

ABHIVYAKTI

अभिव्यक्ति

Quarterly Edition, October-December, 2022

e-Magazine

*Self
Expression*



महात्मा ज्योतिबा फुले
रुहेलखण्ड विश्वविद्यालय, बरेली

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

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Magazine — Abhivyakti

‘Abhivyakti’ is the quarterly magazine of Department of Business Administration, MJP Rohilkhand university Bareilly. The departmental magazine is a platform for the students to express their creative pursuit which develops in them, originality of thought and expression. The contents of the magazine reflect the creativity and imagination of our students. Academic excellence along with co-curricular and extra co-curricular activities completes the process of education.

The magazine highlights a glimpse of growth of the department on many fronts. The Department of Business administration has been simply unstoppable in its progress as it has been actively involved in various activities that have brought to light the hidden talents of students. The highly qualified and dedicated members of staff have always carried out their duties with a high level of commitment. This magazine has recorded contributions such as short stories, poems, articles and art work of students.

आप सफलता तब
तक नहीं प्राप्त कर
सकते

जबतक
आप में असफल
होने का साहस न
हो...!!



• Department of Business
Administration

A WORD FROM HEAD & DEAN



MANAGING EDITOR- EDITOR'S NOTE

I'm proud to be a part of Department of Business Administration, MJP Rohilkhand university Bareilly. DBA is always a leader in implementing new ideas which benefits its students & faculty. "Abhivyakti" is another milestone in this context. This departmental e—magazine is initiated by keeping in mind the contribution of students & the faculty members of the department. This e— magazine is a step taken to provide all necessary and important information to the concerned pupils. I would like to thank all the faculty members and Students who took initiative to launch this magazine.



• Prof. Sanjay Mishra

FOUNDER OF WALL MAGZINE



The idea of Abhivayakti wall magazine was conceptualized by Prof. Raj Kamal way back in 2004 which has been upgraded to the digital version in 2022.

The basic concept was to keep the department and particularly the students abreast of the latest happenings in the business world not only in the domestic market but also around the globe.

Abhivayakti is managed totally by a team of students who work enthusiastically to keep it updated.



• Prof. Raj Kamal

EDITORIAL TEAM



Dr. Bhawna Saxena
Layout Designer

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



Dr. Nandita Sharma
Content Provider

I thank the support of our team members & support from our management, faculty and students for article contribution. Please take a moment and read articles . I hope you enjoy reading the magazine.

Management Students



**No Aditya!,
Where have
you checked**



**Hey, Pragya,
Aryan, Riddhi
Have you seen
our department
e- magazine**



**It's so easy!
You can
check on our
University
website &
directly scan
QR code to
read articles**



**This Magazine
has everything
that we
students did as
co-curricular
activities like
articles, pictures
, news letters.**



Here's how to Scan QR code

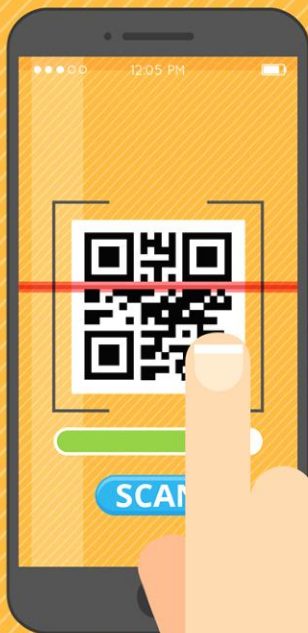
Scan a QR Code Using the Built-In QR Code Scanner

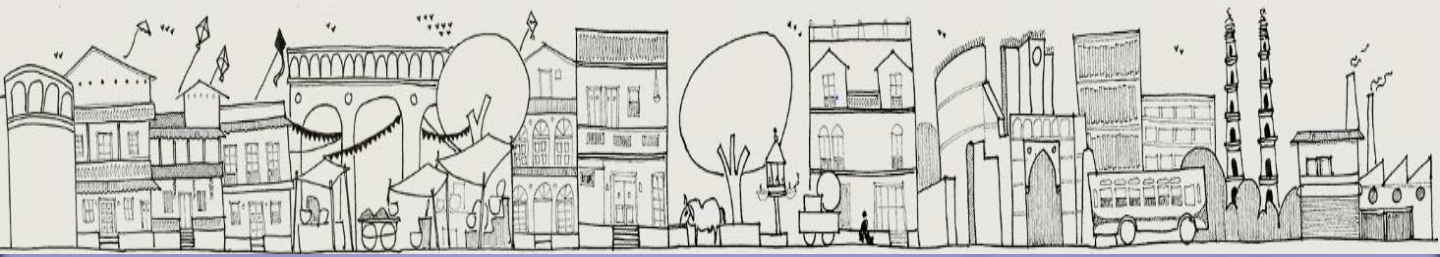
Launch the Camera app.

