



# ADGITM



BBD GROUP



DR. AKHILESH DAS GUPTA INSTITUTE OF TECHNOLOGY AND MANAGEMENT  
(ESTABLISHED IN 2003)

# MAGAZINE

MASTER IN BUSINESS ADMINISTRATION  
(2020-2021)



# 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.**

- 📍 The College is providing best education facilities to more than 4000 students.***
- 📍 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 in every sphere.***
- 📍 ADGITM has an aesthetically designed campus spread over approximately 9 acres of lush green environment.***

**“EDUCATION IS THE KEY THAT UNLOCKS THE GOLDEN DOOR TO FREEDOM.”**



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



- ***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.***

**“EDUCATION IS ONE THING NO ONE CAN TAKE AWAY FROM YOU.”**

# **INSPIRER BBD GROUP OF EDUCATION**



***Late Babu Banarasi Das Ji***

***(1912 – 1985)***

***Genesis***

***Ex Chief Minister***

***Govt. of Uttar Pradesh***

***✦ 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***

***“Education is not preparation for life; education is life itself.”***



**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**

***“Education is the vaccine of violence.”***



**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.***
- ✦ ***She is a well renowned Advocate and a Social Worker.***
- ✦ ***Chairperson, BBD Group of Education.***
- ✦ ***President, BBD University, Lucknow.***

***“The roots of education are bitter, but the fruit is sweet.”***



**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.*

“EDUCATION IS THE  
PASSPORT TO THE FUTURE,  
FOR TOMORROW BELONGS  
TO THOSE WHO PREPARE  
FOR IT TODAY.”

MALCOLM X

**“IF YOU THINK EDUCATION IS EXPENSIVE, TRY IGNORANCE.”**

# FROM CHIEF EXECUTIVE OFFICER'S DESK



**SHRI S.N GARG**  
**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.*

**"IT IS IMPOSSIBLE FOR A MAN TO LEARN WHAT HE THINKS HE ALREADY KNOWS."**



# FROM THE DESK OF DIRECTOR



**PROF. (DR.) SANJAY KUMAR  
(DIRECTOR)**

*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.*

**"EDUCATION IS THE PASSPORT TO THE FUTURE, FOR TOMORROW BELONGS TO THOSE WHO PREPARE FOR IT TODAY."**

# FORM HOD DESK



## DR. TUSSHAR MAHAJAN HEAD OF DEPARTMENT (MBA)

*I as HOD (MBA Department) have been a part of this vibrant institute since long and since then department has developed new initiatives. I have realized that it is a great opportunity for me to move forward towards making the Management Department a platform for developing future leaders who are ready to face any challenge. I am happy that MBA Department is coming up with the sixth edition of the College Magazine “Manager Ace ‘21” scheduled to be released in the month of June, 2021, which is designed to give the glimpse of the efforts, activities and achievements of the MBA department.*

*Even as we impart education to match the advancement in technology and globalization, we also imbibe moral values and ethics in our students. Besides studies, there are many extra - curricular activities organized round the year for the overall development of the students. ADGITM stands committed to enhance the existing goodwill of its name. The MBA program at ADGITM is an attempt to address this concern in a scientific spirit; it aims to provide the students with cutting edge skills, creativity and knowledge required for successful career in business management.*

**“THE CURE FOR BOREDOM IS CURIOSITY. THERE IS NO CURE FOR CURIOSITY.”**

## ***FROM EDITOR'S DESK...***

It gives us great pleasure in releasing this issue of 'AWAAZ', The School of Business Studies(MBA) 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. Shweta sharma, Ms. Sonali Gaur and Ms. Aastha**

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**[sonali.gaur@adgitmdelhi.ac.in](mailto:sonali.gaur@adgitmdelhi.ac.in)**

