

Self Expression

ABHIVYAKTA

Quarterly Edition, October-December, 2023

अभिव्यक्ति

FACULTY OF MANAGEMENT
DEPARTMENT OF BUSINESS ADMINISTRATION

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. A. P. Singh
Vice-Chancellor

Department of Business Administration



Mahatma Jyotiba Phule Rohilkhand University, Bareilly
महात्मा ज्योतिबा फुले रुहेलखण्ड विश्वविद्यालय, बरेली

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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.

ABHIVYAKTI

• **Department of Business
Administration**



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

We make a great team together



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.

DEPARTMENT OF BUSINESS ADMINISTRATION

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

MANAGEMENT STUDENTS

Open website,
Directly scan QR
code to read
articles



Read Articles



1 India-Australia Trade Pact Utilization at Average 90%

- The article is written by Anmol Agarwal, student of BMS 1st Year.
- The utilisation rate of the India-Australia trade pact is estimated at an average of 90 per cent during the first six-months since implementation of the interim trade deal, even as exports, in terms of value, witnessed 25 per cent year-on-year (YoY) contraction during the same time period.
- The student has pointed out the trade pact between India and Australia and its significance.

• **Anmol Agarwal**





Read Articles

2

• Rise and fall of Sahara Chief

- The article is written by Shubhra Prakash, student of MBA 1st year. The article has discussed the journey of Sahara India Group.
- As everybody knows that Sahara India was second largest company after Railways. It has included various businesses such as Airline, Air sahara, Television channels, finance, real state etc.
- One of the biggest financial scams in Indian history, the Sahara scandal involved enormous sums of money, regulatory infractions, and a contentious court dispute. Starting off with a chit fund in a small town in Uttar Pradesh the Sahara Group, a conglomerate with holdings in real estate, entertainment, media, finance, sports, hotels, and more, is where the story starts.

Shubhra Prakash





Read Articles

3

Hackers trick AI with Bad Math to expose its flaws and biases

- The article is written by Khyati Saxena, student of BMS 1st year. The article has discussed about the Hackers trick.
- Producing "Bad Math" is just one of the ways thousands of hackers are trying to expose flaws and biases in generative AI systems at a novel public contest taking place at the DEFCON hacking conference in Las Vegas.

Khyati Saxena





Read Articles

4

- **Tata acquire Air India with winning Bid of Rs. 18,000 G.**
 - The article is written by Pragati Gokhlani, student of MBA 1st Year. The article has discussed the acquisition of Tata of Air India.
 - The Tata Group will take over state-owned Air India, marking a successful end to the government's bid to privatise the national carrier after having failed to sell a majority stake in it in 2018.
 - Tata will pay Rs 18,000 crore to acquire Air India from the government of the total money 15% would go to the government and the rest will go in clearing debt.

Pragati Gokhlani





Read Articles

5

- **India Joins an Elite Club**

- **The article is written by Shubhra Prakash, student of MBA General 1st Year. The article has discussed the India joins an Elite Club.**
- **According to the article India is set to become only the second country after Russia to operate a fast commercial breeder reactor.**
- **The achievement of India has discussed in the article.**



• **Shubhra Prakash**

Read Articles



6

- **New Labour Reforms**

- The article is written by Hira, student of MBA General II Semester. Various legislative, administrative and e-governance initiatives have been taken by the Central Government and State Governments to generate employment and to facilitate ease of doing business.
- The article has discussed about the new labour codes in India towards workers, employees and HR technology.

• **Hira**





Read Articles



Synergy With Hotel Biz to Help ITC Stock Rebound

- The article is written by Ananya Agarwal, student of BMS 1st year. The article has discussed the growing role of ITC in hotel industry
- The board has approved incorporation of a wholly owned subsidiary, to be named ITC Hotels Ltd or such other name as may be approved by the Ministry of Corporate Affairs so as to progress with the proposed reorganisation.
- The proposed reorganisation would ensure continued interest of ITC in the hospitality business, provide long-term stability and strategic support to the new entity in its pursuit of accelerating growth and sustained value creation as also enable leveraging of cross synergies between the company and the new entity.

