



MANIPAL UNIVERSITY  
JAIPUR

VOLUME 5

OCTOBER -  
DECEMBER

2024

## MANAGEMENT INSIGHT NEWSLETTER

BY DEPARTMENT OF BUSINESS  
ADMINISTRATION



## DEPARTMENT OF BUSINESS ADMINISTRATION

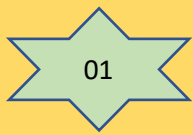
OCTOBER – DECEMBER, 2024

## BUSINESS THOUGHT

**“Try not to become a man of success, but a man of value. Look around at how people want to get more out of life than they put in. A man of value will give more than he receives. Be creative, but make sure that what you create is not a curse for mankind.”**

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## **INTRODUCTION**

The Department of Business Administration was established in 2016. The department fosters excellence in teaching graduate in business administration. Apart from classroom learning, students are given practical exposure through frequent industry interactions and internships with reputed banks and financial institutions, chartered accountants, hotels, and other concerned industries.

## **DEPARTMENT VISION**

The vision of BBA department is excellence in management education with focus on holistic development of students.

## **DEPARTMENT MISSION**

The mission of BBA department are –

- Promotion of inclusive quality management education and lifelong learning.
- Nurturing students and making them competent professionals and responsible citizens with a global outlook.

## **PROGRAMMES OFFERED**

- BBA ( Hons / Hons with research )
- BBA (Business Analytics)
- Integrated MBA

## OUR LEADERS



**DR. N. N SHARMA**  
**PRESIDENT**  
**MANIPAL UNIVERSITY JAIPUR**



**DR.KARUNAKAR A KOTEGAR**  
**PRO PRESIDENT**  
**MANIPAL UNIVERSITY JAIPUR**



**DR. NITU BHATNAGAR**  
**REGISTRAR**  
**MANIPAL UNIVERSITY JAIPUR**



**PROF. (DR) BRAJESH KUMAR**  
**DEAN , FOMC**  
**MANIPAL UNIVERSITY JAIPUR**



**DR. NARENDER SINGH BHATI**  
**HEAD OF DEPARTMENT(BBA)**  
**MANIPAL UNIVERSITY JAIPUR**



**DR. NARESH KEDIA**  
**DEPUTY HOD ( BBA)**  
**MANIPAL UNIVERSITY JAIPUR**

## FROM DEAN'S DESK



I congratulate and convey my best wishes to the Department of Business Administration and the entire editorial team on the launch of the October – December, 2024 newsletter Management Insight.

Our vision is to create World Class Manager and Leaders who will manage and create powerful organizations in the emerging and changing scenarios corporate landscape. The curriculum of different programmes is industry oriented and based on best global practices. Different pedagogic tools not only help our students develop a comprehensive approach and perspective towards business but also enable them with the capability to seize opportunities in a competitive business environment as well.

The aim is to develop students as global citizens, and inculcate qualities like broad-mindedness, respect, and appreciation towards diverse cultures for a life changing experience. We build our students to be initiative-taking, independent, train them through case studies, and by putting them in practical situations for enhancing their decision-making ability – essential to accept leadership roles in the future.



**FROM HOD'S DESK**

**I am pleased to present Management Insight, the newsletter of the Department of Business Administration, October – December, 2024 issue.**

**The department imparts management education for development of a student's personality with humane and global outlook. It also strives to shape students towards academic excellence and provides holistic and professional education relevant to the country's progress in the field of business administration.**

**The newsletter has the details of the development and achievement of department and the students. It is comprehensively designed and will present a broad outlook of the department. Our department has evolved itself with such a pedagogy that enables the students to be future ready with all the required skill set.**

