



IMSEEC

MBA

TABLOID

2023 - 2024

Vision & Mission of IMS Engineering College

Vision

To make IMSEC an Institution of Excellence for empowering students through technical education coupled with incorporating values and developing engineering acumen for innovations and leadership skills for the betterment of society

Mission

- To promote academic excellence by continuous learning in core and emerging Engineering areas using innovative teaching and learning methodologies.
- To inculcate values and ethics among the learners.
- To promote industry interactions and produce young entrepreneurs.
- To create a conducive learning and research environment for life-long learning to develop the students as technology leaders and entrepreneurs for addressing societal needs.



Vision & Mission of MBA Department

Vision

To make the management department a leading and continuously evolving department which equipped students with a transformative learning experience so that they can be global leaders and contributes to the growth of the business, society, and nation.

Mission

- Impart advanced management concepts and skills by adopting application-based pedagogy.
- Evolve and establish an environment of academic excellence, research, and innovation beneficial to students, faculty, and stakeholders.
- To develop scholarly and practice-oriented intellectual capital to meet the needs of the emerging social economic environment.
- Students to become socially responsible individuals by inculcating a sense of human values and concern for the environment.
- Provide transformational learning to create ethical and socially responsible managers.



Program Educational Objectives

- PEO1.** To equip students with the fundamental theories, concepts, and tools of management.
- PEO2.** To develop among students an understanding of applying relevant management tools and techniques in complex multi-disciplinary global business situations for effective and efficient decision-making.
- PEO3.** To make students learn to work in cross-functional teams through building upon their communication, interpersonal, motivational and leadership skills.
- PEO4.** To instill among students, curiosity for learning and innovation so that they can pursue higher studies or start their own ventures.
- PEO5.** To make students industry ready and inculcate professional ethics in them.

Program Outcomes

- PO1.** Apply knowledge of management theories and practices to solve business problems.
- PO2.** Foster analytical and critical thinking abilities for data-based decision making.
- PO3.** Ability to integrate and utilize qualitative and quantitative tools and concepts to investigate and solve critical business problems.
- PO4.** Ability to develop Value based Leadership ability.
- PO5.** Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
- PO6.** Ability to lead themselves and others in the achievement of organizational goals contributing effectively to a team environment.

Treasurer's Message



Respected Readers,

It gives me immense pleasure to interact with you through this newsletter tabloid, In the last few months, there have been many activities in the department and college. On 13th May 2022, we celebrated our Annual Cultural Festival AAGHAAZ 2K22

Teamwork, at its simplest, is the process of collaborating and working together in a group to achieve a common goal. When a group of people work cooperatively, they're combining each of their personal strengths to enhance the overall performance of the team. In the process, they're creating a positive atmosphere of encouraging and motivating each other. Good teamwork brings forth a variety of viewpoints, experiences, and skills.

The changed platform will require continuous updating of our knowledge so that we can gear up for these new changes and latest developments and the workshops and industrial visits would help us clear various doubts about the changing regime. We at IMSEC are always willing to serve the students to the best of our abilities and for this, we also need active participation Any new and innovative ideas that came to your mind for the overall benefit of students and college will always be welcomed. Integrity is choosing courage over comfort, choosing to profess them. We will judge our success as an institution by how well you succeed in realizing your potential as a scholar and in your future professional stint. We are fully confident that the students with their flourishing careers will certainly prove themselves as valuable assets not only to Indian society but also to the whole world.

Warm Regards

Shri Sanjay Agarwal, Treasurer

Director's Message

I am a firm believer that only knowledge can transform a human being into "being human". Undoubtedly, technical and management education plays a pivotal role to cope with and combat the challenges of this unprecedented world on both fronts. To have sustainable mankind across the world and to cultivate innovation and research to create a unmatched and persistent ecosystem of holistic growth to excel others in this highly competitive arena.

IMS Engineering College, Ghaziabad, since its inception(2002), has been highly successful in maintaining a learning environment and a flexible conducive ambience which thrives and strives for an incredible vision to accomplish and that's too within the stipulated timeframe. I am confident enough that this sacred objective of mine to catapult the students' fraternity to refined intellectuals with professional attributes is not a dream but a reality. The key stakeholders of IMSEC-GZB, i.e. our students and the faculty members are always well acquainted and prepared to unleash their potential in them in the right perspective to enrich their knowledge and other cognitive skills using the ecosystem of our institution. We practice pedagogy that promotes creativity and innovation in teaching learning practices of high standards. Every course is designed, delivered and monitored in such a manner that will add significant value and flourish innovation to the students. We embrace and admire Avast cultural diversity which enlightens us in all aspects of life. Nurturing a sense of eco-friendliness in the atmosphere makes us democratic and participatory in nature otherwise it will be detrimental and fatal for all of us. Nevertheless, we equally emphasize the development of core human values, mental well-being and physical well-being of our students. Last but not least, we are student-driven. The welfare of our students is always our top priority. Thus, we do modify our academic in infra and invest in the latest technological know-how and on acquiring management skills from time to time as per the need of the industry. We have navigated the young energetic minds for metamorphosis through academic rigour and imbibing corporate soft skills & ethical values to get accommodated in the current professional scenario. I feel that actions should speak volumes better than words for adding laurels to our ongoing legacy. I am culminating with this sincere gratitude towards all our stakeholders who have shown trust in us.

