

Self Expression

# ABHIVYAKTI

Quarterly Edition, July-September 2023

## अभिव्यक्ति

FACULTY OF MANAGEMENT  
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



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**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



Pilibhit Bypass Road, M.J.P Rohilkhand University,

## Department of Business Administration



महत्मा ज्योतिबा फुले  
रोहिलखण्ड विश्वविद्यालय, बरेली

**Mahatma Jyotiba Phule Rohilkhand University, Bareilly**  
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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.





# 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**



**Dr. Bhawna Saxena**  
**Layout Designer**

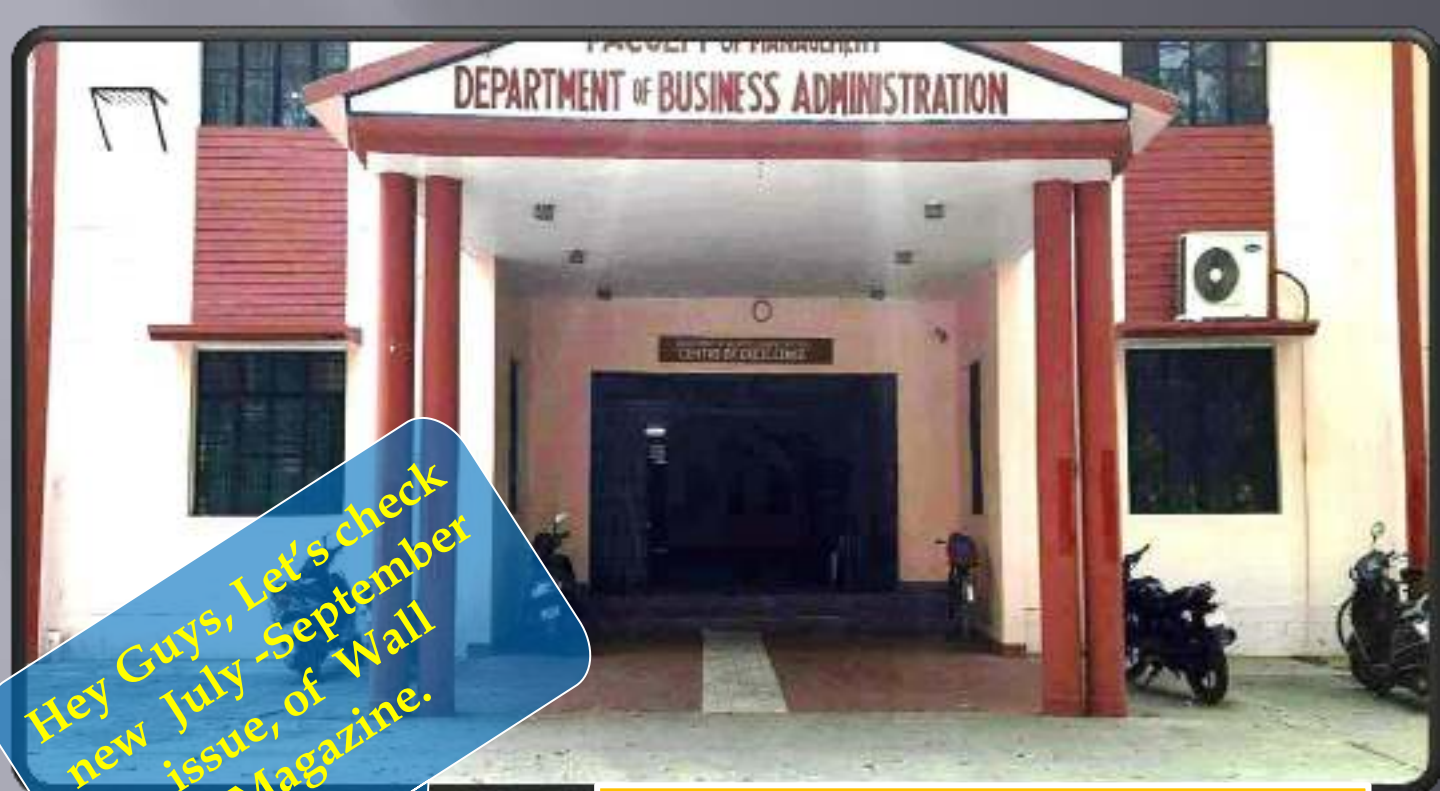
**Presenting you the E-magazine 'Abhivyakti'. I thank all the writers of our department who contributed to this issue of the magazine. Please go through the magazine & send us your feedback and suggestions. We look forward for your continued support to the magazine**