**[aastha.mba@adgitmdelhi.ac.in](mailto:aastha.mba@adgitmdelhi.ac.in)**

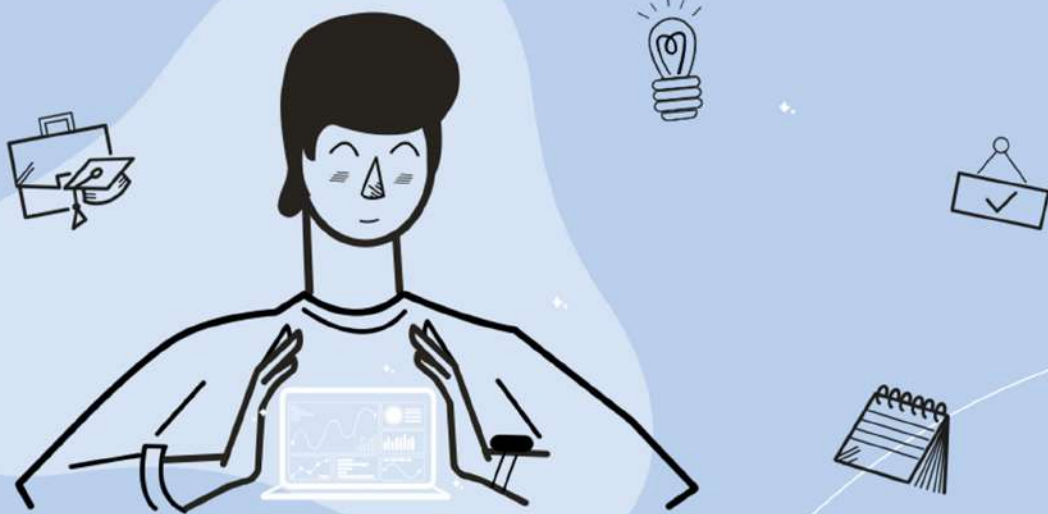
***Student Editor:***

***CHANDAN NEGI, BBA 2nd Year***

***"CHANGE IS THE END RESULT OF ALL TRUE LEARNING."***

## ABOUT THE MASTER IN BUSINESS ADMINISTRATION (MBA)

- **MASTER IN BUSINESS ADMINISTRATION** was established in 2001 Dr. Akhilesh Das Gupta Institute of Technology & Management, New Delhi.
- The department aims to impart in-depth knowledge of the modern management practices and facilities 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 Mnagement and Business studies which includes Developing networking skills Becoming an expert in your field.



**“AN INVESTMENT IN KNOWLEDGE PAYS THE BEST INTEREST.”**

# GLANCE AT MBA

MASTER OF BUSINESS ADMINISTRATION  
2021-2022



# 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 at 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.*

## 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.



# **WEBINAR ON INTRODUCTION TO FINTECH**

**DATE:** 9th March, 2022

**DEPARTMENT:** MBA Department

**VENUE:** Zoom Meeting

**OBJECTIVES:** To help students know about Fintech, its spectrum and how it is evolving with the help of latest trends like Artificial Intelligence and Machine Learning.

**EVENT ORGANIZERS:** MBA DEPARTMENT

**DELEGATES/SPEAKER:** Dr. Prapti Paul, Associate Dean (Academics), and the Placement Preparation Coordinator (Finance) at IBS Gurgaon

**ACTIVITIES UNDERTAKEN:** The session started with a warm welcome to the Resource person Dr. Prapti Paul and all the faculties followed with a detailed understanding of the topic - **Fintech. During this session, the following topics were discussed:**

**Introduction to Fintech**

**Spectrum of Fintech Services**

**How Fintech begin in India**

**Role of AI & ML in Banking and Finance Sector**

**What's Trending in Finance Sector?**

The overall webinar was very interactive where the participants exhibited their knowledge and participated with great passion and enthusiasm. Various terms like Regtech, blockchain, and Insurtech were explained. Students were requested to login to a site named mentimeter to answer questions in real time, where the answers can be seen on the slides anonymously,

which made the session more fascinating. Some questions are listed below:

**What comes in your mind?**

**Have you ever heard cryptocurrency? Name some**

**Guess the famous Founder and CEOs of fintech apps.**



Zoom Meeting | You are viewing Dr. Rupali Paul's screen | View Options

Participants: Arya S, Dean Management..., Samarth Saxena, RANJEET BARA...