**Point your camera to the QR code you want to scan.
Your phone will recognize the code and display the relevant information**

OR

Scan a QR Code Using Google Lens





Articles



[>>Read the Full Article](#)

1.Article on Corporate Social Responsibility

Corporate social responsibility is helpful to understand the responsibility of companies towards their stakeholders. It is helpful to enhance the good will of the companies in the market and it also improve the morale of employees at workplace.

The article is written by Pragya Tiwari, BMS Ist Year, where she pointed out the role of CSR in current scenario and how Indian Companies Act, 2013 has played a vibrant role in inculcating CSR activities among companies.

•Pragya Tiwari



Articles



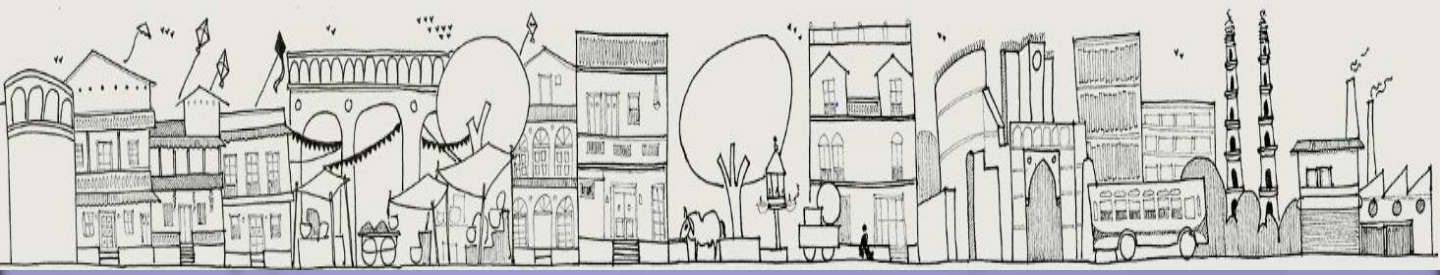
[>>Read the Full Article](#)

2.Digital Marketing in International Business

Digital marketing is the marketing activities done by computer or any other electronic devices. Digital marketing is playing an important role in current scenario to increase the sale and achieve profitability because it provides the platform where the companies can campaign their products and create awareness about product.

The article is written by Shreya Tiwari, MBA III sem, Marketing, where she pointed out the role of digital marketing in international business. She discussed that digital marketing is not only limited to marketing in current scenario but also it is focussing on international trade as well.

• Shreya Tiwari



Articles



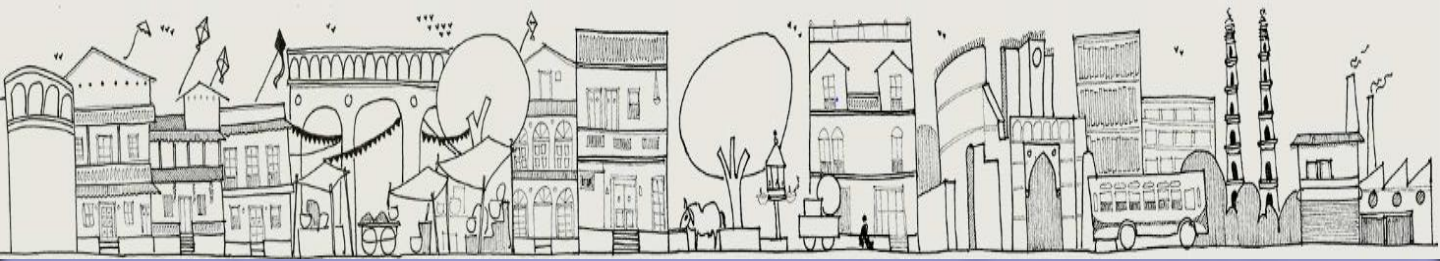
>>Read the Full Article

3.Article on Fortune Ladies

Many people are unfamiliar with the fact that the history of female entrepreneurship reaches far back into the past. Women are playing versatile role in every field whether in education, business, sports etc.

