

ABHIVYAKTI

अभिव्यक्ति

Department of Business Administration



www.MJPRU.ac.in

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

NAAC A++

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



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

A WORD FROM HEAD & DEAN



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.



**Prof. Tulika
Saxena**

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

शोभारपुकेते

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

MANAGEMENT STUDENTS

Open website,
Directly scan
QR code to
read articles



Read Articles



Quarterly Edition: **OCTOBER-
DECEMBER, 2025**

ISSUE: 13th

• Gemini: Advanced Artificial Intelligence System

- The article is written by Sneha Kumari Yadav, a student of MBA I General. Sneha discussed that Google's Gemini is an advanced artificial intelligence system designed to assist users with writing, learning, creativity, and problem-solving. It can understand and generate human-like responses, helping people complete tasks more quickly and efficiently. Gemini represents the growing role of AI in education, business, and everyday life by making technology smarter and more interactive.

• **Sneha Kumari Yadav**

• **Class: MBA General 1st Year**

Read Articles



Quarterly Edition: **OCTOBER-
DECEMBER, 2025**

ISSUE: 13th

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• Cyber Crime

- The article is written by Vartika Saxena, a student of MBA General I Year. Cyber crime is the misuse of computers and the internet for illegal activities such as hacking, online fraud, and data theft. It is increasing rapidly with the growth of technology, making cybersecurity and safe online practices very important. The article focused on the effect of cyber crime.

Vartika Saxena

Class: MBA General Ist Year



Read Articles



Quarterly Edition: **OCTOBER-
DECEMBER, 2025**

ISSUE: 13th

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• What tariffs has Trump introduced and why?

- The article “Tariff by Trump” was written by Aditi Saxena, a student of MBA General III Semester. The tariffs imposed by former U.S. President Donald Trump were a major aspect of his trade policy, aimed at protecting American industries and reducing trade deficits. His administration placed tariffs on a wide range of imports, including steel-aluminum, solar panels, washing machines, and particularly goods from China. These measures were justified on grounds of national security, unfair trade practices, and the need to encourage domestic manufacturing. While the tariffs were intended to support American businesses and create jobs, they also triggered retaliatory tariffs from other countries, leading to trade tensions and uncertainty in global markets.
- The undertaken article has focussed on the positive and negative aspect of Tariff imposed by US government.

Aditi Saxena
MBA General III Semester



Read Articles



Quarterly Edition: **OCTOBER-
DECEMBER, 2025**

ISSUE: 13th

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• **Micro, Small, and Medium Enterprises Crisis in India**

- The article "MSME Crisis in India" is written by Prachi Prajapati, Student of MBA General III Semester. The Micro, Small, and Medium Enterprises (MSME) sector in India, often called the backbone of the economy, has been facing a severe crisis in recent years. Contributing significantly to employment generation, exports, and GDP, the sector has struggled with challenges such as limited access to credit, rising raw material costs, and delayed payments from larger corporations. The COVID-19 pandemic further worsened the situation, as lockdowns disrupted supply chains, reduced demand, and forced many small businesses to shut down permanently. The crisis not only threatens millions of livelihoods but also impacts India's overall economic growth and competitiveness.
- The article has focussed on the problems facing by MSME in Indian currently.

Prachi Prajapati
MBA General III Semester



Read Articles



Quarterly Edition: **OCTOBER-
DECEMBER, 2025**

ISSUE: 13th

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• Cyber Security

- The article is written by Aditya, a student of MBA Marketing, 1st Year. Cybersecurity means protecting computers, mobile phones, networks, and online data from hackers, viruses, and cyber attacks. It is important because people use the internet for communication, banking, shopping, and storing personal information. Good cybersecurity helps keep data safe, prevents online fraud, and protects privacy in the digital world. Aditya emphasised the role of cybersecurity in his article.

Aditya

Class: MBA Marketing 1st Year





PHOTO
STUDIO



अभिव्यक्ति

Wall
Magazine



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 →

Eleven Digital Issue Released



DIGITAL ISSUE RELEASED



OCTOBER- DECEMBER, 2024



JANUARY- MARCH, 2025

**April-June,
2025**



**July-
September,
2025**



**LATEST
ISSUE**

**13th Digital Issue
Released**

अभिव्यक्ति



Management is efficiency in climbing the ladder of success; leadership determines whether the ladder is leaning against the right wall.

— Stephen Covey —

THANK YOU FOR YOUR
ATTENTION

DEPARTMENT OF BUSINESS
ADMINISTRATION