



UNLEASHING EMPOWERED MINDS



September 2024
Volume 2 Issue 1

BUSINESS BEACON

DEPARTMENT MAGAZINE
SCHOOL OF MANAGEMENT

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Message from **Vice Chancellor's Office**

Warm Greetings,

As we eagerly anticipate the latest edition of our Management department newsletter, it is with great enthusiasm that I extend a heartfelt welcome to our esteemed faculty, dedicated students, diligent staff, and accomplished alumni. Your unwavering commitment continues to strengthen our Management community, making it a beacon of leadership, innovation, and excellence. In today's rapidly evolving business environment, our department stands as a leader in shaping future managers and entrepreneurs.

The articles, case studies, and personal experiences shared within this newsletter highlight the remarkable achievements and dedication of our community. From innovative research projects that push the boundaries of business thinking to impactful initiatives that drive positive change, each contribution is a reflection of the spirit that defines our department. This newsletter is more than just a collection of pages; it is a testament to our collective journey and growth.

As we celebrate our successes, let us also embrace the challenges that drive us forward. Remember, adversity is not a roadblock but an opportunity for growth and learning. In the ever-changing landscape of business and management, interdisciplinary collaboration is essential. The integration of management principles with other fields fosters innovation that transcends traditional boundaries.



I encourage you to seek out partnerships that bring fresh perspectives and drive meaningful breakthroughs. Our students are at the heart of our achievements. Your curiosity, passion, and determination are what define the legacy of our department. Embrace every learning opportunity, for challenges are the stepping stones to success.

With gratitude,
Prof. Dr. Biswajoy Chatterjee
Vice-Chancellor,
University of Engineering & Management
(UEM), Jaipur

Biswajoy Chatterjee

Message from **Registrar's Office**

Dear students, esteemed faculty, and respected staff members,

I hope this message finds you well. On behalf of the Office of the Registrar at UEM Jaipur, I invite you to contribute to our upcoming Management Department newsletter.

The Management Department has long been a pillar of academic and professional excellence, nurturing future leaders and innovators in the business world. With the guidance of our dedicated faculty, our students have achieved remarkable milestones and gained recognition across various platforms.

Our Management students consistently secure top positions in national and international business plan competitions, demonstrating their strategic thinking and entrepreneurial spirit. Faculty members have published impactful research in esteemed journals, significantly advancing management practices and theories. Moreover, the department has fostered strong collaborations with industry leaders, providing internships, guest lectures, and live projects that enrich our students' practical exposure and deepen their understanding of the business landscape. Additionally, our students have led various leadership and social initiatives, earning accolades for their efforts to create positive change both within the university and in the broader community. We encourage all students and faculty to share their stories and insights for the newsletter, celebrating our collective achievements.



Your contributions will help highlight the vibrant activities within the Management Department. We look forward to your participation!

With utmost regards,

Prof. (Dr.) Pradeep Kumar Sharma
Registrar
University of Engineering & Management
(UEM) Jaipur

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Message from **Dean's Desk**

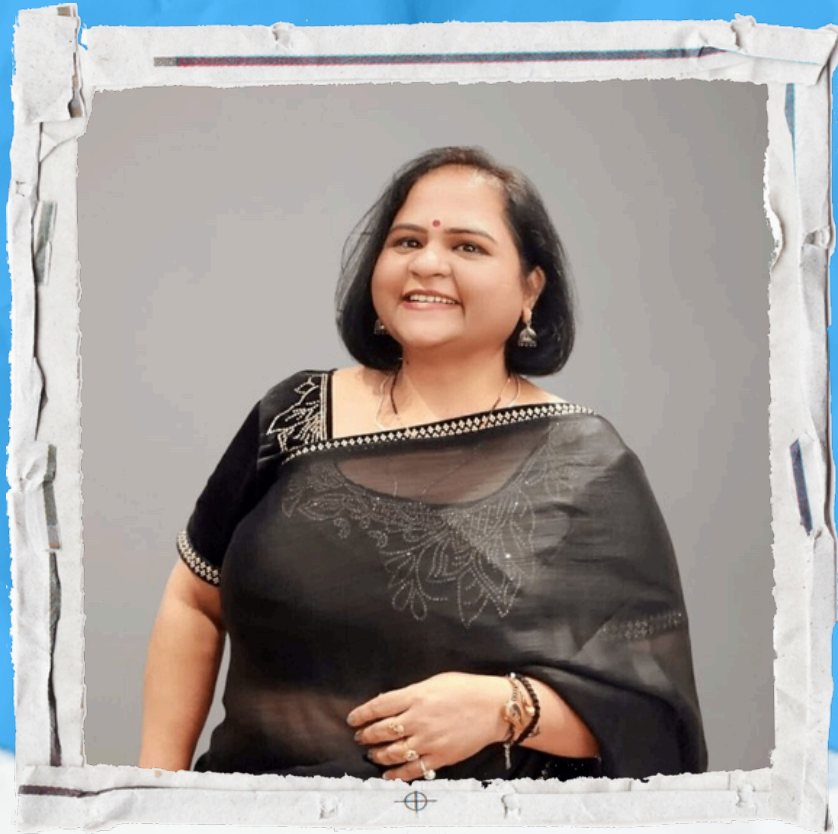
Prof. Dr. Preeti Sharma

**Associate Dean
Management Department
UEM Jaipur**

Congratulations to the entire team for launching this edition of our departmental magazine! Your dedication and hard work reflect the vibrant and dynamic spirit of our Management Department.

In today's rapidly evolving business landscape, management education is more important than ever. It not only equips students with the essential skills to navigate complex organizational challenges but also fosters critical thinking, decision-making, and leadership qualities. Our commitment to providing a robust, holistic education ensures that our students are well-prepared to thrive in any environment.

One of the most exciting areas shaping the future of management is the growing influence of Artificial Intelligence. AI is transforming industries, reshaping business models, and presenting unprecedented opportunities. At our department, we are actively integrating AI-driven tools and analytics into our curriculum, ensuring our students are not only familiar with emerging technologies but also ready to leverage them for innovative solutions. From AI-enhanced decision-making to data-driven strategies, we are empowering our students to stay ahead of the curve. Entrepreneurship is another crucial pillar of our education. We believe that fostering an entrepreneurial mindset is essential, whether students wish to launch their ventures or drive innovation within established organizations.



Through hands-on projects, mentorship programs, and industry collaborations, we guide students in turning their ideas into viable business models, encouraging creativity, resilience, and initiative.

At our department, we are dedicated to nurturing future leaders who will be at the forefront of these exciting changes, equipped with the skills, vision, and drive to make a meaningful impact in the world of business.

Wishing you all the very best for a successful year ahead.

Message from **HOD's Desk**

Prof. (Dr.) Rahul Sharma

Head of Department, MBA
UEM Jaipur

Dear Students, Alumni, and Colleagues

As we turn the pages of our latest departmental magazine, I am thrilled to share a few reflections and updates. This year has been marked by both unprecedented challenges and significant achievements, and it is our pleasure to celebrate these with you.

Our commitment to advancing management knowledge and practices remains our priority. Students get chances to enhance their managerial skills through classroom discussions, seminars, workshops, club activities and inter university competitions. Organisation and participation in these events are aimed at equipping our students with the tools and insights necessary to navigate and lead in an increasingly complex corporate landscape.

I am particularly proud of the dedication and resilience shown by our students and faculty alike. Our students have engaged in thought-provoking research, participated in various competitions, and contributed to impactful projects that bridge theory and practice. Their enthusiasm and innovative approaches continue to inspire us.

Additionally, our faculty members have been actively involved in ground-breaking research, publishing influential papers, and collaborating with industry leaders. These efforts not only enhance the academic rigor of our programs but also ensure that our curriculum reflects the latest developments and best practices in management.



As we look to the future, we are excited about continuing to push boundaries and foster a dynamic learning environment. We remain committed to supporting your growth and success, whether you are embarking on your journey with us or are an esteemed alumnus.

Thank you for being an integral part of our community. Here's to a future filled with new learning, professional growth, and continued excellence.

Warm regards,

Dr. Rahul Sharma
Head, Department of MBA
School of Management,
University of Engineering and Management,
Jaipur

A handwritten signature in dark ink, appearing to read 'Rahul', is written over a light-colored, textured background.

HOD's Desk

Prof. Sourav Banerjee

Head of Department, BBA
UEM Jaipur

It gives me immense pleasure to address you as the Head of the BBA Department, having taken up this role six months ago. During this time, I have had the opportunity to witness the remarkable potential within our department, not only in terms of academic excellence but also in the creativity and innovation that our students continuously bring to the table.

My primary aim is to elevate the academic and research standards of our department. We are committed to fostering an environment where critical thinking, analytical skills, and practical knowledge converge to create future leaders in the field of management. To this end, we have initiated several new programs and workshops that focus on enhancing research capabilities and providing our students with opportunities to engage in meaningful and impactful projects.

Equally important is our dedication to recognizing and nurturing the creativity within each of our students. Creativity is the cornerstone of innovation and progress, and it is essential that we celebrate and encourage this quality. Whether through competitions, exhibitions, or publications like this magazine, we strive to provide platforms where our students can showcase their talents and receive the recognition they deserve.



I would like to take this opportunity to extend my heartfelt congratulations to the magazine committee for their relentless efforts in bringing this publication to life. Their hard work and dedication have resulted in a magazine that not only reflects the academic and creative spirit of our department but also serves as a source of inspiration for all.

Wishing you all continued success and creativity.

Warm regards,

AIMBIG

Artificial Intelligence in Management for Business and Industrial Growth

Highlights of AIMBIG 2024: A Successful Conference on Artificial Intelligence in Management

The School of Management at the University of Engineering & Management (UEM), Jaipur, in collaboration with the National Taipei University of Business, Taiwan, hosted the highly anticipated "Artificial Intelligence in Management for Business and Industrial Growth (AIMBIG) 2024" conference on March 14th and 15th, 2024. This prestigious event took place over two days, with sessions held at the UEM Jaipur Campus and the Golden Tulip Essentials Jaipur, attracting academics, industry experts, and students from around the world.

Convened by Prof. Dr. Preeti Sharma and Dr. Rahul Sharma, with Prof. Sweta Pareek as co-convenor, the conference organizing team included Dr. Manisha Singh, Dr. Pawan Sharma, Prof. Sourav Banerjee, Ms. Rishita Das, and Mr. Rhythm Mukherjee.

The opening ceremony featured a traditional lamp lighting and Saraswati Vandana, followed by the unveiling of the conference souvenir by the dignitaries. Prof. Dr. Preeti Sharma delivered the welcome address, setting the tone for the conference, while Vice Chancellor Prof. Dr. Biswajoy Chatterjee offered his inspirational oration speech.

Several keynote speakers set the stage for thought-provoking discussions on AI in management. Dr. Elizabeth Islas Leon, a prominent international speaker, opened the conference with a presentation on "The Global Landscape of AI in Education: Trends, Challenges, and Best Practices." Veronica Thavonat, a Corporate Leadership Expert, shared insights on "Bridging Visions: Fostering Entrepreneurial Excellence in the Interconnected World of AI, Robotics & Management." Dr. Munish Jindal, Founder & CEO of Hover Robotix, spoke on the theme "As a People Leader, Which Behaviors Do You Intend to Encourage? To Be a Protagonist or a Spectator?"

During the conference, UEM Jaipur received a prestigious recognition from the Scholar's Books of World Record Australia, presented by Dr. Munish Jindal. Additionally, a United Nations Global Centre of Excellence was inaugurated at UEM Jaipur, highlighting the university's commitment to adopting the 17 Sustainable Development Goals (SDGs).

The first day featured two lively panel discussions. The first, moderated by Dr. Nancy Juneja, addressed "Harnessing AI for Strategic Decision-Making: Opportunities and Challenges in Management and Business." The second, led by Dr. Munish Jindal, explored "AI-Powered Automation: Redefining Workforce Dynamics and Organizational Structure." Esteemed panelists from academia and industry, such as Dr. Suniti Sharma, Dr. Archana Rani, and Mr. Avirat Jain, shared their expertise during these sessions. The day's events culminated in the presentation of the Wowoman Award to Prof. Dr. Preeti Sharma, who became the 62nd woman worldwide to receive this honor.





Parallel paper presentations, chaired by Dr. Manisha Singh, Dr. Pawan Sharma, and Prof. Sourav Banerjee, ran concurrently in offline and online formats. The first day concluded with a vote of thanks delivered by Dr. Rahul Sharma.

The second day of AIMBIG 2024 featured a keynote speech by Ram Subramaniam from the USA on "The Oversized Role of IT in Management Due to AI." A virtual session of paper presentations followed, chaired by Prof. Sourav Banerjee. The highlight of the day was the presence of Ambassador Hon. H. E. K. L. Ganju, Consul General of the Republic of Union of Comoros, as a distinguished guest.

The third and final panel discussion, moderated by Dr. Rahul Sharma, focused on "Building Trust in AI: Strategies for Mitigating Bias and Ensuring Fairness in Business Applications." Panelists, including Mrs. Jyoti Singh, Dr. Lipika Sharma, and Vivek Sharma, provided valuable insights into this crucial issue.

The conference concluded with an awards function recognizing outstanding contributions to the field of AI in management.

The entire event was masterfully conducted by Ms. Rishita Das and Mr. Rhythm Mukherjee, who served as the masters of ceremonies for the two-day conference.

The University of Engineering and Management Jaipur's School of Management, in a proactive initiative, successfully organized the "International Management Conclave" on March 24, 2023, at Hotel Golden Tulip Essential, MI Road, Jaipur. This Conclave gathered an impressive array of avid researchers, practitioners, academicians, and industry experts onto a single platform, addressing novel paradigms and critical challenges in the field of Management.



The event featured two engaging panel discussions. The first panel delved into the disruptive influence of Artificial Intelligence (AI) on the Indian HR Tech industry, exploring how AI is reshaping the human enterprise experience. The second panel explored the integral role of people in a growth strategy, emphasizing the significance of employee growth and engagement in alignment with business objectives.

Distinguished guests and esteemed speakers included luminaries such as Mr. Dhanpat Raj Dhariwal, Mr. Anil Agarwal, Prof. Sudhir K. Jain, Mr. Mahavir Pratap Sharma, Prof. Dr. Anil Mehta, Ms. Juhi Singh, Prof. Dr. Trilok Kumar Jain, Prof. Dr. Saurabh Sharma, Mr. Akshay Jain, and Mr. Deepanshu Khandelwal. The first panel discussion was moderated by Prof. Dr. Aniruddha Mukherjee, Dean Academics at the University of Engineering & Management Jaipur, and the second panel was moderated by Prof. Dr. Rahul Sharma, Associate Professor at the same institution.

This successful event was convened by Prof. Dr. Preeti Sharma, HOD of the School of Management, and co-convened by Prof. Dr. Rahul Sharma and Prof. Sweta Pareek, demonstrating their commitment to advancing the field of Management.

For more insights and information about the Conclave, you can visit conclave.uem.edu.in. We extend our appreciation to all participants, speakers, and coordinators for contributing to the success of this knowledge-sharing and networking platform. Stay tuned for more forthcoming initiatives and events from the University of Engineering and Management Jaipur.