The article is written by Aryan Shukla, BMS Ist year, where he discussed about three fortunate business ladies along with their education and responsibilities.

• Aryan Shukla



Articles



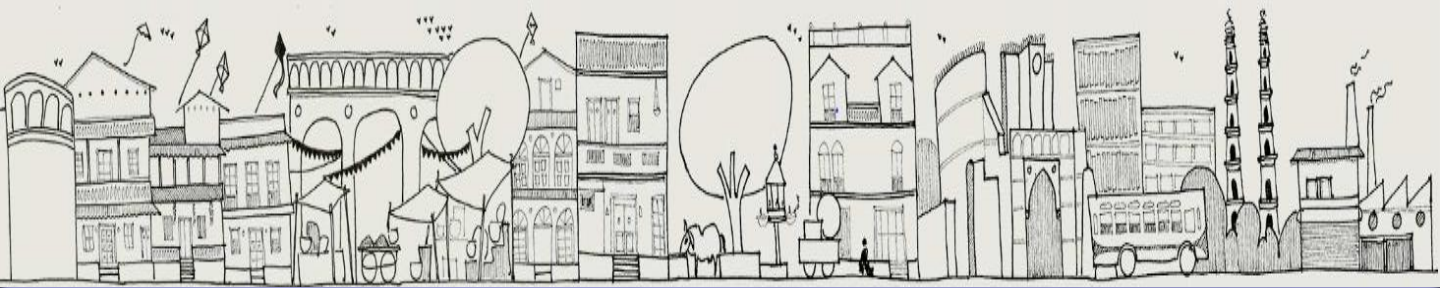
>>Read the Full Article

4. Article on NPA and its impact on Banking Sector

A non performing asset (NPA) is a loan or advance for which the principal or interest payment remained overdue for a period of 90 days. These non-performing assets negatively affect the functioning of the banks. It greatly reduces the profitability of banks, and can also cause the collapse of the banking sector.

The article is written by Kritika, MBA III Sem in which she discussed about the impact of Non Performing Assets on Indian Economy.

• *Kritika*



Articles



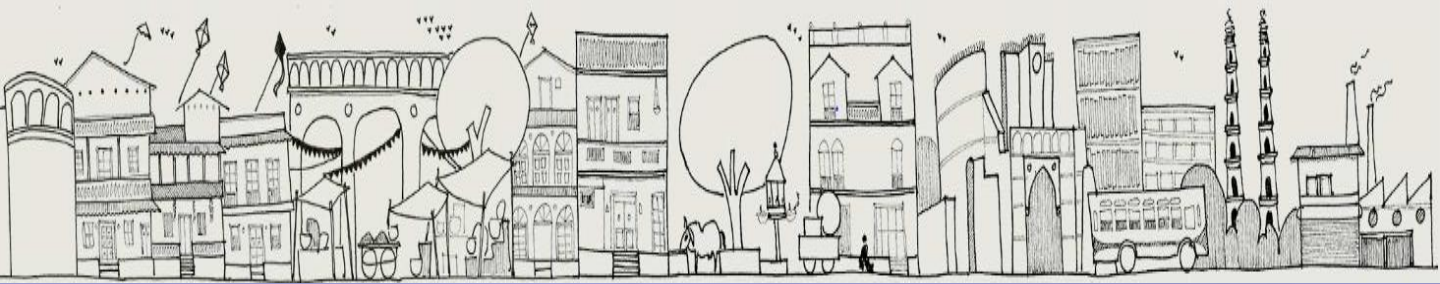
[>>Read the Full Article](#)

5.Article on Virtual currency

A cryptocurrency is a digital currency, which is an alternative form of payment created using encryption algorithms. cryptocurrency payments exist purely as digital entries to an online database describing specific transactions. When you transfer cryptocurrency funds, the transactions are recorded in a public ledger. Cryptocurrency is stored in digital wallets.

