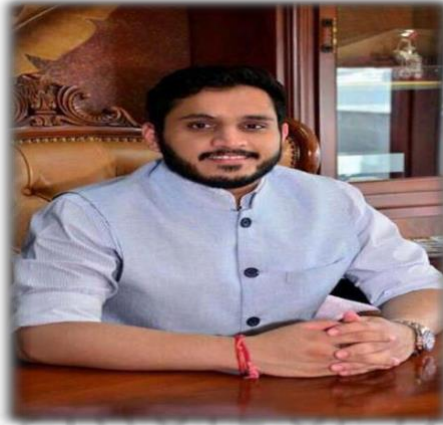
- A distinguished political leader, philanthropist, educationist and social worker. Dr. Akhilesh Das Gupta had undoubtedly established himself as a worthy exemplary leader whose qualities and great vision greet every person with valuable patronage, encouragement and guidance.
- He was the founder and Chairman of Babu Banarasi Das Educational Institution. He was the President of Badminton Association of India.
- He was the Vice President of Badminton Asia Confederation. He was the Member of Executive Council of Badminton World Federation.
- He was the Vice President of Indian Olympic Association. He presided as the Union Minister of State, Government of India.



Mrs. Alka Das Gupta
Hon'ble Chairperson
BBD Group of Education

- A lady with spirit, determination and zeal, Mrs. Alka Das Gupta has been the driving force behind this great educational group. She has brought up on Gandhian ideals and philanthropic traditions which have made a valiant attempt to nurture the young generation of highly motivated students with an inbuilt commitment to do something constructive for the country.
- Chairperson, BBD Group of Education.
- President, BBD University, Lucknow.
- She is a well renowned Advocate and a Social Worker.

विद्या सर्वस्य भूषणम्



Shri Viraj Das Gupta
Hon'ble President
BBD Group of Institution

- No matter how good you think you are as a leader, my goodness, the people around you will have all kinds of ideas for how you can get better.

“

**“A leader is one who knows
the way, goes the way,
and shows the way.”**

— JOHN C. MAXWELL



LT
LISTTRIBE.COM

From Chief Executive Officer's Desk



Chief Executive Officer

Dr. Akhilesh Das Gupta Institute of Technology & Management (Formerly Northern India Engineering College, Delhi) is now in its eighteenth year with great success as a premier technical institution. It has emerged as one of the most preferred institutes of Engineering & Management.

With an aim to remain quality conscious, efficient and responsive to today's rapidly changing economic and technological developments, ADGITM has taken up the challenge not only to give technical and corporate training to the students, but also make them self-confident, better human beings with leadership qualities. Babu Banarsi Das International Group of Educational Institutions has evolved as a symbol of quality education dedicated to nurture the talent and aspiration of the dynamic, vibrant & bright youth of our country.

Globalization has brought in its wake an emphasis on consumer concerns, such as quality (quality assurance is the need of the hour for continuous up-gradation), infrastructure and teaching-learning processes. Our students are creative and highly professional.

FROM THE DESK OF DIRECTOR- ADGITM



Prof. (Dr.) Sanjay Kumar

"Education is the passport to the future, for tomorrow belongs to those who prepare for it today."

Greetings and warm welcome from ADGITM Family, As the Director of Dr. Akhilesh Das Gupta Institute of Technology & Management, I would like to initiate the idea of empowering our students with education as a window to global ventures.

The Institute has been gradually crossing the Laurels of Excellence not only in academics but also in the co-curricular activities. Year round the Campus is vibrant with many activities like Annual Fest, Seminars, Workshops, Training Programmes, Blood Donation Camp, joy of giving, Swachh Bharat Abhiyan etc. By conducting these activities, we provide a wholesome experience and exposure to our students with firm assurance of their contribution in nation building and World progress.

ADGITM is a thriving Institute that encourages a four-way partnership between Students, Parents, College and Industry. The strength of this bond is reflected in the success of our students. With a team of well qualified, experienced and motivated faculty, I am confident that our engineers will not only be humane but also will be capable of facing many challenges of their professional life.

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FROM THE DESK OF COURSE DIRECTOR-BBA



Prof(Dr.) Divya Gangwar

At the outset I would like to congratulate the team of faculty members and students for bringing out the second edition of this magazine designed to give the glimpse of the efforts, activities and achievements of the MBA department.

At ADGITM we try to channelize the energy and vibrancy of the youth to meaningful activities to create the managers of the future.

Technology has been changing very fast and the technological changes witnessed during last decade surpass the changes witnessed during the previous century. Our Endeavour has been to turn out managers who have a vision for future and may adapt to the fast changing requirements of the modern world economy. We provide a competitive and challenging environment requiring continuous update of knowledge and skills to transform the students to be the leaders of tomorrow's corporate world.

Through a combination of classroom training, workshops field visits and interactions with achievers of their field, we help the students to realize their true potential, try to ignite the spark in the students which motivates them to bring laurels to the alma mater and themselves. Through their achievements in the field of academics and professional life.

FROM EDITOR'S DESK...

It gives us great pleasure in releasing this issue of 'AWAAZ', The School of Business Studies(BBA) magazine of ADGITM. The name and fame of an institute depends on the caliber and achievements of the students and teachers.

The role of a teacher is to be a facilitator in nurturing the skills and talents of students. This magazine is a platform through which our students exhibit their literary skills and innovative ideas. We would like to place on record our gratitude and heartfelt thanks to all those who have contributed to make this effort a success. We are immensely thankful to the management for giving support, encouragement and a free hand in this endeavor.

