



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

MANAGEMENT ACE



MAGAZINE

**MBA
DEPARTMENT**

**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.

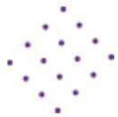
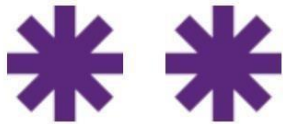
This is my privilege to present our fresh issue of our departmental magazine. It gives me immense pleasure and I really feel fortunate that I got this opportunity to organize the Magazine “MANAGEMENT ACE ” of BBA Department of our prestigious ADGITM.

“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



ABOUT MBA DEPARTMENT

Established in 2004, the Post Graduate course is designed to develop professionally strong and ethically responsible managers to manage businesses with a global vision for the upcoming corporate and environmental challenges.

The department translates vision statement into best practices through holistic approach by developing quality managers with high quality decision making skill to meet global challenges to cater to the requirements of both public and private

Industrial Visit for the students is organized in the first year. Summer Training of Sixto Eight weeks after the second semester gives an opportunity for the practical application of the principles and Concepts of management. Project Dissertation, in the area of interest, is done in the final year to promote innovation and research.

Ability Enhancement Courses like Managerial Skills and Development, Business Analytics , Business Simulation & Games , are spread in both the years along with core and inter disciplinary subjects. Dual specialization is offered which allows students to gain knowledge of two different business areas.

Besides the formal Course work, the Program also provides a platform for the students to explore their interest and talents through the Academic and Non- Academic Clubs.

And the metro station is located at a distance of 2 km from the college.

PROGRAMMES OFFERED BY THE DEPARTMENT

Master of Business Administration

Name of the Programme – MBA
Nature of Programme – Full Time
Duration – 2 Years
Current Intake – 60 seats

VISION

To create ethically and socially responsible citizens and entrepreneurs by imparting high quality management education.

MISSION

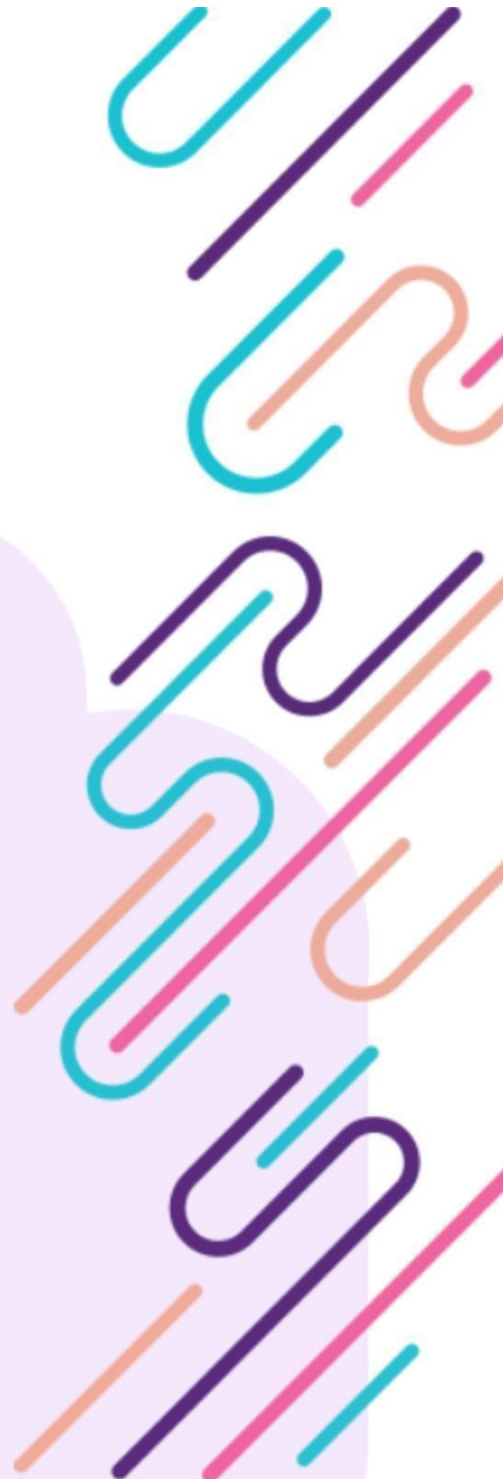
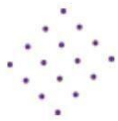
- M1. To emphasize participant centric pedagogies and value based teaching and learning methods.
- M2. To create knowledge through management education, research and development.
- M3. To develop skills and acumen in the students so that they can compete globally as business leaders and entrepreneurs.

