



DR. AKHILESH DAS GUPTA INSTITUTE OF TECHNOLOGY & MANAGEMENT
(FORMERLY NORTHERN INDIA ENGINEERING COLLEGE)
FC-26, SHASTRI PARK, NEW DELHI - 110 053

SCHOOL OF BUSINESS STUDIES (BBA)

AWAAZ

MAGAZINE

**AUGUST
- DECEMBER 2023**



ABOUT ADGITM

Dr. Akhilesh Das Gupta Institute of Technology & Management, formerly known as Northern India Engineering College(NIEC), New Delhi was established by BBDES, LUCKNOW in the year 2003. ADGITM has an aesthetically designed campus spread over approximately 8.08 acres of lush green environment at Shastri Park. The Campus comprises of five interconnected blocks covering a built up area of approx. 23,636.67 square meters. ADGITM offers following Under Graduate and Post Graduate level full time Professional programs approved by AICTE and BCI in affiliation with Guru Gobind Singh Indraprastha University (GGSIPU), Delhi.

VISION

To produce globally competent and socially responsible technocrats and entrepreneurs who can develop innovative solutions to meet the challenges of 21st century.

MISSION

1. To provide value-based education through multi grade teaching methodologies and modern education facilities.
2. To sustain an active partnership program with industry and other academic institutes with an aim to promote knowledge and resource sharing.
3. To conduct value-added training Programme to enhance employability.
4. To provide conducive environment for development of ethical and socially responsible technocrats, managers and entrepreneurs.

**THE INSPIRING SOUL
BABUJI'S VISION – OUR MISSION**



“To provide an open opportunity to the young generation for evolving their core competencies for building up their career as world class professionals with broad based foundation, in-depth knowledge & versatile personality to meet the challenges of Global Economy.”

The Inspiring Soul Babu Banarasi Das Ji, a Gallant young man of Bulandshahar (U.P.) joined the freedom struggle of the country and had to undergo imprisonment several times for his participation in non-violent movement of Mahatma Gandhi and Jawahar Lal Nehru. During his long political career he worked as a Minister, Speaker and Member of Parliament (both Lok Sabha and Rajya Sabha) and later on served as the Chief Minister of Uttar Pradesh. His entire life was devoted to secure the dignity of individuals; help and guide people of all ages in every walk of life, to enable them realize their full potential and self-satisfaction in life. He never believed in surrendering to any forces, and even when coming face to face with DEATH, he would not give in ” Man doth not yield himself to angels, not even unto death, utterly, save, by the weakness of his feeble will.

He led and inspired people by his own example and has left a legacy worth emulating to enlighten the path of current and future generation. We are privilege to own that legacy and perpetuate his memory to help the people in service of Nation and God.

BBDNITM is one many such efforts to cherish the memory of the great.

FOUNDER'S VISION



Late Dr. Akhileshdas Gupta Ji (Founder) 1961 – 2017

A distinguished political leader, philanthropist, educationist and social worker, Dr. Akhilesh Das Gupta is the pride of Lucknow. He has undoubtedly established himself as a worthy son of his illustrious father Late Babu Banarasi Das ji, ex-chief minister of Uttar Pradesh. Dr. Akhilesh Das Gupta decided to follow his father's footprints by choosing Social Service as his prime goal. In his distinguished public life spanning well over three decades, Dr. Gupta was first elected as the Mayor of Lucknow in year 1993 and rightly hailed as one of the youngest Mayors of the world. Subsequently, he was elected as a Member of Parliament (Rajya Sabha) in November 1996 and was re-elected for a second term in November 2002 till November 2008. Dr. Gupta has been again elected as a Member of Parliament (Rajya Sabha) for a third consecutive term in 2008 till 2014. Dr. Gupta has been a member of many important Parliamentary Committees and National level apex Advisory & Statutory Bodies including the AIIMS. He has been a member of the Executive Committee of AICTE. He also served with distinction as the Union Minister of State for Steel, Government of India and made a place for himself as one of the foremost National leaders.

CHAIRPERSON'S MESSAGE



Mrs. Alka Das Gupta Ji Honourable Chairperson BBD Group of Institutions

A lady with spirit, determination and zeal, **Mrs. Alka Das Gupta** has been the driving force behind her husband Dr. Akhilesh Das Gupta, brought up on Gandhian ideals and philanthropic traditions, she is the daughter of Late Justice D. P. Gupta, who held high positions in the State of Rajasthan, as its Governor and Chief Justice.

Mrs. Gupta is a Management expert and a legal luminary who has a long involvement with issues of social justice and women empowerment in our country. She is a legal consultant to several reputed organizations and is actively devoted to Social Work.

She is also a Life Member of the “Rajasthan High Court Bar Association”. The establishment of Northern India Engineering College, New Delhi is an initiative taken by her to provide Quality professional education that matches the International Standards. She is also the Director of Viraj Group of Automobiles. Mrs. Gupta also shares her thoughts with public through articles in eminent newspapers.