Last but not the least we are thankful to all the authors who have contributed their articles for the magazine. We truly hope that the pages that follow will make an interesting read. While we have made a sincere effort towards compilation of this magazine, any error is deeply regretted. We look forward to your comments and suggestions!

Best Wishes- Ms. Shelly Gosain, Ms. Sonali Gaur and Mr. Amit Yadav

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Student Editor:

Samarth Saxena, MBA 2nd Year

विद्या सर्वस्य भूषणम्

ABOUT THE SCHOOL OF BUSINESS STUDIES(BBA)

- School of Business Studies(BBA) was established in 2017 in Dr. Akhilesh Das Gupta Institute of Technology & Management, New Delhi.
- The department aims to impart in-depth knowledge of the modern management practices and facilitates the proficiency of students to apply these learning's to the real corporate situation.
- The departments aim that the students will exhibit the understanding of broad business concept and principles with diverse business challenges and opportunities.





EVENT GALLERY



SCHOOL OF BUSINESS
STUDIES (BBA)

2021-2022

● NEW DELHI ●

विद्या सर्वस्य भूषणम्

Orientation Program 2022

Day 1:- 7th January, 2022

The Program started at 10:00AM with the welcome of the Dignitaries, the Faculty Members and the students. Dr.Divya Gangwar expressed their cultivating ideas about the institute, personal development, so that students should be able to discover their interest and they are prepared for the challenges they might face during their course programs. The students were introduced with the institute environment, extracurricular activities, social clubs to help them socially integrate with the institute culture. The students were then introduced with the faculty members in order to bridge the gap between faculties and students. This was followed by an overview about Attendance & Examination Policy given by Dr. Tanuja Nautiyal Ma'am, Institutional Societies, Library Facilities given by Dr. Dharmendra Harit Sir, Computer Lab Facilities, Departmental Clubs & Societies, interaction with Training & Placement Officer Mr. Satyaban Behuria Sir. To make the students feel a part of the institute environment, a fun & interactive session was also organized where a glimpse of singing and dance performances were presented. Post that, students were introduced with the Anti-Ragging and Mentoring Policies. The session was wrapped up at 12:30PM with a Vote of Thanks given by Ms. Sonali Gaur Ma'am.

Day 2:- 8th January, 2022

On second day program was conducted in two sessions for BBA Students. The Program started a 10:00AM with Alumni Talk with Mr. Garvit Dang and Ms. Karishma Jain. They shared some experiences of their interviews, experiences in job and gave a realistic view about how co-curricular and extra-curricular activities matter along with excellence in academics, followed with the introduction of BBA Program and its curriculum. The students were given an insight about various specializations offered along with their scope and career opportunities to help the students to choose the correct path for their bright future. It motivated the students to get them mentally prepared for the awaited professional life they have set out to achieve. The session was wrapped up at 12:15PM with a Vote of Thanks given by concerned faculty members.

Orientation Program, 2022
Organized by the Management Department

Location: FC 26, Shastri Park, New Delhi - 110 053
Phone numbers: +91(11) 49905603, 99

Zoom Meeting: 2 people entered the waiting room

Participants: Shweta Sharma, Sarjy Kumar, Satyendra Singh

HON'BLE CHAIRPERSON

Mrs. Alka Das Gupta
B.Ed., M.Ed.
Chancellor, BBDU, Lucknow
Co-founder, BBD Group of Education
Secretary & Treasurer, BBD Group of Education

Zoom Meeting: Participants (123)

Waiting Room (3): Alka D (Joseph)

In the Meeting (123): Shweta Sharma (Co-host, me), Faraz Hasan (Host), Prant Aggarwal (Co-host), Dr. Tanuja Nautiyal (Co-host), Kuldeep Singh (Co-host), Neha Gambhir (Co-host), SONALI GAUR (Co-host), T&P BBDEG (Co-host), Vishakha (D31), (D33) Tajna Khan, (D30) Tanveer Kaur

Zoom Meeting: Participants (127)

In the Meeting (127): Shweta Sharma (Co-host, me), Shrut Sharma, Shrut Sharma, Faraz Hasan (Host), Prant Aggarwal (Co-host), Ankit Aggarwal (Co-host), Dean Management (Co-host), Dr. Dharmendra Harit (Co-host), Dr. Tanuja Nautiyal (Co-host), Kuldeep Singh (Co-host), Neha Gambhir (Co-host), SONALI GAUR (Co-host)

AG - ANUGOON-JPU TROPHY

Zoom Meeting: Participants (143)

In the Meeting (143): Shweta Sharma (Co-host, me), Faraz Hasan (Host), Prant Aggarwal (Co-host), T&P BBDEG (Co-host), Ankit Aggarwal (Co-host), Dean Management (Co-host), Dr. Dharmendra Harit (Co-host), Dr. Tanuja Nautiyal (Co-host), Kuldeep Singh (Co-host), Neha Gambhir (Co-host), SONALI GAUR (Co-host), T&P ADGITM (Co-host), Vishakha (D31) (Co-host), (D33) Ashish Singh Sec-A

GUEST LECTURE ON

“ CRYPTO CURRENCY AND ITS FUTURE WORLDWIDE AND IN INDIA ”

Mr. S.K. Verma had done his B.sc (Hons), M.sc Physics from LKO University, and DBM. He formerly worked as a Deputy General Manager of Syndicate Bank and General Manager on deputation of two other banks. He also worked across the spectrum-top management of a public sector bank, syndicate bank head of three regions, head of credit, recoveries, training and counseling, finance, director on the= board of two RRBS, chairman of three EDP RSETIs advisory committees, principals of two training colleges of syndicate Bank. He is a member of the MSME Rehab Committee of PNB Ghaziabad and OBC NIT Faridabad.