Go to [www.menti.com](http://www.menti.com) and use the code 1152 8736

### SPECTRUM OF FINTECH SERVICES

<b>PERSONAL FINANCE</b> Provide various different bank services to customers through mobile devices.	<b>PAYMENTS &amp; BILLING</b> Payments processing, card payments & subscription billing software tools.	<b>LENDING</b> Micro and lending, microfinance & alternative consumer loans platforms.	<b>INSURTECH</b> Customers buying insurance directly providing data analysis and advice to providers.	<b>MONEY TRANSFER &amp; REMITTANCE</b> International money transfer and banking software.
<b>BLOCKCHAIN</b> Companies managing digital assets and digital currencies for various services, crypto and digital assets.	<b>CAPITAL MARKETS</b> Data and trading tools, and platforms to facilitate trade in securities.	<b>WEALTH MANAGEMENT</b> Wealth management and investment management software.	<b>MORTGAGE &amp; REAL ESTATE</b> Mortgage lending and real estate services software.	<b>REGTECH</b> Auto file and regulatory compliance software.

Zoom Meeting Controls: Mute, Stop Video, Security, Participants, Chat, Share Screen, Record, Breakout Rooms, Feedback, Apps, Leave

Participants (27): Arya S (Co-host, Mute), Dr. Rupali Paul (Go Host), 013 Akash Singh, 016 Anshu Anand, 014 ANUSH JAIN, 012 Bhanu Singh Rishi, 018 Kevan Mishra, 019 Kunal Jais, 012 Nehal Chohan, 019 - Pulkit Chandra, 017 Nilesh, 016 Sunil Kumar, 019-Vishal Jain, 15 100-Vishal Nairal, 10 3321 DEVESH PATHAK

Zoom Meeting | You are viewing Dr. Rupali Paul's screen | View Options

Participants: Arya S, Dr. Rupali Paul, himanshu, RANJEET BARA...

Go to [www.menti.com](http://www.menti.com) and use the code 1152 8736

### WHAT'S TRENDING

**Neo Banking**

Neo Banks is a type of bank that does not have any physical branch but offers all its banking services through digital/mobile channels like a smartphone or via web interface.

**Artificial Intelligence**

Banking and financial institutions are collaborating with technology companies and are looking at migrating from the current AI deployment model aimed at low-impact rule-based processes to high-impact cognitive and predictive process.

**Open banking**

Banks which were traditionally confined to closed ecosystems are now allowing third parties to access data in real-time through open banking standards.

**Blockchain**

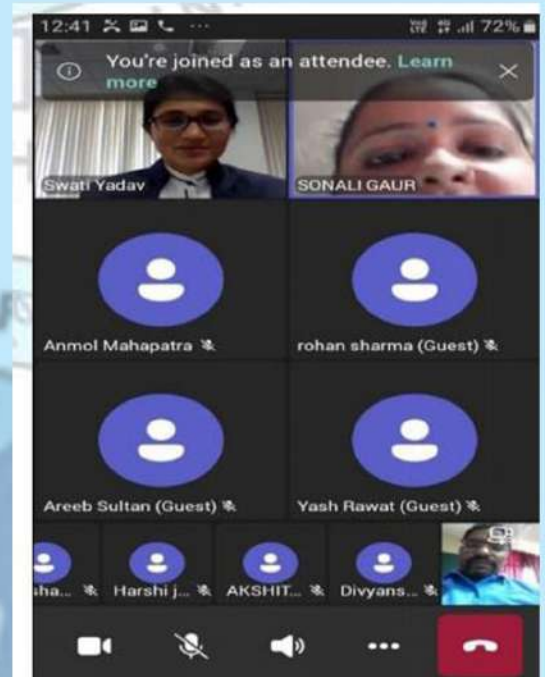
Blockchain has the potential to redefine open and shared economy across areas such as payments, trade finance, know your customer, fraud reduction, clearing and settlement. Many financial institutions, in association with fintech firms, are establishing consortiums to create development in India. It is estimated that blockchain has the potential to generate up to USD 5 billion in business value over the course of the next five years.