Ananya Agarwal





Read Articles

8

Why WIFI gets disconnected while doing Banks transactions

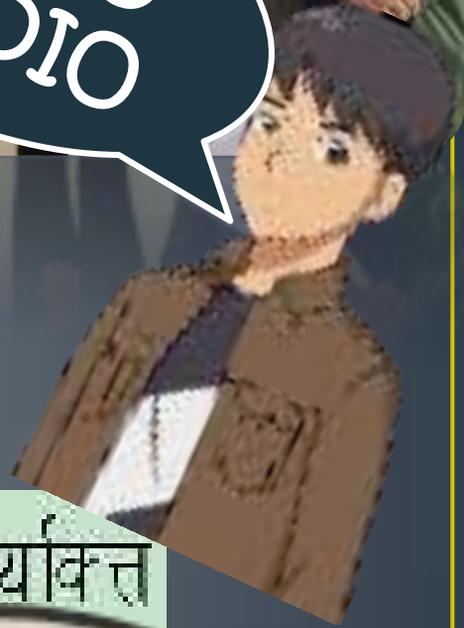
- The article is written by . The article has discussed about the connectivity of Wi-fi while doing bank transactions.
- Wireless standards provide secure and encrypted connections for banking transactions. Mobile banking applications employ robust authentication mechanisms to protect customer data. Enhanced security measures help prevent fraud and unauthorized access.
- The student has emphasized the various factors which played role behind the disconnection of Wi-Fi while using bank transactions such as technical issues. Some important safety concerns related to wi-fi disconnection has also discussed in this article such as incomplete transactions, data privacy, account lockouts, phishing risks, re-authentication and lost funds etc.