As a Co-founder of Babu Banarasi Das Group of Educational Institutions, Mrs. Gupta has made a valiant attempt to nurture the young generation of highly motivated students with an inbuilt commitment to do something constructive for the country.

HONOURABLE PRESIDENT



**Sh. Viraj Sagar Das Ji
Honourable President
BBD Group of Institutions**

An Institute is known by its students and faculties, who together characterize the Institute's intrinsic vision and wisdom. Our Institute has an academically strong team of faculties drawn from world's best Universities and Institutions. It is for this reason that our students are bringing laurels and setting new records every year. Since the establishment, we have been striving for setting high standards and are committed to meeting our social responsibilities. We are trying to incorporate best academic practices into all our academic programs.

Our institute lays emphasis on well-rounded personality development of the students and also in schooling the values of teamwork and integrity in them. Here, every student finds exhaustive opportunities to participate in and contribute to a variety of co-curricular and extra-curricular activities and sports round the year.

We are committed towards creating a community which is vibrant and provides a lifelong learning experience and professional development. I would like to take this opportunity to invite you to our campus, and discover for yourself what this great institution could mean to you.

FROM THE DESK OF DIRECTOR



Prof. (Dr.) Sanjay Kumar

Director

"Education is the passport to the future, for tomorrow belongs to those who prepare for it today."

Greetings and warm welcome from ADGITM Family, As the Director of Dr. Akhilesh Das Gupta

Institute of Technology & Management, I would like to initiate the idea of empowering our students with education as a window to global ventures. The Institute has been gradually crossing the Laurels of Excellence not only in academics but also in the co-curricular activities. Year round the Campus is vibrant with many activities like Annual Fest, Seminars, Workshops, Training Programmes, Blood Donation Camp, joy of giving, Swachh Bharat Abhiyan etc. By conducting these activities, we provide a wholesome experience and exposure to our students with firm assurance of their contribution in nation building and World progress.

ADGITM is a thriving Institute that encourages a four-way partnership between Students, Parents, College and Industry. The strength of this bond is reflected in the success of our students. With a team of well qualified, experienced and motivated faculty, I am confident that our engineers will not only be humane but also will be capable of facing many challenges of their professional life.

FROM THE DESK OF COURSE DIRECTOR – BBA



Prof. (Dr.) Divya Gangwar
(Course Director)

At the outset I would like to congratulate the team of faculty members and students for bringing out the second edition of this magazine designed to give the glimpse of the efforts, activities and achievements of the BBA department. At ADGITM we try to channelize the energy and vibrancy of the youth to meaningful activities to create the managers of the future. Technology has been changing very fast and the technological changes witnessed during last decade surpass the changes witnessed during the previous century. Our Endeavour has been to turn out managers who have a vision for future and may adapt to the fast changing requirements of the modern world economy. We provide a competitive and challenging environment requiring continuous update of knowledge and skills to transform the students to be the leaders of tomorrow's corporate world. Through a combination of classroom training, workshops field visits and interactions with achievers of their field, we help the students to realize their true potential, try to ignite the spark in the students which motivates them to bring laurels to the alma mater and themselves. Through their achievements in the field of academics and professional life.

MESSAGE FROM EDITOR



Ms. Divya Chauhan
Assistant Professor – BBA

I extend my warm greeting to all our readers on behalf of Department of Management ADGITM.

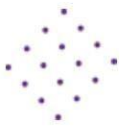
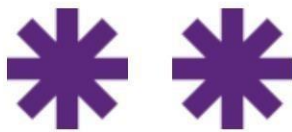
This is my privilege to present our fresh issue of our departmental magazine. It gives me immense pleasure and I really feel fortunate that I got this opportunity to organize the Magazine “AWAAZ ” of BBA Department of our prestigious ADGITM.

“Nurturing Talent and Harnessing Potential”

of its scholars and this magazine is itself a proven record as well as a blend of accomplishments of our admirable students those are flawless in every field whether its scholastics or co-scholastics activities. All the faculty members of our department put on their best efforts to provide everlasting support and guidance to the students and inspire them to reach their ambitions in a planned manner and has proved to be a great source of confidence to encourage the student’s to represent themselves , represent their talent & prove their potential by giving maximum participation in all the activities or events conducted by the Department. This Magazine represents our department and a brief description of all the events conducted through the duration between Aug to Dec 2023.