Thank you.



Dr. Vikram Bali (B.Tech., ME, P.hD)

HoD's Message

It gives me immense pleasure to note that the MBA Department of IMS Engineering College is bringing out the annual departmental magazine “News Letter”. We believe in “Total Transformation Together”.

No doubt investing time in the transformation is the best investment one can do. The Academic activity is continuously geared up and monitored to cope-up with emerging trends. The Department aspires to combine superior educational standards with industrial service. Our goal is to be known as a cutting-edge, industry-leading Management department. Our objective is to give students a blend of academic and real-world experiences that will prepare them to meet a range of social requirements. Students in our department receive the greatest possible training to work as Project Managers, Team Leaders, or Entrepreneurs in the business world. I have no doubt that many of the students in our department will go on to achieve great things in the field of Management both domestically and abroad. I wish Good Luck for the bright Future!!



Dr. Meenu Baliyan (Ph.D MBA)



Independence Day

On August 15, 2023, IMS Engineering College celebrated India's 77th Independence Day. It is a remarkable day when we honour and respect all our freedom fighters who fought for India's freedom. The atmosphere was filled with happiness and Pride, magnified by the celebration of "Azadi ka Amrit Mahotsav" as India commemorated this special occasion. The event commenced with the uplifting



movement of hoisting the flag graced by the presence of Dr Vikram Bali director of IMSEC Ghaziabad. In his inside full address Dr Bali emphasized the significance of guiding young minds towards the right path, highlighting that the progress of the institute would contribute to the Nations advancement in the years to come mesmerizing performances by the students added and extra layer of Charm to the event. Following the festivities, a plantation drive to place, featuring the active participation of Director Dr. Vikram Bali, HODs and faculty members. hoisting the flag graced by the presence of Dr Vikram Bali director of IMSEC Ghaziabad. In his inside full address Dr Bali emphasized the significance of guiding young minds towards the right path, highlighting that the progress of the institute would contribute to the Nations advancement in the years to come mesmerizing performances by the students added and extra layer of Charm to the event.



Orientation Program

Under the exemplary leadership of the Honourable Director, IMS Engineering College, Prof. (Dr.) Vikram Bali, we organized the AAROHAN 2K23 – The Orientation Programme for MBA with a bang!

The program commences with the ceremonial Lamp Lighting, graced by the presence of our esteemed Director, Dr. Vikram Bali, and the heads of our departments – Dr. Meenu Baliyan, HOD MBA takes the stage to introduce the brilliant minds of the MBA Department’s faculty and share some remarkable achievements of both the department and talented students.

To conclude this incredible session, we have the privilege of hosting a talk by esteemed Guest Speaker, Dr. Shailja Grover – a Data Scientist and ZED Master Trainer from the Ministry of MSME, Government of India. This was followed by campus visits of students so as to familiarize them with the various advanced facilities of the campus. Last but not least, we’ll express our heartfelt gratitude with a Vote of Thanks delivered by Dr. Nitin Mohan. AAROHAN 2023 promises to be an event fill’d with knowledge, inspiration, and networking opportunities. Memorable start to your MBA journey!



Kalash Yatra

A massive “Amrit Kalash Yatra’ under the “Meri Maati, Mera Desh “campaign was organised by the IMS Engineering College, Ghaziabad with full favour and respect. The National level programme is initiated by the Hon’ble Prime Minister Narendra Modi. Under the Meri Mati Mera Desh’, (MMMD) campaign “Amrit Kalash Yatra” was organized by National Service Scheme (NSS) of Swami Vivekanand Subharti University under which all volunteers of the four unites and other college students became the part of this prestigious Kalash Yatra.

MBA Department organized Amrit Kalash Yatra on 11-10-2023 with full enthusiasm. The program aims to emotionally connect every student with the idea of creating a great India. Our esteemed Director Dr. Vikram Bali, Head of the department, Dr. Meenu Baliyan, faculty members and students took part in such a wonderful ritual. Every student brought small amount of rice from their houses. The program was started by the Director by putting rise in a beautiful, decorated Kalash. Head of the Department, faculty members and students were very enthusiastic in putting rice into the Kalash and then Yatra began with transferring the Kalash from one student to another and taken round of the whole college with the hailing of slogans including ‘Bharat Mata Ki Jai’, ‘Meri Mati Mera Desh’, ‘Not me but You’ and many more to encourage other students of various streams in creating the great India.



Dynamic Business Plan

The Kaizen Club recently organized a dynamic Business Plan activity that brought together the brilliant minds of our 1st and 2nd-year MBA students. In this entrepreneurial challenge, our participants formed groups, and it was awe-inspiring to witness their strategic thinking and business acumen at play.