Shubhra Prakash



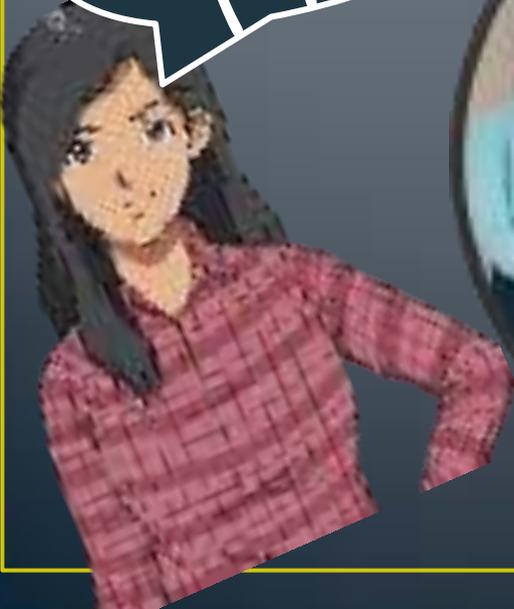


PHOTO STUDIO



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Wall Magazine



OUR CREATIVE STUDENTS' TEAM

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1



Aditya
Narayan
Singh, BMS
1st Year

3



Riddhi
Saxena, BMS
1st year

5



Kritika, MBA
III sem,
General

2



Pragya
Tiwari, BMS
1st year

4

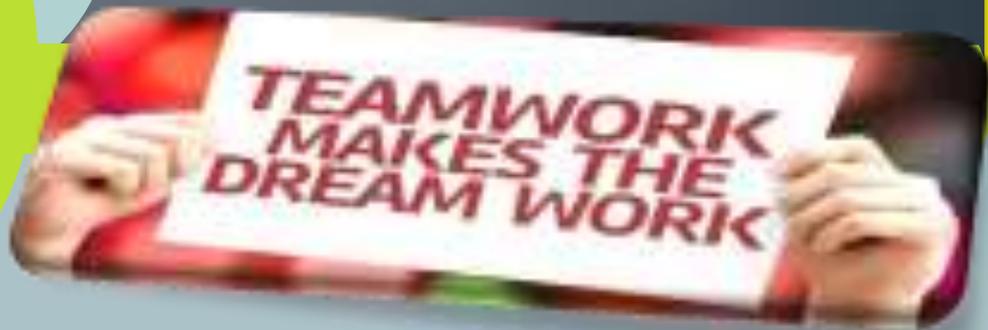


Aryan Sukla,
BMS ,
1st Year

6



Shreya
Tiwari, MBA
III sem,
Marketing

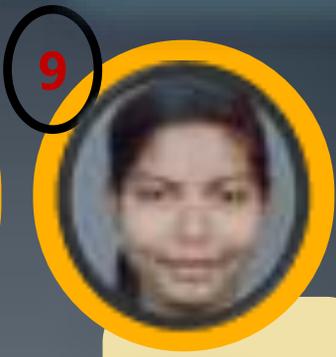


OUR CREATIVE STUDENTS TEAM

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Hera Fatima
MBA 1st year,
General



Hira MBA 1st
year,
General



Kartik
Saxena MBA
1st year,
General



Samarth
Agarwal MBA
1st year,
General

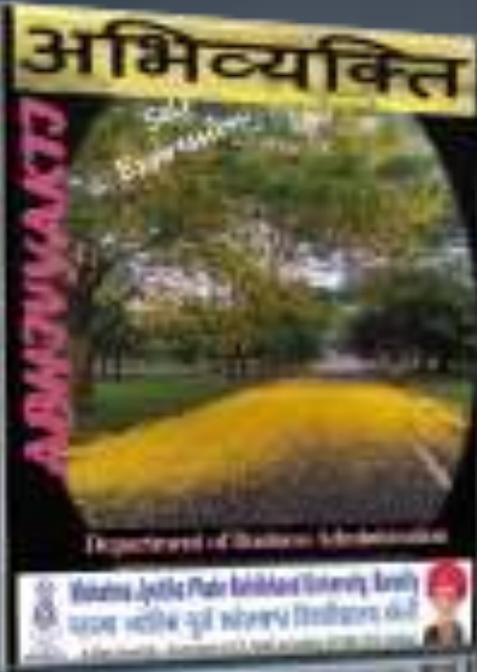


Sanskar
Rawat MBA
1st year,
General

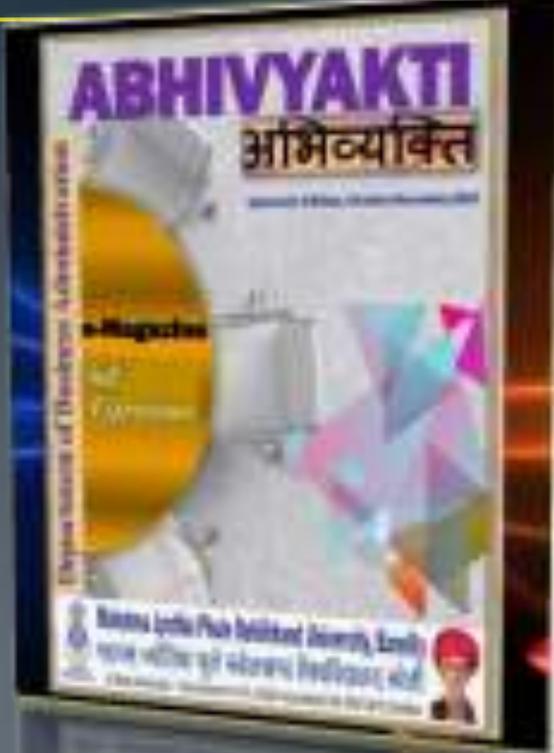


DIGITAL ISSUE RELEASED

JANUARY - MARCH, 2023



OCTOBER- DECEMBER, 2022



OCT-DEC, 2023



APRIL-JUNE, 2023



Expression

Five 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