The guest lecture was started at 12.00 noon onwards and was hosted by Mr. Prarit Aggarwal and Ms. Ritika Sharma. A welcome address was delivered by Dr. Divya Gangwar (Course Coordinator). After that saplings were given to all the dignitaries. Firstly, Mr. S.K. Verma had discussed the concept of Cryptocurrency and its use.



Guest Lecture on “Your Attitude will decide your Altitude”

12th February, 2022

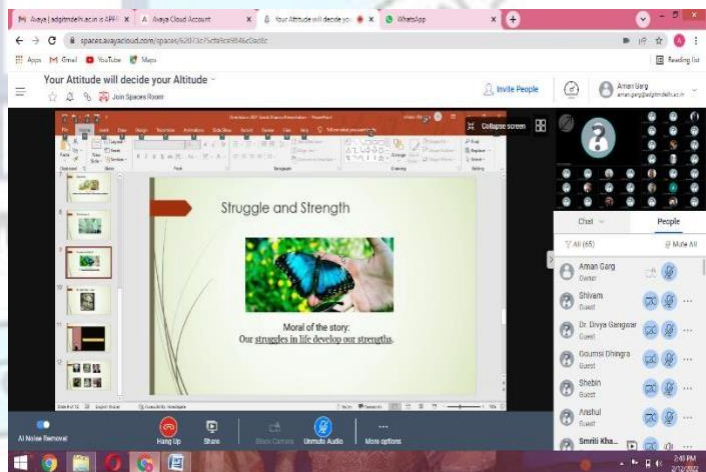
BBA Department organized Guest lecture on 12th February 2022 by Ms. SMRITI KHANNA, Assistant Professor, SDIET, Faridabad, using online platform ‘AVAYA SPACES’. The topic of the lecture was “**Your Attitude will decide your Altitude**”. The objective of this guest lecture was to teach students how to build attitude and to lead their life in a unique and positive way.

Ms. Smriti Khanna has a vast experience of 15 years in teaching. She is pursuing her PhD. in Management Studies; she had completed her MBA, PGDM, and PGDCRM, in the field of Marketing.

The guest lecture was started at 2:00 PM and was hosted by Mr. Aditya Saxena as an Anchor. Welcome address was delivered by **Prof. (Dr.) Divya Gangwar**. Firstly, Ms. Smriti Khanna discussed the concept of Attitude and Behaviour. She had covered important concepts like:-

- ★ What is attitude and behaviour?
- ★ Changes in attitude: Causes?
- ★ Quoted: Examples on attitude, encouragement, struggle, strength and opportunity.

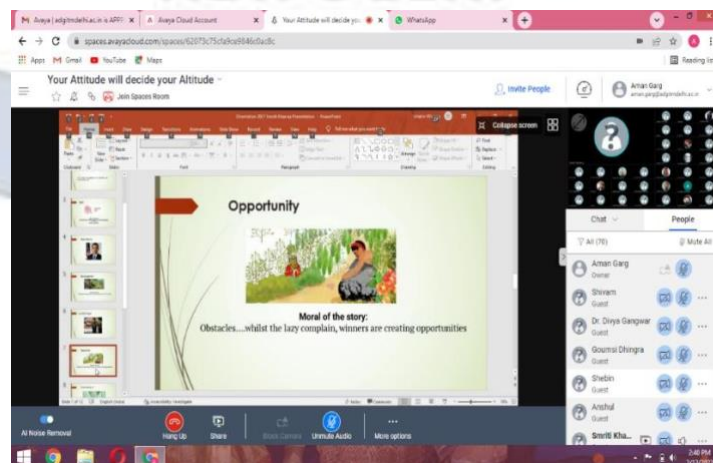
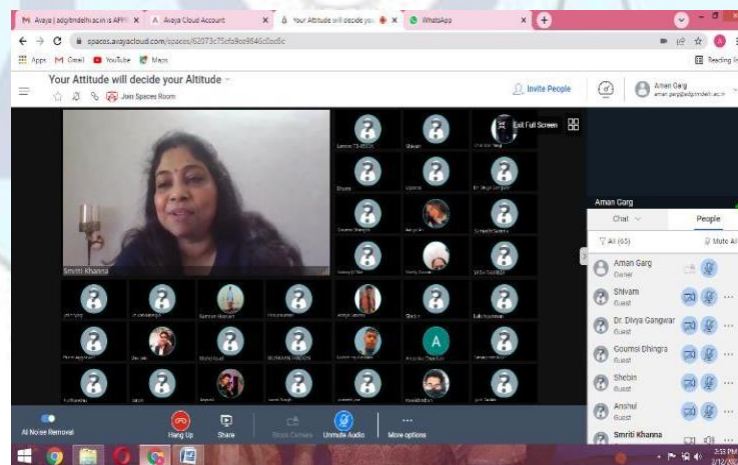
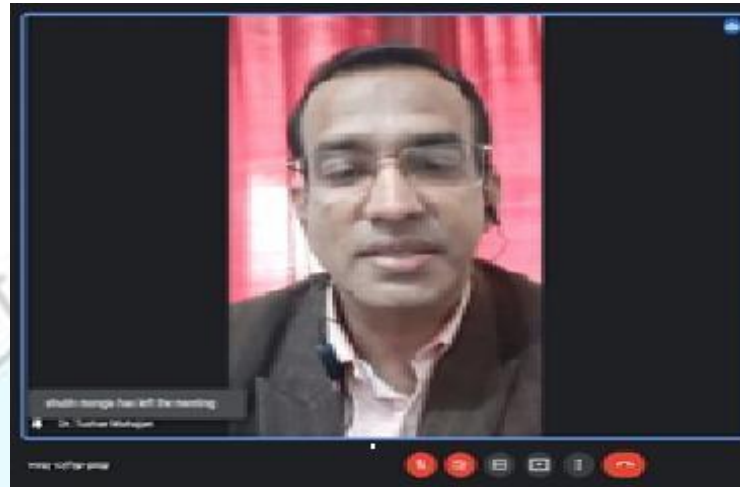
Attitude is the way a person or an individual think and feel about someone or something. It can be positive or negative. It is the feeling, belief, or opinion of approval or disapproval towards something. Behavior is an action or reaction that occurs in response to an event or internal stimuli (i.e., thought). Ideally, positive attitude manifest well-adjusted behaviors.