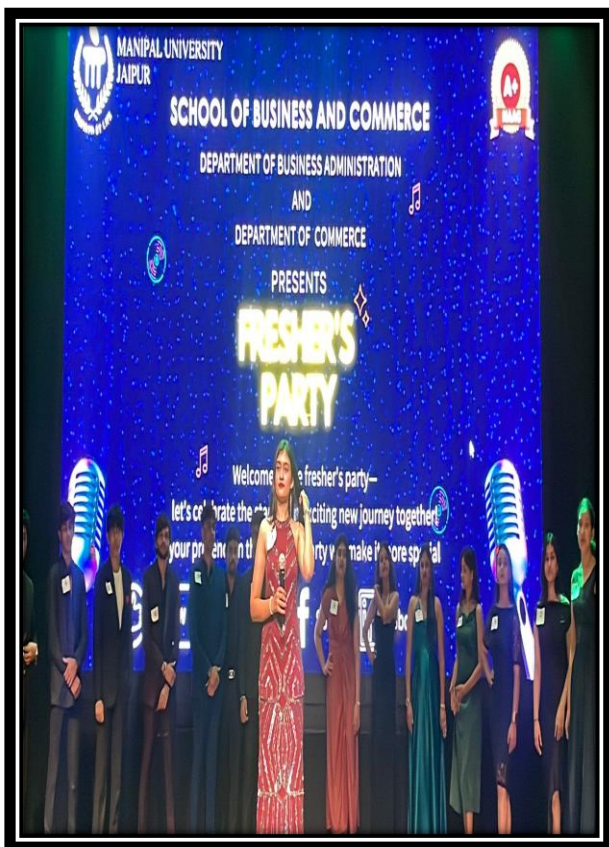
**We follow a comprehensive teaching, learning pedagogy including case-based teaching, business games, simulation exercise, experiential learning expert talks from industry and academia.**

**I congratulate and convey my best wishes to the Department of Business Administration and the entire editorial team on the launch of the newsletter.**

# NEWS & EVENTS

## • FRESHERS PARTY

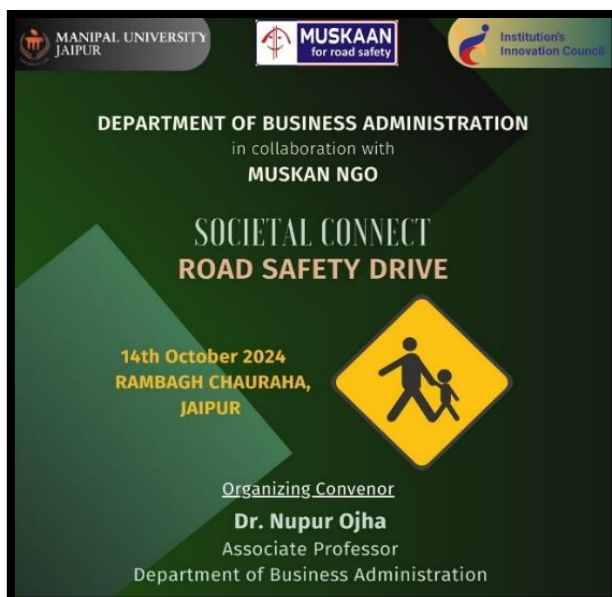
The Faculty of Management and Commerce hosted a vibrant Freshers' Party, designed to warmly welcome newly joined students and create an atmosphere of joy and integration into campus life. This engaging event served as a platform for freshers to showcase their talents, connect with peers, and set the tone for an exciting academic journey ahead. The program began with an enthusiastic gathering of students, greeted with cheers and excitement. A variety of performances filled the stage, featuring singing, dancing, and shayari, which captivated the audience and highlighted the diverse talents within our student body. Each performance was met with applause, fostering a spirit of camaraderie and encouragement among participants.



- Department of Business Administration and Finance club organized national level "FINTECH Olympiad" in online mode. It was open to all University Students. The first round was conducted on 17th October which consisted of Basics and Fundamentals and after that the second round was conducted on 25th October which consisted of the Finale.



- Department of Business Administration, organized a societal connect activity with MUSKAAN NGO Jaipur on 14<sup>th</sup> October ,2024 at Rambagh Chauraha , Jaipur , The activity was a road safety drive during which the students of Business Administration and the representatives of MUSKAAN NGO created awareness about road safety measures, sensible driving and responsible behaviour on road.