The article is written by Aditya Narayan Singh, BMS Ist Sem in which he pointed out rules and regulations formed by Indian government regarding crypto currency.

• Aditya Narayan Singh



Articles



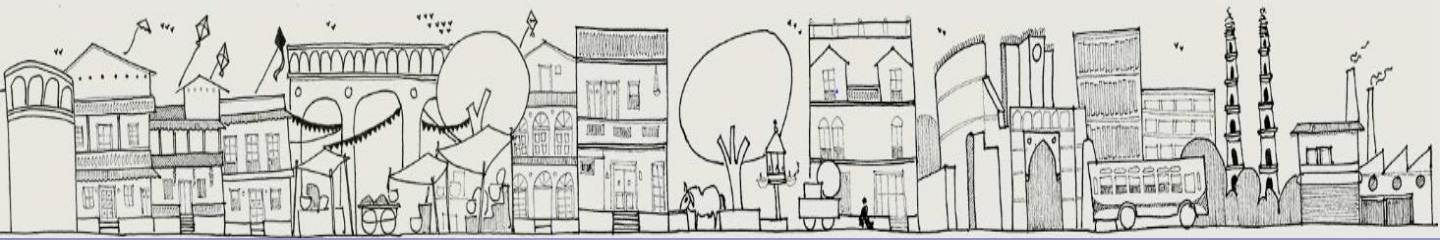
[>>Read the Full Article](#)

6.Article on Entrepreneurship

Entrepreneurship is the act of creating business or businesses while bearing all the risks with the hope of making profit. By creating new products and services, they stimulate new employment, which ultimately results in the acceleration of economic development.

The article is written by Aryan Shukla, BMS Ist Sem in which he discussed about the various schemes which were launched by government of India in recent past to develop the businesses and inculcating the culture of entrepreneurship among Indian. He discussed some schemes like Startup India Seed Fund, Samridh Scheme etc.

• Aryan Shukla



Articles

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[>>Read the Full Article](#)

7.Article on Skills to Start Business

Business is an economic activity conducted to earn maximum profits. The role of a business is to produce and distribute goods and services to satisfy a public need or demand. In current business scenario it is necessary to have creative ideas to conduct business because market is purely volatile in nature.

The article is written by Riddhi Saxena, BMS Ist year where she pointed out various skills which must be acquired by business man to run business smoothly such as communication skills, leadership skills, problem solving abilities etc.