PROGRAM OBJECTIVES

- PO1:** Demonstrate an understanding of management concepts, principles and theories and apply them in context of organizational work practices.
- PO2:** Apply analytical and critical thinking skills to analyze the dynamic business environment and identify entrepreneurial and business opportunities and risks.
- PO3:** Prepare business strategies, develop concomitant functional and operational strategies and implement them in an integrated manner to efficiently and effectively achieve the functional goals and the business objectives.
- PO4:** Demonstrate an understanding of decision making processes at various levels of the organization with respect to resources mobilization and their efficient deployment and use to achieve the set goals.
- PO5:** Demonstrate the ability to analyze management problems, to identify and collect the relevant data and to apply a creative problem solving approach.
- PO6:** Identify and recommend the information technology based interventions to achieve organizational goals.
- PO7:** Benchmark organizational and managerial practices against the principles of good governance, ethical conduct, corporate social responsibility and the imperatives of long term societal welfare.
- PO8:** Demonstrate effective communication and interpersonal skills as well as the ability to work with the lead teams.
- PO9:** Develop a lifelong learning approach manifested in their attitude to learn, unlearn and relearn and in their pursuit of excellence in professional, personal and social life.



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, Shastri 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



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



**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:



Dr. Akhilesh Das Gupta Institute of Technology & Management

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

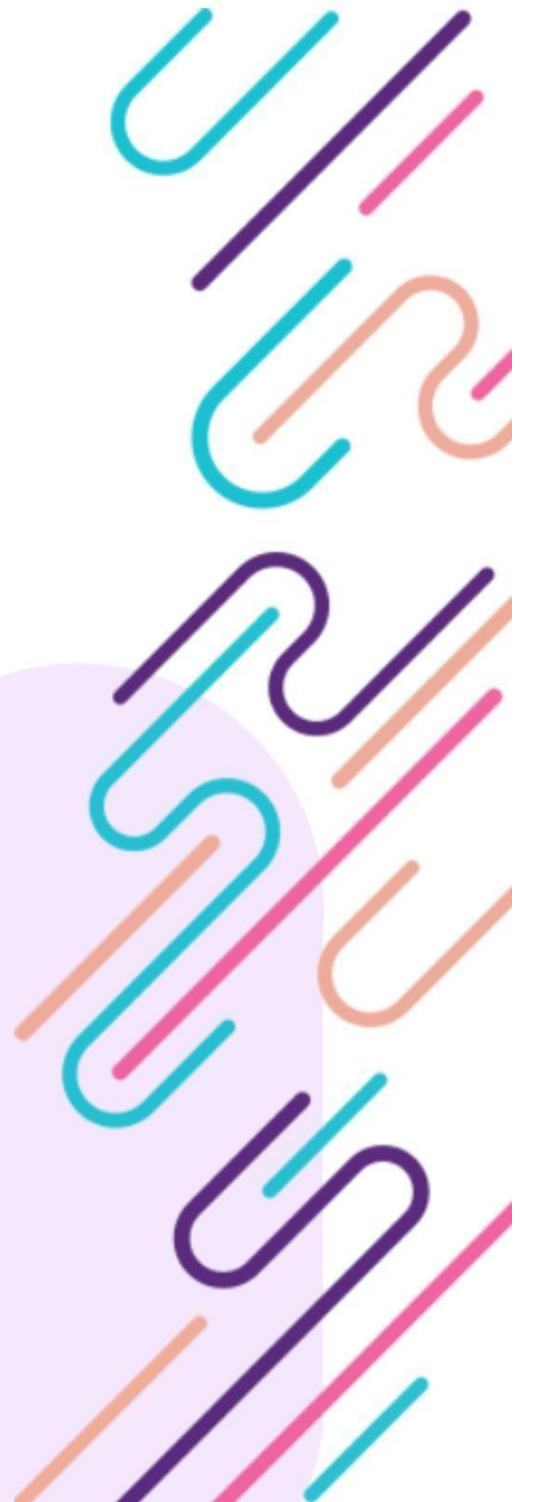
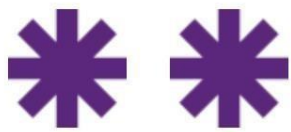
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Akansha Jha-9711348665