- Department of Business Administration organized a five day online workshop titled “Innovative Strategies for Enhancing Student Engagement: Advanced Teaching Pedagogies” from 21<sup>st</sup> to 25<sup>th</sup> October 2024 at Manipal University, Jaipur . The workshop aimed to introduce participants to advanced pedagogical approaches that encourage active participation, critical thinking, and collaboration in the classroom, ultimately enhancing the overall learning experience. The convenors of the workshop were Dr. Alpa Sethi, Dr. Rishi Vaidya, Dr. Aditi Soni & Ms. Deepti Singh.

 **MANIPAL UNIVERSITY**  
JAIPUR

**Faculty of Management and Commerce**  
**School of Business and Commerce**  
**Department of Business Administration**

in collaboration with **MUJ – TEC**  
*is organizing*

**5 Days Online Workshop**  
*on*

**Innovative Strategies for Enhancing Student Engagement:  
Advanced Teaching Pedagogies**

**October 21-25, 2024**

**Resource Persons Details**

 <b>Dr. Rajeshwari Narendran</b> Director NTPC School of Business, Noida <i>Session Date: 21/10/2024 Session Time: 3:00 PM-4:00 PM</i>	 <b>Dr. Neha Sethi</b> Associate Professor School of Management Studies, IGNOU <i>Session Date: 21/10/2024 Session Time: 11:30 AM-12:30 PM</i>	 <b>Dr. Manu Melwin Joy</b> Assistant Professor School of Management Studies, CUSAT <i>Session Date: 21/10/2024 Session Time: 11:30 AM-12:30 PM</i>
 <b>Dr. Nimitha Aboobaker</b> Assistant Professor School of Management Studies, CUSAT <i>Session Date: 21/10/2024 Session Time: 4:00 PM-5:00 PM</i>	 <b>Dr. Leela Rani</b> Associate Professor Department of Management, BITS, Pilani <i>Session Date: 21/10/2024 Session Time: 5:00 PM-6:00 PM</i>	

**Organizers**

 <b>Prof. (Dr) Brajesh Kumar</b> Dean I oMC	 <b>Prof. (Dr) Vijaylakshmi Sharma</b> Director-MUJ-TEC	 <b>Dr Narender S Bhatti</b> HoD, Business Administration	 <b>Dr Naresh Kedia</b> Deputy HoD Business Administration
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**Convenors:**

 <b>Dr. Alpa Sethi</b> Assistant Professor	 <b>Dr. Rishi Vaidya</b> Assistant Professor	 <b>Dr. Aditi Soni</b> Assistant Professor	 <b>Ms. Deepti Singh</b> Assistant Professor
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- School of Business & Commerce organized a one-day online workshop titled "Building Trust: Mastering Banker-Customer Dynamics [Aligning with SDG-4]" on 11<sup>th</sup> October 2024. The objective of this workshop was to explore the significance of the banker-customer relationship in today's dynamic environment and to analyse its economic implication.



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(University under Section 2(f) of the UGC Act)

4 QUALITY EDUCATION

NAAC A+ 3.28 SCORE

*Faculty of Management and Commerce*  
*School of Business & Commerce*  
*Is Organizing*  
*One-Day Workshop On*  
**"Building Trust: Mastering Banker-Customer Dynamics"**  
*[Aligning with SDG-4]*

**Resource Person:**

*Mr. Puneet Kulshresth*  
*Sr. Manager and Credit Analyst*  
*Canara Bank*

*Date: October 11<sup>th</sup> 2024*  
*Time: 2:00 PM Onwards (MS Teams)*

*Dr. Ity Patni (Convener)*  
*Dr. Somya Choubey (Convener)*



- Department of Business Administration conducted an engaging session on "FinTech: Innovation and Future Trends" on 18<sup>th</sup> November, 24 by Mr. Piyush Kumar, Senior Leader – BFSI. He brings a wealth of expertise in the financial technology sector. The session was convened by Dr. Manisha Choudhary.



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# FINTECH

## Innovation and Future Trends

**KEY HIGHLIGHTS**

- Finance, Reimagined.
- Innovate, Invest, Inspire.
- Money, Redefined.
- Finance, Simplified.
- Invest in Yourself.



