

# ABHIVYAKTI

अभिव्यक्ति

## Department of Business Administration



[www.MJPRU.ac.in](http://www.MJPRU.ac.in)

महात्मा ज्योतिबा फुले रोहिलखण्ड विश्वविद्यालय, बरेली  
MAHATMA JYOTIBA PHULE ROHILKHAND UNIVERSITY, BAREILLY

**NAAC A++**

**CONGRATULATIONS**

All faculty members, University officials,  
University staff members, Students and  
all the stakeholders of the University for  
NAAC A++ Grade.

- Prof. K.P. Singh  
Vice-Chancellor



Self  
Expression

# MAGAZINE- ABHIVYAKTI

**'Abhivakti'** is the quarterly magazine of Department of Business Administration, MJP Rohilkhand University Bareilly. The departmental magazine is a platform for the students to express their creative pursuit which develops in them, originality of thought and expression. The contents of the magazine reflect the creativity and imagination of our students. Academic excellence along with co-curricular and extra co-curricular activities completes the process of education.

The magazine highlights a glimpse of growth of the department on many fronts. The Department of Business administration has been simply unstoppable in its progress as it has been actively involved in various activities that have brought to light the hidden talents of students. The highly qualified and dedicated members of staff have always carried out their duties with a high level of commitment. This magazine has recorded contributions such as short stories, poems, articles and art work of students.

ABHIVYAKTI

• **Department of Business  
Administration**

# A WORD FROM HEAD & DEAN



It gives me an immense pleasure to note that the Department of Business Administration, MJPRU, is bringing out the Fourth quarterly issue of the departmental magazine.

” Learning is a continuous process from the minute we are born, until we die.” The department provides a platform for every student to develop his/her learning skills through this magazine.

As you scan through the pages, it will enlighten you with the articles related to burning issues. Besides, our budding talents have expressed their thoughts, ideas , aspiration in a creative way. This magazine should be a good source of guidance for the upcoming batches of students in choosing activities of their choice in their future for building their career. I congratulate Teaching staff, editorial board and students of the Department for bringing this edition of Abhivyakti Magazine.

Wish you all the best.



**Prof. Tulika Saxena**

# FOUNDER OF WALL MAGZINE



The idea of Abhivayakti wall magazine was conceptualized by Prof. Raj Kamal way back in 2004 which has been upgraded to the digital version in 2022.

The basic concept was to keep the department and particularly the students abreast of the latest happenings in the business world not only in the domestic market but also around the globe.

Abhivayakti is managed totally by a team of students who work enthusiastically to keep it updated.



• Prof. Raj Kamal

# EDITORIAL TEAM

Self  
Expression



**Dr. Bhawna Saxena**  
Layout Designer

Presenting you the E-magazine 'Abhivyakti'. I thank all the writers of our department who contributed to this issue of the magazine. Please go through the magazine & send us your feedback and suggestions. We look forward for your continued support to the magazine



**Dr. Nandita Sharma**  
Content Provider

I thank the support of our team members & support from our management, faculty and students for article contribution. Please take a moment and read articles . I hope you enjoy reading the magazine.

We make a great team together

# शोभरपुत्री

Hey Guys, Let's check  
new issue, of Wall  
Magazine.

MANAGEMENT STUDENTS

Open website,  
Directly scan  
QR code to  
read articles



# Read Articles



## 1 • **“Together, we stay safe”: A Journey Towards Unity is Progress**

- The article is written by Shubham Tripathi, student of MBA General First Semester. In this article Shubham has discussed the speech delivered by Honorable Prime Minister Narendra Modi.
- Prime Minister Narendra Modi has amplified his "unity" theme by saying that it is the best guarantee for safety. **"Ek rahenge to safe rahenge"**, Modi said while addressing a meeting on the occasion of National Unity Day on Thursday at Kevadia in Gujarat to mark the 150th birth anniversary of Sardar Vallabhbhai Patel. The article is focussing on the purpose behind the thought given by PM Modi in his speech.

- **Shubham Tripathi**
- **MBA General 1<sup>st</sup> Year**



# Read Articles



2

## **Unethical Practices adopting by Nestle Company**

- The article is written by Prachi Prajapati, a student of MBA General first semester. It is the responsibility of each and every organization to follow some code of ethics because they are responsible towards society. Nestle is a renowned Multinational Corporation situated in Vevey Switzerland which was founded by Henry Nestle. Everyone is well aware of the company. In current scenario Nestle has adopted some unethical issues that affects the society as a whole such as child labour, deforestation, use of plastic material etc.
- Prachi has discussed the ethical concerns of Nestle and impact of unethical practices adopted by Nestle.

**Prachi Prajapati**  
**MBA General 1<sup>st</sup> Year**





# Read Articles



3

## International Labour Organization

- The article is written by Prashant Kumar Sharma, a student of MBA General 1<sup>st</sup> Semester. The International Labour Organization (ILO) is a United Nations agency that promotes social justice and human and labor rights. The ILO's mission is to promote decent work for all workers, regardless of where they work. The International Labor Organization (ILO) is devoted to promoting social justice and internationally recognized human and labour rights, pursuing its founding mission that labour peace is essential to prosperity.
- Prashant has emphasized on legislative facts of ILO.