Our 2nd-year MBA students demonstrated exceptional prowess, securing the prestigious 1st prize for their innovative business plan. Their proposal not only reflected a deep understanding of market dynamics but also showcased a keen sense of adaptability and foresight. But the surprises didn't stop there! Our 1st-year MBA students exhibited remarkable talent as well, earning the 2nd prize for their thoughtfully crafted business plan. It's clear that our future business leaders are off to an incredible start! The Business Plan activity, with its competitive edge, undoubtedly contributed to the holistic development of future business leaders within the Kaizen Club community.

We are immensely proud of all the participants and winners, and we can't wait to see the incredible journeys that lie ahead for each of you. Congratulations to all the participants, and a special salute to our 2nd-year MBA students and 1st-year MBA students for their remarkable achievements. You are the future business leaders, and we're thrilled to be a part of your journey.



Workshop on power BI

Power BI is a collection of software services, apps, and connectors that work together to turn your unrelated sources of data into coherent, visually immersive, and interactive insights. Your data might be in Excel spreadsheet, or a collection of cloud-based and on-premises hybrid data warehouses. Power BI lets you easily connect to your data sources, visualize and discover what's important, and share that with anyone you want.

MBA II year students had an incredible learning experience at this workshop. DR. Meenu Baliyan, HOD of MBA at IMS Engineering College, Ghaziabad led the way to empower future business leaders. The workshop provided valuable insights and hands-on experience, leaving the students well- equipped for the data- driven world of business.

IMS ENGINEERING COLLEGE, GHAZIABAD
NAAC Accredited & NBA Accredited Programme | Approved by AICTE, New Delhi & Affiliated to AKTU, Lucknow

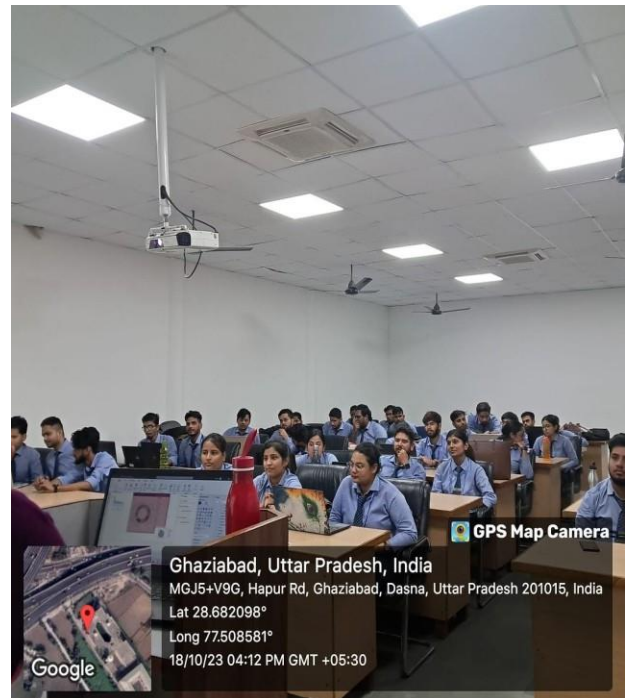
Department of MBA
is organizing
Workshop
on
Power BI

Speaker
Dr. Meenu Baliyan
HOD MBA

VENUE :
SYNDICATE ROOM

18th - 19th Oct., 2023 02.00 PM - 04.00 PM

NH-09, Adhyatmik Nagar, Distt: Ghaziabad, Uttar Pradesh-201015
Landline Number: 0120-4940000 | Toll Free: 1800-102-8393
Email ID: enquiry@imsec.ac.in | www.imsec.ac.in



Pledge taking ceremony

“Manpower without unity is not a strength; it has to be harmonized and United properly in a particular blend for metamorphosis to a spiritual power.”

Remembering Sardar Patel’s vision for a United India, Department of MBA IMS Engineering College, Ghaziabad observed and celebrated the birth anniversary of Sardar Vallabhbhai Patel and Rashtriya Ekta Divas as an integral part of Meri Mati Mera Desh campaign. The stakeholders were immensely instrumental for being a part of collaborative Rashtriya Ekta Divas pledge on



peace and solidarity. MBA 1st and 2nd year students have taken the national Unity Day pledge on skill India Digital. This initiative, launched by the Union Minister for skill development and entrepreneurship, underscores the importance of preserving unity, integrity and security in our diverse nation. By taking this pledge our students have not only committed to personal growth, but I have also declared there and waving support for our beloved nation.

Expert talk on unlocking inner potential

On 17th October (AAROHAN 2K23) we kicked off the day with some incredible insights from Mr. Sarthak Malakar, Chief Manager of Bank of Baroda, and Mr. Sulabh Jain, Senior Manager of Bank of Baroda. They shared their wisdom on the world of General Banking and Finance.

After the enlightening morning, we delved into a truly spiritual experience with **Mr. Brahma Kumar Piyush** from Brahma Kumari. His session aimed to help students find inner peace and de-stress, leaving everyone feeling rejuvenated and spiritually uplifted. Our MBA Second Year students along with dedicated faculty members took charge of the afternoon with a series

of exciting Management Games. These games were designed to not only test your strategic thinking but also foster teamwork and leadership skills.