**PIYUSH KUMAR**  
*Senior Leader - BFSI*

**CONVENER :**  
Dr. Manisha Choudhary  
+91 9782781784



**18th November 2024  
10 am to 1 pm**

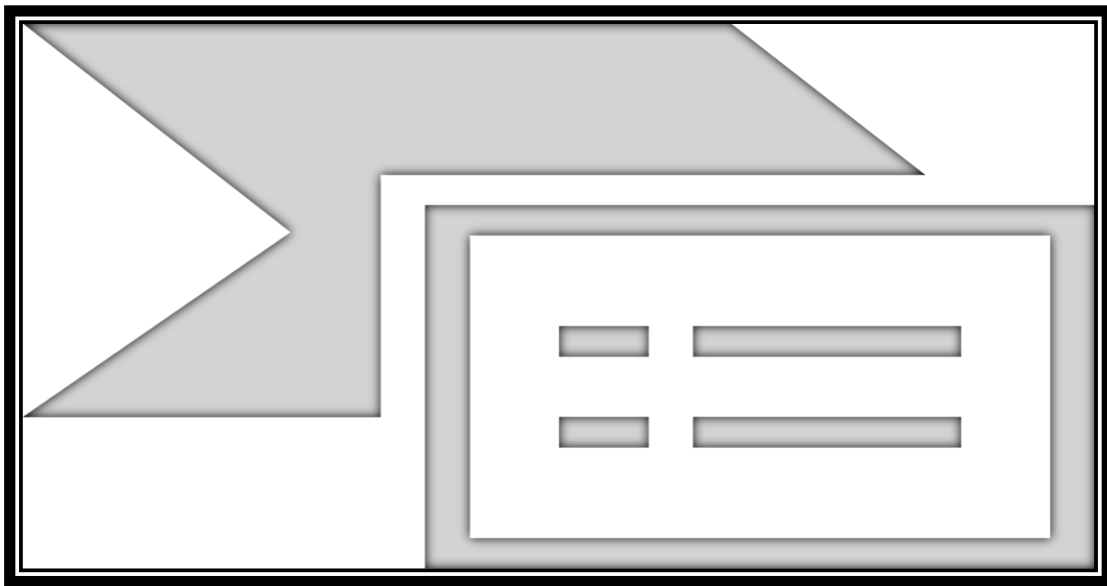
**VENUE :**  
**Conference Hall  
2nd Floor AB 3**






Jaipur.manipal.edu



- Department of Business Administration, School of Business & Commerce, is organized a one-day online workshop titled '*Integrated Approaches to Project Planning & Management: Time, Cost Control, and Financing Strategies*', aligned with *SDG 9 – Industry, Innovation, and Infrastructure*, on 16<sup>th</sup> November 2024. The workshop aims to provide participants with an integrated approach to project planning, management, time & cost control and financing strategies, ensuring effective scheduling, resource management, and timely project completion.



- An expert session was held on B2B Marketing : An overview on 16<sup>th</sup> November ,24 . The session expert was Ms Ishikaa Bedia . The session was convened by Dr. Ritu Toshniwal .

 <b>MANIPAL UNIVERSITY JAIPUR</b> <small>(University under Section 2(f) of the UGC Act)</small>			
<p align="center"> <b>Faculty of Management &amp; Commerce</b>  <b>School of Business &amp; Commerce</b>  <b>Department of Business Administration</b> </p>			
<p align="center"> <b>Expert Session</b>  <b>On</b>  <b>B2B Marketing : An Overview</b> </p>			
		<p> <b>Resource Person :</b>  <b>Ms Ishikaa Bedia</b>          Account Executive          GO MO Group, Pune       </p>	
		<p align="center"> <b>Date: November 16<sup>th</sup> , 2024</b>  <b>Time: 4:00 -6:00 PM on MS Teams</b> </p>	
		<p align="right"> <b>Dr. Ritu Toshniwal (Convener)</b>          Assistant Professor, Department of Business Administration       </p>	



- An expert session was organized on 26 November, 2024 on Microfinance. The session was conducted by M S. Bhavana Sharma, Training Manager – AU Small Finance Bank. It was an insightful exploration of innovations shaping the Microfinance and the trends defining its future. The session was convened by Dr. Mansi Mathur.