ABOUT DEPARTMENT



Dr. Akhilesh Das Gupta Institute of Technology & Management

(Formerly Northern India Engineering College)

FC – 26 Shastri Park, New Delhi - 110053

(“A” Grade Institute of GGSIPU, New Delhi, ISO 9001:2015 Certified)

School of Business Studies (BBA)



Vision

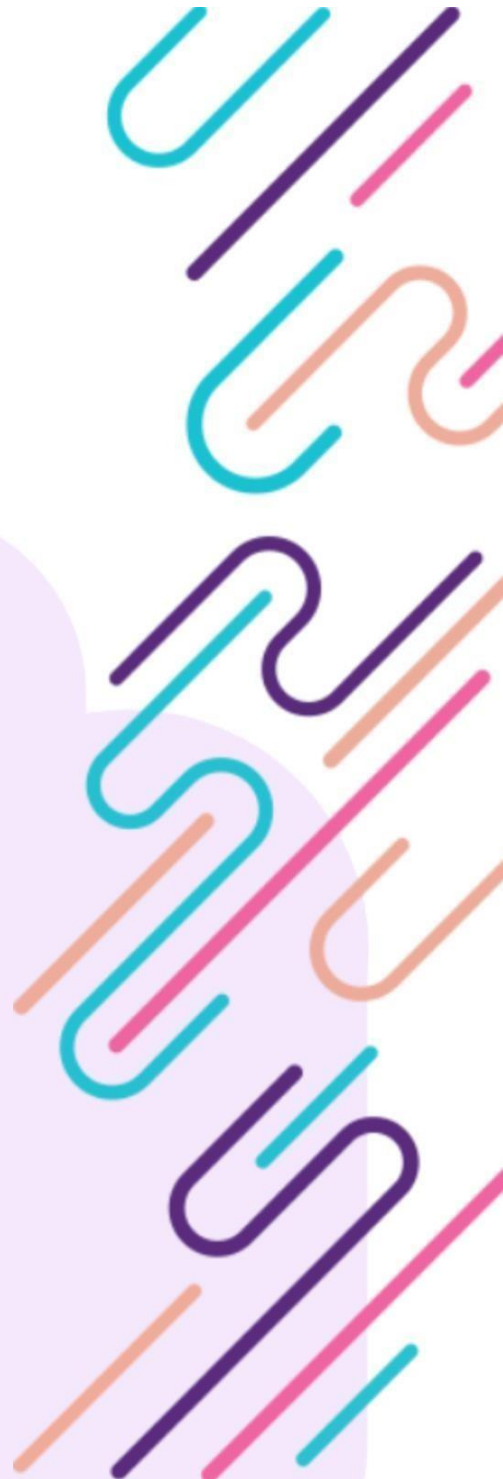
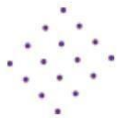
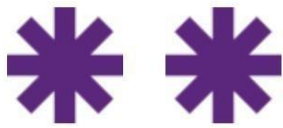
To create future entrepreneurs and management professionals who will be ethically and socially responsible citizens to build a global nation.

Mission

- M1. To emphasize on quality education with a strong foundation of management concepts for students to excel and enhance their skills and competencies.
 - M2. To empower students with all the knowledge and guidance that they need to become worthy management professionals.
 - M3. To provide for holistic and value-based development of students which ultimately enhances their employability.
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EVENT GALLERY



EVENT : ORIENTATION DAY
OCTOBER, 2023

Event Objective:

- Orient new students to the layout of the campus premises.
- Cultivate relationships between students and faculty members.
- Engage students in the culture and ethical standards of the institution.
- Assist students in establishing career aspirations and strategies.
- Promote involvement in career advancement initiatives.
- Increase understanding of professional conduct norms.
- Empower students to refine abilities and investigate novel career trajectories.

The Orientation Day for the BBA Batch 2023-26 at Dr. Akhilesh Das Gupta Institute of Technology & Management successfully blended entertainment with enlightenment, encompassing both formal and informal sessions.

Formal Session Highlights:

Opening Ceremony:

The opening ceremony began with a symbolic Lamp Lighting and Saraswati Vandana, signifying the dispelling of ignorance and seeking the blessings of knowledge. The hosts welcomed the dignitaries, including Honorable Chairperson Mrs. Alka Das Gupta, President Shri Viraj Sagar Das, Vice President Ms. Sonakshi Das Gupta, Director Coordination Shri Vijay Dheer, and Advisor Prof. AK Mitra.

College Introduction:

The hosts provided a brief introduction to Dr. Akhilesh Das Gupta Institute of Technology & Management, emphasizing its historical significance since its establishment in 2003. The institution's commitment to quality education and its distinguished alumni were highlighted, establishing its prominence in Guru Gobind Singh Indraprastha University.

Message by Chairperson Mrs. Alka Das Gupta:

A special message by Chairperson Mrs. Alka Das Gupta was conveyed, symbolizing a moment of enlightenment and inspiration for the incoming batch. Dr. Tanuja Nautiyal, a respected faculty member, read out the message, setting the tone for the day.

Welcome Dance by Astha Diwedi:

A captivating Kathak dance performance by Astha Diwedi added a cultural touch to the event, showcasing the institute's diversity and artistic talent.

Address by Director Prof. Dr. Sanjay Kumar:

Prof. Dr. Sanjay Kumar, the esteemed Director, shared valuable insights with the new batch. His academic achievements, global recognition, and commitment to students' success were emphasized, inspiring the attendees.

Performance by Alfaaz Society:

Alfaaz Society, the creative writing society, presented a unique blend of rap and poetry, reflecting the diverse talents within the college.