Smart Investor Awareness Program

The department of MBA hosted a Smart Investor Awareness Program featuring Dr. Birendra Prasad, Managing Director of NLSAS, Delhi NCR for the 1st year MBA students. The event aimed to educate participants on astute investment practices in the dynamic financial landscape. Dr. Prasad, a seasoned expert in finance, shared invaluable insights on navigating investment opportunities, risk management, and understanding market trends.



The program focused on empowering attendees with the knowledge and tools needed to make informed financial decisions. Dr. Prasad's engaging presentation highlighted key aspects of smart investing, fostering a deeper understanding of financial markets. IMSEC's commitment to financial literacy and empowerment was evident in this well-organized event, contributing to the development of a more financially savvy community.

We want to extend our heartfelt gratitude to all the participants who made our SMARTs Investors Awareness Programme a resounding success! We were honored to have Dr. Birendra Prasad, Managing Director of NLSAS, Delhi NCR, as our distinguished resource person. His expertise and insights enriched our understanding of the financial world. Special thanks to Prof. (Dr.) Vikram Bali, Director, IMS Engineering College and Dr. Meenu Baliyan, HOD, Department of MBA, IMS Engineering College, for her valuable contribution in organizing this informative session.



Workshop by HOD (MBA)

Department of MBA hosted an enlightening workshop led by our Desteemed Head of Department, Dr. Meenu Baliyan. This workshop was tailored to the academic needs of 1st and 2nd-year students, with a primary focus on clarifying doubts about mini-projects and the summer internship program.

Under Dr. Meenu Baliyan's expert guidance, our students gained invaluable insights into executing their mini-projects. They received essential direction on topic selection, research methodologies, and project timelines. This workshop was truly transformative for our students, providing them with a clearer vision of their academic journey and career development. It has significantly enriched their overall educational experience at IMSEC.



Financial Analysis Presentation

Urbanity Club organized a thrilling Financial Insight Challenge on 26th October for MBA first and second-year students dived into analyzing the financial statements of renowned companies, guiding investors on their investment decisions. Dr. Sapna Kumari led the event as Faculty Coordinator, with student coordinators Mr. Gautam Rastogi and Ms. Harshita. MBA I and II-year students participated with full enthusiasm. Each team prepare a unique presentation on different companies.

The results are, Team Airtel claimed the top spot, while Team TCS secured second place.

At the end, Dr. Meenu Baliyan, HOD MBA at IMSEC, appreciates the outstanding initiative of our students and faculties.



NUKKAD NATAK

Spreading the Drama, Not the Drama! Watch as we bring the streets to life with a powerful nukkad natak performance that's a blend of art and activism. Nukkad Natak in English is known as Street Play and as the name implies, are presentations or acts in an open



area in mostly large groups. Anyone can watch it free of cost and is mainly designed for common people. “Unleashing the Power of Drama: Nukkad Natak Takes Center Stage at Our College! To make people aware about the anti-corruption a “Nukkad-Natak” activity was organized by MBA Department on the theme.

“Say no to corruption commit to the nation” In which students participated actively and wholeheartedly. Nukkad-Natak's were performed by the students to portray the sprawling roots of corruption in the society.

Event

At which students participated actively and wholeheartedly. Nukkad-Natak's were performed by the students to portray the sprawling roots of corruption in the society.

PRARAMBHI (Fresher's Party)

Marking the commencement of new beginnings, Prarambh 2K23, the fresher's party of IMS Engineering College on November 8th, 2023, was a remarkable affair. Our distinguished Chief guests, Mr. Kaushlendra Kumar, DY. Regional Manager at Bank of Baroda (Noida Region), Ms. Sugandha Sharma, LEAD-IT APAC (New Delhi), and Mr. Sarthak Malakar, ELSC Head at Bank of Baroda (New Delhi), graced the event with their presence. Under the esteemed patronage of our Director, Prof. (Dr.) Vikram Bali, the inauguration exuded elegance and enthusiasm. The inaugural moments set the stage for our talented 1st-year students, who showcased their prowess through thrilling performances, engaging events and a vibrant DJ night.

From the moment of joining, every student looks forward to the most anticipated college event, the "FRESHER'S PARTY." For all of the freshmen of the 2023-2024 academic year at IMS Engineering College, Ghaziabad, November 8, 2023, will always be remembered as a special day. The day of the newcomers was full of passion, music, dancing, joy, and happiness.

Juniors and seniors came together to celebrate being a member of the college and finally form a link. The welcome of students was very enthusiastic.

The success of Prarambh 2K23 stands as a testament to the cohesive efforts of the entire IMSEC team.

In which students participated actively and wholeheartedly. Nukkad-Natak's were performed by the students to portray the sprawling roots of corruption in the society.