**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.**





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

## MANAGEMENT STUDENTS



Open website,  
Directly scan  
QR code to read  
articles

# Read Articles



1

## ▣ Crypto Currency

- ▣ The article is written by Parmita Bhatia, student of Bachelor of management of Studies 1<sup>st</sup> year. The article has discussed the future growth of crypto currency in India. As everyone knows that crypto currency is the digital currency. It allows people to make payment via online mode.
- ▣ In this digital environment the importance and role of crypto currency is increasing day by day. So the article has mentioned various potentials of crypto currency such as birth and growth, future horizon, hype and realities etc.

**Parmita Bhatia**





# Read Articles



2

## GDP of Northeast States of India

- ▣ The article is written by Dhruv Agarwal, student of Bachelor of Management Studies 1<sup>st</sup> Semester. The article has discussed about the role of Narendra Modi's government in enhancing the GDP of Northeastern region of India.
- ▣ Gross Domestic Product is the standard measure of value added created through the production of goods and services in a country during a certain period. The article has mentioned that Sikkim has played a tremendous role in increasing per capita income of India.

**Dhruv Agarwal**



# Read Articles



3

## Cosmetic Industry

- ▣ The article is written by Khyati Saxena, student of Bachelor of Management Studies 1<sup>st</sup> Semester. In this article she talked about the various Indian and Foreign cosmetic brands.
- ▣ In this article Khyati has given general information about the Chief Executive Officer, Founder and Headquarter of various Indian and foreign cosmetic companies like Lakme, Sugar, Mamaearth, Mac, Loreal etc. The article is very much helpful to make you aware about the knowledge of cosmetic companies.

**Khyati Saxena**





# Read Articles



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## Moonlighting

- ❑ The article is written by Shreyansh Jasoria of BMS 1<sup>st</sup> Semester. Moonlighting refers to the practice of working a second job or starting a side business while still employed at one's primary job.
- ❑ In India moonlighting is not illegal, the legality of holding a second job also known as moonlighting is governed by various labour laws and regulations.
- ❑ The article has discussed various ethical considerations of moonlighting such as dual commitment concern, conflict of interest, legal trust issues etc.

Shreyansh Jasoria



# Read Articles



SCAN ME

5

## Chandrayaan 3: A Catalyst for Economic Growth

- ▣ The article is written by Krishna Mishra, student of Bachelor of Management Studies 1<sup>st</sup> Semester. Chandrayaan 3 is the third mission in the Chandrayaan programme, a series of lunar exploration mission developed by the Indian Space Research Organization (ISRO). It was launched on 14<sup>th</sup> July, 2023. It consists of a lunar lander named Vikram and a lunar rover named Pragyan similar to those launched abroad Chandrayaan-2 in 2019.
- ▣ Krishna has discussed the impact of Chandrayaan 3 success on positive economic growth of India. India has achieved new identity in the whole world after the successful launch of Chandrayaan-3. Krishna has discussed other positive economic outcomes such as skilled workforce and education, Boost to tourism and hospitality etc.