**Prashant Kumar Sharma**  
**MBA General 1<sup>st</sup> Year**



# Read Articles



4

## Artificial Intelligence

- The article is written by Nishtha Gaur, MBA General 1<sup>st</sup> Semester student. Artificial intelligence (AI) is the simulation of human intelligence processes by machines, especially computer systems. Examples of AI applications include expert systems, natural language processing (NLP), speech recognition, and machine vision. Artificial intelligence (AI), the ability of a digital computer or computer-controlled robot to perform tasks commonly associated with intelligent beings. The term is frequently applied to the project of developing systems endowed with the intellectual processes characteristic of humans, such as the ability to reason, discover meaning, generalize, or learn from experience.
- Nishtha emphasised the types of AI along with its importance in current era.

• **Nishtha Gaur**  
**MBA General 1<sup>st</sup> Year**



# Read Articles



5

## **Data Mining: Extracting Value from Data**

- The article is written by Parmita Bhatia, a student of Bachelor of Management Studies. Data mining is the process of extracting valuable information from large amounts of data. It involves using a variety of techniques and algorithms to identify patterns, trends, and anomalies in data. The information extracted from data mining can be used to solve business problems, make predictions, and improve efficiency.
- This article has pointed out data mining in retail companies, healthcare and financial institutions.

- **Parmita Bhatia**
- **BMS III Semester**



# Read Articles



6

## How AI is used in Education

- The article is written by Ananya Agarwal, a student of Bachelor of Management Studies. AI in education refers to the use of artificial intelligence technologies to enhance the teaching and learning experience. This can involve different software and systems that adapt to individual student's learning paces and styles, provide personalized learning experiences, assist teachers with grading and administrative tasks, and offer insights into students' progress and challenges.
- The importance of AI in education comes with AI tools such as educational apps, online tutoring systems, interactive games, and platforms that analyze data to improve educational outcomes. Essentially, the role of artificial intelligence in education is to make education more efficient, generate engaging content, and tailored to each student's needs.
- In this article Ananya has discussed the role of Artificial Intelligence in education sector.

- **Ananya Agarwal**
- **BMS III Semester**



# Read Articles



## Supercomputers

- Khyati Saxena, a student of Bachelor of Management Studies, writes this article. A supercomputer is a high-performance computer system that can solve complex calculations by splitting tasks into multiple parts and working on them simultaneously. Supercomputers are often used for scientific and engineering work that requires extremely fast computations.
- In this article Khyati emphasized the history of supercomputing.

- **Khyati Saxena**
- **BMS III Semester**



# Read Articles



8

## Microsoft Outage

- The article is given by Dhruv Agarwal, a student of Bachelor of Management Studies. A Microsoft outage is when Microsoft services are unavailable due to a technical issue. It comes less than two weeks after a major global outage left around 8.5 million computers using Microsoft systems inaccessible, impacting healthcare and travel, after a flawed software update by cybersecurity firm CrowdStrike.
- Dhruv has emphasized the cause and effect of Microsoft outage in his article.

- Dhruv Agarwal
- BMS III Semester





PHOTO STUDIO



अभिव्यक्ति

Wall Magazine



# OUR CREATIVE STUDENTS TEAM

# अभिव्यक्ति

1



**Shubham  
Tripathi**  
MBA General  
1<sup>st</sup> Year

3



**Prachi  
Prajapati**  
MBA General  
1<sup>st</sup> Year

5



**Ananya  
Agarwal**  
BMS III  
Semester



2



**Prashant  
Kumar  
Sharma**  
MBA General  
1<sup>st</sup> Year

4

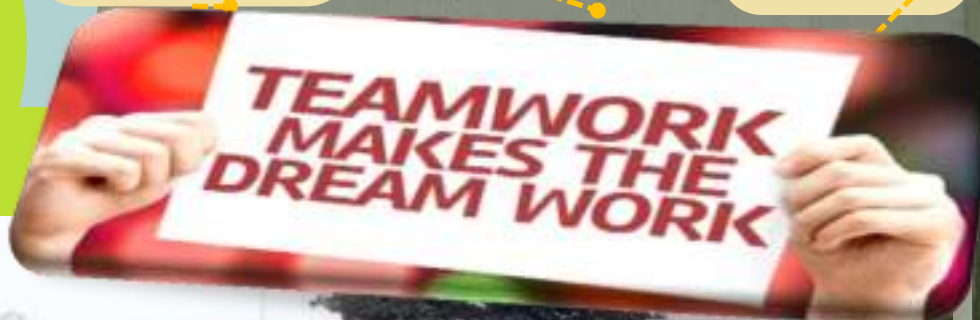


**Nishtha  
Gaur**  
MBA  
General 1<sup>st</sup>  
Year

6



**Parmita  
Bhatia**  
BMS III  
Semester





# OUR CREATIVE STUDENTS TEAM

# अभिव्यक्ति

7



**Khyati  
Saxena  
BMS III  
Semester**

8



**Dhruv  
Agarwal  
BMS III  
Semester**

9



**Jai Singh  
Khelal  
BMS III  
Semester**



**“Coming together is a beginning. Keeping together is progress. Working together is success.”**

**~Henry Ford**



# DIGITAL ISSUE RELEASED



**OCTOBER- DECEMBER, 2022    JANUARY- MARCH, 2023    APRIL-JUNE, 2023**



**July- Sep, 2023**

**OCT-DEC, 2023**

**JAN-MARCH, 2024**



**← APRIL-JUNE, 2024**

**JULY-SEP, 2024** →

**Eight Digital Issue Released**



# अभिव्यक्ति

**THE  
STRUGGLE  
YOU ARE IN  
TODAY IS  
DEVELOPING  
THE STRENGTH  
YOU NEED FOR  
TOMORROW**

**Thank  
you**

• **DEPARTMENT OF BUSINESS  
ADMINISTRATION**