

# ABHIVYAKTI अभिव्यक्ति

## Department of Business Administration



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

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



**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**



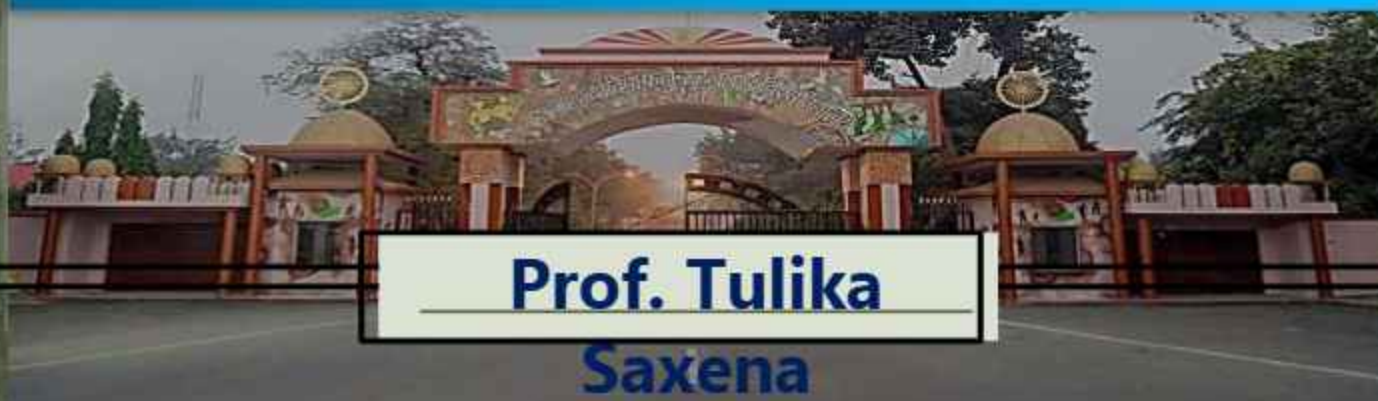


**It gives me an immense pleasure to note that the Department of Business Administration, MJPRU, is bringing out the Fourth quarterly issue of the departmental magazine.**

**" 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



# सोभरपुक्ते

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

**MANAGEMENT STUDENTS**

Open website,  
Directly scan  
QR code to  
read articles





# Read Articles



## India's Dairy Market: Protecting Purity, Preserving Culture

- The article "India's Dairy Market: Protecting Purity, Preserving Culture" is written by Shubham Tripathi, student of MBA General III Semester. As everybody knows that India's dairy market is one of the largest and fastest-growing in the world, playing a crucial role in the country's economy as well as in providing nutrition to its population. Contributing significantly to rural livelihoods, the sector is dominated by small and marginal farmers, with cooperatives like Amul leading the organized segment. India is the world's largest producer of milk, driven by increasing demand for dairy products such as milk, curd, butter, ghee, and value-added items like cheese, flavored milk, and probiotic drinks.
- Shubham has discussed the importance of the dairy market in India and suggested that Indian people should follow the norms of the government in this.

• Shubham Tripathi  
• MBA General II Sem



# Read Articles



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## How AI is Changing Human Resources (HR)

- The article How AI is changing human resource is written by Prachi Prajapati, student of MBA General III Semester. Artificial Intelligence (AI) is transforming Human Resource Management by making it more efficient, data-driven, and employee-focused. It is automating repetitive tasks such as resume screening, payroll, and scheduling, which allows HR professionals to focus more on strategic and people-oriented responsibilities. AI-powered tools are improving recruitment by ensuring better candidate matching, reducing biases, and enhancing the overall hiring experience.
- Prachi has discussed role of AI in recruitment, training and increasing productivity in organization along with some challenges in HR.

**Prachi Prajapati**  
**MBA General II Semester**





# Read Articles



## Tariff by Trump

- The article "Tariff by Trump" was written by Aditi Saxena, a student of MBA General III Semester. The tariffs imposed by former U.S. President Donald Trump were a major aspect of his trade policy, aimed at protecting American industries and reducing trade deficits. His administration placed tariffs on a wide range of imports, including steel, aluminum, solar panels, washing machines, and particularly goods from China. These measures were justified on grounds of national security, unfair trade practices, and the need to encourage domestic manufacturing. While the tariffs were intended to support American businesses and create jobs, they also triggered retaliatory tariffs from other countries, leading to trade tensions and uncertainty in global markets.
- The undertaken article has focussed on the positive and negative aspect of Tariff imposed by US government.

**Aditi Saxena**  
**MBA General II Semester**





# Read Articles



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## • MSME Crisis in India

- The article “MSME Crisis in India” is written by Prachi Prajapati, Student of MBA General III Semester. The Micro, Small, and Medium Enterprises (MSME) sector in India, often called the backbone of the economy, has been facing a severe crisis in recent years. Contributing significantly to employment generation, exports, and GDP, the sector has struggled with challenges such as limited access to credit, rising raw material costs, and delayed payments from larger corporations. The COVID-19 pandemic further worsened the situation, as lockdowns disrupted supply chains, reduced demand, and forced many small businesses to shut down permanently. The crisis not only threatens millions of livelihoods but also impacts India's overall economic growth and competitiveness.
- The article has focussed on the problems facing by MSME in Indian currently.