• Riddhi Saxena

अभिव्यक्ति

PHOTO
STUDIO



Wall
Magazine



Picture Studio

अभिव्यक्ति



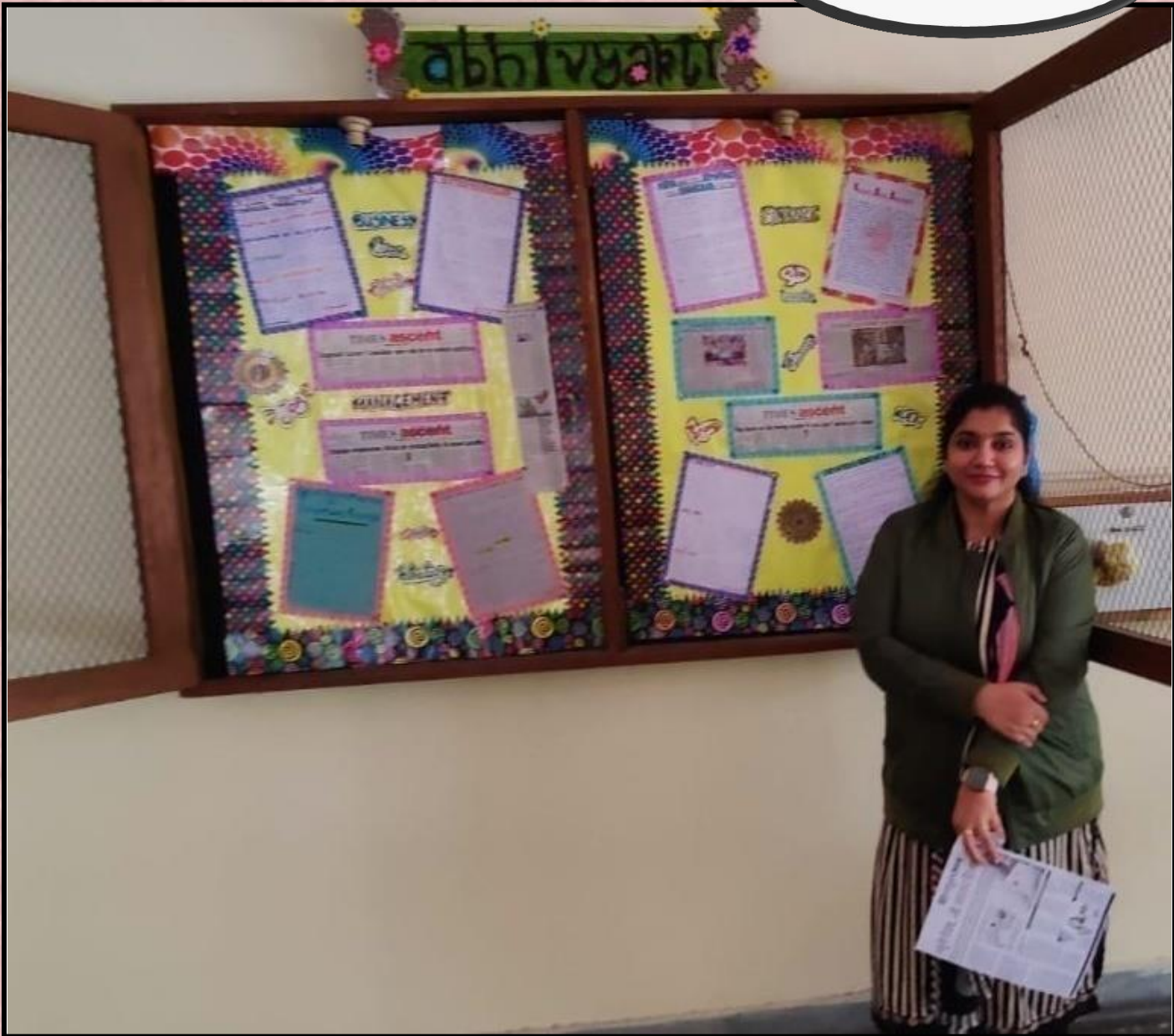
सुन्दर नवजीवन है अभिव्यक्ति यह
लेखनी का सौन्दर्य है शब्द शक्ति यह

— अभिव्यक्ति



Picture Studio

अभिव्यक्ति



**If you fail, never give up because
F.A.I.L. means "First Attempt In Learning"
End is not the end, if fact E.N.D. means
"Effort Never Dies" If you get No as an answer,
remember N.O. means "Next Opportunity."
So let's be positive.**

— A.P.J. Abdul Kalam



शिक्षा सबसे अच्छी मित्र है. एक शिक्षित व्यक्ति
हर जगह सम्मान पता है. शिक्षा सौंदर्य और
यौवन को परास्त कर देती है.