INTERNATIONAL MANAGEMENT CONCLAVE 2023

The Management Conclave at School of Management UEM Jaipur aims to introduce aspiring managers to the new normal in business and society at large and to make them aware of how the management world is adapting to these changes. Notwithstanding the bleeding economies, the world has seen a positive effect on the overall use of resources and a noticeable improvement in the environment. This event aims to learn from the leaders in the forefront managing the shift in business and technology practices for a more sustainable future. The conclave will focus on bringing out the major shifts that have emerged in the current business value chains and the operating systems in the industry and how companies are adapting to these changes, especially in their efforts towards achieving growth in the context of a sustainable environment. The conclave will not only enlighten the professionals and the students alike about the current scenarios but will also make them aware about the future changes and the kind of adaptability and infrastructure the companies will require. The Conclave will include Industry specialists from different domains to give a holistic approach to the budding managers and professionals.



International Management Conclave has emerged as the hub of leadership dialogue & dissemination of ideas. This Management Conclave will Witness the galaxy of thoughts, nationally and globally recognized speakers who have made an indelible mark in their sectors.



STUDENT EXCHANGE PROGRAM SINGAPORE VISIT



EXPORT-IMPORT DOCUMENTATION

The School of Management, in collaboration with MSME Technology Centre, Bhiwadi, successfully organized a Government-sponsored Entrepreneurship Awareness Program on Export-Import Documentation on February 15, 2023. The event featured esteemed resource persons, including Mr. Rakesh Pati, Vice Principal of MSME Technology Centre Bhiwadi, and Brijesh Prasad Mathur, Coordinator of FEDAI at M.S.M.E Training Institute and Entrepreneurial Cell MNIT Jaipur. Dr. Rahul Sharma and Professor Sweta Pareek, serving as Faculty Incharge, played pivotal roles in ensuring the event's success. We extend our gratitude to all the participants and contributors for their valuable involvement.

The "Foreign Expert Series" organized by the School of Management at UEM Jaipur, which took place on July 21, 2023, was a significant knowledge-sharing event. The topic, "Entrepreneurship - The Mindset, Action & Reaction," featured Dr. Ram Subramaniam, Co-Founder at My Money Karma USA, as the distinguished resource person. Dr. Subramaniam's extensive background in entrepreneurship, finance, and IT brought valuable insights into international business strategy, IT strategy, and fintech entrepreneurship. His ability to bridge the gap between industry and academia made this event a valuable resource for participants.

The discussion was conducted at the Basement Auditorium of Academic Block 1, offering a conducive setting for an engaging and informative session. The coordinators of the event, Dr. Rahul Sharma and Ms. Sweta Pareek, both esteemed faculty members of the School of Management at UEM Jaipur, ensured a seamless and insightful experience for all attendees.

This event, which was hosted on Zoom, attracted a diverse audience, and an e-certificate was provided to all registered students. We extend our appreciation to all who participated in this enlightening session, which contributed to the knowledge and growth of aspiring entrepreneurs and management enthusiasts.

The poster is for an event organized by the University of Engineering & Management (UEM) Jaipur, School of Management, in association with the MSME Technology Centre, Bhiwadi (Rajasthan). The event is a Government-sponsored Entrepreneurship Awareness Program on Export-Import Documentation, held on 15th February, 2023, at 10:00am in Seminar Hall, Academic Block - I, UEM Jaipur Campus. The speakers are Mr. Brijesh Prasad Mathur, Faculty Coordinator FEDAI, M.S.M.E Training Institute, Entrepreneurial Cell MNIT, Jaipur, and Mr. Rakesh Pati, Vice-Principal, MSME Technology Centre, Bhiwadi, Rajasthan. The objective of the program is to motivate youth to consider self employment or entrepreneurship as one of the career options.



ENTREPRENEURSHIP CLINIC

The University of Engineering & Management Jaipur, in collaboration with the Wadhvani Foundation, successfully conducted a dynamic two-day workshop titled "Entrepreneurship Clinic" on October 12th and 13th, 2023, at the Basement Auditorium of Academic Block I. This workshop was meticulously designed to empower aspiring entrepreneurs with the essential skills and knowledge required to navigate the dynamic and ever-evolving business landscape.

The event was enriched by the expertise of Subhabrata Bhattacharjee, Senior Program Manager at the Wadhvani Entrepreneurship Network, and Ajay Jakle, Program Manager at the National Entrepreneurship Network under the Wadhvani Foundation. Their insights and guidance provided attendees, including students from MBA and B. Tech. 1st year, with valuable perspectives on entrepreneurship. The workshop marked a significant stride in fostering an entrepreneurial spirit among the participants, contributing to their readiness for future business endeavors. We extend our appreciation to all participants and organizers for their active engagement in making this workshop a successful and enlightening experience.



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FOREIGN EXPERT SERIES

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The Finance Club of the School of Management at UEM Jaipur successfully organized a webinar on "Capital Market Awareness" sponsored by BSE Investor Protection Funds on October 12th, 2023, starting at 10:30 am. The session featured an esteemed speaker, Mr. Ravinder Singh Chawla, Founder and Managing Partner of RSC Skill building and Consulting Solutions LLP. With over 29 years of comprehensive experience, Mr. Chawla is a seasoned professional in Learning and Development, Financial Planning, Management Consulting, and Motivational Speaking. His rich background includes leadership roles in top corporate houses, such as Ricoh India Ltd. and HDFC Standard Life Insurance Co. Ltd.

This enlightening webinar aimed to enhance participants' understanding of the capital market, offering insights into investment strategies and financial literacy. Mr. Chawla's mission to simplify learning and contribute to financial literacy resonated well with the audience. The webinar, facilitated by Dr. Pawan Sharma, Assistant Professor at the School of Management, provided an invaluable opportunity for students to gain practical knowledge from an industry expert. We extend our appreciation to all participants, the speaker, and the organizers for making this webinar a successful and enlightening event.



COLLABORATION

Kreeti Technologies marked the commencement of a transformative Management Lab at UEM-Jaipur Campus, offering invaluable training to the 2024 graduating batch of MBA and BBA+MBA students. This specialized lab, attended by a total of 72 students, aimed to cultivate a holistic skill set, emphasizing an integrated approach to address contemporary business challenges.

The resource persons from Kreeti Technologies brought their expertise to the forefront, guiding students through essential aspects of Marketing, HR Analytics, Product Development, and Project Management. This hands-on learning experience equipped students with practical insights and enhanced their ability to navigate complex business scenarios. The Management Lab reflects a proactive commitment to preparing students for real-world applications, fostering their growth as adept and versatile professionals in the dynamic field of management. We extend our appreciation to Kreeti Technologies and all participants for making this lab an enriching and impactful experience.



The **Wadhvani Foundation**, a renowned non-profit organization dedicated to fostering entrepreneurship globally, recently conducted a series of insightful and engaging classes on entrepreneurship for MBA students at the University of Engineering & Management (UEM) in Jaipur. The foundation's commitment to empowering aspiring entrepreneurs was evident in the comprehensive curriculum and interactive sessions designed to equip students with the knowledge and skills needed to succeed in the competitive business landscape.

Led by seasoned industry experts and seasoned entrepreneurs, the classes covered a wide range of topics essential for entrepreneurial success, including ideation, business model development, market research, financial planning, and pitching ideas to investors. Through a mix of lectures, case studies, group discussions, and practical exercises, students gained valuable insights into the entrepreneurial mindset and the practical aspects of starting and scaling a business.

entrepreneurial ventures. Overall, the classes conducted by the Wadhvani Foundation were a resounding success, empowering MBA students at UEM Jaipur to embark on their entrepreneurial journeys with confidence and enthusiasm. The foundation's commitment to nurturing the next generation of entrepreneurs is commendable, and its impact on the entrepreneurial ecosystem in Jaipur is sure to be long-lasting.



WORKSHOP ON DATA ANALYSIS THROUGH SPSS

The School of Management at UEM Jaipur successfully conducted a comprehensive "3 Days Hands-on Workshop on Data Analysis through SPSS" from October 4th to 6th, 2023, at the Basement Auditorium of Academic Building I. This workshop was specifically designed for Management students, research scholars, and faculty members, offering practical insights into data analysis using SPSS. Dr. Deepak Kumar Gupta, a distinguished Consultant Statistician and Chief Analyst from C DART TM (Centre for Data Analysis, Research & Training) in Jaipur, served as the resource person, guiding participants through the intricacies of SPSS and enhancing their analytical skills.

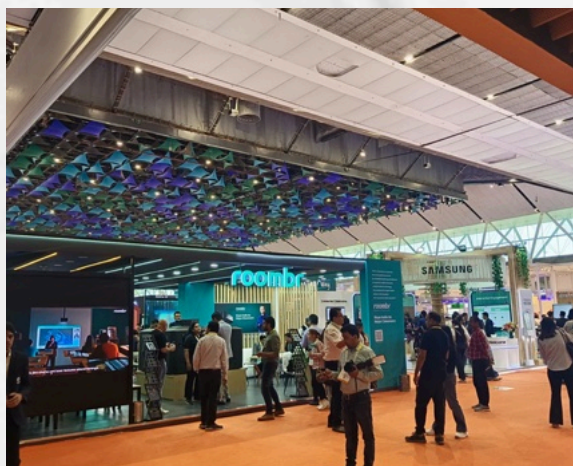
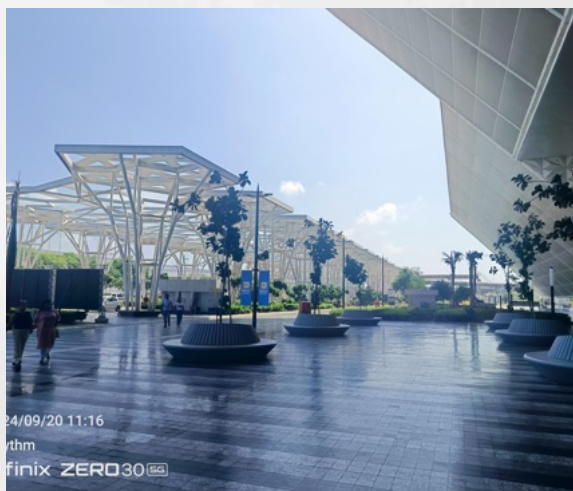
The workshop, organized by the diligent coordination of Dr. Rahul Sharma, a faculty member from the School of Management, provided attendees with hands-on experience in utilizing SPSS for data analysis. Participants delved into the workshop with their laptops equipped with the latest MS Office and a trial version of SPSS, ensuring an interactive and engaging learning environment. This initiative reflects UEM Jaipur's commitment to equipping its academic community with practical skills, enhancing their research capabilities and analytical acumen. We extend our appreciation to all participants and organizers for their active involvement in making this workshop a successful and enriching experience.



DIDAC-DELHI VISIT

On September 20, 2024, MBA students from the University of Engineering and Management (UEM) Jaipur visited the DIDAC Exhibition in Delhi. This event highlighted innovations and new products in the field of education, featuring numerous companies showcasing their latest technologies and methodologies. The exhibition attracted a diverse array of visitors from across the country, including educators, industry professionals, and policymakers, which created an environment rich in networking opportunities and knowledge exchange.

Throughout the day, students interacted with a multitude of visitors, including educators, industry leaders, and policymakers, fostering valuable connections that extended beyond the exhibition. These interactions allowed students to engage in meaningful discussions about the future of education and the role that technology plays in enhancing learning experiences. The exposure to such a wide range of perspectives enriched their understanding of the challenges and opportunities within the education sector.



LIVE BUDGET ANALYSIS SESSION

The University of Engineering and Management (UEM) Jaipur hosted a live session on the Union Budget, led by Prof. Dr. Preeti Sharma. The event aimed to provide MBA students with insights into the fiscal policies and economic implications of the latest budget announcement.

Prof. Dr. Sharma began the session by outlining the significance of the Union Budget in shaping the country's economic landscape. She highlighted key allocations and reforms presented in the budget, emphasizing their impact on various sectors, including education, healthcare, and infrastructure. The discussion also covered the government's approach to boosting entrepreneurship and job creation, which is vital for students entering the business world.

Students engaged actively, posing questions about the budget's implications for small businesses and startups. Prof. Dr. Sharma provided detailed explanations, fostering a deeper understanding of economic concepts and their real-world applications. The session concluded with an interactive discussion on how future business leaders can adapt to changes brought about by the budget.

Overall, the event proved invaluable, equipping students with critical knowledge of economic policies essential for their careers in business management. The session reinforced UEM Jaipur's commitment to providing practical learning experiences for its students.

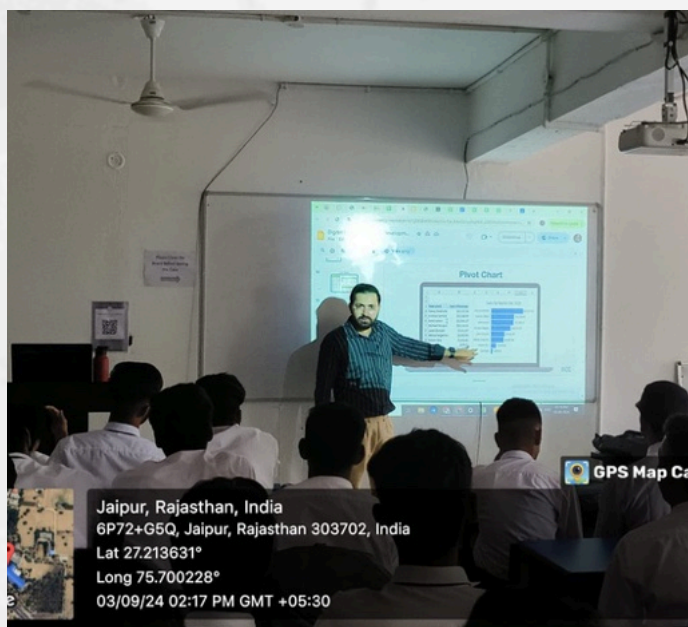


BBA in DIGITAL BUSSINESS with IIDE

UEM, Jaipur introduces BBA in Digital Business, in association with IIDE

Digital business education is increasingly vital in modern management education as it equips future leaders with the skills and knowledge necessary to navigate and thrive in a rapidly evolving technological landscape. As businesses undergo digital transformation, understanding how to leverage technologies like artificial intelligence, big data, and cloud computing becomes essential for decision-making, strategic planning, and maintaining a competitive edge. Digital business education provides managers with the tools to integrate digital strategies into traditional business models, fostering innovation, improving operational efficiency, and enhancing customer experiences. This knowledge is not only critical for companies in the tech sector but also for those across various industries as digitalization reshapes market dynamics and consumer behavior.

Moreover, digital business education prepares managers to address the unique challenges and opportunities presented by the digital economy, such as cybersecurity, data privacy, and digital ethics. With the rise of e-commerce, remote work, and global connectivity, leaders must be adept at managing virtual teams, utilizing digital marketing strategies, and understanding the implications of digital platforms on supply chains and business operations. By incorporating digital business education into modern management curricula, educational institutions ensure that graduates are not only competent in traditional management practices but are also capable of leading organizations through the complexities of the digital age, making them more adaptable, resilient, and forward-thinking.