**Prachi Prajapati**  
**MBA General II Semester**





# Read Articles



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## • E-20 and Its Impact

- The article E-20 and its Impact is written by Humaira Ali, a student of MBA General III Semester.
- E20 refers to a fuel blend consisting of 20% ethanol and 80% petrol, introduced by the Government of India as part of its biofuel policy to reduce dependence on fossil fuels and promote cleaner energy. The adoption of E20 is expected to significantly cut down crude oil imports, enhance energy security, and support the rural economy by creating demand for sugarcane and other crops used in ethanol production. E20 has the potential to lower fuel costs, support farmers, and contribute to sustainable economic growth, provided implementation challenges are effectively addressed.
- The article emphasized on the role of E-20 and its impact.

**Humaira Ali**  
**MBA General II Semester**







## • **Scheduled Commercial Banks**

- The article “Scheduled Commercial Banks” is written by Aditi Saxena, a student of MBA General III Semester. Scheduled Commercial Banks (SCBs) in India are financial institutions that are included in the Second Schedule of the Reserve Bank of India (RBI) Act, 1934. These banks are permitted to operate as per RBI guidelines and enjoy certain privileges such as access to RBI’s refinancing facilities and membership of the clearinghouse. SCBs accept deposits, provide loans, and offer a wide range of financial services to individuals, businesses, and the government.
- Aditi has emphasized the types of scheduled commercial banks in India.

**Aditi Saxena**  
**MBA General II Semester**







PHOTO  
STUDIO



अभिव्यक्ति

Wall  
Magazine





# OUR CREATIVE STUDENTS TEAM

## अभिव्यक्ति

1



**Shubham  
Tripathi  
MBA General II  
Semester**

3



**Prachi  
Prajapati  
MBA General II  
Semester**

4



**Aditi  
Saxena  
MBA  
General II  
Semester**

2



**Humaira Ali  
MBA General  
II Semester**

“



**TEAMWORK  
MAKES THE  
DREAM WORK**





# DIGITAL ISSUE RELEASED



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



**July- Sep, 2023**



**OCT-DEC, 2023**



**JAN-MARCH, 2024**



**APRIL-JUNE, 2024**

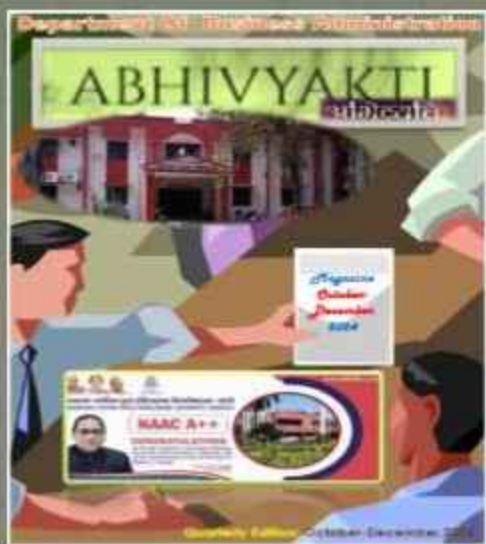
**JULY-SEP, 2024**

**Eleven Digital Issue Released**





# DIGITAL ISSUE RELEASED

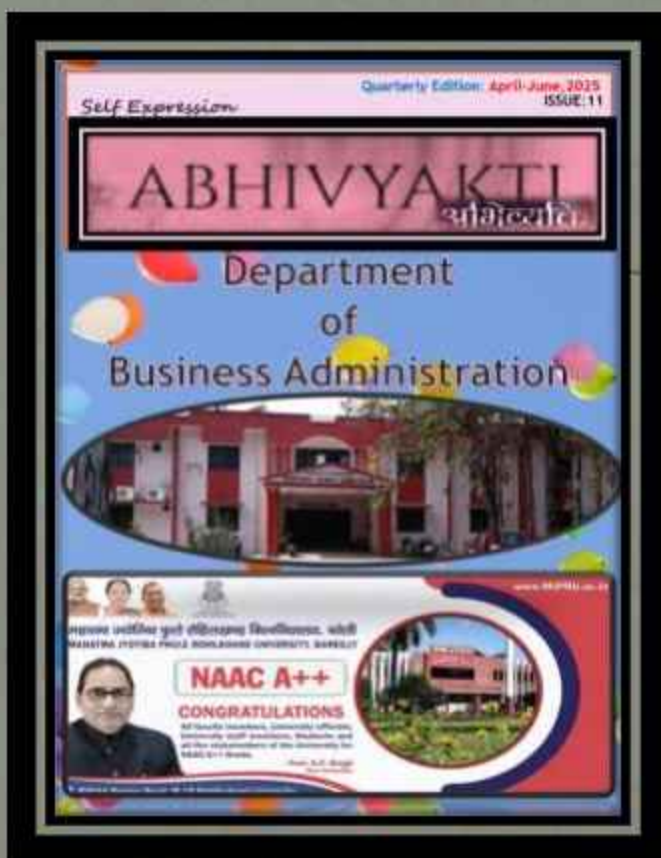


**OCTOBER- DECEMBER, 2024**



**JANUARY- MARCH, 2025**

**April- June,  
2025**



**LATEST  
ISSUE**

**Twelfth Digital Issue  
Released**

# अभिव्यक्ति

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

*Thank  
you*

• **DEPARTMENT OF BUSINESS  
ADMINISTRATION**