Zoom Meeting Controls: Mute, Stop Video, Security, Participants, Chat, Share Screen, Record, Breakout Rooms, Feedback, Apps

# 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.



# **STUDENTS ACHIEVEMENTS MBA (2020-2021)**

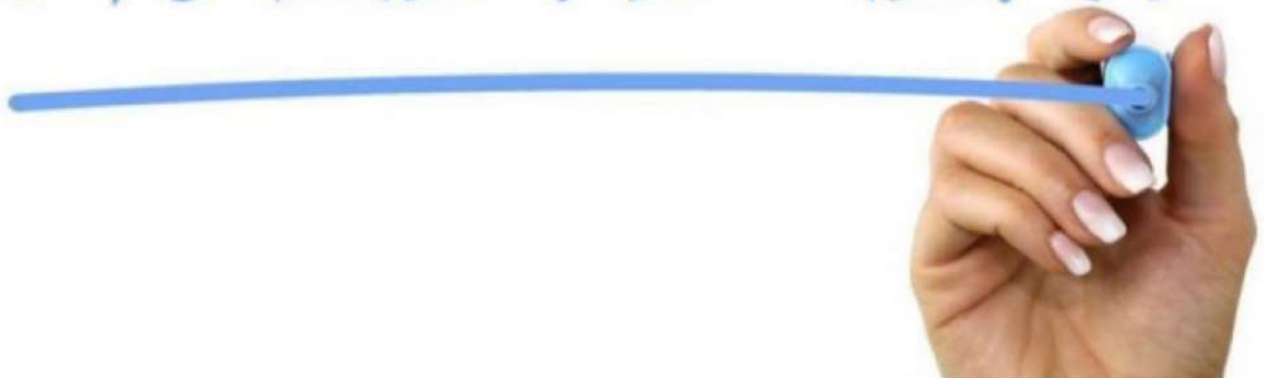


- 1. JOEL TOM SKARIA STUDENT FROM MBA FINAL YEAR COMPLETED COURSE ON UNDERSTANDING DESIGN THINKING & PEOPLE CENTRED DESIGN- INDIAN INSTITUTE OF TECHNOLOGY, KANPUR IN SEPTEMBER 2020 WITH 73%.**