Address by Head - Management Department:

The Head of the Management Department motivated and welcomed the new students, highlighting the department's commitment to shaping future leaders.

Address by Principal - Centre of Legal Education:

The Principal of the Centre of Legal Education addressed the gathering, emphasizing the institution's commitment to legal excellence and academic rigor.

Performance by INSYNC:

The official western dance society, INSYNC, mesmerized the audience with their synchronized and energetic performance, showcasing the vibrant culture of the college.

Address by Head - Examinations:

Dr. Tanuja Nautiyal enlightened the students about the examination system, providing guidance and insight into the academic curriculum.

Performance by Virsa:

Virsa, the Punjabi Bhangra society, infused energy into the event with their dynamic performance, representing the rich cultural diversity within the college.

Address by Library In-Charge:

The Library In-Charge highlighted the significance of the college's well-equipped digital library and the resources available for students.

Performance by Shraddha:

A special performance by Shraddha showcased the artistic talents prevalent within the student community.

Cultural Societies Videos:

Introduction of the Cultural Head was followed by videos showcasing the vibrant cultural societies of the college, encouraging students to explore and embrace their hidden talents.

Performance by Yakshagna:

Yakshagna, the theatre society, demonstrated their acting prowess with a captivating performance, engaging the audience with their talent.

Words by Sports Head:

The Sports Head shared motivational words, emphasizing the importance of dedication, determination, and hard work in achieving success.

Placement Cell Presentation:

The Placement Cell provided valuable insights into the placement support and guidance offered to students, emphasizing the active role played by the college in students' career development.

Words by Proctorial Head:

The Proctorial Head, Dr. Pinky Naik, highlighted the values of responsibility and integrity within the institution, contributing to the development of disciplined and fair-minded individuals.

Performance by Freak Streets:

Freak Streets, the street dance society, brought the event to a dynamic close with a high-energy performance, showcasing their passion for dance and creativity.

Informal Session Highlights:

- The informal session, organized by the Management Department's Sankalp Society, featured Management Games like KBC and Stop & Walk to familiarize students with their peers.
- The session embraced the ethos of "Make Learning Fun" by re-welcoming dignitaries, heads of departments, faculty members, and freshers.
- Management games were interspersed with entertaining performances by in-house clubs and societies.
- The day concluded with informal votes of thanks, appreciating students for their active participation and enthusiasm.

Overall, the Orientation Day at ADGITM successfully achieved its goal of blending informative sessions with enjoyable activities, ensuring a smooth transition for the BBA Batch 2023-26.

Outcome: The Orientation Program 2023 at ADGITM proved to be a meticulously arranged and captivating event, effectively acquainting the incoming batch with the institution's culture, academic offerings, and diverse prospects. The thoughtfully structured agenda sought to offer a comprehensive introduction to the institute's ethos and principles, concurrently nurturing a spirit of camaraderie among the new students. The interactive management games injected a sense of enjoyment into the day, ensuring a favorable commencement to the academic voyage of the fresh batch.

Events Highlights:

BBD GROUP

Dr. Akhilesh Das Gupta Institute of Technology & Management
(Formerly Known as Northern India Engineering College)
FC-26, Shastrri Park, New Delhi - 110053

STUDENT ORIENTATION PROGRAM

ADGITM WELCOMES ALL THE FRESHERS (2023-24)

VENUE - AUDITORIUM, BLOCK-2 (GROUND FLOOR)

DATE: 17th-20th October 2023

The banner features the BBD Group logo on the left, the institute's name and address in the top center, and a circular seal on the right. The central text is set against a background of a modern building. At the bottom, there are illustrations of students and a graduation cap.



EVENT: SEMINAR ON IMPACT OF DIGITALISATION

DATE: 13TH SEPTEMBER 2023

Objectives: The seminar sought to illuminate the transformative role played by digital technologies in reshaping businesses, strategies, and decision-making processes.

Activities Undertaken: The Management Department of ADGITM College orchestrated a seminar on September 13, 2023, with the explicit purpose of exploring the profound impact of digitalization within the realm of management. Dr. Vineeta Mishra, a distinguished faculty member from IFCAI Business School, Gurgaon, expertly led the seminar. During the seminar, the seismic influence of digital technologies on innovation, competitiveness, and the evolving workforce was underscored, offering a comprehensive view of the digital landscape and its potential to drive modern business success.

The seminar highlighted the significance of adapting to digital transformation in the creation and execution of business strategies. The discussion encompassed the indispensable role of data analytics, AI, and automation in elevating decision-making processes and gaining a competitive edge. There was a particular emphasis on the value of leveraging digital tools to comprehend consumer behavior and preferences. Furthermore, the imperative need to secure digital assets and data was emphasized, with a call for proactive risk management and the implementation of robust cybersecurity measures to shield businesses from cyber threats.

Beneficiaries: BBA students.