- चाणक्य

Past wall magazine issue- 2021

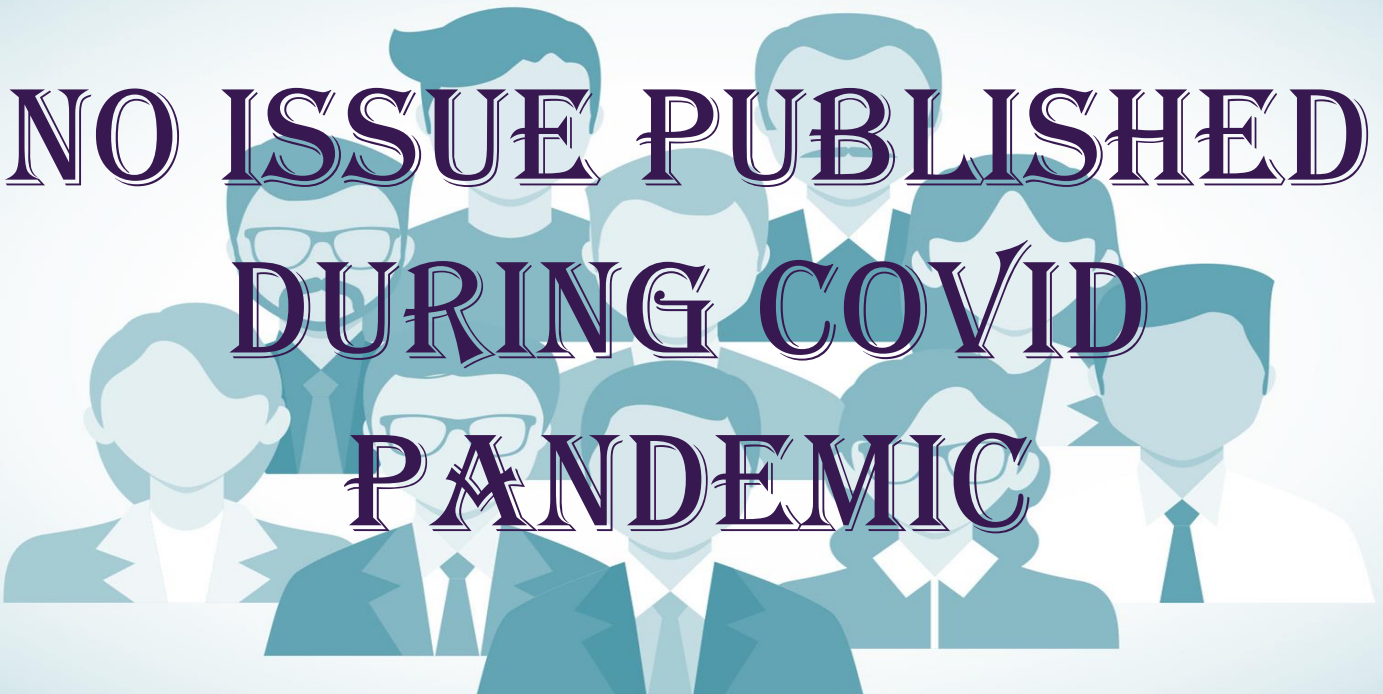
EXPLORE
EXPRESS
EXPERIENCE



DEPARTMENT OF BUSINESS ADMINISTRATION



NO ISSUE PUBLISHED
DURING COVID
PANDEMIC



OUR CREATIVE CONTENT PROVIDERS-STUDENTS TEAM



1

**Aditya
Narayan
Singh,
BMS 1st
Year**



3

**Riddhi
Saxena,
BMS 1st
year**



5

**Kritika,
MBA III
sem,
General**



2

**Pragya
Tiwari,
BMS 1st
year**



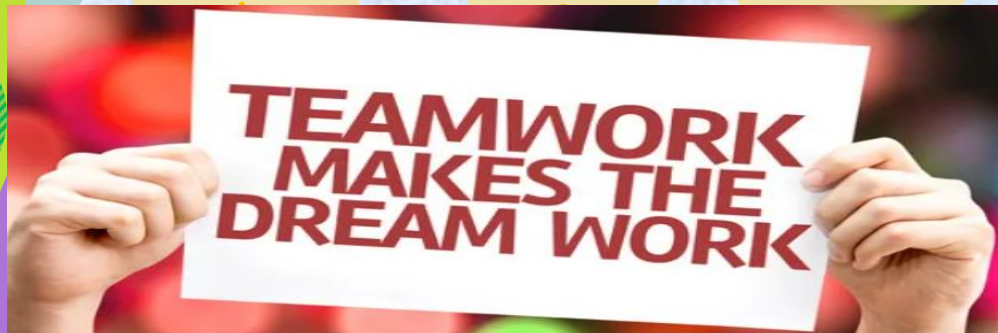
4

**Aryan
Sukla,
BMS ,
IstYear**



6