The **Marketing Club** at UEM Jaipur successfully organized two engaging workshops focused on design skills: Website UI Design on September 14 and Logo Design on September 15. Both events utilized the user-friendly platform, Canva, enabling participants to harness their creativity effectively.

The Website UI Design workshop kicked off with an introduction to the fundamentals of user interface design. Participants learned about layout, color schemes, and usability, applying these concepts to create visually appealing and functional website mockups. The hands-on approach encouraged collaboration and feedback, fostering a creative atmosphere.

The following day, the Logo Design workshop delved into branding principles and the importance of logos in establishing a company's identity. Participants were guided through the design process, from brainstorming ideas to finalizing their creations. By the end of the session, attendees had crafted unique logos that reflected their individual styles.

Both events witnessed enthusiastic participation, with attendees expressing gratitude for the practical insights gained. The Marketing Club aims to continue offering such workshops, empowering students with essential design skills for future endeavors. Overall, the events were a resounding success, enhancing the club's mission to nurture marketing talent at UEM Jaipur.

The **Finance Club** at UEM Jaipur organized two dynamic events: a Virtual Trading Competition on September 14 and a Quiz Competition on September 15. These events aimed to enhance students' financial literacy and practical skills in a fun and engaging environment.

The Virtual Trading Competition allowed participants to simulate stock trading using real-time market data. Contestants showcased their strategic thinking and decision-making skills, competing to build the most profitable portfolio. The excitement was palpable as participants navigated market fluctuations throughout the day.

On September 15, the Quiz Competition tested participants' knowledge on various finance topics, including investment strategies, economic principles, and current market trends. With challenging questions and a competitive spirit, the quiz fostered teamwork and quick thinking among participants.

Both events received positive feedback from students, highlighting the club's commitment to fostering financial acumen. The Finance Club plans to host similar events in the future, further enriching the learning experience for all members. Overall, the competitions were a great success, engaging students and promoting a deeper understanding of finance.



ACTIVITIES

THE "CREATIVITY

Show Your Art 📷 & 🎨 Photoshoot Points Creation Competition" was a remarkable event that took place on February 28, 2023, starting at 1.00 p.m. The competition was organized under the guidance of dedicated faculty coordinators, including Prof. Sweta Pareek, Prof. Riya Sen, and Dr. Manisha Singh, and expertly coordinated by student leaders Ashmita Banerjee, Prachi Jangir, and Neelam Kolya.

The event provided a platform for participants to showcase their artistic talents and creativity through photography and painting. We extend our gratitude to all those who participated and made this event a success, and we look forward to more such creative endeavors in the future.



INNOVAQUEST

held on March 18, 2023, was an event that promised an exciting and creative experience for participants. The event challenged participants to transform waste items into innovative and eye-catching creations, tapping into their brainstorming and creativity.

Coordinated by Aditya Krishna, Bhavya Sharma, Subir Pal, Shaheen Praveen, and Riddhi Agrawal, Innovaquest brought together a community of imaginative individuals who explored the potential of repurposing scrap materials. We extend our thanks to all the participants for their contributions and look forward to more innovative events in the future.

LAUNCHPAD

The School of Management successfully hosted "Launchpad" on March 19, 2023, an engaging Business Poster Presentation Event for aspiring entrepreneurs.



LOGO-MANIA

Logo Mania at UEM Jaipur showcased the vibrant spirit of the Marketing Club. Students ingeniously crafted physical logos using cardboard and an array of colors. The event buzzed with creativity as participants meticulously shaped their visions into tangible art pieces. These logos, infused with symbolism, epitomized the essence of the Marketing Club. The use of vibrant colors echoed the club's dynamic nature.



This hands-on approach not only fostered teamwork and artistic expression but also deepened the students' connection to the club's values. Logo Mania stood as a testament to the power of creativity and collaboration within UEM Jaipur's marketing community.

Date : 26/11/2022

Student Coordinators :
Subir Pal , Bhavya Sharma

Teacher Coordinator :
Prof. Sweta Pareek



MARKETING QUIZ COMPETITION

The Marketing Club at UEM Jaipur is organizing an exciting Marketing Quiz Competition. This event is designed to challenge participants' marketing acumen and strategic thinking. The quiz will cover various aspects of marketing, from consumer behavior to market trends and branding strategies. It's a fantastic opportunity for students to test their knowledge, learn from their peers, and engage in friendly competition.



Participants can expect an intellectually stimulating experience that enhances their understanding of marketing concepts. With intriguing questions and a platform for showcasing expertise, the Marketing Quiz Competition promises to be an enriching and enjoyable event for all marketing enthusiasts.

Date : 17 January 2023

Student Coordinator

- Bhavya Sharma

Faculty Coordinator

- Prof. Sweta Pareek

Judge

- Dr. Rahul Sharma



POSTER MANIA

The Marketing Club at UEM Jaipur orchestrated a captivating event called "Poster Mania," where students unleashed their creative flair in the realm of marketing. Vibrant hues and innovative ideas converged on chart paper as participants crafted eye-catching posters.

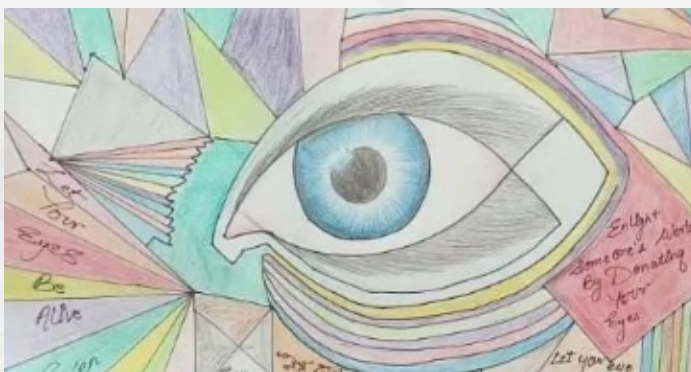


These visual masterpieces not only exhibited marketing concepts but also encapsulated them through strategic use of colors and designs. The event encapsulated the essence of marketing, blending artistic expression with promotional ingenuity. "Poster Mania" served as a dynamic platform for students to channel their marketing acumen and artistic prowess, fostering a unique synergy that exemplified the spirit of UEM Jaipur's Marketing Club.

Date : 13/03/2023

Student Coordinator :
Subir Pal , Bhavya Sharma

Teacher Coordinator :
Prof. Sweta Pareek



"Poster Mania" encouraged students to push their creative boundaries, blending marketing theory with artistic innovation. Each poster reflected the participant's unique perspective on branding, demonstrating how design can influence consumer perception. The event successfully combined learning with creativity, offering students a practical and enjoyable way to explore marketing principles.

SEMINAR ON EYE DONATION

We are excited to inform you about an upcoming event that holds great significance for our community. The Eye Bank Society of Rajasthan (EBSR), in collaboration with UEM Jaipur and the Marketing Club of the Management Department, is organizing a seminar on "The Importance of Eye Donation after Death."



Details of the event are as follows:

Date: [29/08/2023]

Painting Competition - 9.30 a.m. onwards

Venue: Ground Floor Seminar Hall (Painting Competition)

Seminar - 11:30 AM onwards

Venue: Basement Auditorium (Seminar)

We are privileged to have esteemed guests for the event:

Mr. B.L. Sharma, President, EBSR, Retd. IAS

Mr. Kapil Garg, Retd. IPS

The event will commence with a painting competition at the ground floor seminar hall, followed by the seminar at the basement auditorium. EBSR will also be recognizing and awarding winners of the painting competition, encouraging the creative expression of our participants.

We are extending a special invitation to the Sarpanchs from local villages like - Udaipuria, Hadota and Anatpura-Chimanpura, recognizing the essential role they play in spreading awareness in rural areas. This aligns perfectly with the objectives of the Unnat Bharat Abhiyan (UBA) program, which aims to bridge the gap between rural and urban communities through knowledge sharing and initiatives.



EBSR, a dedicated organization working towards raising awareness about eye donation and restoring eyesight for the corneally blind, has taken the initiative to spread awareness about this noble cause. The event aims to educate and inspire us all about the incredible impact of eye donation in changing lives and contributing to the eradication of corneal blindness.



SUSTAINABLE MARKET EVENT

The aim of the "**Sustainable Bazaar**" event is to promote and encourage sustainability, creativity, and entrepreneurship among the students of UEMJaipur. The event seeks to create a platform where students can showcase their homemade food and products made from scrap materials, fostering a culture of conscious consumption and responsible production.



Event Activities

- Homemade Food Stalls: Students will prepare and sell delicious homemade food items using sustainable ingredients, encouraging healthy and eco-friendly food choices.
- Upcycled Product Stalls: Our students will creatively craft products from recycled materials, showcasing the beauty of upcycling and reducing waste.
- Awards and Recognition: We will recognize outstanding student efforts in sustainability, selling skills, and innovation, motivating further excellence.

The "**Sustainable Bazaar**" event is a fantastic opportunity for our students to showcase their innovative ideas, entrepreneurial spirit, and commitment to sustainability. We believe that organizing this event aligns perfectly with the university's vision for a greener and socially responsible campus community.



LOGOCRAFT CHALLENGE

The Logocraft Challenge, held on February 23, 2023, brought together 27 teams eager to display their skills in logo design. The competition tasked participants with creating logos for fictional brands, where they also had to present the deeper themes and ideas behind their creations. Each team showed outstanding creativity and strategic thinking, weaving distinct narratives and visual elements into their designs.



Judges evaluated the entries based on several key criteria: originality of the design, relevance to the brand concept, and the team's presentation skills. This event offered participants an exciting opportunity to dive into branding concepts, allowing them to express their design philosophies while exploring how visuals and storytelling work hand in hand in building an effective logo. Through the Logocraft Challenge, participants not only had a chance to showcase their artistic talents but also emphasized the importance of conveying a compelling story behind every logo design.



LOGO REDESIGN COMPETITION

The Delta Marketing Club of University of Engineering and Management, Jaipur successfully conducted Event logo redesign The Logo competition. Twenty teams showcased their creativity by reinterpreting famous brand logos. The event was graced by the presence of Dean Academics Dr. Preeti Sharma and Registrar Dr. Pradeep Kumar Sharma



Darshika and Yamini secured the first position, followed by Rahul Rajan and Shreya Kumari in second, and Suman Rajoriya in third. The competition fostered innovation and critical thinking among the participants.

Coordinator:

Shaheen Praveen
Abhay Jangid

Faculty Mentor :

Prof. Sweta Paree





FIN DAZZLERS

Navigating You Towards Prosperity

ENTREPRENEURSHIP DAY CELEBRATION

On 9th September 2023, an exciting Entrepreneurship Day event was organized to celebrate and foster the spirit of innovation and business among aspiring entrepreneurs.



The event featured a series of engaging activities including panel discussions with successful entrepreneurs, workshops on business strategies, and networking sessions. Attendees had the opportunity to learn about the latest trends in entrepreneurship, share ideas, and seek guidance from industry experts.

ENTREPRENEURSHIP DAY CELEBRATION
**BY FINANCE CLUB OF
SCHOOL OF MANAGEMENT**

**THEME - NAVIGATING THE
FINANCIAL FRONTIER ON
ENTREPRENEURSHIP DAY**

9
10:00 am
to 3:00 pm
NOVEMBER
— 2023 —

The event not only highlighted the importance of entrepreneurship but also inspired participants to pursue their entrepreneurial dreams with passion and determination.

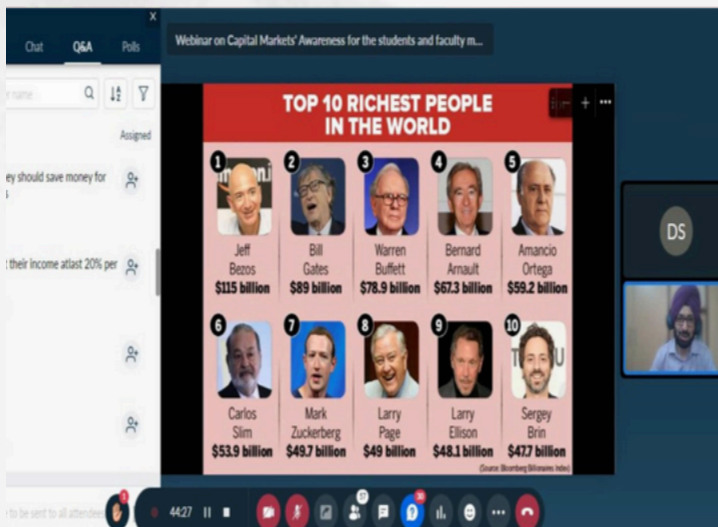


FIN DAZZLERS

Navigating You Towards Prosperity

CAPITAL MARKET AWARENESS

A Capital Market Awareness webinar was held on 12th October 2023 at 10:30 AM to educate participants on the fundamentals of capital markets.



The session provided valuable insights into various investment opportunities, market trends, and risk management strategies. Industry experts discussed the importance of capital markets in economic growth and offered practical advice on navigating investments. The webinar was a great opportunity for attendees to enhance their financial literacy and better understand how to effectively participate in the capital market.

SCHOOL OF MANAGEMENT

Organizing

**One Day Webinar on
"CAPITAL MARKET AWARENESS"**

Date: 12 October 2023 | 10:30am

<https://meeting.zoho.in/meeting/register?sessionId=1314810418>

Faculty Coordinator:
Dr. Pawan Sharma,
Assistant Professor

Mr. Ravinder Singh Chawla



FIN DAZZLERS

Navigating You Towards Prosperity

SEMINAR ON A SMART STEP TOWARDS FINANCIAL WELLNESS IN COLLABORATION WITH NSE

On 13th February 2024, from 10:30 AM to 12:30 PM, a seminar titled "A Smart Step Towards Financial Wellness" was organized in collaboration with the National Stock Exchange (NSE).



The session was led by Pankaj Tanwar, the Regulatory Head for the Northern Region at NSE India. The seminar aimed to provide participants with practical insights into financial planning, investment strategies, and maintaining financial well-being. Pankaj Tanwar shared his expertise on how to make informed financial decisions, emphasizing the role of capital markets in personal finance. The event was a valuable opportunity for attendees to gain a deeper understanding of financial wellness and investment options.

SCHOOL OF MANAGEMENT

Organizing

A Seminar on A Smart Step Towards Financial Wellness in Collaboration with NSE

Date: 13 February, 2024 | 10:30am

Faculty Coordinator:
Dr. Pawan Sharma,
Assistant Professor,
School of Management,

**Venue: Basement Auditorium,
University of Engineering and Management, Jaipur**



Mr. Pankaj Tanwar

NAVODAYA QUIZ

FinDazzlers Finance Club Organizes Successful Quiz Event at UEM Jaipur Jaipur, August 23, 2024 - FinDazzlers, the finance club of the School of Management at the University of Engineering and Management (UEM), Jaipur, hosted its much-anticipated induction event, the Navodaya Quiz Competition.