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 attitude through given examples, stories and learnt about how to implement it in their life. This was very

well explained in the session. The program came to an end at 3.00 PM with vote of thanks delivered by **DI (BBA Department)**.

Certificate of Appreciation was presented to the Guest, Ms. Smriti Khanna.



GUEST LECTURE ON “PI FOR HIGHER STUDIES AND RECRUITMENTS”

The guest lecture on the topic “PI for Higher Studies and Recruitments was conducted by Yukti– (T&P cum Entrepreneurship) Club of BBA on 25th february’2022 at 2:00pm to 3:00 pm. The purpose of this guest lecture was to elaborate the students regarding the PI round for higher studies and recruitments. The students learnt the practical aspect of the industry after their graduation. They all motivated to the great extent and appreciated

Ms. Tarannum Naseem Raza of T.I.M.E group(having an experience of more than 20 years)for her valuable tips to the BBA students. this was very handy virtual lecture to the BBA students and they(students) also learnt that for taking admission in post graduate course or even in the industry, PI round plays an important role for the students and how easily they can qualify this round. Ms. Tarannum Naseem delivered and put her views in front of the BBA Students, Whatever she has learned in her 20 years of experience.

Dr. Akhilesh Das Gupta Institute of Technology & Management
(Formerly Northern India Engineering College)
Approved by AICTE & Affiliated to GGSIP University

BBD GROUP

YUKTI

**T & P cum Entrepreneurship club
(BBA Department)**

**Organizing a guest lecture on the topic
Personal Interview for Higher Studies
and Recruitment**

**Ms Tarannum
Naseem Raza**
T.I.M.E Group

**On 25th February , Friday
at 2:00 pm to 3:00 pm**

विद्या सर्वस्व

ENTREPRENEURSHIP & BUSINESS FINANCE

ACTIVITIES UNDERTAKEN: Management Department of ADGITM organized an Expert Lecture on the topic “**Entrepreneurship & Business Finance**” by Mr. Varoon Verma and Ms. Indrani Mahto (IIM Bangalore Alumna). Ms. Indrani Mahto explained the students about Entrepreneurship and why it is being important in today’s scenario. If students are looking for a job, a population of 138 crore Indians is a huge market available in terms of customers. She also came up with the ideas of Business Model from scratch.

She also highlighted that how to start a business even if one doesn’t have enough capital, students also gain knowledge about Loan Amortization.

The lecture was started at 10:00am onwards and was hosted by Management Student Ms. Arya and memento to the Resource Persons was given by Prof.(Dr.) Tusshar Mahajan (Dean-Management) and Prof. (Dr.) Sanjay Kumar (Director).

During this session, the following topics were discussed by Mr. Varoon:

1. Business model from scratch
2. Decision Tree
3. Skills Requires
4. Startup recognition as per policy and Government Support
5. Loan Amortization
6. Cash flow forecasting

The overall lecture was very interactive where the participants exhibited their attentiveness and participated with great passion and enthusiasm.

The program came to an end at 12:00 PM with the vote of thanks by Prof. (Dr.) Divya Gangwar.

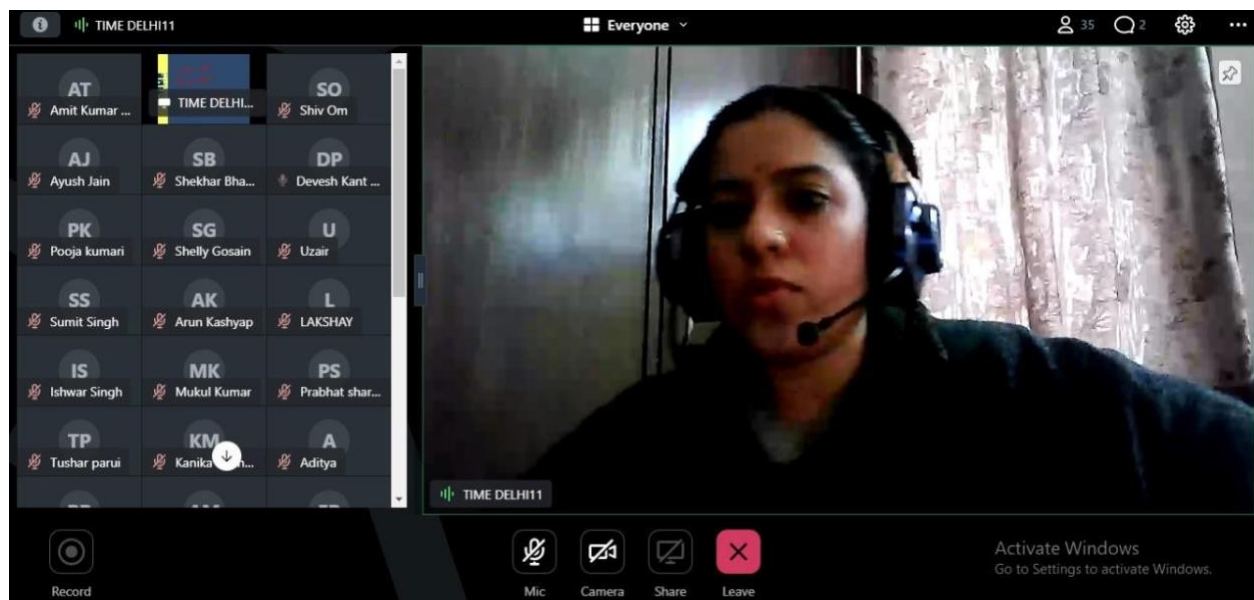
BENEFICIARIES: Students of MBA & BBA.

