

Self Expression

ABHIVYAKTI

Quarterly Edition, April-June, 2023

अभिव्यक्ति

FACULTY OF MANAGEMENT
DEPARTMENT OF BUSINESS ADMINISTRATION



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



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CONGRATULATIONS

All faculty members, University officials,
University staff members, Students and
all the stakeholders of the University for
NAAC A++ Grade.

- Prof. K.P. Singh
Vice Chancellor



9 Pilibhit Bypass Road, M.J.P Rohilkhand University,

Department of Business Administration



Mahatma Jyotiba Phule Rohilkhand University, Bareilly
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MAGAZINE-ABHIVYAKTI

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

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

ABHIVYAKTI



Department of Business
Administration



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



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

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

FACULTY OF MANAGEMENT
DEPARTMENT OF BUSINESS ADMINISTRATION

BLANKETED AREA
CENTRE OF EXCELLENCE

Open website,
Directly scan
QR code to
read articles





Read Articles

1

Negative Impact of Micro Finance in India

- This article is written by Kartik Saxena, MBA General Second Semester, in which he talked about role of micro-finance in rural areas.
- Micro finance is a banking service provided to low-income individuals or group. It allows people to take on reasonable small business loans safely.
- Kartik has discussed about several problems of micro-finance in India such as high operational expenditure, high interest rates, bad-debts risk, lack of information etc.

● Kartik Saxena





Read Articles

2

o New Labour Reforms

- o The article is written by Hira MBA II Semester. She has discussed New Labour Codes in India related with workers, employees and HR technology. Some labour codes have been formulated in the year 2019-2020 regarding employees, workers and HR technology.
- o New labour reforms ensure that no worker get deprived of their rights and privileges. Labour reforms is a major subject in the Indian concurrent list and it is undergoing several changes time to time.

HIRA





Read Articles

3

Super Computer

- The article is written by Manpreet Kaur, MBA (PT) II Semester. In this article she pointed out the relevance and significance of super computer.
- A super computer is a computer with a high level of performance as compared to a general purpose computer. Super computer play an important role in the field of computational science and are used for a wide range of computationally intensive task in various fields including quantum mechanics, weather forecasting, climate research etc.

Manpreet Kaur





4

Artificial intelligence: A Key to Competitive Business

- The article is written by Anchal Saxena, MBA PT II Semester. He discussed about role of artificial intelligence in competitive business. In current digital world so many companies are using artificial intelligence technology to reduce operational cost, increase efficiency and improve customer experience.
- Artificial intelligence is a wide ranging branch of computer science concerned with building smart machines capable of performing tasks that typically require human intelligence. AI allows machines to model, or even improve upon, the capabilities of the human mind.

• Anchal Saxena



Read Articles



5

Need for cyber security

The article is written by Anshika Gupta, MBA II Semester. She discussed about the role of cyber security in current scenario.

Cyber security is the practice of protecting systems, networks and programs from digital attacks. These cyber attacks are usually aimed at accessing, changing or destroying sensitive information, extorting money from users via ransomware or interrupting normal business processes. Anshika has discussed the cyber fraud case regarding AIIMS in her article.

● Anshika Gupta





6

New Foreign Trade Policy, 2023

- The article is written by Priyanka Deval, MBA (Marketing) IV Semester. The article is about New Foreign Trade Policy, 2023. India's new Foreign Trade Policy (FTP) announced by Minister of Commerce, Shri Piyush Goyal, which came into effect from 1 April 2023, seeks to integrate India further into global value chains and to make India an export hub.
- Priyanka has discussed about major approaches of New Foreign Trade Policy, 2023 along with the target and goals of it.

• Priyanka Deval



Read Articles



7

Human Resource Management

- The article is written by Nishat Fatima of MBA General II semester. Human resource management is the management of human resource in such a manner so as to retain them in organization. She has discussed about various HR policies such as eco-friendly workplace policies and green training & development.
- Eco-friendly workplace policies are the quality of not being harmful to the environment or depleting natural resources, and thereby supporting long-term ecological balance.
- Green training & development is defined as the process of equipping employees with working approaches that ensure adequate resource utilisation, reduce waste, energy conservation, and environmental degradation cause reduction.
- So Nishat Fatima has discussed about recent trends of human resource which may include eco-friendly workplace policies and green training & development.