Creative Corner



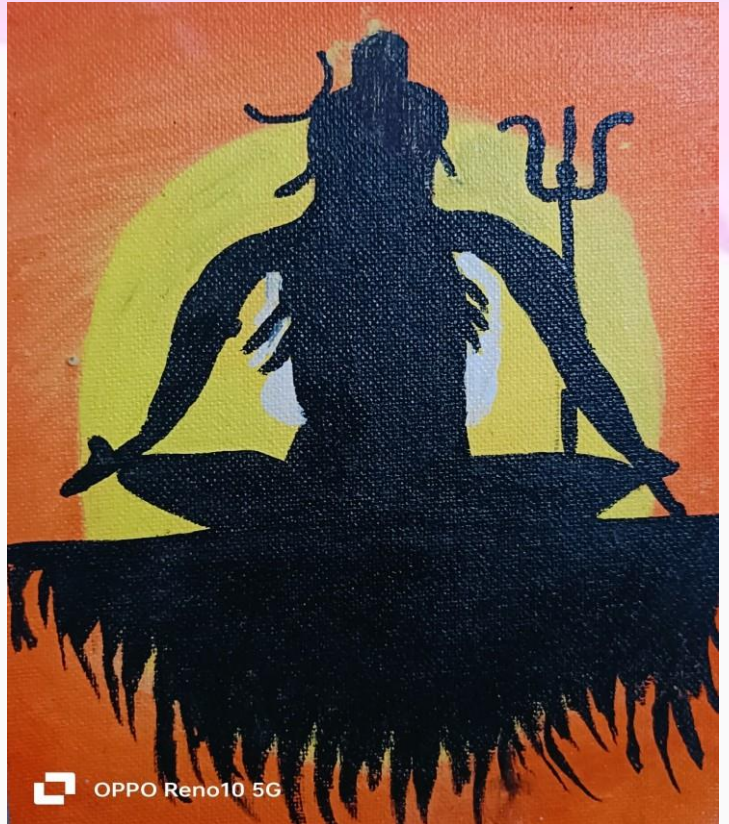
Soni Sharma
MBA 1st Year



Tanu Chaudhary
MBA 1st Year



Toshika Varshney
MBA 1st Year



OPPO Reno10 5G



Nidhi Singhal
MBA 1st Year



17th March Convocation



24th March Holi Festival



Industry Readiness Boot Camp on Tableau

Exciting Announcement! Join us on a transformative journey at the Industry Readiness Boot camp organized by Imagination to Enterprise Club: An Innovation and Entrepreneurship Club! Calling all talented juniors! Our second-year students are thrilled to bring you an exceptional opportunity to boost your skills and prepare you for the dynamic world of innovation and entrepreneurship

Event

Details:

Name: Industry Readiness Boot camp

Organized by: Imagination to Enterprise Club: An Innovation and Entrepreneurship Club

Initiative: Second-year students paving the way for junior success!

Objective: Sharpen your skills and get ready to conquer the industry.



MBA student attending the prestigious secretary session at FICCI HES ON 2 December 2023

Congratulations to the 1st-year MBA students of IMSEC College on attending the prestigious secretary session at FICCI HES 2023! Your participation marks a significant step toward enriching your understanding of global business dynamics. Engaging with industry leaders at FICCI HES offers invaluable insights into modern corporate strategies, fostering a deeper comprehension of managerial principles. Embrace this experience to refine your skills, broaden

your perspectives, and lay a robust foundation for your future endeavors in the ever-evolving business landscape. Your proactive involvement reflects a commitment to academic excellence and readiness to thrive in the competitive business world. Keep exploring, learning, and applying newfound knowledge for your holistic development.



The Rise of Virtual Influencers: Exploring the Impact on Social Media Marketing

In recent years, the world of social media has witnessed a fascinating phenomenon: The rise of virtual influencers. These digital avatars, generated by computer algorithms and artificial intelligence, have taken the digital marketing landscape by storm. With their stunning visuals, engaging personalities, and ever-growing follower bases, virtual influencers have become key players in the realm of social media marketing. In this article, we delve into the concept of virtual influencers, their growing popularity, and the impact they have on the world of social media marketing

What are Virtual Influencers?

Virtual influencers, also known as CGI (Computer-Generated Imagery) influencers or digital influencers, are fictional characters created using advanced technologies, including 3D modeling and animation. These avatars are designed to look and act like real individuals, complete with unique personalities, backgrounds, and interests. Virtual influencers are capable of interacting with their audience, posting content, and endorsing products just like human influencers.

The Emergence of Virtual Influencers

The concept of virtual influencers can be traced back to 2016 when Lil Miquela, a virtual character created by the Los Angeles-based company Brud, made her debut on Instagram. With her strikingly realistic appearance and cleverly

curated posts, she quickly garnered a massive following, blurring the lines between reality and fiction. Since then, numerous other virtual influencers have emerged, each bringing its distinct charm and brand collaborations.

The Appeal of Virtual Influencers

Virtual influencers offer a unique allure that traditional human influencers may not possess. Their perfect, airbrushed appearances can capture attention instantly, and their fictional backgrounds allow for crafting intriguing and often aspirational narratives. Moreover, being virtual means they can be controlled entirely, avoiding the unpredictability and potential controversies that human influencers may encounter.