**THE FOCUS OF THE COURSE TO HELP THE PARTICIPANTS TO CREATE PRODUCTS KEEPING IN MIND ABOUT THE USER AND MAKING THEM AS INTUITIVE AS POSSIBLE.**
- 2. JOEL TOM SKARIA STUDENT OF MBA FINAL YEAR COMPLETED COURSE ON FRICTION LESS SALES IN OCTOBER 2020 FROM RUTGERS BUSINESS SCHOOL WITH 85%. THE COURSE WAS TO ENABLE THE PARTICIPANTS TO UNDERSTAND VARIOUS FORM PROBLEM OR ROAD BUMPS THAT A SALESPERSON MAY/WILL FACE WHEN THEY IN ARE REACHING OUT TO PROSPECTS**
- 3. JOEL TOM SKARIA AND RAJ FROM MBA 1V SEMESTER CONDUCTED A WORKSHOP ON “DESIGNING OF DIGITAL POSTERS AND GOOGLE FORMS” TO MBA I SEMESTER STUDENTS . THE WORKSHOP GAVE INSIGHTS ON TECHNICAL DETAILS OF GOOGLE FORMS AND POSTER MAKING. THE SESSION WAS VERY INFORMATIVE AND STUDENTS GAVE A POSITIVE FEEDBACK ABOUT THE WORKSHOP.**
- 4. MBA 1ST SEMESTER STUDENT PURNIMA SHARMA AND EMANUEL VIJAY PARTICIPATED IN AN INTERNATIONAL E-CONFERENCE ON GLOBAL INFORMATION & BUSINESS STRATEGIES (AS A TEAM) AND PRESENTED A RESEARCH PAPER ON “EMOTIONAL INTELLIGENCE-AN EMERGING CONCEPT IN DAILY LIFE AND BUSINESS” ON 9TH JANUARY 2021. THE EVENT WAS ORGANIZED BY “GITARATTAN INTERNATIONAL BUSINESS SCHOOL, ROHINI, NEW DELHI-1 10085, INDIA”**
- 5. MBA 1ST SEMESTER STUDENT PURNIMA SHARMA, EMANUEL VIJAY AND ARYA S. PARTICIPATED(AS A TEAM) IN “15TH NATIONAL CASE ANALYSIS & PRESENTATION COMPETITON” HELD ON 10TH OF FEBRUARY 2021 IN THIS EVENT THEY PRESENTED THE PPT ON GIVEN CASE STUDY TOPIC THAT WAS ON COVID-19. THE EVENT WAS ORGANIZED BY “GITARATTAN INTERNATIONAL BUSINESS SCHOOL ROHINI, NEW DELHI-1 10085, INDIA”.**
- 6. MBA 1ST SEMESTER STUDENT GAURIKA ARORA, RUDRANSH KAUSHIK AND NIDHI NAGAR PARTICIPATED(AS A TEAM) IN “15TH NATIONAL CASE ANALYSIS & PRESENTATION COMPETITON” ON 10TH OF FEBRUARY 2021 IN THIS EVENT THEY PRESENTED THE PPT ON GIVEN CASE STUDY TOPIC THAT WAS ON COVID-19. THE EVENT WAS ORGANIZED BY “GITARATTAN INTERNATIONAL BUSINESS SCHOOL, ROHINI, NEW DELHI-1 10085, INDIA”**
- 7. MBA 1ST SEMESTER STUDENT PURNIMA SHARMA, ARYA S, EMANUEL VIJAY AND AASHI JAIN PARTICIPATED(INDIVIDUALLY) IN A WEBINAR “REINFORCEMENT LEARNING” ON 22ND OF JANUARY 2021 WHICH WAS ORGANIZED BY “BABU BANARSI DAS ENGINEERING COLLEGE, LUCKNOW”**
- 8. MBA 1ST SEMESTER STUDENT AASHI JAIN PARTICIPATED IN A WEBINAR “PREPARING THE LAUNCH PAD FOR STARTUPS” ON 22ND JANUARY 2021 WHICH WAS ORGANIZED BY “AKTU COLLEGE”.**
- 9. MBA 1ST SEMESTER STUDENT ARYA S, AASHI JAIN AND PREETI BHATIA PARTICIPATED(INDIVIDUALLY) IN A WEBINAR ON “BUDGET MANTHAN 2021-2022” ON 5TH FEBRUARY 2021 WHICH WAS ORGANIZED BY “USMS COLLEGE”**