• Nishat Fatima





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PHOTO
STUDIO



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PHOTO
STUDIO



Wall
Magazine



OUR CREATIVE STUDENTS TEAM

अभिव्यक्ति

1



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

3



**Riddhi
Saxena, B
MS 1st
year**

5



**Kritika,
MBA III
sem,
General**

2



**Pragya
Tiwari, BMS
1st year**

4

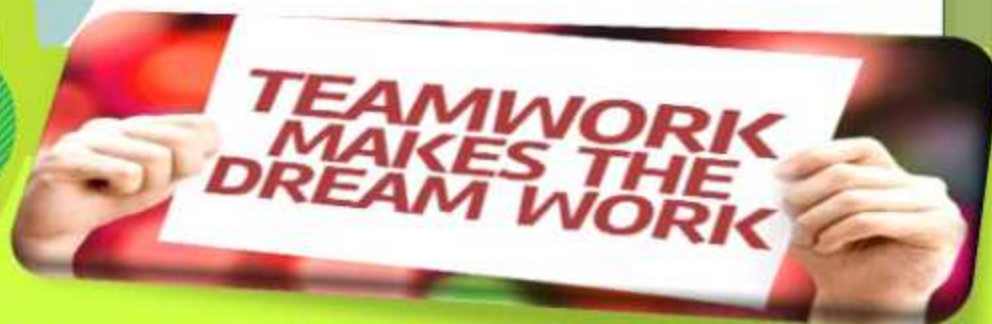


**Aryan
Sukla,
BMS ,
1stYear**

6



**Shreya
Tiwari,
MBA III
sem,
Marketing**



OUR CREATIVE STUDENTS TEAM

अभिव्यक्ति

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

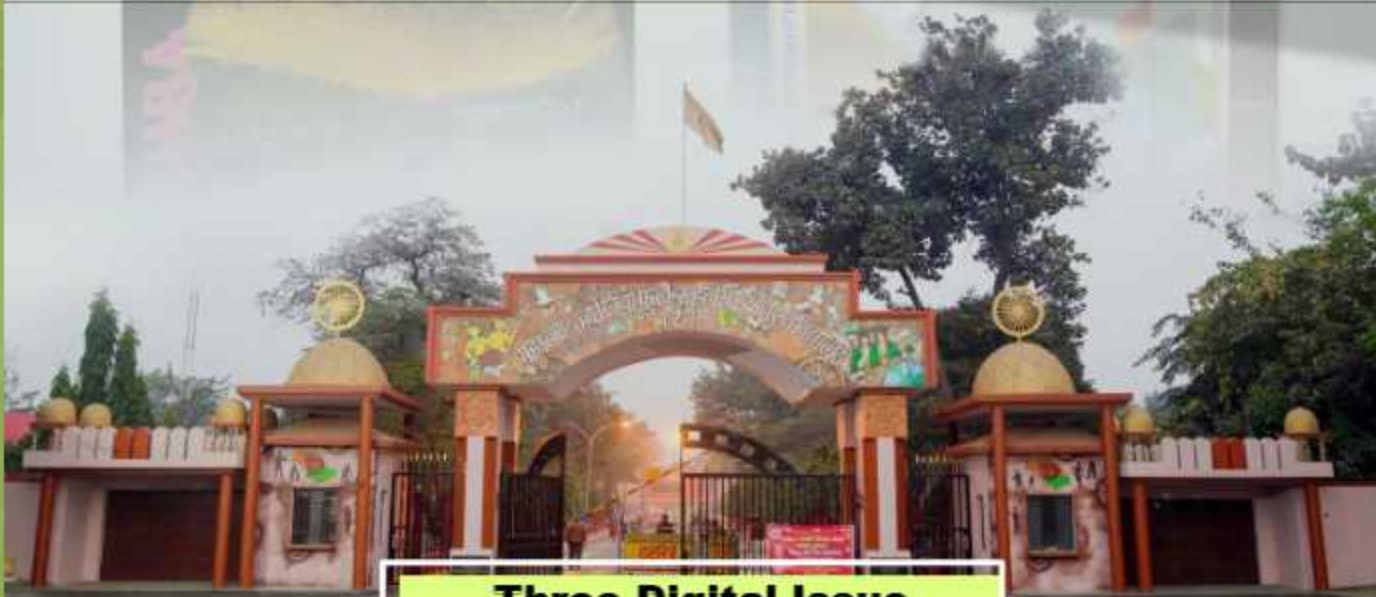
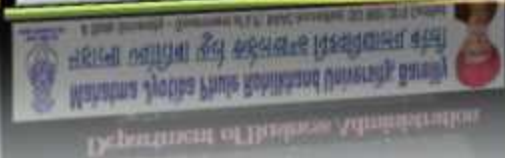
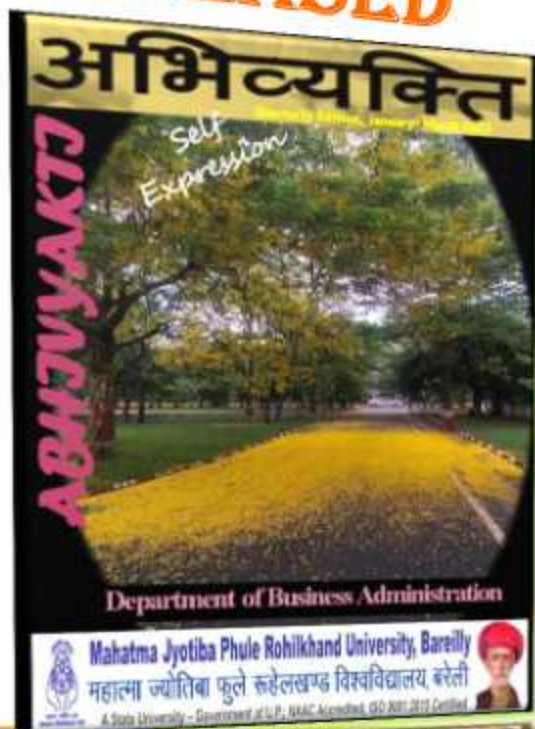


Self
Expression

**DIGITAL ISSUE
RELEASED**

OCTOBER- DECEMBER, 2022

JANUARY- MARCH, 2023



**Three Digital Issue
Released**

अभिव्यक्ति

THINK POSITIVE
BECAUSE THOUGHTS
ARE LIKE THE STEERING
WHEEL THAT MOVES
OUR LIFE IN THE
RIGHT DIRECTION

thank
you

DEPARTMENT OF BUSINESS
ADMINISTRATION