- Department of Business Administration in collaboration with Directorate of E cell organized “Vision to Venture: Entrepreneurial Boot Camp Phase II” on 27<sup>th</sup> November. The resource persons for the Boot Camp were Mr. Rahul Vyas, Consultant to Government and Financial Sector Projects and a Government and Business Policy Expert and Mr. Ronak Jain, Founder majestea Marketing and consultant for Branding, Entrepreneurs and Start-up businesses.

- Department of Business Administration in collaboration with DSW and HR Insights Club, jointly organized the CEO Conclave “CEO Secrets: HR Lessons from Industry Tycoons” on 2nd December 2024 for all the students of MUJ .The conclave will serve as a dynamic forum for open discussions and knowledge sharing, where industry leaders will inspire students with their journeys, challenges, and achievements. It also offers an opportunity to network with fellow business pioneers and industry experts in an enriching environment.



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## SCHOOL OF BUSINESS AND COMMERCE

DEPARTMENT OF BUSINESS ADMINISTRATION IN COLLABORATION WITH DSW &

### HR Insights Presents

## | CEO CONCLAVE | CEO SECRETS : HR LESSONS FROM INDUSTRY TYCOONS |

2nd December 2024 | 10 AM – 12 PM |

Venue : Smt. Vasanti R Pai Auditorium

**INDUSTRY TYCOONS**

 <b>MR. ROOBESH MODI</b> FOUNDER & CEO <small>Estatel.com</small>	 <b>MRS. PRIYANKA CHELANI</b> FOUNDER & CEO <small>Expertbella Pvt. Ltd.</small>	 <b>MR. SANJAY JINDAL</b> FOUNDER & CEO <small>Orion Infra Consultancy</small>	 <b>MR. YUGANSH SHARMA</b> FOUNDER & CEO <small>Dosaka</small>
 <b>MS. MEGHA ALLEY</b> FOUNDER & CEO <small>Ginnarsoft, Parent company - CAR Dekho</small>	 <b>MRS. PUJAN GOEL</b> FOUNDER & CEO <small>Veraku</small>	 <b>MR. BIKASH SAHOO</b> FOUNDER & CEO <small>CTPLio</small>	 <b>MR. RAUNAK SINGH MOHNOT</b> CO-FOUNDER & CEO <small>Logavi</small>

<div style="background-color: #007bff; color: white; padding: 5px; margin-bottom: 10px; text-align: center;"><b>Chief Patron</b></div> <div style="text-align: center; margin-bottom: 20px;">   <b>MR. S VAITHESWARAN</b>  <small>Chairperson, MUJ</small> </div> <div style="background-color: #007bff; color: white; padding: 5px; margin-bottom: 10px; text-align: center;"><b>Co-Patrons</b></div> <div style="display: flex; justify-content: space-around; margin-bottom: 20px;"> <div style="text-align: center;">   <b>DR. KARUNAKAR A. KOTEGAR</b>  <small>Pro President, MUJ</small> </div> <div style="text-align: center;">   <b>DR. NITU BHATTACHARYA</b>  <small>Registrar, MUJ</small> </div> </div> <div style="background-color: #007bff; color: white; padding: 5px; margin-bottom: 10px; text-align: center;"><b>Organizers</b></div> <div style="display: flex; justify-content: space-around; margin-bottom: 20px;"> <div style="text-align: center;">   <b>DR. BRAJESH KUMAR</b>  <small>DEAN Faculty of Management &amp; Commerce</small> </div> <div style="text-align: center;">   <b>DR. NARESH SINGH SHAKTI</b>  <small>H.O.D Dept. of Bus. Adm.</small> </div> <div style="text-align: center;">   <b>DR. NARESH KEDLA</b>  <small>DPT, H.O.D Dept. of Bus. Adm.</small> </div> </div> <div style="background-color: #007bff; color: white; padding: 5px; margin-bottom: 10px; text-align: center;"><b>Conveners</b></div> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">   <b>DR. SONAL SIDANA</b>  <small>FACULTY COORDINATOR</small> </div> <div style="text-align: center;">   <b>DR. DEEKSHA ARUJA</b>  <small>FACULTY COORDINATOR</small> </div> </div>	
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- Department of Business Administration organized a Donation Camp in association with PKC Trust "Donate Today Brighten Tomorrow" on 20<sup>th</sup> November, 2024. The donation drive collected clothes, packed food, stationery, food items, books, blankets, gifts, and other essential items for those in need. Students and faculty were requested to donate their extra items, and the response was overwhelming. The event aimed to spread happiness in the lives of those in need, and we are grateful for the generosity and kindness shown by our community.