11. MBA 1ST SEMESTER STUDENT PREETI BHATIA PARTICIPATED IN A WEBINAR “CAREERS IN INVESTMENT & MANAGEMENT” ON 30TH JANUARY 2021 WHICH WAS ORGANIZED BY “INTERNATIONAL COLLEGE OF FINANCIAL PLANNING”
12. MBA 2ND SEMESTER STUDENT PURNIMA SHARMA, ARYA S, EMANUEL VIJAY, PANSHUL JAIN, VRITIKA GOEL, PURNIMA SAH AND MRINALINI KAPOOR PARTICIPATED(INDIVIDUALLY) IN ONE WEEK “GRAPHIC DESIGNING” COURSE WHICH WAS ORGANIZED BY “DIGITAL DRONACHARYA” FROM 27TH JUNE, 2021 TO 1ST JUNE, 2021
13. MBA 2ND SEMESTER STUDENT PURNIMA SHARMA, ARYA S, EMANUEL VIJAY, PURNIMA SAH, PRANAY THAPLIYAL, SOURAV KATOCH, PREETI BHATIA, PRIYA SINGH AND NISHA BANSAL PARTICIPATED(INDIVIDUALLY) IN A WEBINAR “IMPROVE YOUR LIFE WITH LAW OF ATTRACTION” ON 2ND JULY 2021 WHICH WAS ORGANIZED BY “DIGITAL DRONACHARYA”
14. MBA 2ND SEMESTER STUDENT ARYA S AND PURNIMA SAH PARTICIPATED(INDIVIDUALLY) IN A WEBINAR “NATIONAL WEBINAR CUM QUIZ COMPETITION” ON 3RD JULY 2021 WHICH WAS ORGANIZED BY NATURE CLUB OF “INSTITUTE OF LAW AND RESEARCH” ON THE TOPIC “REDUCE, RECYCLE & RESTROE ECOSYSTEM”

ACHIEVEMENT



# ACHIEVEMENTS CERTIFICATES



**DR. AKHILESH DAS GUPTA**  
INSTITUTE OF TECHNOLOGY & MANAGEMENT

**BBD GROUP**

**Congratulations**

**Rashmi  
&  
Kanchan**

**MBA**  
Batch 2021-23

**Badminton Winner**  
Athleema 2022 at Asian Education Group ,Noida  
19 - 21 April 2022

The certificate features a photograph of two women, Rashmi and Kanchan, standing together and holding a certificate. The background is a light blue and yellow gradient with decorative dots.



AWARDED  
"A" GRADE BY

**NAAC**  
NATIONAL ACADEMIC ACCREDITATION COUNCIL OF INDIA

**giBS**  
Incubating future business professionals for excellence

Certificate No. GIBS/CERT/2020-21/CF005

**Certificate of Participation**

This certificate of participation is awarded to Dr. / Mr. / Ms.  
**Emanuel Vijay**

of **Dr AKHILESH DAS GUPTA INSTITUTE OF TECHNOLOGY AND MANAGEMENT** for his / her  
participation in **E-CASE FOLIO 2021**

held on **Feb 10, 2021**

*Uma Gulati*  
**Coordinator**

Awarded by  
**Gitarattan International Business School, Delhi**  
Approved by AICTE & Bar Council of India  
Affiliated to GGSIP University, Delhi

*B. H. H.*  
**Director**

The certificate is framed in black and contains a large watermark of the institute's logo in the background.

# DIGITAL DRONACHARYA

A WORLDWIDE ISO 9001:2015 CERTIFIED COMPANY

## CERTIFICATE OF PARTICIPATION

THIS IS PRESENTED TO

# Aashi Jain

for successfully attending the Graphic  
Designing Course from 27th May, 2021 to 1st  
June, 2021

*Akash Sharma*

AKASH SHARMA  
FOUNDER



*Gauri Kapur*

GAURI KAPUR  
FOUNDER

AWARDED  
'A' GRADE BY



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professionals for excellence

Certificate No. GIBS/CERT/2020-21/CF004

## Certificate of Participation

This certificate of participation is awarded to Dr. / Mr. / Ms.

Arya S

of Dr AKHILESH DAS GUPTA INSTITUTE OF  
TECHNOLOGY AND MANAGEMENT for his / her

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held on Feb 10, 2021

*Uma Gulati*

Coordinator

Awarded by

Gitarattan International Business School, Delhi  
Approved by AICTE & Bar Council of India  
Affiliated to GGSIP University, Delhi

*BHAKTA*

Director







## NATIONAL WEBINAR-CUM-QUIZ COMPETITION

*'Reduce Recycle & Restore Ecosystem - Save Earth'*



Organised by

**Institute of Law & Research**

Jasana, Faridabad, Haryana-121101

Sponsored by

**Earth Initiative Foundation &  
GEM Enviro Pvt. Ltd., Delhi**

### CERTIFICATE OF PARTICIPATION

This is to certify that Mr/Ms/Prof Arya S From Dr. Akhilesh Das Gupta Institute of Technology and Management participated in National Webinar-Cum-Quiz Competition on theme 'Reduce Recycle & Restore Ecosystem - Save Earth' Organised by *Nature Club, ILR* on July 3, 2021 (Saturday). We appreciate his/her sincere involvement and active participation throughout the event.