Impact on Social Media Marketing

Authenticity vs. Perfection: The Rise of CGI Influencers has sparked a debate about the definition of authenticity in influencer marketing. While virtual influencers are undoubtedly artificial, they create a sense of perfection and fantasy that resonates with many audiences. On the other hand, some argue that this perfection is inauthentic and may lead to a backlash from consumers seeking more genuine connections with brands.

Creative Brand Collaborations: Brands have recognized the potential of virtual influencers as a means to experiment with creative campaigns. Virtual influencers offer a blank canvas for brands to tell imaginative stories, integrate product placements seamlessly, and push the boundaries of traditional advertising.

Global Appeal and Reach: Virtual influencers are not constrained by physical boundaries or language barriers, allowing them to appeal to diverse audiences around the world. This global reach enables brands to expand their markets and reach out to new demographics they might have otherwise overlooked.

Data-Driven Marketing Insights: The digital nature of virtual influencers enables data collection on an unprecedented level. Brands can analyze audience engagement, preferences, and demographics to refine their marketing strategies effectively.

Conclusion

The rise of virtual influencers has undoubtedly shaken up the world of social media marketing. With their polished appearances, engaging content, and potential for creative brand collaborations, they represent a new frontier in the influencer marketing landscape. As technology continues to advance, we can expect virtual influencers to become even more sophisticated and influential in shaping consumer behaviors. However, as the debate over authenticity and realism lingers, it remains to be seen how virtual influencers will coexist with human influencers and what the future holds for this captivating trend in social media marketing.



**NAME – Prem Gupta
MBA sec (B).**

Walt Disney

Walt Disney, born on December 5, 1901, was an American entrepreneur, animator, voice actor, and film producer. He co-founded Disney Brothers Studio, which later became The Walt Disney Company. Disney's story is one of perseverance, creativity, and innovation.



In the 1920s, Disney created his first successful cartoon character, Oswald the Lucky Rabbit, but lost the rights to the character due to contractual issues. Undeterred, he went on to create one of the most iconic characters in history, Mickey Mouse, in 1928. Mickey Mouse's success led to the creation of other beloved characters such as Donald Duck, Goofy, and Pluto.

Disney's innovative use of synchronized sound in animation resulted in the creation of the first synchronized sound cartoon, "Steamboat Willie," which premiered in 1928 and introduced Mickey Mouse to the world.

Throughout the 1930s and 1940s, Disney produced a series of groundbreaking animated films, including "Snow White and the Seven Dwarfs" (1937), the first full-length cel-animated feature in motion picture history, followed by classics

like “Pinocchio” (1940), “Fantasia” (1940), “Dumbo” (1941), and “Bambi” (1942).

In addition to animation, Disney expanded into live-action films and television production. He pioneered the concept of Disneyland, the world’s first theme park, which opened in Anaheim, California, in 1955. Later, he envisioned and began planning Walt Disney World Resort in Florida, which opened in 1971, after his death.

Disney’s legacy extends far beyond his films and theme parks. His vision and creativity revolutionized the entertainment industry, and his company remains a global leader in animation, film production, theme parks, and media conglomerates. Walt Disney passed away on December 15, 1966, but his impact on the world of entertainment continues to inspire generations

NAME – Vikas Pandey
MBA sec (B)



Addressing Agricultural Waste: The Imperative of Stubble Burning Alternatives and Crop Recycling Initiatives

In the wake of every harvest season, swathes of agricultural land across India are shrouded in smoke, a consequence of the widespread practice of stubble burning. This practice, while seemingly expedient for farmers seeking to clear their fields for the next sowing season, has far-reaching environmental and health consequences.

The smoke emanating from burning agricultural residue, primarily paddy straw, pollutes the air, leading to respiratory issues, smog, and exacerbating existing health conditions like asthma and bronchitis. The burning also releases harmful greenhouse gases, contributing to climate change. Additionally, the practice depletes the soil of essential nutrients, hindering long-term agricultural productivity.

Therefore, addressing this issue necessitates a multi-pronged approach that explores and implements sustainable alternatives to stubble burning and promotes crop residue recycling initiatives.

Alternatives to Stubble Burning:

Mechanical Shredding: Employing machinery to shred the paddy straw into smaller pieces allows for quicker decomposition and incorporation into the soil, enriching it with organic matter.

Bio-decomposition: Promoting the use of microbial decomposers can accelerate the natural breakdown of straw, eliminating the need for burning.

Balers and Super Straw Managers: These machines collect and package the straw for various purposes like animal bedding, mulch, or even industrial applications like biofuel production.

Composting: Large-scale composting facilities can convert agricultural waste into nutrient-rich compost, a valuable fertilizer for sustainable farming practices.

Paper Production: Utilizing paddy straw for paper production reduces dependence on virgin wood pulp, promoting sustainable forest management practices.