# RESEARCH

- **Student publication**

Student of BBA IV semester Ms. Yashaswini Sharma presented her research paper titled “Influence of Green Banking on Green Economy: An Approach Towards Sustainable Development” in 1st International Conference on Multidisciplinary Approaches for Sustainable Development in Science & Technology (MASDST-2024) from 28th - 29th March. Her research paper is published in Scopus Indexed book by Taylor & Francis.

- **Faculty Research Publications (October – December ,24)**

Total Number of Publications	10
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# AWARD & ACHIEVEMENTS

## • FACULTY AWARD

Dr. R.K Tailor, Faculty of Department of Business Administration, received an Award of Excellence as an honour of recognition at 75<sup>th</sup> All India Commerce conference of the Indian Commerce Association on “Viksit Bharat @ 2047” held on 20<sup>th</sup> October, 2024.



Dr. Sonal Sidana, Faculty of Department of Business Administration, received an National Excellence Achievers Award as an appreciation for outstanding contributions as an excellent researcher by WELRED Foundation, a Non-Profit organisation on 5<sup>th</sup> October, 24.



- **STUDENT AWARD**

The Faculty of Management & Commerce had organized Award Ceremony for students on 3rd December, 2024 . The awards were given under 2 categories  
a) Academic Excellence Awards b) Non-Academic Excellence Awards.

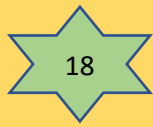




- Ph.D Awarded**

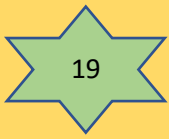
S. No	Name of the Scholar	Supervisor	Title
1	Mr. Sachin Srivastava	Dr. Narender Singh Bhati	A study of factors influencing students behavioural intention toward using online education: an integrated approach.
2	Ms. Sapna Sharma	Dr. Birajit Mohanty	Microfinance and its impact on well-being of borrowers: A study in selected weavers community of Kota district in Rajasthan.



**PLACEMENT AT A GLANCE**

S.No	Name of the student	Course	Company Name	Package
1	Mehul Rajvanshi	BBA	DEUTSCHE BANK	5 LPA
2	Saniya Wadhwani	BBA	DEUTSCHE BANK	5 LPA
3	Aastha Tandon	BBA	DEUTSCHE BANK	5 LPA
4	Aviral Vaid	BBA	DEUTSCHE BANK	5 LPA
5	Shristi Gupta	BBA	DEUTSCHE BANK	5 LPA
6	Lucky Nischal	BBA	DEUTSCHE BANK	5 LPA
7	Komal Kaur Chadha	BBA	DEUTSCHE BANK	5 LPA
8	Jyoti Modani	BBA	DEUTSCHE BANK	5 LPA
9	Chaarvi Gupta	BBA	DEUTSCHE BANK	5 LPA
10	Pooja Jain	BBA	DEUTSCHE BANK	5 LPA
11	Prasidhi Prasad	BBA	DEUTSCHE BANK	5 LPA
12	Sankalp Daga	BBA	DEUTSCHE BANK	5 LPA
13	Gargi Choudhary	BBA	DEUTSCHE BANK	5 LPA
14	Vaidehi Panjwani	BBA	DEUTSCHE BANK	5 LPA
15	Yashaswini Sharma	BBA	DEUTSCHE BANK	5 LPA
16	Poojan Sharma	BBA	DEUTSCHE BANK	5 LPA
17	Priyanshi Bansal	BBA	GENPACT	3.5 LPA
18	Chaarvi Gupta	BBA	GENPACT	3.5 LPA
19	Laxita Vasnani	BBA	GENPACT	3.5 LPA
20	Priyanshi Agrawal	BBA	GENPACT	3.5 LPA
21	Pooja Jain	BBA	GENPACT	3.5 LPA
22	Vaibhav Shekhawat	BBA	GENPACT	3.5 LPA
23	Aastha Tandon	BBA	GENPACT	3.5 LPA
24	Piyush Vijayvergiya	BBA	GENPACT	3.5 LPA