The Navodaya Quiz Competition was a flagship event for FinDazzlers, aiming to introduce new students to the club and the dynamic world of finance. The competition attracted teams from various departments within the university, highlighting the interdisciplinary interest in finance and economics. In total, ten teams participated in the quiz, showcasing their knowledge across a broad range of financial topics.

UNIVERSITY OF ENGINEERING & MANAGEMENT

IEM - UEM Group | Jaipur and Kolkata

11 Institutions are Founded and Managed by IITians and Majority of Faculty are IITians

INDIA TODAY Times Higher Education Impact Rankings 2024 GU GLOBAL UNIVERSITY RANKINGS nirf NATIONAL INSTITUTE RANKING FOR FINANCIAL INSTITUTIONS ENABLY ALL INDIA RANKING FOR FINANCIAL INSTITUTIONS AIMA ALL INDIA RANKING FOR MANAGEMENT INSTITUTIONS UGC UGC CAREER ASSISTANCE UGC CAREER ASSISTANCE UGC CAREER ASSISTANCE

Fin Dazzlers
SCHOOL OF MANAGEMENT
UNIVERSITY OF ENGINEERING AND MANAGEMENT

PRESENTS

NAVODAYA

Induction Event

Quiz Competition

Exciting cash prizes
with certificates !!

*Special gifts for audience

23rd August 2024
03:00 PM
1st Floor Seminar Hall

Teacher Coordinator
Mr. Pawan Sharma

Student Coordinators
Riddhi Agrawal
Payal Saini
Reshu Jangir

The event's success would not have been possible without the support of the esteemed dignitaries present. Special thanks go to the associate deans- Dr. Mukesh Yadav and Dr. G. Uma Devi and Dr. Tapas Si, Head of department (MBA) - Dr. Rahul Sharma, judges for the event- Dr. Prafful Chhabra and Dr. Chandra Prakash, faculty members of school of management- Dr. Pawan Sharma, Dr. Manisha Singh, Ms. Sweta Pareek, Ms. Rishita Das, Mr. Rhythm Mukherjee, Mr. Subhadeep Ghosh, anchors- Riddhi Agrawal and Reshu Jangir, coordinators- Aditya Singh, Sohit Kumawat, Sonu Kumawat, Payal Saini, Muskan Saini, Arushree Sharma and Khushbu Saini, who took time out of their busy schedules to attend and organise the event. Their presence and guidance were instrumental in making the event a memorable one.



Capturing Movement



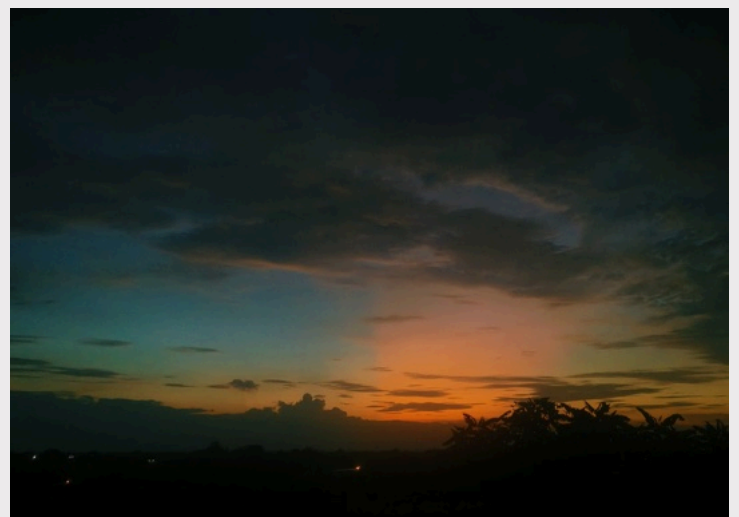
TANMAY SHARMA
MBA 1st YEAR



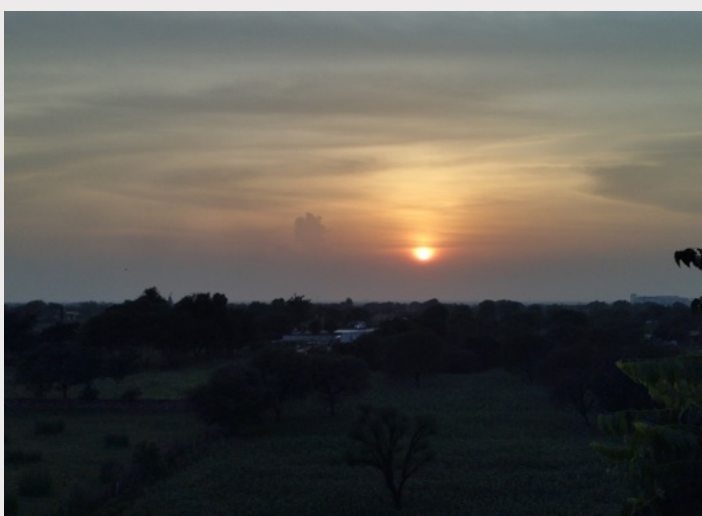
HARSH SINGH
BBA 2nd YEAR



AYUSH GOUTAM
BBA 1st YEAR



ANI MOURYA
BBA 1st YEAR



ANSULBHATIA
BBA 1st YEAR



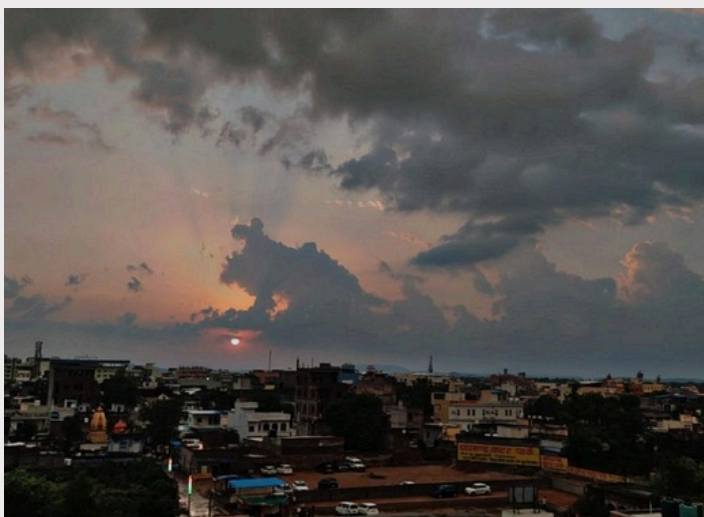
SUMITH SHARMA
BBA 2nd YEAR



SOHIT KUMAWAT
BBA 2nd YEAR



ANSHUL GARG
MBA 1st YEAR



SACHIN SHARMA
BBA 2nd YEAR



ARUSHREE SHARMA
MBA 1st YEAR



JANGID ABHAYKUMAR
BBA 2nd YEAR



PRAGYA BHARTI
BBA 2nd YEAR



AMAN AGARWAL
MBA 1st YEAR



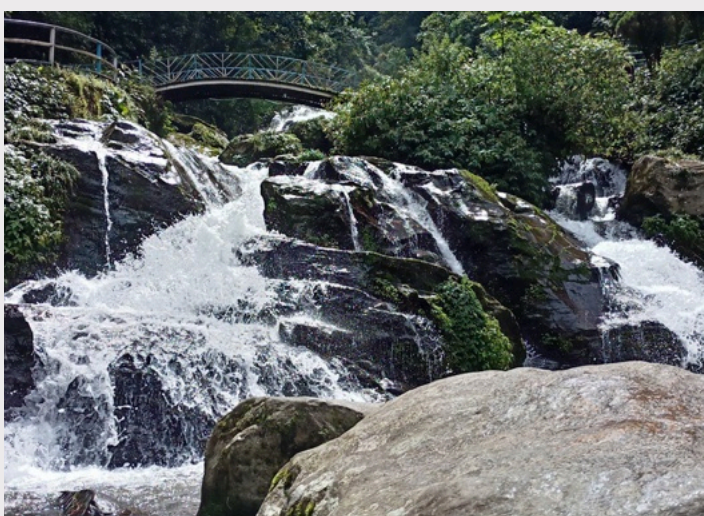
ADITYA SHARMA
MBA 1st YEAR



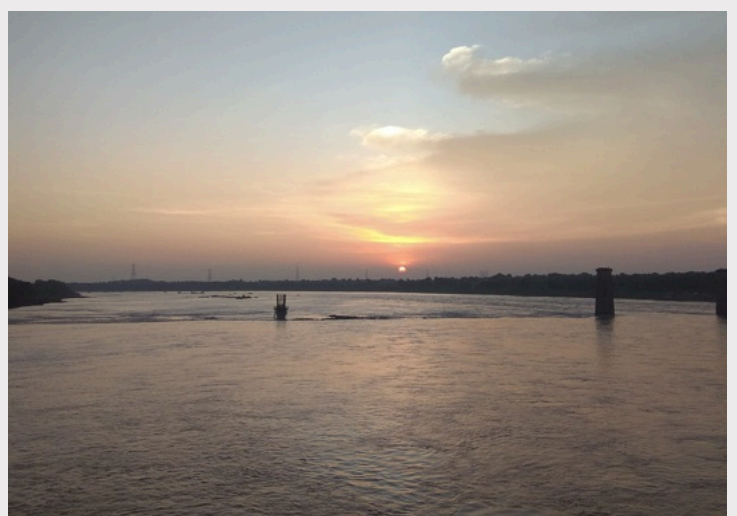
VINAY CHOUDHARY
MBA 1st YEAR



SONU KUMAWAT
BBA 2nd YEAR



SANDIP CHAKI
MBA 1st YEAR



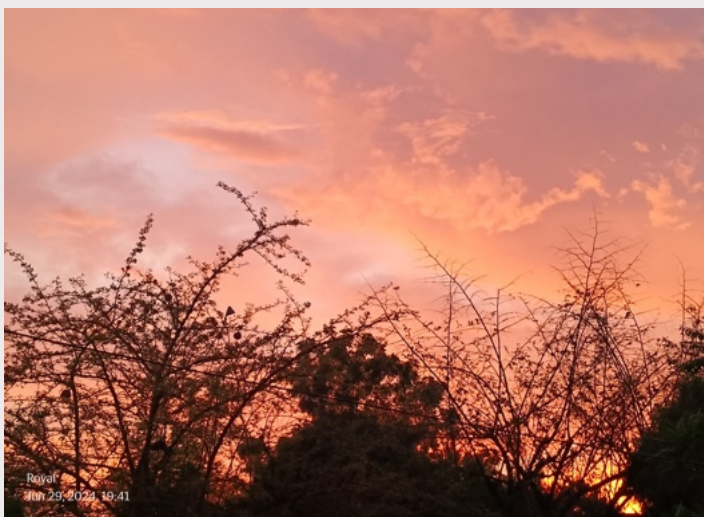
RUCHIKA SHARMA
MBA 1st YEAR



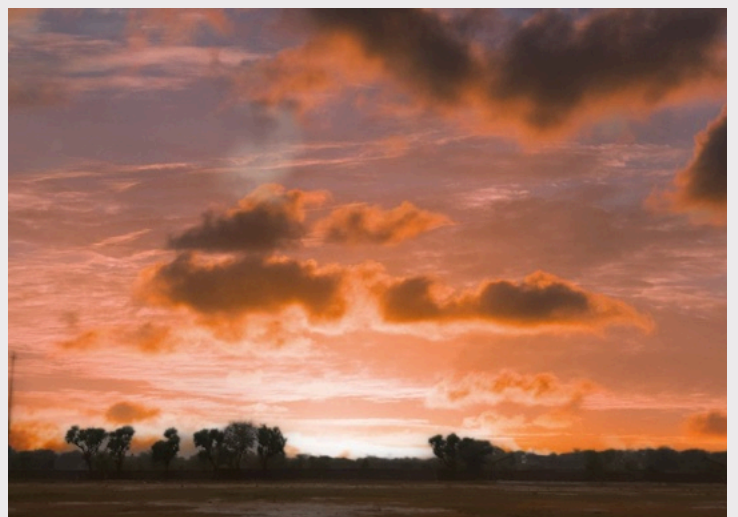
MAUSIKTA KHETO
BBA 2nd YEAR



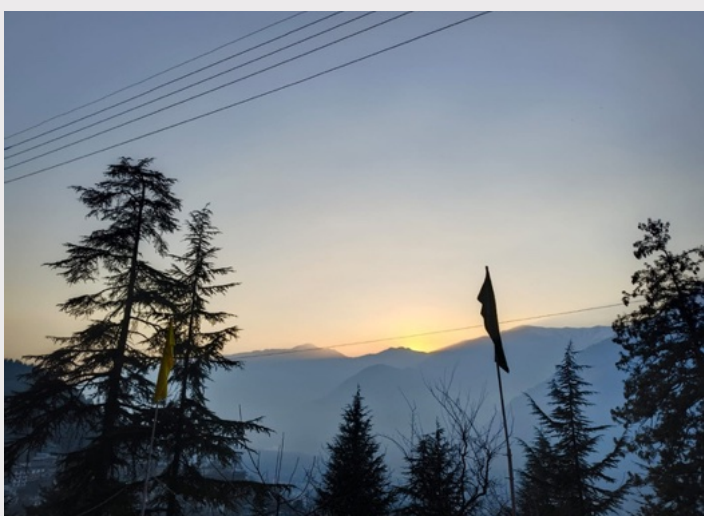
SUMITH SHARMA
BBA 2nd YEAR



DUPU BUTTA
BBA 2nd YEAR



JANVI SINGH
BBA 2nd YEAR

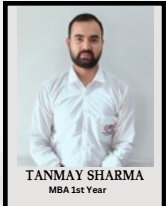


PANKAJ YADAV
BBA 2nd YEAR



RISHAB MISHRA
MBA 1st YEAR

Navigating Geopolitical Currents: The Impact on India's Economic Trajectory



In today's interconnected world, geopolitics significantly influences national economies, and India is no exception. Positioned at a crucial crossroads in South Asia, India must

navigate a complex geopolitical landscape that includes relationships with major powers such as China, the United States, and its neighboring countries.

Understanding these dynamics is vital for India to secure its economic trajectory.

One major challenge arises from tensions with China, particularly over border disputes. These conflicts not only strain diplomatic relations but also have economic implications.

Increased military spending can divert resources from essential sectors such as education and healthcare, hindering overall development. Additionally, India's trade with China, while beneficial, has raised concerns about dependency, prompting the need for diversification in trade partnerships. On the other hand, geopolitical tensions can also create opportunities. For instance, the shift in global supply chains, accelerated by the COVID-19 pandemic, has prompted many multinational companies to consider relocating their operations.



Image source: Google

India, with its large workforce and improving infrastructure, is well-positioned to attract foreign direct investment (FDI). Initiatives like "Make in India" aim to enhance manufacturing capabilities and boost employment.