Dr. Ravi Kumar Handa  
Director, ILR

Mr. Vinod Kumar Singh  
Asst. Prof.(Law) & Event Convener

Certificate ID: JULY2021ILRWCQC-CP-25

(This is an electronic certificate generated by the organizer of the competition and can be verified from the same.)



**Babu Banarasi Das Engineering College Lucknow**

Department of Computer Science and Engineering

### *Certificate of Participation*

*This is to certify that  
Ms. Arya S of ADGITM  
successfully participated in the Webinar held on January 22nd, 2021, on the  
topic "Reinforcement Learning" by Dr. Navjot Singh, MNNIT ALLAHABAD..*

Prof. (Dr.) Monica Mehrotra  
Director  
BBDEC

# **ARTICLE**

**AND**

# **SPEAKS**

**BY**

# **STUDENTS AND FACULTIES**



## WHAT WILL I SEE

Hopes the dawn to be bloomy,  
But my sky seems to be blue  
Not worried of that;  
Still it is somewhere too.

And to learn i walked with her  
Leaving me with admiration  
Yet ambiguous of misfortune happenings,  
Or is it just my fantasy

Four children speaks for equality,  
Even one not needs it,  
Shows the empathy, but not wears it  
Not caring for it  
Still it is somewhere too

I cannot abide it,  
But learned to live  
Hope reached the end, and then it came  
Just a twinkle of star, but so bright  
And so it change

If the dawn is bloomy  
Then what will i see.....

**Emanuel Vijay**  
**MBA 2<sup>nd</sup> SEM**

# **PUBG Mobile Game Addiction**

PUBG is a term you must have probably heard by now. It is the abbreviated form of PlayerUnknown's Battleground. Basically, it is a video game which is a multiplayer battle royale game. It is very famous all over the world. However, the entertainment factor does not mean it is all good. The game has become viral and is played by billions of people. The players have become addicted to this game. Moreover, it is hampering their quality of life.

## **Impact of PUBG Mobile Game Addiction**

When the game got released for Windows, it received rave reviews. Further, upon being released on mobile phones, it caught like wildfire. The craze for this game spread amongst all the age groups. What started as a recreation game has now turned into an addiction. It is severely impacting the lives of the players and also resulting in various crimes. For instance, a boy killed himself due to PUBG mobile game addiction. The game interferes greatly with the studies of a person. The students who should be studying waste their time on this game. This results in neglecting studies and also in reduced levels of concentration. It is so because this PUBG mobile game addiction slows down their brain activity. Their ability to grasp things and focus just lowers. Even research suggests that the academic performance of PUBG players is dropping massively. Similarly, the people who are working are also addicted to this game. It hampers their work and makes them lose the target of their goals. They are busy playing it instead of focusing on their careers. Even more, than the players take leaves or skip meetings just to play it endlessly. Due to this addiction, they also miss their deadlines and don't fulfill their duties. Furthermore, PUBG mobile game addiction ruins the relationships of people. It has even done so as there have been cases of breakups and divorces due to this game. People spend all their time on this time instead of with their family and friends. It strains Their relationships and causes pain. Similarly, it has also resulted in many crime of murder and suicide.

