

# ABHIVYAKTI

अभिव्यक्ति



*Magazine*  
**October-  
December**  
**2024**



*Self  
Expression*

# MAGAZINE- ABHIVYAKTI

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

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

ABHIVYAKTI

• **Department of Business  
Administration**



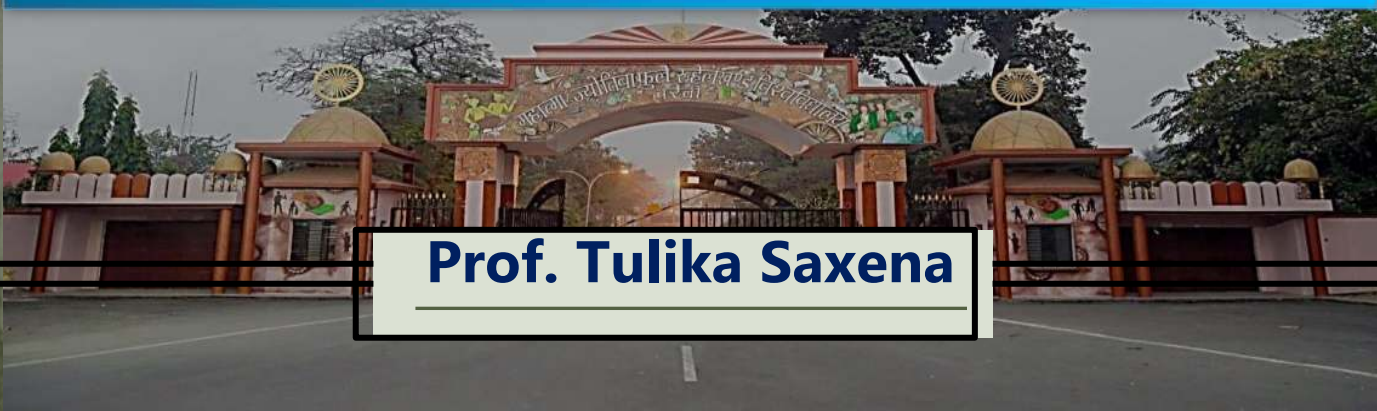


It gives me an immense pleasure to note that the Department of Business Administration, MJPRU, is bringing out the Fourth quarterly issue of the departmental magazine.

” Learning is a continuous process from the minute we are born, until we die.” The department provides a platform for every student to develop his/her learning skills through this magazine.

As you scan through the pages, it will enlighten you with the articles related to burning issues. Besides, our budding talents have expressed their thoughts, ideas , aspiration in a creative way. This magazine should be a good source of guidance for the upcoming batches of students in choosing activities of their choice in their future for building their career. I congratulate Teaching staff, editorial board and students of the Department for bringing this edition of Abhivyakti Magazine.

Wish you all the best.





# FOUNDER OF WALL MAGZINE



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

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

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



• **Prof. Raj Kamal**

# EDITORIAL TEAM

Self  
Expression



**Dr. Bhawna Saxena**  
Layout Designer

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



**Dr. Nandita Sharma**  
Content Provider

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

We make a great team together



# साम्प्रदायिक

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

**MANAGEMENT STUDENTS**

Open website,  
Directly scan  
QR code to  
read articles





# Read Articles



1

- **How to use Social Media for Better Performance, Resilience and Mental Health**
- The article is written by Prachi Prajapati, the student of MBA II Semester. She has discussed using social media for better performance, resilience and mental health. Social media is used for many purposes, including communication, sharing, and entertainment. People use social media to connect with others, learn new things, and express themselves.
- Prachi mentioned various significant points regarding social media benefits, usage, safety measures etc. in her article.

- Prachi Prajapati
- MBA (General) II Semester





## Employee's Provident Fund: Recent Changes

- The article is written by Khan Zubi, the student of MBA IV Semester. The Employees' Provident Fund (EPF) is a retirement savings scheme for salaried employees in India. It's a statutory benefit that provides financial support to employees after they retire or leave their job.
- The EPF scheme was launched in 1952. The goal of this scheme was to provide millions of employees with better social security and a secure future in exchange for the hard work, effort, and service they offer to various organizations. EPF in India was implemented under the Employees' Provident Funds Act and since the start has been regarded as a compulsory contributory fund. The Ministry of Labour and Employment is responsible for the active implementation of EPF schemes.
- In this article Khan Zubi has discussed the recent changes in Employee's Provident Fund.

• **Khan Zubi**  
• **MBA (General) IV Semester**





# Read Articles



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## • Importance of investment

- The article is written by Pranjal Mishra, the student of MBA (General) II Semester. Investing in your early years allows you to take full advantage of the power of compounding. The earlier you start, the more time your money has to grow. Even small investments can grow into significant sums over the long term, providing financial stability and wealth accumulation. Investing in their education, skill development, and well-being can equip them with the tools they need to become leaders, entrepreneurs, and change-makers.
- Pranjal has discussed the role of investment for youth and suggested that the young generation should be well aware of the investments in different securities.

• **Pranjal Mishra**  
**MBA (General) 2<sup>nd</sup> Sem**



# Read Articles



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## • **India's GDP Growth Slow**

- The article is written by Humaira Ali, the student of MBA General II Semester. India's gross domestic product (GDP) is the total value of goods and services produced in the country during a specific period. It's a key indicator of a country's economic activity, and it's used to measure a country's income and production. The GDP is a statistical indicator that defines the economic progress and development of a country.
- In this article she has discussed the India's GDP during the second quarter of financial year 2024-25 along with the factors.