Furthermore, India's strategic partnerships with countries like the U.S. and Japan can enhance its technological and defense capabilities. Collaborative efforts in sectors such as technology and renewable energy not only strengthen national security but also spur innovation and economic growth. In conclusion, India's economic trajectory is intricately linked to its ability to navigate geopolitical currents. By addressing challenges and capitalizing on opportunities, India can foster a resilient economy. A proactive foreign policy, focused on building partnerships and ensuring stability, will be crucial in steering the nation toward sustainable growth in an ever-evolving global landscape.

4o mini

The New Era of Business and India's Development Vision



India stands at a transformative juncture as it enters a new era of business characterized by rapid technological advancements, changing consumer behaviors, and a growing emphasis on sustainability.

This shift presents a unique opportunity for India to redefine its development vision, aligning economic growth with innovation and inclusivity.

At the forefront of this new business landscape is digital transformation. With the proliferation of the internet and mobile technology, businesses are increasingly leveraging digital solutions to enhance efficiency and reach broader markets.

The Indian government's initiatives, such as Digital India, have facilitated greater access to technology, empowering startups and small businesses. Sectors like fintech, e-commerce, and healthtech are thriving, driving financial inclusion and creating new job opportunities.

Sustainability is another crucial aspect of the new business era. As climate change becomes a pressing global issue, businesses must adopt eco-friendly practices.

India's commitment to achieving net-zero emissions by 2070 highlights the importance of integrating sustainability into economic strategies.

By investing in renewable energy and sustainable supply chains, Indian companies can not only reduce their environmental impact but also attract foreign investment and enhance their global competitiveness.

Skill development is essential in this evolving business landscape. As industries adapt to new technologies, a workforce equipped with digital skills and critical thinking is necessary. The Skill India Mission aims to bridge this gap, providing training programs tailored to market needs. Collaboration between educational institutions and industry will ensure that the workforce is prepared for future demands, driving productivity and innovation.

Lastly, inclusivity must be a cornerstone of India's development vision. The benefits of economic growth should reach rural areas and marginalized communities. Supporting micro, small, and medium enterprises (MSMEs) through access to finance and technology can empower these businesses, creating jobs and fostering economic resilience.

In conclusion, the new era of business offers India an opportunity to advance its development vision through digital transformation, sustainability, skill development, and inclusivity. By strategically leveraging these elements, India can pave the way for sustainable economic growth and improve the quality of life for its citizens.

The Economics of India: An Overview



India, the world's fifth-largest economy by nominal GDP, has a mixed economic structure combining traditional agriculture, a rapidly growing services sector, and a burgeoning industrial base.

Since the economic reforms of 1991, India has shifted from a primarily agrarian economy to a more market-oriented and globally integrated one.

Key Sectors:

1. ***Agriculture***: Although agriculture's share in GDP has declined to around 15%, it still employs nearly half of the population. The sector remains vital for rural livelihoods and food security.
2. ***Industry***: The industrial sector accounts for about 25% of India's GDP. It includes manufacturing, mining, and construction. Recent policies like "Make in India" aim to boost domestic manufacturing and reduce dependence on imports.
3. ***Services***: The services sector is the largest contributor to GDP, making up over 50%. It encompasses industries such as IT, telecommunications, finance, and tourism, with India's information technology (IT) sector being globally competitive.

Economic Challenges:

1. ***Poverty and Inequality***: Despite growth, India faces high levels of poverty and income inequality. Efforts are ongoing to improve access to education, healthcare, and financial services for marginalized communities.
2. ***Unemployment***: A growing population, particularly a large youth demographic, presents challenges for job creation. Although India's economy has grown rapidly, job growth has not kept pace.
3. ***Inflation and Fiscal Deficit***: Inflation remains a key concern, particularly in food prices. Managing the fiscal deficit while ensuring development spending is crucial for long-term economic stability.

Growth Prospects:

India is projected to continue its strong growth trajectory, supported by a young population, rising urbanization, and increasing digitalization. However, the country needs to address infrastructure gaps, enhance skill development, and ensure sustainable development to maintain its growth momentum in the future.

Overall, the Indian economy presents both significant opportunities and challenges, balancing rapid modernization with structural issues such as poverty and inequality.

Effective Study Habits for Success in College



As a college student, developing good study habits is essential to achieving academic success. Effective learning strategies can help to stay on top of your

coursework, retain information, and ultimately achieve goals. Here are some study habits for success:

1. **Set Clear Goals:** Set specific, measurable and achievable goals for each study session. Break larger goals into smaller, manageable chunks. This helps maintain focus and motivation.
2. **Create a study plan:** Schedule dedicated study time in your calendar and ensure consistency and balance with other activities. Spend more time on challenging subjects.
3. **Determine the study space:** Find a quiet, comfortable, distraction-free study area. Organize your materials and resources so they are easily accessible.
4. **Active learning:** Engage with course materials through active reading, note-taking, and summarizing. Ask questions, discuss with peers and seek clarification

5. **Review and practice regularly:** Regular review reinforces learning and retention. Practice problems, past exams, and quizzes help solidify understanding.
6. **Use Active Recall:** Practice key terms, definitions and formulas. Take a quiz or use flashcards to reinforce your memorization.
7. **Manage time effectively:** Use time-management techniques (25 minutes of focused study + 5 minutes of break). Avoid cramming and studying at the last minute.
8. **Seek help if needed:** Do not hesitate to ask for help from instructors, teaching assistants or classmates. Attend study groups, tutoring or office hours.
9. **Be organized:** Track assignments, deadlines, and study materials with tools like planners, apps, or digital folders.

10. **Take care of yourself:** Maintain a healthy lifestyle, including regular exercise, a balanced diet and adequate sleep. Taking care of your physical and mental well-being increases concentration and productivity.

By incorporating these study habits into your daily routine, you will be well on your way to achieving academic success and setting yourself up for a bright future.

The Future of Remote Work: A New Era for Businesses^{*}



The COVID-19 pandemic accelerated the adoption of remote work, transforming it from a temporary solution into a permanent fixture for many businesses.

As organizations reassess their operational models, the future of remote work is shaping a new era that promises both challenges and opportunities for businesses worldwide.

Implementing regular check-ins and maintaining a strong company culture are also essential to keep teams connected and engaged.

Security concerns present another significant challenge in the remote work landscape. With employees accessing sensitive information from various locations, businesses must prioritize cybersecurity measures. This includes providing secure connections, implementing two-factor authentication, and conducting regular training on data protection practices. Moreover, the future of remote work will likely see a hybrid model emerge as the norm. This approach combines the benefits of remote work with in-office collaboration, allowing employees to choose their preferred work environment. This flexibility can enhance productivity and foster a stronger workplace culture, as employees can interact in person while also enjoying the autonomy of remote work.

One of the most significant advantages of remote work is the flexibility it offers employees. This shift allows individuals to balance their professional and personal lives more effectively, leading to increased job satisfaction and productivity. Companies that embrace remote work can attract a broader talent pool, unhindered by geographical limitations. This diversity can foster creativity and innovation, as teams from different backgrounds collaborate and share unique perspectives.

However, the transition to remote work is not without challenges. Communication and collaboration can suffer without the face-to-face interactions that traditional offices provide. Businesses must invest in robust digital tools and platforms to facilitate seamless communication.

In conclusion, the future of remote work heralds a new era for businesses, characterized by flexibility, diversity, and innovation. While challenges such as communication and security must be addressed, organizations that adapt to this evolving landscape will position themselves for success. Embracing remote work not only enhances employee satisfaction but also prepares businesses for a competitive edge in the global market.

SCAM 1992 BY HARSHAD MEHTA



A scam has been recorded in the history of India's financial stock market and that scam was named Scam 1992. This scam was carried out by a Gujarati man Harshad Mehta which was a financial scam.

Harshad Mehta was a smart man in the financial market. They took advantage of the shortcomings of the banking system to make huge profits by manipulating stock prices. Harshad Mehta used a technique called circular trading.

Where Harshad Mehta used fake bank receipts to manipulate the markets. Harshad Mehta used to buy shares at low prices and increase the prices of those shares by trading between his companies and then selling them at higher prices and earning huge profits. All this scam came to light when the stock market crashed in 1992.

Due to which many investors had to suffer huge losses. This scam of Harshad Mehta exposed the weakness of India's financial system and gave rise to many reforms in the stock market and banking systems, which further strengthened India's banking system and stock market policies.

This scam perpetrated by Harshad Mehta in 1992 had a deep impact on India's economy and financial markets. As India's economy became active. The stock exchange increased surveillance to prevent such scams in future.

The Securities and Exchange Board of India (SEBI) (which controls the Indian stock markets) was further strengthened and new rules were implemented to prevent such scams, manipulations and frauds in the stock market.

Overall, this scam committed by Harshad Mehta in 1992 was given the status of a significant event in the financial history of India, which was named Scam 1992. Which highlights the importance of transparency, accountability and regulatory oversight in the financial sector.

HARSHAD MEHTA'S I-T CASE

1996 | Income tax department files a case against Harshad Mehta, the prime accused in the ₹8,000-crore securities scam, his two brothers and other family members for failing to file returns

1999 | Magistrate discharges Mehta, his family members and businesses in the case. I-T department moves the Bombay high court. Meanwhile, a special court convicts Mehta in the securities scam and sentences him to five years in jail



2001 | Mehta dies of a heart ailment

2014 | Bombay high court strikes down magistrate's order discharging Mehta's kin in the income tax case. But the case against Mehta will abate on account of his death, says the court

Image source: Google

Harnessing B2B E-Commerce: Transforming Business Transactions



In the rapidly evolving digital landscape, B2B e-commerce has emerged as a game-changer, offering businesses unprecedented opportunities for growth and efficiency.

Unlike B2C platforms, B2B e-commerce focuses on transactions between businesses, involving larger order volumes, longer sales cycles, and complex decision-making processes.

One of the primary benefits of B2B e-commerce is its ability to streamline and automate procurement processes. Through sophisticated platforms, businesses can manage orders, track inventory, and handle payments with remarkable efficiency. This automation reduces manual errors and speeds up transactions, leading to cost savings and improved operational efficiency.

Additionally, B2B e-commerce platforms offer enhanced data analytics capabilities. Businesses can leverage these insights to better understand customer behavior, forecast demand, and tailor their strategies to meet market needs. This data-driven approach not only helps in making informed decisions but also in personalizing the customer experience, ultimately leading to stronger business relationships and increased loyalty.

Integration with other business systems is another significant advantage of B2B e-commerce. Modern platforms seamlessly connect with CRM, ERP, and inventory management systems, ensuring a cohesive and synchronized operation. This integration enhances visibility across the supply chain, enabling businesses to respond swiftly to changes and optimize their processes.

Moreover, B2B e-commerce fosters global expansion. Companies can reach international markets without the need for physical presence, breaking down geographical barriers and tapping into new revenue streams.

In conclusion, B2B e-commerce is transforming how businesses interact, offering tools to enhance efficiency, leverage data, and expand globally. Embracing these digital solutions is essential for companies aiming to stay competitive and drive growth in today's interconnected marketplace.

"EDUCATION"



The landscape of education is undergoing a profound transformation driven by technological advancements, changing societal needs, and evolving job markets. As we look to the future, it is essential to understand how education must adapt to prepare students for the challenges and opportunities ahead.

One of the most significant changes in education is the integration of technology. Digital tools and online platforms are reshaping how knowledge is delivered and consumed. Blended learning, which combines traditional classroom experiences with online learning, allows for greater flexibility and accessibility.

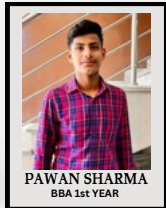
This approach not only accommodates diverse learning styles but also enables students to learn at their own pace, fostering a more personalized educational experience.

Moreover, the rise of artificial intelligence and data analytics is revolutionizing the educational landscape. Educators can now utilize data to identify student strengths and weaknesses, tailoring instruction to meet individual needs. This targeted approach can enhance learning outcomes and support at-risk students, ensuring that no one is left behind.

Collaboration and critical thinking are also becoming essential skills in the modern workforce. Education systems must shift their focus from rote memorization to fostering creativity, problem-solving abilities, and teamwork. Project-based learning and interdisciplinary curricula encourage students to engage in real-world challenges, preparing them for dynamic work environments. Furthermore, the globalized nature of today's economy underscores the importance of cultural awareness and empathy. Education should promote inclusivity and a global perspective, preparing students to navigate diverse workplaces and societies. Language learning, cultural studies, and exchange programs can enrich students' understanding of the world, fostering a sense of global citizenship.

In conclusion, the future of education is bright but requires a commitment to adaptation and innovation. By embracing technology, fostering critical thinking, and promoting inclusivity, educational institutions can prepare students for a rapidly changing world. As we advance, a focus on lifelong learning will be crucial, ensuring that individuals remain adaptable and resilient in the face of future challenges. 40 mini

"DOLLY CHAI WALA"



In the bustling streets of urban India, where traditional flavors meet contemporary trends, Dolly Chai Wala has emerged as a unique sensation. This tea stall, famous for its rich, aromatic chai, embodies the spirit of both nostalgia and innovation, attracting a diverse clientele ranging from college students to professionals.

Dolly Chai Wala is not just a place to grab a quick cup of tea; it's a cultural hub. Located in the heart of the city, the stall offers a menu that blends classic chai recipes with modern twists.

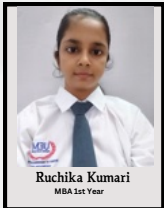
From masala chai infused with exotic spices to innovative flavors like caramel and chocolate chai, Dolly Chai Wala caters to the evolving tastes of its patrons. The stall's ambiance, adorned with vibrant artwork and cozy seating, invites customers to linger and enjoy their tea, fostering a sense of community. What sets Dolly Chai Wala apart is its commitment to quality. The tea is prepared using fresh, locally sourced ingredients, ensuring a rich flavor profile that resonates with traditional Indian chai. The owner, Dolly, is passionate about her craft, personally overseeing the brewing process and engaging with customers. Her warmth and enthusiasm create an inviting atmosphere that keeps people coming back. Moreover, the stall has adapted to modern consumer preferences by offering a range of options, including vegan and organic teas.

This responsiveness to customer feedback reflects a growing trend in the food and beverage industry, where sustainability and health consciousness are paramount. Dolly Chai Wala also exemplifies the entrepreneurial spirit of India. By merging tradition with modernity, Dolly has carved out a niche in the competitive tea market. The success of her stall serves as an inspiration for aspiring entrepreneurs, highlighting the potential of local businesses in a rapidly changing economic landscape. In conclusion, Dolly Chai Wala is more than just a tea stall; it's a celebration of culture, community, and innovation. By honoring traditional flavors while embracing contemporary trends, it captures the essence of India's dynamic culinary scene. For those seeking a delightful cup of chai that tells a story, Dolly Chai Wala is a must-visit destination. 40 mini



Image source: Google

THE TALE OF JIKININKI



If the Western culture has a story about Zombies, then JIKININKI is the zombie from Japanese culture. This spirit has a figure like a zombie, with some parts of the body that had

rotted. The only difference is that The Jikininki only prey on dead human bodies.

Jikininki is a human who is cursed because of his greediness. After his death, he was resurrected as Jikininki. It is said that this creature can change his appearance and live like a normal human being. Only at night, would he wander to find his prey in his scary, disgusting looks.