OUTCOME: It was an informative session where students learnt about Entrepreneurship and various Government recognition/policies for startups and schemes for Startups.



WORKSHOP ON “CV WRITING”

The T.I.M.E Education Group conducted the CV Writing workshop to the undergraduate students of BBA. Students were provided live virtual examples that during the campus interviews in their final year i.e 3rd Year, How must they design their Curriculum Vitae-CV and for that students were given crucial tips for the same.



INDUSTRIAL VISITS

❖ A VISIT TO MOTHER DAIRY

The objective of an industrial visit is to provide us an insight regarding internal working of companies. At ADGITM we understand that theoretical knowledge is not enough for a successful professional career. With an aim to go beyond academics, industrial visit provides students a practical perspective of the work place. By keeping all these in mind a visit to mother dairy has organized .

To help students and gain first hand information regarding functioning of the company, to gain an insight of Mother Dairy milk 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; Yukti - T&P Cum Entrepreneurship Club of

BBA Department, Dr. Akhilesh Das Gupta Institute of Technology & Management, , organized an Industrial Visit on February 26th, 2022 to Mother Dairy, Patparganj, New Delhi : 110092for BBA students. The students were then taken to the main processing unit where students inculcated the crucial information regarding the processed milk. 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.



❖ **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 November 6th, 2017 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 Bills

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)

PHOTO GALLERY FROM POSTER MAKING COMPETITION ON REPUBLIC DAY:



Guest Lecture on Art Of Failing Successfully

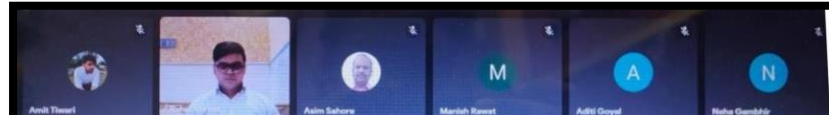
BBA Department organized Guest Lecture on understanding the influence of failure on success by Mr. Sanjeev Patel, Founder, Magic Webs on 21st October 2021, using online platform 'Google Meet'. The topic of the lecture was “**Art Of Failing Successfully**”. Having a strong determination and mindset is 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”

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.

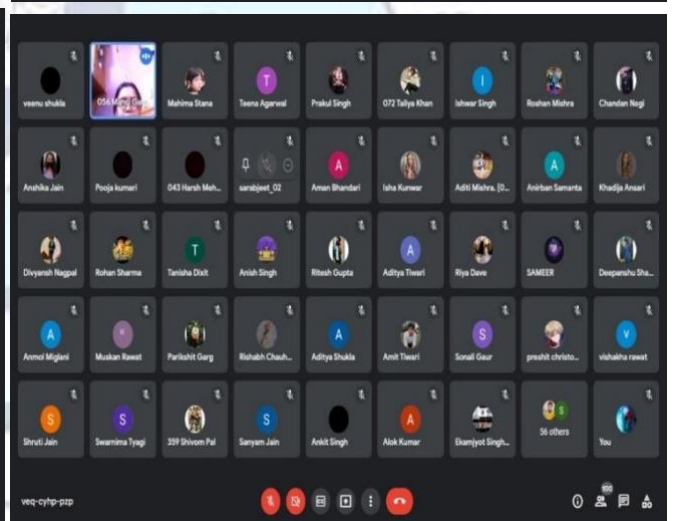
The program started at 11:00 AM in which was hosted by Mansi (Vice President of Cultural club) and Taliya Khan (President of Financial club). Welcome address was delivered by Course Director Prof. **(Dr.) Divya Gangwar**. Firstly, Mr. Ajith Selvaraju discussed the concept of Mastering the Idiosyncrasy.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

Name	Semester	Section	Achievements (Academic)	Achievements (Non - Academic)
Abhijeet Kumar	3rd	A	Digital marketing, Human resource course	
RISHIKA KAPOOR	5th	A	1st Position in Inter-College Marketing Campaign "Sell It Your Way" Competition	{1st @: Dream Dance Championship (open competition) January 2020 } {1st @: Bennet University (inter- university) Febuary 2020} {1st @: Amity University, Gurgaon (Inter-university) Febuary 2020} {1st@: Anoooonj Prelims (Army Institute Of Management and Technology) (Inter-college) Febuary 2020} {2nd @: Hi-tech institute of technology and Management (inter-college) November 2019} {2nd @: Shri Ram College of Commerce (Departmental) (Inter-college) Febuary 2020} {2nd @: Anoooonj (IP University) Febuary 2020} {2nd @: JK Bration School (Inter-college) March 2020} {3rd @: JIIMS, Rohini (Talent Hunt) (Inter-college) Febuary 2020} {3rd @: JIIMS , Rohini (Western Dance competition) Febuary 2020} {3rd @: Banarsidas chandiwala Institute Of Information Technology (BCIIT) (Inter-college) March 2020}
Shebin Sabu	5th	B	1. Participated in Inter-college National Marketing Campaign ""Sell it your way"" Competition 2. Digital Marketing in Digital Dronacharya 3. Google : Digital marketing 4. Graphic Designing"	1. Covid 19 Awareness Program 2. Roadmap to Web design
Parth Sharma	5th	A	1st Position in Inter-College Marketing Campaign "Sell It Your Way" Competition	
sonia Sharma	5	B	winner of balloon doodling competition held in college , participated in international press conference	
Pulkit Chadha	3rd	B		District level player of Cricket , street dogs cruelty awareness elite member
lakshay khanna	5th	A	winner of 'HINDI VAAD ' DEBATE competition	