**Krishna Mishra**





# Read Articles



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## Deloitte: Company who can't forget pride

- ▣ The article is written by Ayush Mishra, student of Bachelor of Management Studies 1<sup>st</sup> Semester. Deloitte Touche Tohmatsu Limited commonly referred to as Deloitte, is a British multinational professional service network headquartered in London, England. Deloitte is the largest professional service network by revenue and number of professional in the world and is considered one of the Big four accounting firms along with EY, KPMG and PwC.
- ▣ Deloitte Haskins has been Adani Port's auditor since FY 2018. Deloitte has decided to resign as Adani Ports' Statutory auditor. Deloitte's notes to financial statements as the auditor, both for FY 23 and June Quarter, mentioned that Adani Ports re-negotiated the terms of its container terminal under construction in Myanmar with Solar Energy Limited which resulted in an impairment loss of Rs.1273.38 crore more details are available in article.

**Ayush Saxena**



# Read Articles



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## Personal Data Protection

- ▣ The article is written by Tarun Kumar, student of Bachelor of Management Studies 1<sup>st</sup> year. The Personal Data Protection Bill, 2019 was introduced in Lok Sabha by the Minister of Electronics and Information Technology, Mr. Ravi Shankar Prasad on December 1, 2019.
- ▣ The Bill seeks to provide for protection of personal data of individual and establishes a Data Protection Authority for the same.
- ▣ The article has discussed the key silent features of The Personal Data Protection Bill along with the “Aadhar Case Study”.

**Tarun Kumar**







## Chat GPT Costs and 700,000 Daily, Maker May Go Bankrupt in 2024, says report

- The article is written by Abhishek Kumar, student of Bachelor of Management Studies 1<sup>st</sup> Year. Chat GPT which stands for chat Generative Pre-Trained Transformer, is a large language model based chat developed by open AI and launched on November 30, 2022 that enables users to refine and steer a conversation towards a desired length, formal, style, level of details & language.
- It uses natural language processing to create humanlike conversational dialogue.
- The recent report showed that popular AI model chat GPT daily operational cost is very high. More details are available in research article.

Abhishek Kumar



# Read Articles



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## Sonic Marketing

- ▣ The article is written by Om Patel, student of Management of Business Administration III Semester. Sonic branding refers to the use of a special sound so as to advertise and identify products that are associated with a particular manufacturer. Sonic branding is becoming a strong vehicle through which companies convey memorable messages to their target audience. From catchy snippets of different tunes to non-lyrical sounds, sonic branding takes advantage of the most powerful memory of human brain – sound.
- ▣ In this article he discussed the concept of Sonic Marketing along with the name of companies using the sonic branding to sale their products.

Om Patel





# Read Articles



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## ■ UPI Payments Threatens Tip Culture

- The article is written by Saurabh Singh, student of Management of Business Administration III Semester. Unified Payments Interface (UPI) is a real time payment system in India that enables seamless money transfers from one bank account to another instantly and free of charge through a mobile device.
- According to Economic Times India's digital payments revolution may have inspired the rest of the world, but it has taken a toll on tipping jars in the country's top hotels. With guests increasingly preferring not to carry physical cash, staff at these hotels have seen their tip incomes dwindle.
- Saurabh has focussed on the negative role of UPI payment in the area of hotel industry in this article.

**Saurabh Singh**





## Local FMCG Players Winning Race

- ▣ The article is written by Samarth Agarwal, student of Management of Business Administration III Semester. Major FMCG players in India are looking to tap into the potential of localized food item preference, driving hyper- localization and are experimenting with varied regional cuisines, resulting in a flurry of product innovation.
- ▣ In this article Samarth has explained the role of regional FMCG players in current scenario along with the key success factors.

**Samarth Agarwal**





# Read Articles



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## FMCG India, FMCG Foreign

- ▣ The comparative analysis of Indian FMCG sector and Foreign FMCG sector is done by Abhishek Kumar, student of Bachelor of Management Studies 1<sup>st</sup> Year.
- ▣ In this article he mentioned name, CEO, Head Office, Head Quarter, Product etc. about various companies. This article makes you aware about the general information about FMCG sector.