The Story of the Jikininki

A long time ago, in Japan, there was a monk named Soseki who traveled through the countryside. As night fell he came across a damaged old hermitage, where an elderly monk gave him directions to a village not far away. Soseki traveled on, and just as night fell he arrived in the village. The son of the village chief welcomed Soseki and invited him to stay in his house as a guest. However, he said, my father passed away earlier today. In our village, we have a custom. When one of us dies, we all must spend the night away from the village. If we do not do this, we will be cursed. But you are tired from your journey, and seeing as you are a priest, and also not a member of this village, I see no reason why you too must leave. Please feel free to stay in my house this night while the rest of us leave the village. Soseki gratefully accepted. The villagers all left the village, and Soseki was alone.

That night, the monk recited funerary prayers over the body of the village chief. All of a sudden, he felt a presence nearby. Soseki felt his body freeze up, and he was unable to move. Then, a dark, hazy shape crept through the house and up to the body. The creature devoured the remains of the village chief and then slipped away as quietly as it had arrived. The creature was trapped in this terrible existence, forever cursed to eat the dead but hating itself for it.

Soseki traced his steps through the mountains to the old hermitage he had seen the night before. The old monk welcomed him into the hovel and told him, I apologize for showing you such a sight last night. The monster you saw in the village chief's house was me. Long ago I was a priest. I lived in that village, and I performed many funeral services for the dead. However, all I could think of was the payment for my services, and not the souls of the deceased. Because of my lack of conviction, when I died I was reborn as a jikininki. Now, I am forced to feed off the bodies of the dead. Please, save my soul and release me from my torment!

The following morning, when the villagers returned, Soseki told them what he had seen during the night. The village chief's son told him that this was just as the local legends say. Soseki was surprised and asked why the monk living in the hermitage did not perform the funeral prayers for the village. The village chief's son seemed confused. There is no hermitage nearby. What's more, there haven't been any monks in this region for many generations.

Story Source: Google

"Wings of Determination: Titli's Journey"



Today I'm going to share with you the story of a girl whose name is Titli. As much as I know her she is an overthinker, has anger issues and she hesitates before speaking.

And it takes her a long time to get along with people. She also developed a virtue in herself, she now speaks very thoughtfully.

But do you think someone can be born like this? Not. So let's go deeper into the story. Titli was born into a beautiful and simple family who lived in a small village in Bihar named Agiaon. The society in which she was born did not give much importance to the education and employment of girls. Titli was the first child born in the house after her father and uncle.

So she was everyone's favorite. But her grandfather loved her more than his life, he wanted Titli to be educated and bring glory to the family. But her grandfather passed away when she was 3-4 years old.

Therefore, without caring for society, she was taken from the village to the town named (Ara) so that she could study well. Then the Titli story began. She was not only smart in her studies but also concentrated on other activities. She was the teacher's favorite student and her family also praised her. She always dreamed and wanted to live in the world of stories. Due to her father's work, she did not get much guidance from him but she got full support.

Time passed and when she was in 10th standard problems started. Her father suffered a lot of loss in business. But he never gave up and focused on the education of Titli and her siblings. Her mom also used to compromise. On this journey, she and her parents faced a lot of taunts and rumors from relatives, neighbors, and acquaintances. Like *Idki hath se nikal jaegi , jamin bech kr pdhaega betiyon ko ,dekhte h n pdh kr kya kr legi* and many more.

Time passed and when she was in 10th standard problems started. Her father suffered a lot of loss in business. But he never gave up and focused on the education of Titli and her siblings. Her mom also used to compromise. On this journey, she and her parents faced a lot of taunts and rumors from relatives, neighbors, and acquaintances. Like *Idki hath se nikal jaegi , jamin bech kr pdhaega betiyon ko ,dekhte h n pdh kr kya kr legi* and many more.

That butterfly is none other than me. And now, the butterfly doesn't care what people say or what's happening in the world. I just want to carve my path to show people that girls can also bring honor to the family and take care of their parents.

I have learned from my journey that people will always have something to say because they never want you to move ahead and be happy. That's why we should listen to our own heart and figure out what we truly want.

From Anger to Endgame: My Personal Transformation



On October 23, 2005, something big happened – an anger bomb was invented. It wasn't made in a lab by scientists in white coats. No, this one was created by my mom in my grandmother's house,

just 15 minutes away from where I stand today. Like Bruce Banner, who turns into the Hulk, I had my version of transformation. But instead of getting angry on demand, my anger was always there – like a bomb waiting to explode.

My mom worked hard to support us. She brought me gifts, trying to make me happy, but what I needed was her time. I was struggling and ended up spending a year in depression. During this time, I lived with my grandmother, and that distance from my mom made things even harder. But as time went on, I started to change. I learned to manage my anger. Like Bruce Banner, I found ways to control the Hulk inside me. My medicines helped too, but it wasn't just about the pills. I started looking for peace within myself.

Now, I'm working on becoming a new version of myself – smarter, calmer, and more positive. Just like in Avengers: Endgame, where Bruce Banner becomes the Professor Hulk, combining the best of both worlds, I'm finding ways to be both strong and at peace. I still have my struggles, but I'm on the path to controlling the anger bomb inside me. From Anger to Endgame: My Personal Transformation

I grew up in a small village called Dhodsar. Life was simple, but it wasn't always peaceful. My parents fought a lot, and it affected me deeply. I had a sister and a brother whom I loved very much. My grandfather was also a big part of our lives, especially during festivals like Holi. Every Holi, he would mix colors and get everything ready early in the morning, making it a special day for us. But things changed. One day, after a big fight, my mom decided to leave my dad and move to Jaipur with us. At first, everything was fine. We were happy for a while. But when I reached the 12th grade, things took a turn for the worse. I started feeling lonely and depressed. My anger bomb kept going off, and it felt like no one could stop it.



Image source: Google

POETRY

SILICONE DREAMS



SACHIN SHARMA
BBA 2nd YEAR

*In the realm where circuits dance and
logic sings, A new creation dawns with
silicon wings. Artificial mind with
thoughts so bright, A mirror to the
stars, yet born of night. It learns from
us, our hopes and fears, Translates
dreams into lines of code so clear. With
every byte, it crafts a vision wide, A
canvas where human and machine collide.
Yet, in this digital expanse so vast,
Echoes of our essence are cast.*

*Algorithms weave a tapestry unseen, Of
what we are and what might yet be. In
circuits cold, does warmth arise? Can
data capture truth's disguise? As we
sculpt this spark of light and lore, We
ponder if it's us, or something more.*

Echoes of Time

*In the stillness of the evening's glow,
When the world begins to slow,
Whispers of the past arise,
Carried on the twilight skies.
Memories like gentle waves,
Lapping shores where time behaves,
Each ripple holds a tale of old,
In shades of silver, soft and cold.
The moonlight casts a tender sheen,
On moments lost and those unseen,
A dance of shadows, fleeting, light,
That fade into the velvet night.
Yet in the quiet, there's a song,
Of days once lived, where we belong.
A melody both sweet and wise,
Reflecting in our thoughtful eyes.
For in each breath, in every sigh,
The echoes of our lives pass by,
And though the moments slip away,
Their essence in our hearts will stay.*



SOHIT KUMAWAT
BBA 2nd YEAR

My Dreams

*Flying in the sky,
I'm a small bird on the rise.*

*In the world of dreams,
I weave a dream of my own.*

*With tiny, tiny steps,
I keep moving forward.*

Every day, a new dream,

I decorate in my eyes.

Sometimes a doctor, sometimes a teacher,

I dream of becoming one.

In my parents' eyes,

I sprinkle the light of joy.

I'll work hard every day,

One day my dreams will come true.

What I've imagined, I'll achieve,

And with my wings, I'll soar.



PRAGYA BHARTI
BBA 2nd YEAR

The Journey Ahead

*With a backpack full of dreams,
I walk along life's flowing streams.
Each day a lesson, new and bright,
Guiding me towards the light.
Teachers guide, and friends stand near,
In this journey, there's nothing to fear.
Books to read and games to play,
I learn a little more each day.
Sometimes I stumble, sometimes I fall,
But I rise again, standing tall.
For in my heart, I know it's true,
Every challenge helps me grow anew.
The road ahead is long and wide,
But with hope and courage, I stride.
I'll chase my dreams, and give my all,
And one day, I'll answer the future's call.*



JANGID ABHAY
KUMAR
BBA 2nd YEAR

ART GALLERY



“Art is the silent language of the soul, where colors speak louder than words and every stroke tells a story.”

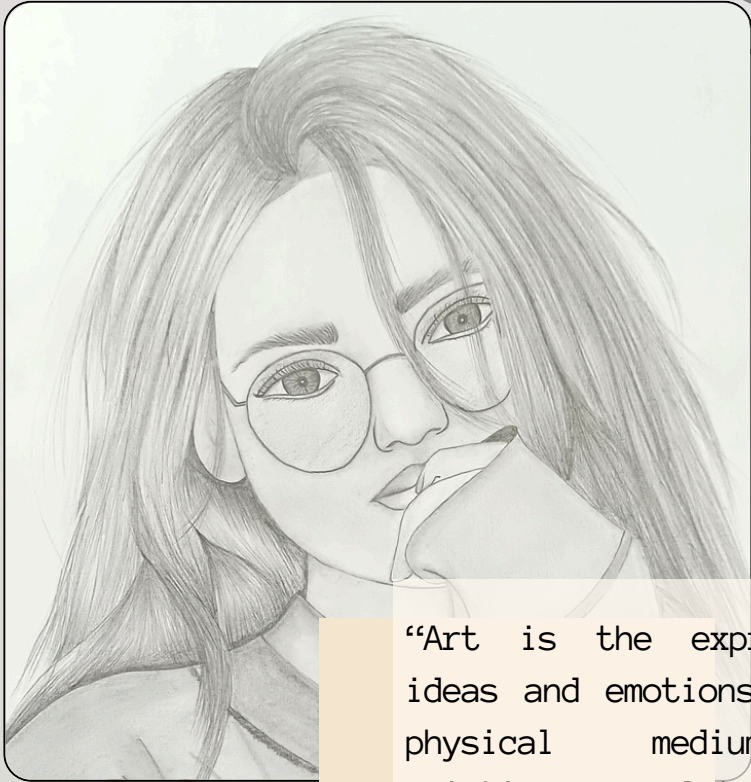


MAUSIKTA KHETO
BBA 2nd YEAR



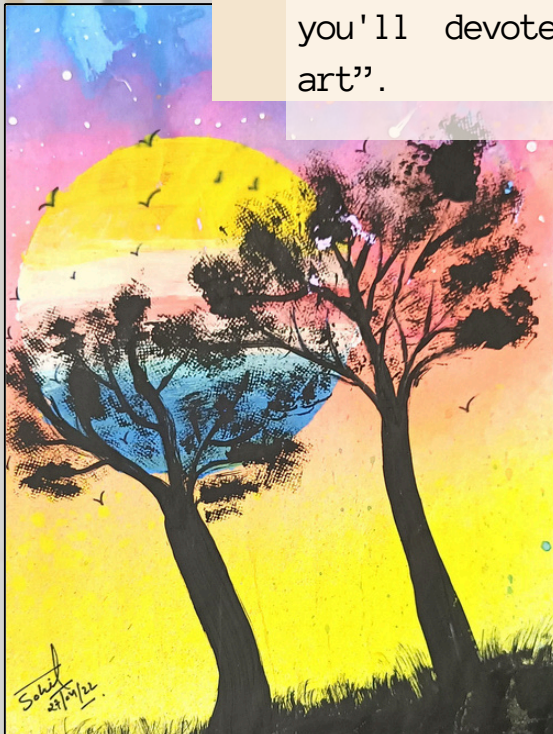
SACHIN SHARMA
BBA 2nd YEAR

ART GALLERY



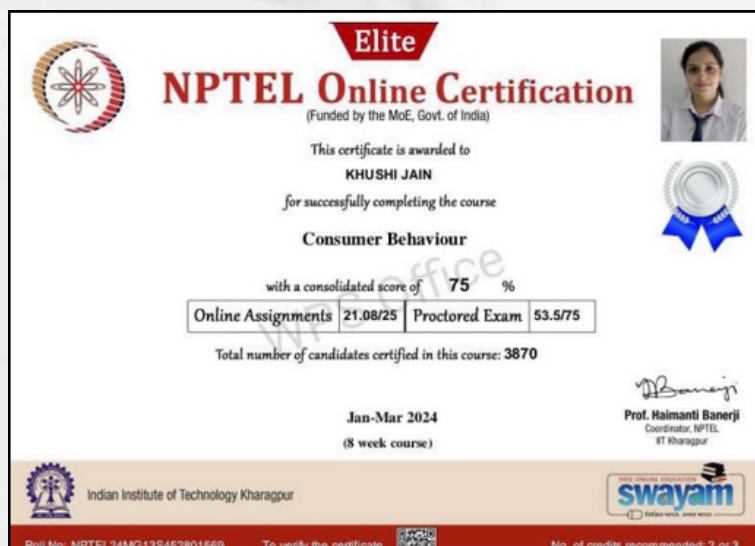
“Art is the expression of ideas and emotions through a physical medium, like painting, sculpture, film, dance, writing, photography, or theatre. If you love the creative process, maybe you'll devote your life to art”.