akshay bansal	5 th	A	1st Position in Inter-College Marketing Campain "Sell It Your Way" Competition	
Siddhant Dixit	3rd	B	Participated in digital marketing competition "Sell it your way"	Zonal level volleyball player & district level chess player
Pooja Kumari	5th	B	Scored highest percentage in class with 9.31 CGPA	
Tushar Parui	5th	A	<p>Achievements:</p> <p>1st Position- *Ideathon, 2021* Competition organized by Vivekananda Institute Of Professional Studies.</p> <p>2nd Position - *Hackathon, 2021* Competition organized by Amity Global Business School Private school in Noida, Uttar Pradesh.</p> <p>3rd Position - *Shark Tank, 2021* Competition organized by Mithibai College of Arts, Chauhan Institute of Science & Amruthben Jivanlal College of Commerce and Economics, Mumbai.</p> <p>*Earthly Ventures Event (Business Plan), 2021* Competition organized by St. Xavier's College, Mumbai.</p> <p>Finalist - Sell-It-Off, 2021 competition organized by Dr. Akhilesh Das Gupta Institute Of Technology And Management (ADGITM), New Delhi.</p> <p>Pitch-er Perfect' 21 organized by Entrepreneurship Cell</p>	

			<p>IIT (BHU), Varanasi.</p> <p>Ideavation-21 competition organized by Telecom Engineers Student Association Of E&TC Department.</p> <p>TECHNIIC - Ideas Presentation Competition organized by Shri Sant Gadge Baba College of Engineering And Technology, Bhusawal.</p> <p>Business Proposal Competition, 2021 organized by Sardar Patel Institute Of Technology, Andheri.</p> <p>DRISHTI- The Sight of Innovation organized by Birsa Institute Of Technology (BIT), Sindri.</p> <p>Webinar-</p> <p>Entrepreneurship and Innovation in Silicon Valley and Japan (2021) organized by E-Cell IIT(BHU).</p> <p>Creating a killer Pitch Deck and video pitch (2021) organized by E-Cell IIT(BHU).</p>	
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	<p>1. Participated in Intercollege competition SBI Numero Yuno</p> <p>2. Participated in Intercollege Marketing competition Sell it your way</p> <p>3. Got promoted in Homeflic Wegrow.</p> <p>4. Google : Digital Marketing</p> <p>5. Digital Dronacharya : Graphic Design</p>	<p>1. Covid 19 Awareness Program</p> <p>2. Road to Web Design</p>
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	<p>1. certificate for my india campaign at city level round</p> <p>2. certificate for french language olympiad secured 10th position</p>	<p>1. certificate for orchestra competition secured 2nd position</p> <p>2. certificate for just dance india semi final round</p> <p>3. trophee achieved in dance competition at school</p> <p>4. reward achieved for different dance competition</p> <p>5. zonal level chess played [team]</p> <p>6. played addidas uprising [team]</p>
Akansha Singh	3rd	A	<p>1. Participated in Inter-College Marketing Campain "Sell It Your Way" Competition</p> <p>2. Graphic Designing in Digital Dronacharya</p>	1st Position in 100m Race (IKON INDIA Athletics Meet 2021)
Kanika Malhotra	3rd	A	<p>1. Participated in Inter-College Marketing Campain "Sell It Your Way" Competition</p> <p>2. Graphic Designing in Digital Dronacharya</p>	
Mansi Garg	3rd	A	<p>1. Secured 4th position in olympiad.</p> <p>2. Advance Excel course</p> <p>3. Promoted as HR intern .</p>	<p>1. Certificate from United Nations Environment Programme</p> <p>2. Community member at younity.in</p> <p>3. Campus ambassador intern</p> <p>4. Youth Leader at Homeflic Wegrow</p>
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 Kumar	5th	B	Digital marketing course, Graphic design course , Internship in sales	



EDUCATION ENLIGHTENS

Education is a core pillar of a good life along with determination, ambition, manners and a clear objective. These things together can provide a man with a life that is worth living. A man needs all these five pillars but the most important of them is education. Without education your determination bears no fruit, your ambition is wasted, your manners are never fully developed and you don't have the means to achieve your objectives.

Education is very important, especially in today's day and age. Education helps a man on nearly every turn of his life but most importantly, education provides a man with a good character and good values. It opens a whole new world to those who have the eyes to see it. Not everyone can find the light but those who are able to find enlightenment have their lives changed forever.

Education not only teaches us facts, but it also teaches us the way of living. An educated man is sure to lead a better life than an uneducated man, not because he is able to earn more but because he knows how to lead a better life. Most people are unable to find enlightenment simply because they don't try to find enlightenment. Instead they lead their lives blindly.

Education enlightens our mind by opening our eyes and teachings us to look at things in a whole new light with a different view. Education can lead those who are determined, to a place where most men can only dream of reaching. Education can bring greatness to those with ambition. Education can lead the people to the objectives they have set for themselves.