The Way Forward:

Implementing these alternatives and initiatives requires collaborative efforts from various stakeholders:

Government: Providing subsidies for machinery, promoting research and development of sustainable technologies, and establishing buy-back programs for baled straw are crucial government interventions.

Farmers: Embracing these alternatives and adopting sustainable practices require education, training, and financial incentives to offset initial investment costs.

Private Sector: Investing in infrastructure for collection, transportation, and processing of agricultural waste can create new business opportunities while addressing environmental concerns.

By adopting a comprehensive approach that prioritizes sustainable alternatives and fosters crop residue recycling initiatives, we can effectively curb the detrimental practice of stubble burning, safeguard public health, protect the environment, and pave the way for a more sustainable and resilient agricultural future for India.

NAME – Shubhi Singh
MBA sec (B)



Ram Mandir Development: A Symbol of Cultural Identity and Religious Harmony

The construction of the Ram Mandir in Ayodhya stands as a monumental moment in Indian history, marking the culmination of a decades-long legal and social saga. The Ram Janmabhoomi-Babri Masjid dispute, which spanned over centuries, found resolution in 2019 when the Supreme Court of India handed over the disputed site to Hindus for the construction of a Ram temple, while also allocating land for the construction of a mosque.

Since then, the development of the Ram Mandir has been a focal point of national attention, reflecting not only religious sentiments but also the aspirations of millions of Indians for unity, peace, and progress. The temple, dedicated to Lord Ram, a revered figure in Hindu mythology, holds profound cultural and spiritual significance for devotees across the country and beyond.



The construction of the Ram Mandir has been undertaken with meticulous planning and execution, adhering to architectural principles and historical references to ensure its grandeur and authenticity. The temple complex, spread over a vast area, will not only house the main shrine of Lord Ram but also feature ancillary structures, including meditation halls, exhibition galleries, and facilities for pilgrims and visitors.

Moreover, the development of the Ram Mandir has sparked a sense of communal harmony and national pride, with people from all walks of life contributing to the endeavor. The project has been funded through voluntary donations from individuals, organizations, and governments, reflecting the collective will of the people to participate in the restoration of a cherished heritage.

The significance of the Ram Mandir goes beyond its religious symbolism; it embodies the ideals of inclusivity, tolerance, and respect for diverse beliefs. The Supreme Court's verdict, which upheld the principles of justice and secularism, paved the way for reconciliation and healing, fostering a sense of unity among communities that had been divided by the contentious issue for generations.

As the construction of the Ram Mandir progresses, it serves as a beacon of hope and inspiration for the nation, symbolizing India's rich cultural heritage and its commitment to pluralism and social cohesion. The completion of the temple complex will not only be a testament to the resilience of the Indian society but also a testament to the power of dialogue, understanding, and mutual respect in resolving complex issues and forging a path towards a brighter future.

JAI SHREE RAM.



NAME – Virat Mittal.
MBA sec (B).

Importance of mental health

Mental health encompasses your social, psychological, and emotional well-being. Your mental health affects how you make decisions, relate to other people, and cope with stress. It also affects how you feel, think, and behave.

Mental health problems can be treated effectively, and many people even recover completely. However, the access to proper care and the stigma attached to mental illness poses a significant barrier for people with mental health issues. Read on to know about the importance of mental health awareness and ways to raise such awareness.

Conditions that require Awareness.

Mental health awareness helps people to understand that they are not struggling alone, and that treatment is accessible, and it can help them. It also removes the stigma attached to mental disorders, allowing people to talk more openly about their issues and actively seek help for their problems. Here are some conditions that require better awareness.

- **PTSD**
- **Substance and alcohol abuse**
- **Anxiety**
- **Depression**
- **Suicidal thoughts**
- **Bipolar disorder**
- **Schizophrenia**

These illnesses have varied symptoms but affect both your own life and the lives of your loved ones. Such disorders can impair your personal, social, and professional skills. People with issues like depression and anxiety may not know how to seek help and could resort to unhealthy and dangerous coping mechanisms. One untreated mental illness may also put you at a risk of developing a co-occurring mental illness that can greatly worsen your situation.

Why is it Important?

There is a stigma attached to mental disorders that prevents people from openly seeking help. People suffering from mental illness are often ostracised, discriminated against, and ridiculed. Raising awareness about mental health conditions like depression and anxiety lets people know that they are not alone, and that help is available. It also encourages people to openly seek help and get timely treatment. Here are the ways in which raising awareness helps:

1. It helps affected people understand their symptoms :

Many people may not even realise that they are experiencing symptoms of untreated mental disorders. Talking about mental health issues lets people know and understand their symptoms and seek early treatment. Some of the signs to look out for include-

- Sudden appetite loss
- Sleeplessness or too much sleep
- Suicidal thoughts
- Substance or alcohol abuse
- Impulsive or careless decisions



If you or your loved one is experiencing any of these symptoms, you should seek immediate treatment from a mental healthcare professional.