Outcome: The seminar left its participants with a lucid understanding that embracing digitalization transcends mere technological upgrades; it involves a fundamental shift in mindset, strategy, and operational paradigms. In an increasingly digital world, organizations are urged to maintain agility and adaptability, as they navigate this transformative landscape. The event was undoubtedly a resounding success, expanding horizons and imbuing businesses with the confidence to embark on their digital journey.

Events Highlights:

Dr. Akhilesh Das Gupta Institute of Technology & Management
(Formerly Northern India Engineering College)
Approved by AICTE & Affiliated to GGSIPU
FC-26, Shastri Park, New Delhi-110053

BBD

MANAGEMENT DEPARTMENT
Organises a Seminar on
IMPACT OF DIGITIZATION

Date : September 13th, 2023
Time : Starting 11:30 AM
Venue : Auditorium
(2nd Block, Ground Floor)

DR. VINEETA MISHRA
ASSOCIATE DEAN AND DEPUTY ACADEMIC
COORDINATOR
ICFAI BUSINESS SCHOOL, GURGAON

#ShapingGenerations

The poster features a central portrait of Dr. Vineeta Mishra in a circular frame. The background includes a laptop, a brain with neural connections, and a hand holding a pen. Logos for the institute and BBD are present in the top corners.



**EVENT: WEBINAR ON “BRIDGING THE SKILL GAP IN ACADEMIA &
INDUSTRY”**

DATE: 20TH SEPTEMBER 2023

Objectives: The webinar aimed to elucidate the disparities between the knowledge acquired by students in academic institutions and the practical skills imperative in the industry. It underscored the necessity for academia and industry to collaborate closely in order to bridge this gap effectively, thereby preparing students for real-world challenges.

Activities Undertaken: The Management Department of ADGITM College orchestrated an engaging webinar on September 20, 2023, with the primary objective of addressing the critical issue of narrowing the skill gap that exists between academia and industry. The event brought together faculty members experienced in both sectors to shed light on this significant concern. Mr. Anand, Professor BFSI & Finance at IBS Gurugram, adeptly led the webinar.

During the webinar, Mr. Anand placed a strong emphasis on the significance of designing curricula that integrate industry-relevant skills. He highlighted the pivotal role played by internships, mentorships, and on-the-job training in preparing students for the demands of the workplace. Moreover, he underscored the importance of curriculum alignment, experiential learning, and mentorship in equipping students to confront the practical challenges of the workforce. In addition, he stressed the need for student-oriented classes, employing techniques such as role-playing, case studies, and fostering critical thinking.

The final session provided a platform for questions and discussions, allowing attendees to engage with the speaker. This interactive exchange of ideas and solutions addressed various concerns and insights, contributing to a comprehensive understanding of how academia and industry can collaborate effectively.

Beneficiaries: The primary beneficiaries of this webinar were the faculty members of the Management Department.

Outcome: The webinar concluded with the recognition that establishing a stronger partnership between academia and industry is indispensable to ensure that students are well-equipped with the essential skills and knowledge. By sharing experiences, insights, and best practices, the webinar took a significant stride toward bridging the skill gap and preparing students for a seamless transition from academia to industry, thereby fostering a brighter and more successful future for them.

Events Highlights:



**Dr. Akhilesh Das Gupta Institute of
Technology & Management**

(Formerly Northern India Engineering College)

Approved by AICTE & Affiliated to GGSIPU

FC-26, Shastri Park, New Delhi-110053



R K Anand
Professor BFSI & Finance
IBS Gurugram

WEBINAR ON
**“BRIDGING THE SKILL
GAP IN ACADEMIA
AND INDUSTRY”**

#ShapingGenerations



Date: 20th September 2023

Time: 2:15pm

**Venue: 2nd Block 4th floor
(2402A)**



**EVENT: WORKSHOP ON “FINANCIAL PLANNING, CAPITAL MARKETS,
INVESTMENT & WEALTHMANAGEMENT EDUCATION”**

DATE: 4TH AND 6TH OCTOBER, 2023

Objectives: The primary objective of the event was to impart an extensive comprehension of fundamental finance concepts to participants.

Activities Undertaken: The Management Department of ADGITM College, in collaboration with the National Institute of Securities Market (NISM), executed a two-day workshop spanning, October 4th & 6th, 2023. The workshop was meticulously designed to delve into the intricacies of financial planning, capital markets, investment, and wealth management education.

Day 1: Financial Planning and Wealth Management

The initial day of the workshop was dedicated to the exploration of financial planning and wealth management. In the morning session, participants were guided through financial planning principles by an esteemed finance expert. The session facilitated an understanding of the significance of establishing financial objectives, budgeting, and the adept management of personal and familial financial resources. It also underscored the critical roles of investment diversification and risk management in the context of wealth accumulation.

In the afternoon session, attendees received valuable insights into effective wealth management strategies. This discussion encompassed the various financial instruments like mutual funds, bonds, and equities, and their roles in wealth creation and preservation. The importance of asset allocation and long-term financial planning for ensuring one's financial future was highlighted.