Kashish Rais

BBA VI SEM

Guiding light

When life turned gloomy and led to catastrophe, I locked into myself for I had lost all hope. The world around appeared so dark; nothing seemed beautiful, not even dear nature's spark.

Completely lost, retreating from reality day by day -

a little light in the shadow showed me the way.

He held out his hand and pulled me out of the dark, his touch caused my heart to chirp like a lark. He drew my sadness away and breathed happiness in my life, a flame of hope was ignited within by this little light. He taught me to overcome fears and be brave, and face every difficulty coming my way. He made me optimistic and gave my life a new meaning – soon I realized, it was sweet freedom I was breathing. He became my guiding light and dispelled all the darkness; made me cheerful and filled me with glee. He was the reason I looked forward to each day, and counted my blessings each new day. He put the smile back on my face and restored my life – my master spirit had become my guiding light.

● NEW DELHI ●

विद्या सर्वस्य भूषणम्



Akriti Thakur

BBA II Sem

Tardy Ray of Light

A shy ray of light peeped through the semi-transparent neckline of the aborigine dress.

It touched her face where a moment ago, a stray hair had been tickling her. She smiled and her cheeks fell once again into two lovely pits of beauty at the corners of her mouth.

Her eye caught the light, held it.

It was late, the light.

Every time she had called out for it, demanded it, claimed it, she had seen noir.

Nor on the outside and on the inside.

She had opened her windows wide, closed them shut tight

Had undressed and slipped back into her clothes.

But the light had refused to come. So she gave up waiting.

Today, the window was clasped shut when it had crept in unexpectedly –

to mock or relieve her of many burdens,

It touched her through her dress and finally she knew what it was to be happy.

The light splintered into a hundred shards of her own consciousness and she smiled again.

Those two little lovely pits of beauty...



Drishti

BBA II Sem

Brace the Ocean of Your mind

With a sight so long

But an opening of sorts

I embark on my journey

will finally find its way.

They think I am not strong,

The rays of hope, the determination in my eyes

I might get entangled in tyranny.

will illuminate me from within

But life is one, it must go on.

And I will continue my life,

Whatever the differences, whatever the bonds.

with the hands of a clock beside me ticking.

The beauty of my dreams
and the passion in my heart

Now here I am at the cross-roads.

It's precious.

With a gleam in my eyes,

No one can grab its hold,

to conquer the Cosmos.

till there resides wonder in my soul.

And I daresay,

I finally take my first step forward,

There would be another dull start

Determined -

to another fine day.

a sailor set out to brace the ocean of his kind.

विद्या सर्वस्य भूषणम्



Abhay Sharma

BBA IV Sem

THE STREAK OF LIGHT

The door creaked

A streak passed through the little shaft,

Her eyes lit up with hope.

Had he come back?

After all that hassle and tussle over petty things?

The things that were mere dust but came their way, blinding them.

The love hadn't died, she knew as did he.

The soul wasn't tired, but the mind was –

Of endless efforts and painstaking cries to return

From the sucking typhoon of ego which drowned them,

In their mindless ids.

He swam against the trying force and was able to bring her out too.

But the fierce force tempted him.

Why not let her go?

And get done with all that trouble that she had put him through, for once.

The cards had been played well.

Satan licked his dry lips and winked at that blind fate.

It wasn't the eternal light of hope that passed through that shaft.

But the blazing streak, that would embroider the darkness to come.



Kanika Malhotra

BBA IV Sem

Jokes

Sardarji : You should keep sugar cubes under your pillow when you sleep.

Youngster: And why is that?

Sardarji : Because you will get sweet dreams..

Some Cities

A city which has ability: capacity

A city which has thickness: density

A city which is emotion: intensity

A city which has springy: elasticity

A city which has softness: plasticity

A city which has swiftness: velocity

A city which has advertises: publicity

A city which has popularity: Mangalore city



Mohd. Asad

BBA II Sem.

Journey called Life...

Life is a pretty long journey where you travel from place to place every moment. You meet people from various places at various phases. Some become your friends; some become a part of you, some whom you can't live without. The first people you meet and the best friends in your life are your parents. They are the reason why you are here today reading this little piece of article I have written here. They have been your true best friends all through your life. They are there to guide you, teach you and support you throughout your life until you step into the next phase of your journey and that's your first school. New people! New faces! You don't like to be left there! You cry! You shed tears! You catch your mum's hand tight, and just don't want to live her hand and stay back in the world of strangers... Slowly you begin to know the strangers, start to like

them. Then you don't bother being left behind in the strange place by your mum, because you know she will come back to pick you up in the later part of the day....

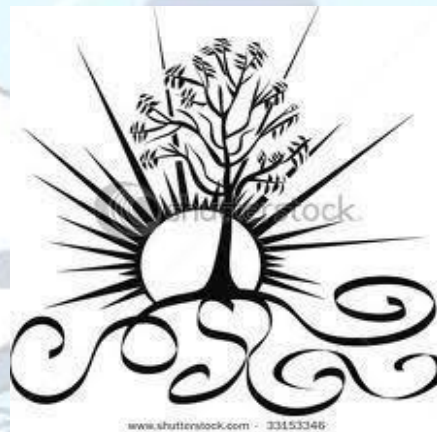
Thus goes the journey where you learn a lot of things... play some mischief. Have fun... make friends... get punishments... And learn... Meanwhile slowly you start liking someone truly, but you are not able to express that love to that special person. And there comes a new twist... the twist none other than you finish school and get into a whole new place a new destination where you meet new people... it is the time you tend to forget your true and your 1st best friends.... you hang out with new people, new places, new friends group, find a new love.. And those days just pass by... and the final twist in your student life! Yes that's when you get into your professional course

(ashow we are here today in this Institute). We start getting independent. Go out parting and having loads of fun... See our friends getting committed and becoming single again... we ask for a treat for everything in life... plan a friend's birthday, and there are the special moments in life where the moment is so memorable for the rest of the life.