# **FACULTY ARTICLE**



**Dr. SAROJ KUMAR RANJAN**

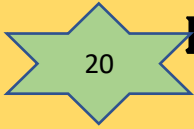
Assistant Professor

## **Green environment**

The Importance of a Green Environment for Sustainable Development In today's world, the importance of maintaining a green environment has never been more crucial. As global populations continue to rise and industrial activities expand, the need for sustainable practices to protect the environment has become a critical concern.

### **1. \*Environmental Health\***

The most obvious benefit of a green environment is the improvement in environmental health. Clean air, water, and soil are fundamental to the survival of all living organisms.



### **\*Biodiversity Conservation\***

A green environment plays a vital role in maintaining biodiversity. Biodiversity refers to the variety of life forms within an ecosystem, including plants, animals, fungi, and microorganisms. Healthy ecosystems, such as forests, wetlands, and oceans, support this diversity by providing essential habitats and food sources.

### **\*Promoting Green Practices\***

Individuals, businesses, and governments all play a role in creating a greener environment. Some practical ways to promote green practices include:

- **\*Reduce, Reuse, Recycle\***: Minimizing waste by reusing materials and recycling helps reduce landfill waste and saves resources.
- **\*Energy Efficiency\***: Switching to energy-efficient appliances and supporting renewable energy sources like solar and wind power.
- **\*Sustainable Agriculture\***: Supporting organic farming practices and reducing the use of chemical pesticides and fertilizers.
- **\*Green Spaces\***: Developing urban green spaces such as parks, gardens, and green rooftops enhances air quality, supports wildlife, and provides recreational opportunities.
- **\*Education and Awareness\***: Raising awareness about the environment .

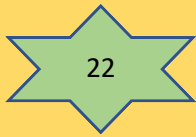
**STUDENT ARTICLE****SAKSHAM JAIN****BBA****AI Technology**

AI refers to the simulation of human intelligence in machines that are programmed to think, reason, and learn like humans. AI technologies use algorithms and models to process data, recognize patterns, make decisions, and continuously improve over time. The three main branches of AI are:

1. **\*Machine Learning (ML)\*:** A subset of AI that allows systems to learn from data and make decisions without explicit programming.
2. **\*Natural Language Processing (NLP)\*:** AI's ability to understand and generate human language, making interactions with machines more intuitive.
3. **\*Robotics and Computer Vision\*:** Robotics involves creating intelligent machines that can perform physical tasks, while computer vision allows machines to interpret and understand visual data.

**Key Areas of AI Application**

**Healthcare\*:** AI has revolutionized medical diagnostics, personalized treatments, and drug discovery. AI-powered systems **ANALYZE** vast amounts of medical data, providing doctors with insights that can lead to faster and more accurate diagnoses. For instance, AI is being used to detect cancers in radiology images or predict patient deterioration in hospitals.



# **EDITORIAL TEAM**



**DR. NARESH KEDIA**  
**DEPUTY HOD**  
**MANIPAL UNIVERSITY JAIPUR**



**DR. MANSI MATHUR**  
**ASSISTANT PROFESSOR**  
**MANIPAL UNIVERSITY JAIPUR**

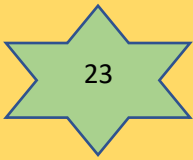


**AYUSHI CHARAN**  
**STUDENT**  
**MANIPAL UNIVERSITY JAIPUR**



**ANJALI SRIVASTAVA**  
**STUDENT**  
**MANIPAL UNIVERSITY JAIPUR**





**FEEDBACK AND SUGGESTION FORM –**

**KINDLY GIVE YOUR FEEDBACK AND SUGGESTION BELOW –**

**NAME:**

**CONTACT NUMBER:**

**FEEDBACK:**

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**SUGGESTIONS:**

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**FOR SUGGESTIONS: [mujbbanewsletter@gmail.com](mailto:mujbbanewsletter@gmail.com)**