The final session provided a platform for open dialogue and discussions, fostering an interactive exchange of ideas and solutions. This collaborative engagement addressed diverse concerns and enriched the participants' comprehension of effective collaboration between academia and industry.

Day 2: Capital Markets and Investment Education

The second day was dedicated to the in-depth exploration of capital markets and investment education. A distinguished resource person initiated the day by providing a comprehensive overview of capital markets. Participants acquired a profound understanding of stock markets, bonds, and the regulatory mechanisms ensuring market integrity.

In the subsequent session, the resource person delved into the realm of investments. This segment involved an in-depth discussion of various investment strategies, such as value investing, growth investing, and market trend analysis. Participants were encouraged to make informed investment decisions, considering their risk tolerance and financial objectives.

Beneficiaries: The workshop was designed to benefit final-year BBA students.

Outcome: The two-day workshop on "Financial Planning, Capital Markets, Investment & Wealth Management Education" was a remarkable success, offering participants a valuable platform to enrich their financial knowledge and acquire essential skills in financial planning, investment, and wealth management.

The event underscored the critical importance of financial literacy and its profound influence on the financial well-being of individuals. It emphasized the necessity for prudent financial planning, diversification, and well-informed investment choices as prerequisites for achieving long-term financial success.

Events Highlights:



EVENT: TACTICAL FUN

DATE: 12TH OCTOBER, 2023

Objectives: On October 12, 2023, the Sankalp Society orchestrated the "TacticalFun" Role-Playing Competition with clear-cut objectives:

- **Foster Creative Thinking and Problem-Solving:** The event aimed to ignite creative thinking and problem-solving skills by challenging participants in a variety of role-playing scenarios
- **Elevate Communication Skills, Adaptability, and Teamwork:** It provided a platform for participants to refine their communication, adaptability, and teamwork abilities.
- **Cultivate Wit and Humor:** The competition was designed to create a vibrant atmosphere where participants could unleash their wit and humor through an array of role-play situations.

Event Highlights: The competition was thoughtfully structured, including preliminary elimination rounds to select the top performers for the main event.

Round 1: I-Play: Participants were entrusted with conducting high-stress interviews within stringent time limits. This phase challenged their role-playing prowess and their capacity to think creatively under pressure.

Round 2: Ad-Fictio After the initial elimination round, the remaining groups reorganized into teams of two. The standout feature of this stage was the creation and presentation of uproarious TV advertisements for fictional products. Participants showcased their creativity, inducing contagious laughter among the audience.

Round 3: Geek-Gathering: The grand finale was fashioned as a corporate meeting to deliberate marketing strategies for a fictitious college-centric food delivery truck. Participants assumed diverse roles and collaborated to devise innovative solutions, serving as a litmus test for their strategic thinking and problem-solving skills.

Beneficiaries: The "Tactical Fun" Role-Playing Competition catered chiefly to BBA students, offering them an ideal platform to enrich their competencies and imagination.

Outcomes: The event yielded commendable outcomes:

- **Amplified Creativity:** Participants exhibited commendable creativity, particularly in the development of TV ad scenarios and the resolution of intricate corporate dilemmas.
- **Enhanced Communication Skills:** Role-playing was instrumental in enhancing communication, empowering participants to adapt adeptly to the diverse role-play situations.
- **Exemplary Teamwork and Adaptability:** Participants imbibed the essence of teamwork and adaptability in multifaceted scenarios.
- **Abundant Wit and Humor:** The event was a resounding success in unveiling participants' humor and wit, enriching the competition experience for both participants and the audience.

The "Tactical Fun" Role-Playing Competition struck a resounding chord with its objectives and delivered a memorable experience for all stakeholders. We extend our heartfelt gratitude to the participants, judges, volunteers, and the entire organizing team for their invaluable contributions. We eagerly anticipate future events that nurture creativity, camaraderie, and skill development.

Events Highlights:



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FC-26, Shastrri Park, New Delhi - 110053