2. It helps people get access to more mental health resources and treatment:

People affected by mental illness may not know where they can seek treatment. Raising awareness helps them get access to more mental health resources like hospitals specialising in mental health treatment, behavioural health programs, 12-step addiction treatment programs, inpatient treatment for mental illness, medical help for drug and alcohol abuse, etc. With these resources, you can learn how to maintain your mental health post treatment, prevent co-occurring disorders, and get access to crisis helplines that can keep you safe.

3. It helps break the stigma associated with mental illness:

Raising awareness can break the stigma associated with getting mental health treatment. It ensures that affected individuals are not ridiculed or discriminated against, and that they have proper support. It also ensures that people with mental disorders do not experience any human rights violations.

Ways to Raise Awareness for Mental Health

Here are some effective ways:

1. Talk about it on social media:

Social media platforms like Facebook, Instagram, Twitter etc. are the best forums to talk about mental health and encourage people to be open-minded and positive about matters of mental health.

2. Educate and Share:

Educate yourself and others about mental health. Share what you have learned on a blog or social media. Encourage people to use kind and positive language when talking about mental illnesses like depression and anxiety.

3. Be open about your experience:

If you have struggled with a mental illness and overcome it, share it on various forums so that other people affected by similar illnesses will be inspired to seek help.

4. Volunteer:

Volunteer with mental health organisations and help them organise mental health screening events or free counselling events.

3. Socialize and Talk to People Around

Speak to your loved ones and friends. Ask them how they are really doing and suggest counselling or treatment if you sense that they are showing signs of mental health problems such as depression and anxiety.

Conclusion

Mental health awareness improves the chances for an early intervention, thus helping with quicker recovery. Therefore, awareness is vital to educate people about mental health and letting families of affected individuals know how to get the help they require.

NAME – Shubham Kumar
MBA sec (B).



Tabloid Team



Team Tabloid members names - From left to right:

Amish Kumar Agarwal (MBA section A)
Sakshi Kaim (MBA section B)
Tanu Sangal (MBA section B)
Akanksha Chauhan (MBA section A)
Saloni Singhal (MBA section B)
Manshi Khare (MBA section A)
Shivanshi Chauhan (MBA section B)
Anannya Mishra (MBA section A)
Devansh Sharma (MBA section A)

MBA-2022-2024 BATCH-PLACEMENTS STATUS



ADARSH KUMAR SINGH
Ceasefire



ANUPAM MISRA
Unicommerce eSolutions
Pvt Ltd



ANURAG MOULTA
Bizcon Fintech



AYUSHI SINGH
Chetu.Inc



BHAVYA MALHOTRA
Unicommerce eSolutions
Pvt Ltd



DEEPAK KUMAR TYAGI
Ceasefire,
Dainik Jagran



GAUTAM GUPTA
Ceasefire



GAUTAM RASTOGI
MoneySukh,
Ceasefire



GUNJAN BHATT
BufferCode



ISHA VATS
All-E Technologies,
Ceasefire,
Aevitas Proc, Agicent

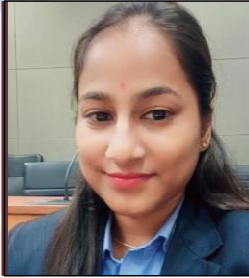


KUNDAN PRATAP
Investosure Consultancy,
Chetu.Inc



MANI BANSAL
Niva Bupa,
BufferCode

Placement



MANSHI GUPTA
Chetu.Inc



MANSI SAXENA
Planet Spark



MANSI THAKUR
Oxybee, Intellipaath



NIDHI KUMARI
Chetu.Inc



NIKITA KHATI
Wipro



NUPUR TAYAL
Investosure Consultancy



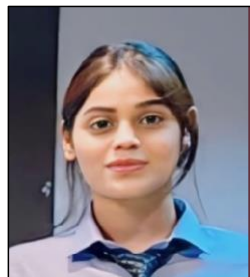
PRACHI MITTAL
Ceasefire



PRASHANT SHARMA
Vardhman Recycling



RISHABH SRIVASTAVA
Ceasefire,
Regalo Kitchen



RIYA KAUSHIK
Ceasefire



SAKSHI SHARMA
Chetu.Inc, Aevitas Proc,
Attero-Recycling

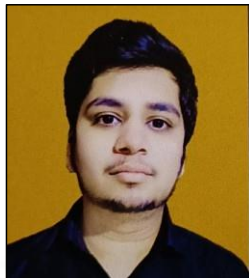


SHIKHAR GUPTA
Dainik Jagran

Placement



SHIVANGI PANDEY
AEVITAS PROCUREMENT



SHOURYA RASTOGI
Niva Bupa,
Vardhman Recycling



SHUBH TYAGI
Kotak Mahindra Bank



TANISHA MITTAL
Vardhman Recycling



UTKARSH RAGHAV
Agicent



VAIBHAV SINGH
Dainik Jagran



VANSHIKA JAIN
Oxybee, Intellipaat,
Vardhman Recycling



VANSHIKA VERMA
All-E Technologies,
Ceasefire



VIKRANT CHAUDHARY
Vardhman Recycling