• **Humaira Ali**  
• **MBA (General) 2<sup>nd</sup> Semester**







- **Minimum wages in India**
  - The article is written by Geetanjali, a student of MBA II Semester. In India, "minimum wage" refers to the legally mandated lowest amount an employer must pay their workers for a specific job, as defined by the Minimum Wages Act of 1948, ensuring a basic level of income to prevent exploitation and guaranteeing a minimum standard of living for laborers, with the amount varying based on factors like skill level, region, and cost of living; both the central and state governments have the authority to set minimum wages within their jurisdictions.
  - In this article Geetanjali discussed the amendments in Minimum wages as on 21 September, 2024.

• **Geetanjali Verma**  
• **MBA 2<sup>nd</sup> Semester**

# Read Articles



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## • Human Resource Management Policies

- The article is written by Prashant Kumar Sharma, a student of MBA General II Semester. Human resources (HR) policies are a set of guidelines that outline how an organization manages its employees and other human resources. They cover a range of topics, including: recruitment, compensation, training, leave, promotion, work environments, and termination. HR policies are developed by HR managers with input from company management. They help ensure that an organization is fair and consistent, and can help protect the organization from legal claims.
- Prashant has discussed some important Human Resource Management Policies.

**Prashant Kumar Sharma**  
**MBA General 2<sup>nd</sup> Sem**





# Read Articles



7

## Indian Ethos and the Value of Our Culture

- The article is written by Prachi Prajapati, a student of MBA General II Semester. Indian ethos refers to the values, beliefs, principles, and cultural traditions that are the foundation of Indian society and civilization. It is derived from ancient scriptures like the Bhagavad Gita, Ramayana, and Mahabharata, as well as the Vedas and Chanakya Neeti. Indian ethos is a set of guiding principles that can be applied to self-management, governance, and the business environment. It helps for self-development, teamwork, conflict resolution, and ethical behavior.
- Prachi has discussed the ethical values which we have learned from our Vedas, Upanishads, Bhagavad Gita, and the value of Indian culture in the modern world.

**Prachi Prajapati**  
**MBA General 2<sup>nd</sup> Sem**



# Read Articles



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## • **Economy of India**

- The article is written by Shagun Tiwari, MBA General II Semester student. Indian Economy is a concept that deals with the system which manages all Economic activities of a country. It covers different sectors like agriculture, industry, and services along with their sub-segments. The Indian Economy is important to study because it is the seventh-largest in terms of purchasing power parity and the third largest in terms of nominal GDP. Inflation in the Indian Economy is a major concern. The growth and development sector of the Indian Economy is an important area of focus. The Foreign exchange reserves of India are also an important aspect to study. Employment generation is an important area of focus for the Indian Economy.
- Shagun explained the overview of Indian Economy along with the key drivers of growth and challenges faced by the Indian Economy.

• **Shagun Tiwari**  
**MBA General 2<sup>nd</sup> Sem**





# Read Articles



9

- **Growth of FMCG Nutrition Products**

- The article is written by Riya Gupta, a student of MBA Marketing II Semester. Fast-moving consumer goods (FMCG) are products that are sold quickly and at a relatively low cost. They are also known as consumer packaged goods (CPG) or convenience goods. Fast-Moving Consumer Goods (FMCG) companies can play a role in providing nutrition products by developing healthier options, using sustainable ingredients, and communicating nutritional information to consumers.
- Riya focused on the FMCG Product Development Process along with the role of FMCG sector to provide nutrition to customers.

**Riya Gupta**  
**MBA Marketing 2<sup>nd</sup> Sem**





PHOTO  
STUDIO



Wall  
Magazine

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# OUR CREATIVE STUDENTS TEAM

# अभिव्यक्ति

1



**Humaira Ali**  
**MBA General**  
**2<sup>nd</sup> Semester**

3



**Prachi**  
**Prajapati**  
**MBA General**  
**1<sup>st</sup> Year**

5



**Riya Gupta**  
**MBA**  
**Marketing**  
**2<sup>nd</sup> Sem**

6



**Shagun**  
**Tiwari**  
**MBA**  
**General**  
**2<sup>nd</sup> Sem**

4



**Pranjal**  
**Mishra**  
**MBA**  
**(General)2<sup>nd</sup> Sem**

2



**Prashant**  
**Kumar**  
**Sharma**  
**MBA General**  
**1<sup>st</sup> Year**



# OUR CREATIVE STUDENTS TEAM

## अभिव्यक्ति

7



**Khyati  
Saxena  
BMS III  
Semester**

8



**Dhruv  
Agarwal  
BMS III  
Semester**

9



**Khan Zubi  
MBA IV  
sem**



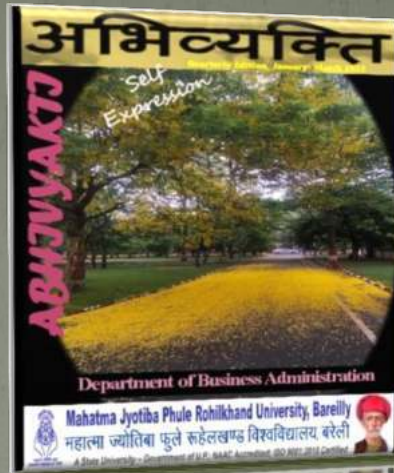
**“Coming together is a  
beginning. Keeping  
together is progress.  
Working together is  
success.”**

**~Henry Ford**





# DIGITAL ISSUE RELEASED



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



**July- Sep, 2023**

**OCT-DEC, 2023**

**JAN-MARCH, 2024**



**APRIL-JUNE, 2024**

**JULY-SEP, 2024**

**Nine Digital Issue Released**





# अभिव्यक्ति

**SUCCESS IS NOT FINAL;  
FAILURE IS NOT FATAL:  
IT IS THE COURAGE TO CONTINUE  
THAT COUNTS.**

WINSTON S. CHURCHILL



• **DEPARTMENT OF BUSINESS  
ADMINISTRATION**