Approved by AICTE and Affiliated to GGSIPU

www.adgitmdelhi.ac.in

+91(11) 49905900-99



BBD GROUP

TECHNOUTSAV 3.0



Presents

TACTICAL FUN

12, October

Enroll



2nd Block,
4th Floor,
Room No.2409

11:30 a.m



Contact Details

Mehul Malhotra -9311444970

VarunMakhija-9821132937

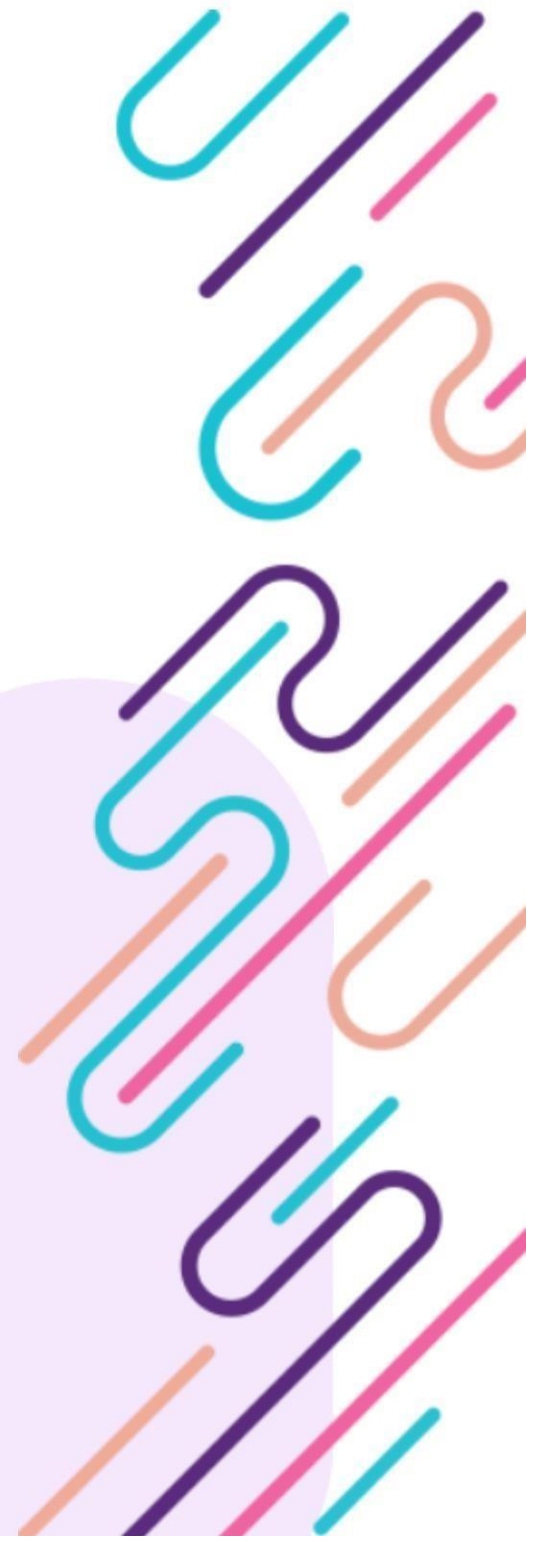
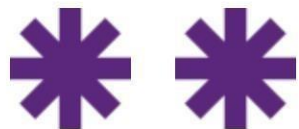
Akansha Jha-9711348665







RECENT RECRUITERS





99 acres



Deloitte.



BYJU'S



ICICI Bank



HDFC BANK

HONDA
The Power of Dreams

IFB
Set yourself free

Deutsche Bank



ICICI Securities



genpact

girnar SOFT
CREATING BUSINESS VALUE
THROUGH TECHNOLOGY

Indiabulls
HOUSING FINANCE



indiamart



Mahindra
Finance

XL Dynamics
Solutions Unlimited

ZOD
OUTSOURCING ON DEMAND...

KMK | Consulting

IndusInd Bank



citrusHR



LinkedIn



itris

aristar
financial consulting ltd

ROYTHORNES
solicitors



paycircle

hue —
brand design digital

APS Co
United Kingdom



WPA
Healthcare
Practice

volcanic



Smart

Clarity4D
computershare

MEDI PROTECT
HEALTHCARE

DUNCAN
& TOPLIS

BBI Berns Brett



3CX

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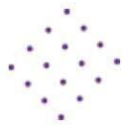
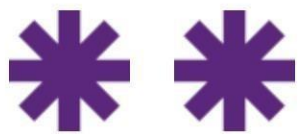
dotdigital

danielmclean
PHOTOGRAPHY

RedBrick IT



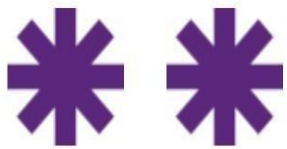
Faculty Achievements



Faculty Name	Research Paper	Publisher Name
	Title of Research Paper	Name of Journal /Book Publisher
Dr. Sachin Jindal	Reasons for Rapid Adoption of Fintech in India: A Study	International Research Journal of Modernization in Engineering Technology And Science (IRJMETS)
Mr. Amit Yadav	Impact of climate change on Disaster Management	International Research Journal of Modernization in Engineering Technology And Science (IRJMETS)
	Revolutionizing Financial Inclusion: The Impact of Fin-Tech in India	International Journal of Innovative Research in Science, Engineering and Technology (IJIRSET)
Dr. Nishu Sharma	A study of demographic factors and its effect on Employee Engagement	Gurukul business review
Dr. Suhail Ahtesham	A Study of Leadership styles and its impact on employee profitability within organizations in Delhi-India.	1) Oriental Institute MS University of Baroda.
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ARTICLES SECTION



WHY FAILURE IS GOOD FOR SUCCESS?

To achieve the greatest success, you have to embrace the prospect of failure.

The sweetest victory is the one that's most difficult. The one that requires you to reach down deep inside, to fight with everything you've got, to be willing to leave everything out there on the battlefield—without knowing, until that do-or-die moment, if your heroic effort will be enough. Society doesn't reward defeat, and you won't find many failures documented in history books.