In this journey we meet so many people, lose some of them, some forget us and we forget some and one

fine day everyone loses you, „a special character, a special you“ in their life, some mourn, some cry and you lay still unable to wipe their tears, not even to tell a goodbye..

This is life, what seems like a journey with all the stations and stops and finally a destiny, where every soul on this earth is destined to travel, a place where you disappear forever...just forever....



Rishabh

BBA II Sem

GURU GYAN



RELIGION IS GODLY LIFE

By: Shelly Gosain

Assistant Professor –BBA Dept.

No religion of the world is without any connection with God. The principal religions of the world are **1. Hinduism, 2. Islam, 3. Buddhism and 4. Christianity**. And all of them have some sort of direct or indirect connection with God. Such religions are made and propagated by God Himself or by His authorised agents. So far Hinduism is concerned and the Bhagavad-gita is accepted, all sects and subsects of the Hindu population take up the cause of the **Bhagavad-gita** and it is directly preached by God Himself in the Form of **Lord Krishna**. So far Islam is concerned and the Koran is accepted, all Islamic population accept **Hazrat Mohammad** as the authorised agent of God and the faith is propagated by Him. So far Buddhism is concerned, all the people of the world professing faith in Buddhism obey Lord Buddha as God or the greatest authority. Lord Buddha advented Himself in India and He took up the cause of the poor animals who were being slaughtered unhesitatingly on the plea of Vaidic yajña and therefore Lord Buddha was compelled to disregard the principles of Vedic sacrifice just to establish the principles of nonviolence. The Hindu scriptures especially the Vaisṣavite literatures of the Vedas accept Lord Buddha as the incarnation of God. It is said that He preached His philosophy amongst those who had practically no faith in the existence of God but by His propaganda such men become faithful to Him and therefore indirectly they accepted God. So far Christianity is concerned; there is open acceptance of God because Lord Jesus declared Himself as the son of God. So all the religions of the world have direct or indirect connection with God and therefore we can take it for acceptance that religion means to learn obedience to the Laws of God as it may be compared with Nationalism means obedience to the laws of the state.

Obedience is the first law of discipline. Even in your national life, you may be a member of a great independent nation but that does not mean you have absolute independence and you are able to do anything and everything at your will without the sanction of the state. Similarly in terms of our

wider and universal relation we may be all independent individual living beings but our independence is not absolute and we have to depend mostly on the laws of God and in every step of our life we cannot do anything without the sanction of God. There are five causes to effect a definite thing may be good or bad. The first cause is the place where the action has to take place, the second cause is actor or the man who will do the act, the third cause is the instrument by which the action has to be executed, the fourth cause is the endeavour which pushes the actor to do it and above all there is the fifth cause namely God's will and that is the ultimate sanction. However may the other four causes be efficient, if the fifth cause is not favourable the effect cannot take place and therefore in every action the hand of God is there we may or may not appreciate it.

The conception of God in every religion is either personal or impersonal. But those who are expert in the science of God have said that God is both personal and impersonal and not He is personal and impersonal but also He is localised. At the ultimate issue God is personal. Impersonal feature of God is the manifestation of His all-pervasiveness and localized function of God is His representation. The king of a state or nowadays the president of a state is always a personal affair. The supreme executive head of a state cannot be impersonal and there is no such example anywhere. The impersonal feature of the king or the president is His all pervasive power in the form of government and the localized representation of the king are executive officers who carry on the orders of the king for maintenance of the state law and order. Similarly, the ultimate authority is God in person and the form of His government through various agencies are His impersonal form and the different representatives for executing the function of God's government are different demigods. According to Hindu conception the actual head of a state, be he the president or the King in person is the representative of God. Therefore the conception of God in all religion is to accept one Ultimate Truth from where everything emanates never mind personal or impersonal.

(Source: From Veda base: Books Essays and articles, Founder Aacharya His Divine Grace Srila A.C Bhakti Vedanta Swami Prabhupad)



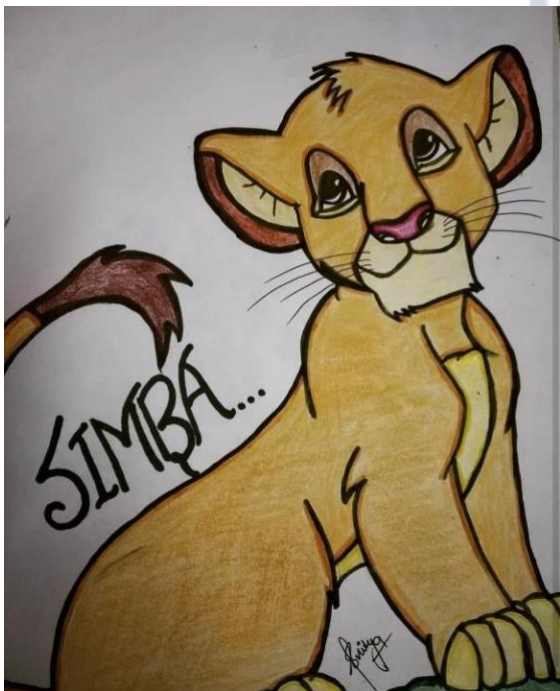
TANISHA JHA (BBA STUDENT)



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NITYA SRIVASTAVA (BBA STUDENT)



Thank you