**Shreya
Tiwari,
MBA III
sem,
Marketin
g**



OUR CREATIVE CONTENT PROVIDERS-STUDENTS TEAM



7

Hera Fatima
MBA 1st
year year
,General



9

Hira
MBA 1st
year,
General



11

Kartik
Saxena
MBA 1st
year,
General



8

Samarth
Agarwal
MBA 1st
year,
General

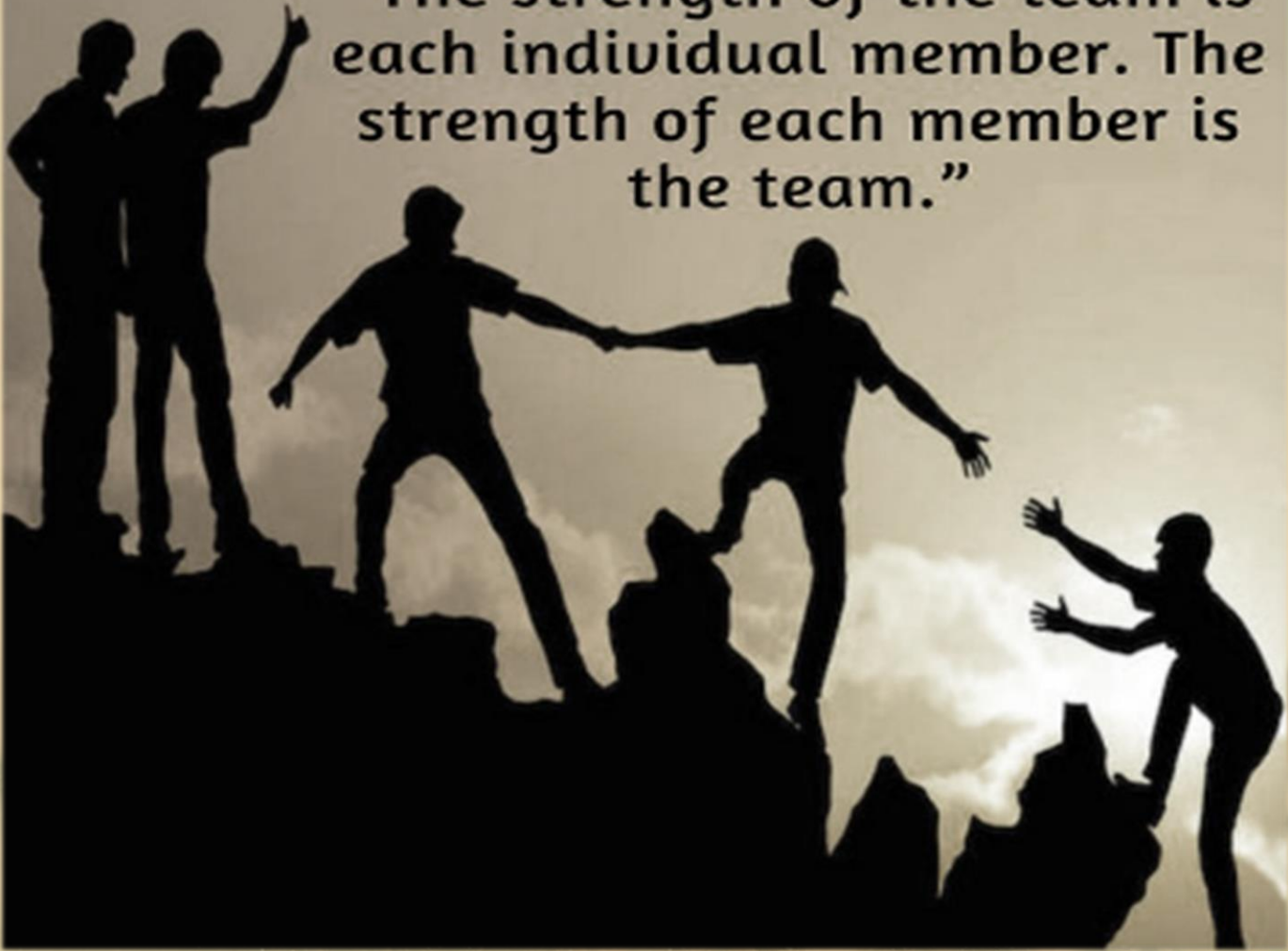


10

Sanskar
Rawat
MBA 1st
year,
General



“The strength of the team is each individual member. The strength of each member is the team.”



*thank
you*

• DEPARTMENT OF BUSINESS
ADMINISTRATION