The exceptions are those failures that become steppingstones to later success. Such is the case with Thomas Edison, whose most memorable invention was the light bulb, which purportedly took him 1,000 tries before he developed a successful prototype. "How did it feel to fail 1,000 times?" a reporter asked. "I didn't fail 1,000 times," Edison responded. "The light bulb was an invention with 1,000 steps."

Unlike Edison, many of us avoid the prospect of failure. In fact, we're so focused on not failing that we don't aim for success, settling instead for a life of mediocrity. When we do make missteps, we gloss over them, selectively editing out the miscalculations or mistakes in our life's résumé. "Failure is not an option," NASA flight controller Jerry C. Bostick reportedly stated during the mission to bring the damaged Apollo 13 back to Earth, and that phrase has been etched into the collective memory ever since. To many in our success-driven society, failure isn't just considered a non-option—it's deemed a deficiency, says Kathryn Schulz, author of *Being Wrong: Adventures in the Margin of Error*. "Of all the things we are wrong about, this idea of error might well top the list," Schulz says. "It is our meta-mistake: We are wrong about what it means to be wrong. Far from being a sign of intellectual inferiority, the capacity to err is crucial to human cognition."

1. FAILURE IS LIFE'S GREATEST TEACHER

When we take a closer look at the great thinkers throughout history, a willingness to take on failure isn't a new or extraordinary thought at all. From the likes of Augustine, Darwin and Freud to the business mavericks and sports legends of today, failure is as powerful a tool as any in reaching great success. "Failure and defeat are life's greatest teachers [but] sadly, most people, and particularly conservative corporate cultures, don't want to go there," says Ralph Heath, managing partner of Synergy Leadership Group and author of *Celebrating Failure: The Power of Taking Risks, Making Mistakes and Thinking Big*. "Instead they choose to play it safe, to fly below the radar, repeating the same safe choices over and over again. They operate under the belief that if they make no waves, they attract no attention; no one will yell at them for failing because they generally never attempt anything great at which they could possibly fail (or succeed)."

However, in today's post-recession economy, some employers are no longer shying away from failure—they're embracing it. According to a recent article in *Business Week*, many companies are deliberately seeking out those with track records reflecting both failure and success, believing that those who have been in the trenches, survived battle and come out on the other side have irreplaceable experience and perseverance.

They're veterans of failure. The prevailing school of thought in progressive companies—such as Intuit, General Electric, Corning and Virgin Atlantic—is that great success depends on great risk, and failure is simply a common byproduct. Executives of such organizations don't mourn their mistakes but instead parlay them into future gains. "The quickest road to success is to possess an attitude toward failure of 'no fear,'" says Heath. "To do their work well, to be successful and to keep their companies competitive, leaders and workers on the front lines need to stick their necks out a mile every day.

They have to deliver risky, edgy, breakthrough ideas, plans, presentations, advice, technology, products, leadership, bills and more. And they have to deliver all this fearlessly—without any fear whatsoever of failure, rejection or punishment."

2. REACHING YOUR POTENTIAL

The same holds true for personal quests, whether in overcoming some specific challenge or reaching your full potential in all aspects of life. To achieve your personal best, to reach unparalleled heights, to make the impossible possible, you can't fear failure, you must think big, and you have to push yourself. When we think of people with this mindset, we imagine the daredevils, the pioneers, the inventors, the explorers: They embrace failure as a necessary step to unprecedented success. But you don't have to walk a tightrope, climb Mount Everest or cure polio to employ this mindset in your own life.

When the rewards of success are great, embracing possible failure is key to taking on a variety of challenges, whether you're reinventing yourself by starting a new business or allowing yourself to trust another person to build a deeper relationship. "To achieve any worthy goal, you must take risks," says writer and speaker John C. Maxwell. In his book *Failing Forward: Turning Mistakes into Stepping Stones for Success*, he points to the example of legendary aviator Amelia Earhart, who set several records and achieved many firsts in her lifetime, including being the first female pilot to fly solo over the Atlantic Ocean.

Although her final flight proved fateful, Maxwell believes she knew the risk—and that the potential reward was worth it. "[Earhart's] advice when it came to risk was simple and direct: 'Decide whether or not the goal is worth the risks involved. If it is, stop worrying.'" Of course, the risks you take should be calculated; you shouldn't fly blindly into the night and simply hope for the best. Achieving the goal or at least waging a heroic effort requires preparation, practice and some awareness of your skills and talents.

Life a flow

Life goes with a
Flow Sometimes
Hides, Sometimes show,
At times it is yet, or it is no!
Sometimes it is high, or low.... Life is to feel it, like air...
Life is to see & achieve it like goal
But we waste it in "like, comment & share"
There is no shortcut to top We have to scroll
Life is what to put on top gear, Life is what to win, just
more two steps more...!
Life is not just to pass...
The world cannot see a hole in the life's glass...
Life is a race!
To win just maintain the pace. To top just complete your
chase
Life goes with a flow
Not too fast.....Not too slow....



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