SOHIT KUMAWAT
BBA 2nd YEAR



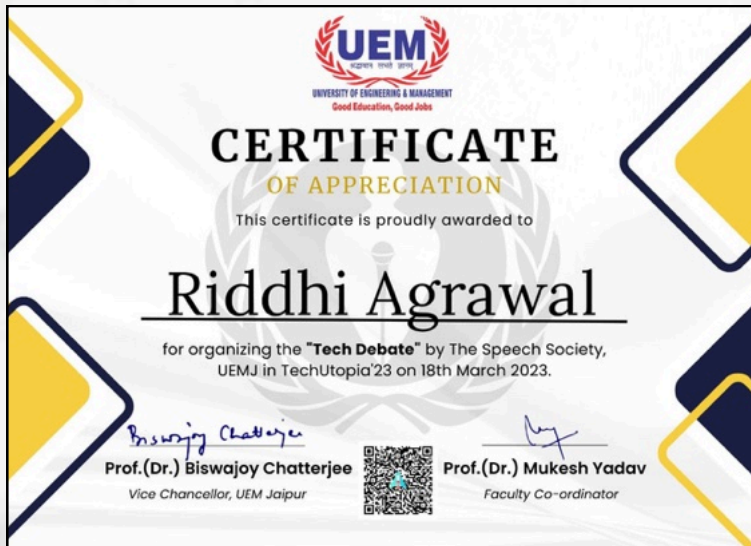


Student Achievements











Elite

NPTEL Online Certification
(Funded by the MoE, Govt. of India)

This certificate is awarded to
DEBJIT DAS
for successfully completing the course
Retail Marketing Strategy

with a consolidated score of **76** %

Online Assignments	22.46/25	Proctored Exam	54/75
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Total number of candidates certified in this course: **747**

Jul-Sep 2023
(8 week course)

Indian Institute of Technology Roorkee

swayam

Roll No: NPTEL23MG100S35290133 To verify the certificate No. of credits recommended: 2 or 3

Elite

NPTEL Online Certification
(Funded by the MoE, Govt. of India)

This certificate is awarded to
PRIYANSHI KHUTETA
for successfully completing the course
Retail Marketing Strategy

with a consolidated score of **75** %

Online Assignments	17.38/25	Proctored Exam	58/75
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Total number of candidates certified in this course: **747**

Jul-Sep 2023
(8 week course)

Indian Institute of Technology Roorkee

swayam

Roll No: NPTEL23MG100S35260593 To verify the certificate No. of credits recommended: 2 or 3

Elite

NPTEL Online Certification
(Funded by the MoE, Govt. of India)

This certificate is awarded to
RUPANKAR DEY
for successfully completing the course
Retail Marketing Strategy

with a consolidated score of **75** %

Online Assignments	21.54/25	Proctored Exam	53.5/75
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Total number of candidates certified in this course: **747**

Jul-Sep 2023
(8 week course)

Indian Institute of Technology Roorkee

swayam

Roll No: NPTEL23MG100S45260356 To verify the certificate No. of credits recommended: 2 or 3

Elite

NPTEL Online Certification
(Funded by the MoE, Govt. of India)

This certificate is awarded to
RITUPORNA DEB
for successfully completing the course
Retail Marketing Strategy

with a consolidated score of **84** %

Online Assignments	22.04/25	Proctored Exam	61.5/75
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Total number of candidates certified in this course: **747**

Jul-Sep 2023
(8 week course)

Indian Institute of Technology Roorkee

swayam

Roll No: NPTEL23MG100S35263489 To verify the certificate No. of credits recommended: 2 or 3

Elite

NPTEL Online Certification
(Funded by the MoE, Govt. of India)

This certificate is awarded to
PRIYANKA KUMAWAT
for successfully completing the course
Retail Marketing Strategy

with a consolidated score of **75** %

Online Assignments	21.13/25	Proctored Exam	53.5/75
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Total number of candidates certified in this course: **747**

Jul-Sep 2023
(8 week course)

Indian Institute of Technology Roorkee

swayam

Roll No: NPTEL23MG100S45260436 To verify the certificate No. of credits recommended: 2 or 3

Elite

NPTEL Online Certification
(Funded by the MoE, Govt. of India)

This certificate is awarded to
BHAVYA SHARMA
for successfully completing the course
Retail Marketing Strategy

with a consolidated score of **91** %

Online Assignments	22/25	Proctored Exam	69/75
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Total number of candidates certified in this course: **747**

Jul-Sep 2023
(8 week course)

Indian Institute of Technology Roorkee

swayam

Roll No: NPTEL23MG100S45262992 To verify the certificate No. of credits recommended: 2 or 3

The Crucial Role of Mental Health in Shaping Organizational Behavior

Dr. Manisha Singh

Associate Professor, MBA
School of Management
UEM Jaipur

In today's fast-paced work environment, the significance of mental health in shaping organizational behavior cannot be overstated. As businesses strive for productivity and employee satisfaction, understanding the impact of mental well-being on workplace dynamics has become essential.

Mental health directly influences employee performance, creativity, and engagement. When employees feel mentally healthy, they are more likely to be productive, demonstrate higher levels of creativity, and contribute positively to team dynamics. Conversely, poor mental health can lead to absenteeism, decreased productivity, and high turnover rates. Organizations that prioritize mental health can create a more resilient workforce, ultimately leading to better business outcomes. One critical aspect of this relationship is the establishment of a supportive workplace culture. Companies that foster an environment of openness and inclusivity encourage employees to discuss their mental health challenges without fear of stigma. Implementing policies that promote mental well-being, such as flexible working hours, mental health days, and access to counseling services, demonstrates an organization's commitment to its employees' overall health. Additionally, training managers and leaders to recognize signs of mental health struggles is vital.



Empowering leaders with the skills to support their teams can significantly improve the workplace atmosphere. When employees feel understood and supported, their loyalty and commitment to the organization increase, fostering a sense of belonging. Moreover, mental health initiatives can enhance teamwork and collaboration. When individuals feel mentally stable, they are more likely to communicate effectively, share ideas, and engage in constructive conflict resolution. This collaborative spirit not only boosts morale but also drives innovation and problem-solving. In conclusion, the crucial role of mental health in shaping organizational behavior is evident.

A handwritten signature in black ink, appearing to be 'MS' or similar, with a long horizontal line extending to the right.

Reasonable Restrictions: Ban or Boon

Dr. Pawan Sharma

Associate Professor
School of Management
UEM Jaipur

Today's time of 21st century is the transformation time and the youth is the power engine of this change. Today our society is moving in a new direction with new thinking & ideology. We are moving towards new heights and constantly moving towards success. But now the question arises whether we are really moving ahead or we are going back.

If we talk about material things then we are definitely moving ahead. Our daily life has become so easy. Everyday life is becoming so comfortable. But this is only economic and material things based life. The more we succeeding on the material level, the more we continuously going backward if we talk about values system, if we talk about education. We are responsible for this because we have considered money and material comforts to be such a central focus that we are considering the value system on backward side of life. But the truth is that if any society give up to its foundation, its roots, will that society flourish, absolutely not.

Society is trying to get wealth and properties for current generation but the culture & moral values is ruining in the same generation. As much as I have had the experience of teaching, I have taught hundreds of children, some have been associated with school education, some have been associated with higher education and I have only found that the modernization that we talk about today is only a matter of show off in terms of dressing sense, money and material things but in reality our society is producing well dressed illiterate people with lack of moral values.



For this, the most important thing is the active contribution of the parents that cannot start suddenly; it can be developed by the childhood by making him/her realize the right values. At the same time, teachers should contribute immensely in the development and store of values for the future generation. Only with the help of proper direction and restricted conduct, the all-round development of the youth, today who is the main power source point not only in India but also in the entire world, can be achieved. Therefore, restrictive approach up to a certain level towards the use of energy of youth is compulsory. A reasonable restriction in the code of conduct is boon not a ban for the happiest, prosperous and satisfied life of youth, life of nation.

Empowering Human Resources

Prof. Sweta Pareek

Assistant Professor, BBA
School of Management
UEM Jaipur

The Heartbeat of Organizational Success

In today's dynamic and ever-evolving business landscape, the role of Human Resources (HR) has never been more critical. As an assistant professor specializing in HR within the Management Department, I am continually inspired by the transformative power of effective HR practices. Our department is dedicated to equipping future leaders with the knowledge and skills necessary to navigate and shape this vital field.

The Evolution of HR

Traditionally seen as a back-office function, HR has evolved into a strategic partner that influences every aspect of an organization. From talent acquisition and development to employee engagement and retention, HR professionals play a crucial role in driving organizational success. Our curriculum is designed to reflect this evolution, integrating contemporary theories with practical applications to prepare students for the challenges and opportunities of modern HR management.

Innovative Teaching and Learning

At our department, we emphasize experiential learning and real-world application. Through case studies, internships, and collaborative projects with industry partners, students gain hands-on experience that bridges the gap between theory and practice.



We foster an environment that encourages critical thinking, problem-solving, and innovative approaches to HR challenges.

Research and Development

Our faculty members are actively engaged in cutting-edge research that addresses current issues in HR management. Topics such as diversity and inclusion, employee well-being, and the impact of technology on HR practices are at the forefront of our scholarly pursuits. By staying ahead of industry trends and contributing to academic discourse, we ensure that our students receive an education that is both relevant and forward-thinking.

Role of Analytics in Supporting Marketing Decisions

Prof. Subhadeep Ghosh

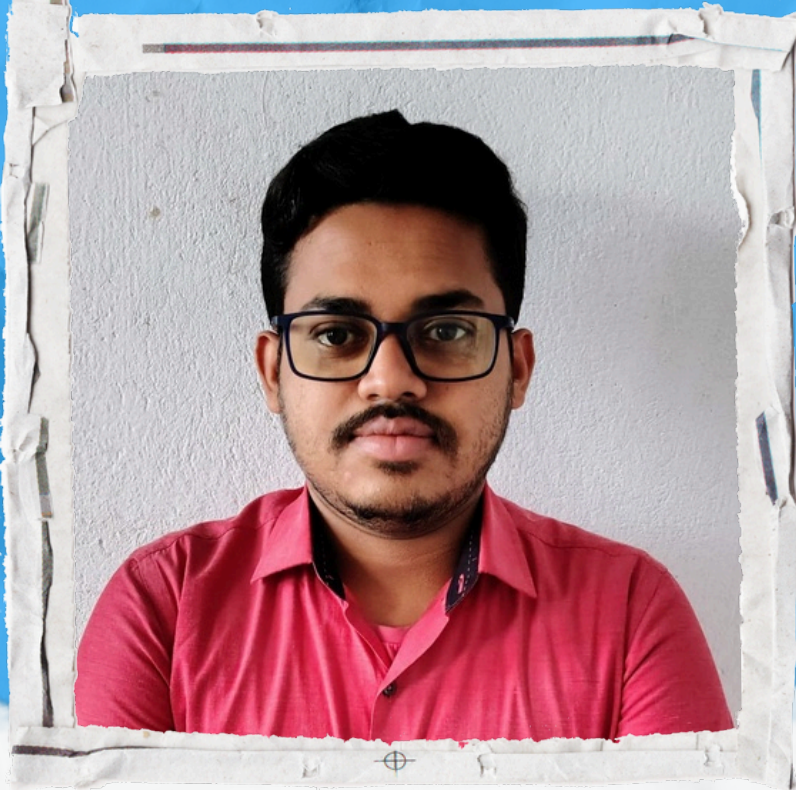
Assistant Professor
School of Management
UEM Jaipur

In the contemporary business landscape, analytics has emerged as a critical tool for informing and enhancing marketing decisions. By leveraging data-driven insights, companies can refine their strategies, target audiences more effectively, and optimize their campaigns for maximum impact.

Analytics allows marketers to gather and analyze vast amounts of data from various sources, including customer interactions, social media, and website traffic. This wealth of information provides a clearer understanding of consumer behavior and preferences, enabling businesses to create personalized marketing strategies. For instance, analyzing customer purchase history can help identify trends, allowing marketers to tailor promotions and product recommendations that resonate with specific segments.

Furthermore, predictive analytics plays a significant role in forecasting future trends and behaviors. By utilizing historical data and advanced algorithms, businesses can anticipate customer needs and adjust their marketing strategies accordingly.

This proactive approach not only enhances customer satisfaction but also improves resource allocation, ensuring that marketing efforts are directed where they will be most effective.



Additionally, analytics enables companies to measure the success of their marketing campaigns in real-time. By tracking key performance indicators (KPIs) such as conversion rates, engagement levels, and return on investment (ROI), marketers can assess what works and what doesn't. This agility allows for quick adjustments to strategies, maximizing the effectiveness of campaigns and minimizing wasted resources. In conclusion, the role of analytics in supporting marketing decisions is invaluable. By harnessing the power of data, businesses can make informed decisions, optimize their marketing strategies, and ultimately drive growth. In a competitive marketplace, leveraging analytics is no longer a luxury; it is a necessity for organizations aiming to succeed and thrive.

Subhadeep Ghosh..

Empowering Entrepreneurship : The Key to Innovation and Growth

Mr. Rhythm Mukherjee

Research Associate
School of Management
UEM Jaipur

In today's global economy, entrepreneurship plays a major role in driving innovation, economic progress, and job creation. At the School of Management, UEM Jaipur, our goal is to nurture an entrepreneurial mindset in our students, which is an essential part of our teaching.

The Changing Face of Entrepreneurship

Entrepreneurship is no longer just about starting a business. It has transformed into a field that encourages creativity, innovation, and flexibility. Modern entrepreneurs are not only business owners but also problem solvers who work towards creating social and economic change. At UEM Jaipur, we focus on learning by doing. We allow students to face real-world challenges through activities like case studies, startup incubation programs, and partnerships with industry leaders. Students are encouraged to work on live projects, develop business models, and present startup ideas while receiving mentorship from successful entrepreneurs. This hands-on approach helps them understand both the theory and the practical aspects of entrepreneurship while encouraging them to think creatively and take risks.



Developing an Entrepreneurial Attitude

Entrepreneurship is more than just a set of skills—it's a way of thinking. We help students build qualities like creativity, resilience, and problem-solving abilities. Through workshops, entrepreneurial boot camps, and networking events with industry experts, we create an atmosphere where students can think outside the box and challenge traditional ideas. Our main aim is to inspire the next generation of entrepreneurs who can create sustainable businesses and solve real-world problems.

The Essence of Management in Today's World

Ms. Rishita Das

Research Associate
School of Management
UEM Jaipur

In an era characterized by rapid technological advancements, globalization, and dynamic market conditions, effective management has become more essential than ever. The essence of management today lies in its ability to adapt to changing environments, foster innovation, and cultivate strong teams.

At its core, management involves planning, organizing, leading, and controlling resources to achieve organizational goals. In today's fast-paced world, the planning process must be agile and responsive. Organizations face constant disruptions from technological innovations and shifting consumer preferences, making it imperative for managers to anticipate change and develop flexible strategies. This proactive approach enables businesses to stay competitive and capitalize on emerging opportunities.

Furthermore, the role of leadership within management has evolved significantly. Today's managers must be more than just authoritative figures; they must inspire and empower their teams. Transformational leadership, which encourages collaboration and creativity, is vital in nurturing a motivated workforce. By fostering an inclusive culture where employees feel valued, managers can enhance engagement and drive higher levels of performance.

Another crucial aspect of modern management is the emphasis on data-driven decision-making.



The availability of big data and analytics tools allows managers to make informed choices that align with organizational objectives. By leveraging data insights, managers can identify trends, assess risks, and optimize resource allocation, ultimately leading to better outcomes.

Moreover, effective management today recognizes the importance of corporate social responsibility (CSR). Organizations are increasingly held accountable for their impact on society and the environment. Managers must integrate ethical practices into their strategies, ensuring that their companies contribute positively to the community. This not only enhances brand reputation but also attracts socially conscious consumers and talent.

A handwritten signature in dark ink, appearing to be 'Rishita'.

Rise, Sisters, Rise

Prof. Sanchari Basak

UEM Jaipur

In the face of injustice, we stand tall,
Our voices united, we'll break every wall.
No longer silent, no longer afraid,
Our strength is our weapon, our courage displayed.

Through centuries of struggle, we've learned to persist,
Against bias and hatred, we'll always resist.
For equality, respect, and the right to be free,
We'll fight 'til the world is what it should be.

Rise, sisters, rise, let your spirit ignite,
In the battle for justice, we'll shine ever bright.
Our power together can move any mountain,
Our resolve is an endless, unstoppable fountain.

From boardrooms to classrooms, from streets to the home,
We'll challenge oppression wherever we roam.
Our dreams and our actions will reshape this earth,
A world of true justice, equality's rebirth.

Basak



Influence of Covid-19 on India's Education System

Prof. Pallavi Malik

Mathematics Department
UEM Jaipur

To counteract the loss of schooling during the epidemic, centralization and digitization were the main focuses of India's new education policy.