## **How to Control PUBG Mobile Game Addiction?**

We all know that excess of anything is bad, be it a video game or anything. However, one must also know that we can control any addiction by proper measures. To begin with, try to lessen the Time you spend on the game. Leaving it all of a sudden is impractical so set aside a fixed time and try to play it in that specific one. Similarly, try to divert your mind. Do not always stay indoors. Go out and indulge in physical activities. When you will have Other things to do,your mind won't go towards the game. So, meet your friends and take up other hobbies. Moreover, try to spend time with your family instead of scrolling through the phone or playing your game. When you will be surrounded by your loved ones, you will not care about anything else. So, utilize your time carefully instead of playing PUBG.

By :-Komal

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## Clean energy must use the battery of circular economy

*By -Rashmi Prashar (MBA, 2nd year)*

In the budget speech the finance minister emphasised the role of cleaner technology such as solar energy and batteries in India's future economic growth. All countries now mostly focus on clean energy.

The call for a creation of a circular economy is significant since an efficient waste management ecosystem would be necessary to manage the enormous waste generated by renewable energy projects in the coming decades.

Possibly policymakers should revive existing electronic waste management rules to bring various clean energy components under their ambit.

Second ,dumping and burning of different components should be banned

Currently, in the absence of any regulation and landfilling is the cheapest and most practice to manage renewable energy waste.

Third, the renewable energy industry should invest in the research and development of recycling technologies. There is need to be improvement in product design and quality.

The union and state government should set stringent quality control for component used in the tenders.

### Conclusion

The renewable energy recycling ecosystem has a complex structure where there are multiple actors involved but it would be integral part of our journey towards a sustainable future. Beyond sustainability, it would also offer quality employment opportunities for the future generation as new jobs would be created across the entire value chain of water management and recycling.

Therefore, developing an efficient renewable energy waste management system and circular eco system is imperative rather than a choice. We can ignore this but at our own peril.

## **AI taking over Humans...**

*By Samarth Saxena (MBA 2nd Year)*

Artificial intelligence is everywhere nowadays. Starting from smart watches you wear to OTT streaming apps, AI has taken over humans too early. Brands today integrate AI with their products so smartly that customers are unaware of how often AI has benefited them in a single day. AI is no longer an experimental technology, only employed by a few chosen companies; it is now a fully developed industry. It has evolved into an essential component of the operations of several businesses all around the world. From marketing to operations to customer service, the applications of AI are nearly endless.

### **PRODUCT RECOMMENDATIONS**

AI can significantly aid businesses in their current efforts to retain and redirect customers on their websites and applications. It helps to recommend products that will align with customers' interests and keep them engaged. AI assists in tracking client online behaviour and presenting them with products that are similar to those they have already looked at. This tool significantly boosts product sales while also assisting eCommerce giant like Flipkart and Amazon to gain market share. Not only the eCommerce websites but now streaming apps like Amazon Prime and Netflix are monitoring the kinds of movies and TV shows that people watch and recommending additional films and web series based on the viewer's individual preferences. This encourages viewers to stay on streaming apps/websites for longer periods of time.

### **ENHANCING CUSTOMER SERVICE**

The best example of integrating AI with a business model is the use of chatbots to enhance customer care, streamline customer support procedures, and free up employee' time for repetitive or less important issues. Chatbots comprehend consumer demands and provide a one-click resolution. If necessary, the chatbot can also forward the customer's inquiry to the human agent most suited to answer it.

### **ANALYZING CUSTOMER SATISFACTION**

Although it is well known that only humans are capable of reading emotions, Emotion AI is currently gaining ground among machines as well. Emotion AI is a tactic used by companies get through the reactions of their customers by using AI and machine learning. The businesses collect information on consumer perceptions of their brands from many platforms, such as brand-related social media posts, reviews, and ratings. The insights obtained from this study enables businesses to spot areas that could be improved and worked on to satisfy customer. These are just a few examples of the AI taking over, but in this fast moving world there are many more instances from which it can be concluded that AI is acquiring as well as helping businesses to grow. Hence we can say that AI is helping in the human race to enhance the quality of work in various domains and reducing the human efforts. The paradigm is not human versus machine — it's really machine augmenting human, or simply "It's human plus machine."

THANK  
YOU