**Abhishek Kumar**





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PHOTO  
STUDIO







PHOTO  
STUDIO



Wall  
Magazine

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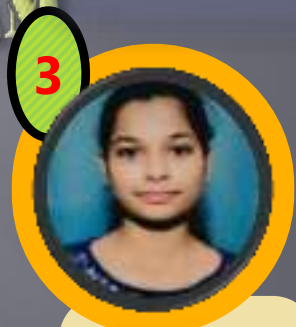


# OUR CREATIVE STUDENTS TEAM

# अभिव्यक्ति



Aditya  
Narayan  
Singh,  
BMS Ist  
Year



Riddhi  
Saxena,B  
MS Ist  
year



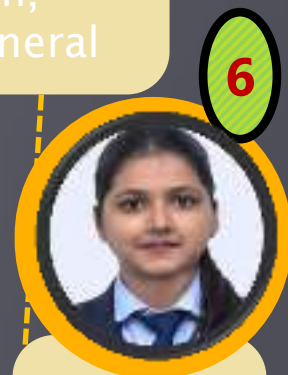
Kritika,  
MBA III  
sem,  
General



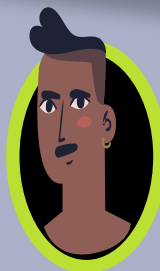
Pragya  
Tiwari,  
BMS Ist  
year



Aryan  
Sukla,  
BMS ,  
IstYear



Shreya  
Tiwari,  
MBA III  
sem,  
Marketing





# OUR CREATIVE STUDENTS TEAM

## अभिव्यक्ति

7



Hera  
Fatima MBA  
1st year  
year  
,General

9



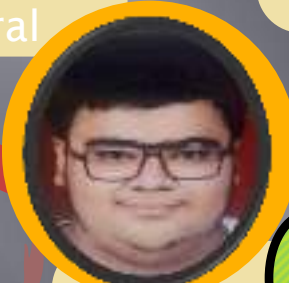
Hira MBA  
1<sup>st</sup> year,  
General

11



Kartik  
Saxena  
MBA 1st  
year,  
General

8



Samarth  
Agarwal  
MBA 1<sup>st</sup>  
year,  
General

10

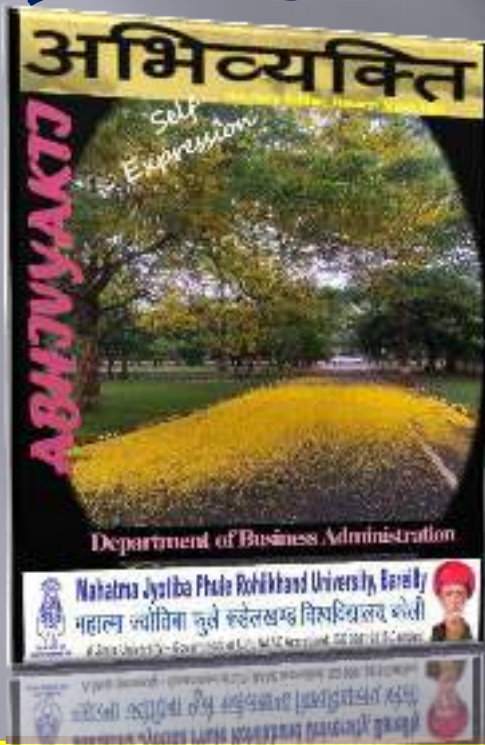


Sanskar  
Rawat MBA  
1st year,  
General



# DIGITAL ISSUE RELEASED

JANUARY- MARCH, 2023



Self  
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APRIL-JUNE, 2023



OCTOBER- DECEMBER, 2022



Four Digital Issue  
Released



# अभिव्यक्ति

THINK POSITIVE  
BECAUSE THOUGHTS  
ARE LIKE THE STEERING  
WHEEL THAT MOVES  
OUR LIFE IN THE  
RIGHT DIRECTION

thank  
you



DEPARTMENT OF BUSINESS  
ADMINISTRATION