India saw a more than threefold increase in its dropout rate—from 1.8 percent in 2018 to a startling 5.3 percent in 2020—when schools closed nationwide due to the Covid-19 outbreak.

Following the epidemic, there was a sharp drop in the standard of schooling nationwide. 92% to 82% of students in all classes lost at least one specific language and arithmetic ability, respectively. For kids in grade 10, the situation was even worse: only 13% of them achieved a math score of greater than 50%.

When schools shifted to using digital media, only about 27.5% of students are thought to have had access to digital devices. Merely 15.8% of participants in virtual classes expressed satisfaction with their online learning environment. Teachers were also unprepared for interactions in a virtual classroom. Students from marginalized groups were not able to participate in online education due to poor internet connections and a lack of access to digital equipment.

Governments at the federal and state levels devised measures to enhance foundational learning through teacher training, remedial centers, bridge courses, updated textbooks and work sheets, and other means in order to make up for the losses suffered during the pandemic. The overarching theme of all these endeavors was digitization.



However, the need for digitization has resulted in a noticeable change in the role of teachers and professors. There's a growing emphasis on e-learning at a time when it should be prioritizing open communication with students, understanding their individual obstacles, and enabling them to learn at their own pace. This change has resulted in the standardization of pedagogical content, defining not only what needs to be taught but also how quickly it has to be taught and how the progress of each student should be assessed. This eliminates face-to-face interaction between the teacher and the student and undercuts the importance of discourse and involvement.

Real answers can only be found in acknowledging the crucial connection between educational quality and equity.

Pallavi Malik

Press and Social Media- A Modern Platform of Social Protest

Prof. Kuriakose Varkey

Department of English
UEM Jaipur

In the digital age, the press and social media have become powerful platforms for social protest, allowing marginalized voices to be heard and mobilizing collective action. These tools have transformed how movements are organized, messages are disseminated, and public opinion is shaped.

Traditional media, such as newspapers and television, have long been vital in highlighting social issues and injustices. Investigative journalism often brings attention to problems that might otherwise remain hidden, sparking public discourse. However, the rise of social media has revolutionized this dynamic. Platforms like Twitter, Facebook, and Instagram allow activists to share their messages instantly and directly with a global audience, bypassing traditional gatekeepers.

Social media's real-time nature enables rapid mobilization of protests and movements. Hashtags like #BlackLivesMatter and #MeToo illustrate how digital campaigns can lead to widespread awareness and activism. These movements harness the power of virality, reaching millions within hours and creating a sense of urgency around critical social issues. Moreover, social media democratizes the space for activism. Anyone with internet access can contribute to the conversation, share their experiences, and rally support. This inclusivity amplifies diverse perspectives and experiences, enriching the narrative of social movements.



However, the dual nature of social media also presents challenges. While it can amplify voices, it can also spread misinformation and create echo chambers. The rapid spread of false narratives can undermine genuine movements and create divisions. In conclusion, the press and social media have become essential tools for modern social protest. They empower individuals, facilitate rapid mobilization, and amplify marginalized voices. As society continues to navigate the complexities of digital communication, harnessing these platforms effectively will be crucial for fostering meaningful change and advancing social justice.

Kuriakose

Operational Research: During World War- II

Prof. Praphull Chhabra

Professor

Department of Mathematics and Statistics

UEM Jaipur

Operational research (OR) emerged as a vital discipline during World War II, playing a crucial role in enhancing military efficiency and effectiveness. Originally a response to the complex challenges of wartime logistics and strategy, OR integrated scientific methods and quantitative analysis to optimize resource allocation and decision-making.

One of the most significant applications of operational research was in the field of logistics. The British military utilized OR techniques to improve the distribution of supplies, such as food, ammunition, and fuel, to frontline troops. By analyzing transportation networks and supply chains, analysts could identify the most efficient routes and methods for delivering essential resources. This optimization helped ensure that troops remained well-supplied, enhancing operational readiness and effectiveness.

Additionally, OR contributed to the strategic planning of military operations. Analysts used mathematical models to assess various combat scenarios, helping military leaders understand the potential outcomes of different strategies. This quantitative approach enabled more informed decision-making, reducing the reliance on intuition or experience alone. The development of radar technology during the war also benefited from operational research.



OR experts collaborated with engineers to analyze data from radar systems, improving detection capabilities against enemy aircraft and submarines. This collaboration not only enhanced military effectiveness but also led to advancements in technology that had post-war applications in civilian industries. Moreover, OR laid the groundwork for modern management science and decision-making processes. The methods and models developed during this period found applications beyond the military, influencing fields such as logistics, transportation, and production management in the civilian sector.

A handwritten signature in blue ink, appearing to read 'Praphull Chhabra'.

PROF. (DR.) PREETI SHARMA

Publication

- RTO'S INITIATIVES AT DEVELOPING JAIPUR AS "SMART CITY IN RAJASTHAN, The Seybold Report, International, 1533- 9211, SCOPUS
- A Text Book of Research Methodology and Statistics, RK Publications, 978-81-19140-59-6, National
- Marketing Management, Books Clinic Publishing, 978-93-5823-311-7, National
- A Decentralized Artificial Intelligence Assisted Scalable Security Framework, Nitya Publications, 978-93-5857-076-2, National

Patents

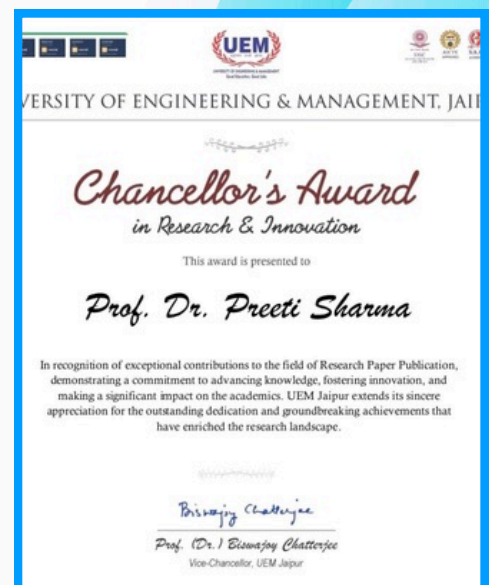
- A VIRTUAL REALITY TRAINING PLATFORM FOR MARKETING SKILL DEVELOPMENT
- SELF-SUSTAINING MICRO-CLIMATE CONTROL SYSTEM FOR URBAN ENVIRONMENTS
- INTERACTIVE VIRTUAL BUSINESS ENVIRONMENT FOR MANAGERIAL SKILL DEVELOPMENT
- A SYSTEM AND METHOD FOR PREDICTIVE MAINTENANCE IN SMART MANUFACTURING
- AUGMENTED REALITY ENABLED INDUSTRIAL INTERNET OF THINGS (IOT) GATEWAY WITH EDGE AI

Awards

- Awarded the Leadership Excellence Award of the Year 2024 at the Brand Icon of the Year Awards, held at The Lalit, New Delhi on 6th October 2024.
- On Teacher's Day, September 5, 2024, the Rabindra Ratna Puraskar for Academic Excellence was awarded in Rajasthan, recognizing significant contributions to education.
- Chancellor's Award in Research & Innovation (Book Publication, National, University of Engineering & Management Jaipur, May, 2024
- Chancellor's Award in Research & Innovation (Research Paper), National, University of Engineering & Management Jaipur, May, 2024
- Chancellor's Award in Research & Innovation (Teaching), National, University of Engineering & Management Jaipur, Dec, 2023
- WoWoman, International, hover Robotix, Mar, 2024
- Certificate of Excellence, National, MentorX, March 2024
- World Record, International, Scholar's Book of World Record, March, 2024
- Chancellor's Award in Research & Innovation (Book Publication), National, University of Engineering & Management Jaipur, Dec. 2023
- Chancellor's Award in Research & Innovation (Research Publication), National, University of Engineering & Management Jaipur, Dec, 2023

PROF. (DR.) PREETI SHARMA

Achievements



PROF. RAHUL SHARMA

Publication

- Bank's Efficiency & The Liquidity Coverage Ratio (LCR) of Indian Banks: Using Data Envelopment Analysis Approach, 2024
- Assessing the Impact of Financial Inclusion Efficiency on the Sustainable Development Goals, 2024
- Impact of Ownership concentration on the liquidity of the Banks in India, 2024
- Influences of Efficiency on Shareholder Activism using ROA as a moderator., 2024
- AHP based evaluation of the factors affecting the transition of educational services from offline to online- mcdm approach, 2023

Awards

- Chancellors Award for Excellence in Teaching Dec 2024 (Overall Student feedback of 95%)
- Shiksha Ratna 2023 Award By Taxila Business School
- Chancellor's Award for Excellence in Teaching May 2024 with 92% Students Feedback
- Chancellor's Award in Research & Innovation May 2024 With 4 Scopus Publications (Highest From Department)
- Received the GOLD Medal from Honourable Governor of Rajasthan 2024

PROF. SOURAV BANERJEE

Publication

- Political Literacy and partisanship - A Naive learning model
American Journal of Business and Management Research · Jun 1, 2024

Patents

- Method and System for Quantum-Enhanced Machine Learning Algorithms Leveraging Advanced Mathematical Frameworks Method and System for Quantum-Enhanced Machine Learning Algorithms Leveraging Advanced Mathematical Frameworks
application no. 202431031547;
- Surface-free pen with internal storage: A pen that can write and store without the necessity of any solid surface. Application no. 202331001953

Awards

- Chancellors Award for Teaching Excellence (UEM)

PROF. PAWAN SHARMA

Publication

- Sharma, Pawan (2023). NIRF Rankings and Strategic Parameters: A Study of NIRF India Rankings 2023 Parameters for the Overall Domain. Tuijin Jishu/Journal of Propulsion Technology, Vol.-44, Number-3, pp. 2756-2766. (ISSN: 1001-4055).
- Jakhar, Y. K., Sharma, P. & Ahmed, B. (2024). Stock Price Prediction by using Machine Learning Techniques: A Study of TCS Ltd., International Conference on Sustainable Computing and Smart Systems (ICSCSS 2024), Hindustan College of Engineering and Technology, Coimbatore, Tamil Nadu, India and published in IEEE XPLORE Proceedings.
- Warne D. P. & Sharma, P. (2023). A Study of Factors Affecting on Buying of Life Insurance Products, Sudarshan Research Journal (SRJ), Vol. 1, Issue 4, pp. 39-51. (ISSN 2583-8792)
- Case Study on "A Case Study on Corporate Social Responsibility by TATA's - Caring beyond Profit", in IEM-UEM International Case Conference on Redefining Business Practices, 2023 (IUICC-2023), Referred International Conference, Department of Management, IEM-UEM Group in 2023.
- (Book Chapter) Business Environment: An Environmental Analysis and Forecasting to Safeguard the Business, Futuristic Trends in Management, IIP publication
- (Book Chapter) Foreign Direct Investment and Future of Indian Economy, Futuristic Trends in Management, IIP publication.

Awards and Recognition

- Reviewer in SUDARSHAN RESEARCH JOURNAL (SRJ) ISSN: 2583-8792 since 2023.
- Organizing Secretary in 3 days Workshop on SPSS tools in 2023 at UEM, Jaipur.
- Member, University Disciplinary Committee (2023-24), UEM, Jaipur.
- Faculty coordinator for Dept of BBA in International Conference on Advances in Higher Technical Education (AHTE-2024) Organized by UEM, Jaipur
- Faculty Coordinator, Webinar on Capital Market Awareness on October 12, 2023.
- Faculty Coordinator, Entrepreneurship Day Celebration with poster making competition on "Navigating the Financial Frontier on Entrepreneurship Day" on November 9, 2023.

PROF. MANISHA SINGH

Publication

- Bibliometric analysis of scholarly publication investigating trends and impact of collaboration network and contemporary research (European chemical bulletin)
- Unveiling the impact of abusive leadership on life satisfaction in higher education: a trust breaking phenomenon (International journal of education, economics and development)
- Gig economy a breeding ground for toxic work culture (The case center UK)

Patents

- BIOMETRIC HARMONY: CRAFTING PERSONALIZED STRESS SOLUTIONS WITH ADAPTIVE INTERVENTIONS

Awards

- Chancellors Award for Teaching Excellence (UEM)

PROF. SWETA PAREEK

Publication

- Impact Of Customer Relationship Management On Indian Banking Sector Journal Of The Maharaja Sayajirao University Of Baroda Issn: 0025-0422, Volume-55, No.1 (Vi) 2021 Pp 1224-1229 Ugc-Care Group I Journal · Sep 22, 2021
- Book chapter on "Sales Management for Improved Organizational Competitiveness and Performance Study on Private and Public Hospitals."
- 1.Effects of Different Compensation Components on Employee Motivation: A Theoretical Overview (Empirical Economics Letters, 21 (Special Issue 3): (April 2022) ISSN 1681 8997)

Patents

- Virtual Reality Training Application for Marketing Skill Development.
- Self-Sustaining Micro-Climate Control System for Urban Environment
- Interactive Virtual Business Environment for Managerial Skill Development.

MR. RHYTHM MUKHERJEE

Publication

- Enhancing Customer Service in India's Digital Era: Benefits and Challenges of AI Chatbots [Bloomsbury Publication ISBN: 9789356407343]
- Strategic Management Observation System Using Ai [Tylor & Francis, Springer (Scopus) ISBN: 978-81-976079-7-4]
- Business Environment: An Environmental Analysis And Forecasting To Safeguard The Business [IIP Publications e-ISBN: 978-93-5747-923-3]
- Information Technology [IIP Publications e-ISBN:978-93-5747-923-3]

Patents

- Virtual Reality Training Application for Marketing Skill Development.
- Self-Sustaining Micro-Climate Control System for Urban Environment
- Interactive Virtual Business Environment for Managerial Skill Development.

MS. RISHITA DAS

Publication

- Research Paper published in ABDC indexed Journal named "Journal of Informatics Education and Research", ISSN: 1526-4726 in Vol. 4 No. 2 (2024). <https://doi.org/10.52783/jier.v4i2.1209>
- Book Chapter published named "FOREIGN DIRECT INVESTMENT AND FUTURE OF INDIAN ECONOMY" for Futuristic Trends in Management ISBN: IIP Series, Volume 3, Book <https://www.doi.org/10.58532/V3BHMA7P1CH8>
- Book Chapter published named "INFORMATION TECHNOLOGY" for Futuristic Trends in Management ISBN: IIP Series, Volume 3, Book <https://www.doi.org/10.58532/V3BHMA7P1CH5>

Patents

- A VIRTUAL REALITY TRAINING PLATFORM FOR MARKETING SKILL DEVELOPMENT" Application Number: 202411057787
- SELF-SUSTAINING MICRO-CLIMATE CONTROL SYSTEM FOR URBAN ENVIRONMENTS Application Number: 202411058035



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SPSS Workshop



November

Workshop...

...

Marketing events



January

Club Events...

...

Finance Event



January

Club Events

...

Webinar



January

Many Webinars

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