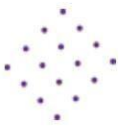
RECENT RECRUITERS







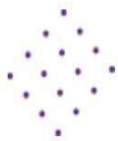
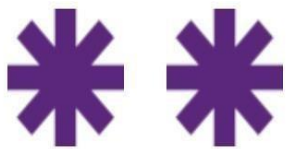
Faculty Achievements



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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Mr. Aman Garg	Role of Green Marketing in developing Brand Image	Army Institute of Management and Technology Journal
Ms. Komal	Opportunities and Challenges of Fintech in India	International Journal of Research and Analytical Reviews



ARTICLES SECTION



Student Life

Introduction

Student life is one of the most exciting and unforgettable times of your life. During this time, we not only learn, but also feel who we are. I will never forget my school days because they are full of knowledge, experiences, fun and new things to try. Therefore, it can be said that student life is where the seeds of life are sown.

Student Life: A Golden Experience

Student life is not only full of learning and teaching, but also full of fun and unforgettable experiences. At this age, you don't have to worry about the outside world or responsibilities. Student life is a time when a person learns new things. During this period, a person prepares for what will happen in the future. The good thing about college life is spending time with friends, eating, studying, joking, and having fun.

Duties of Student Life

The first thing a student should do is to study hard. A student's most obvious duty is to show respect to teachers and parents. Don't get addicted to social media and mobile games. During this time, students should work on building their own personality, character and behavior. As they engage in different types of social work, they learn how to work together. You should also know how to handle difficult situations.

Importance of Student Life

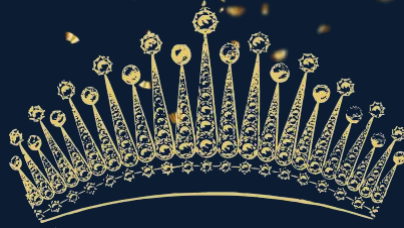
Student life is an important part of everyone's life. People are young and full of energy when they are in school. During this period, students learn good manners, self-discipline and a positive outlook on life. This helps them become valuable members of society. It's time to think about what is good and what is bad. Students should decide what they want to do with their lives while they are in school. Student life is important in learning how important friends are to us.

Challenges of Student Life

The term "student life" includes all the good and bad times spent at school. However, student life is full of challenges. Parents and teachers put a lot of pressure on them to choose the right one for their career. Some students may worry about life because they don't get everything right. It can be hard to keep up with school, work, sleep, family and friends because everything has a set time. You may have to balance schoolwork, extracurricular activities, and your personal life all at once.

Conclusion

"Student Life" taught me that now is the best time for a human being, because real life begins when you are a student. Not just one person, but each student has their best memories of school. As a student, you should devote yourself to school and study. We should make the best use of our student life and create the best possible future for ourselves.



Magical Heart converse

Once upon a time, in a far-off kingdom, there lived a young princess named Isabella. She was known throughout the land for her beauty, kindness, and intelligence. However, one day, while out on a walk in the forest, Isabella suddenly collapsed to the ground. The kingdom's best doctors were summoned, and after many tests, they discovered that the princess had a rare heart condition that was causing her heart to fail.

The kingdom was in despair, as there seemed to be no cure for the princess's condition. But one day, a mysterious traveler came to the kingdom, offering to help the princess. He was a renowned healer and claimed to possess a magical potion that could cure the princess's heart.

The king and queen were skeptical, but desperate to save their daughter, they agreed to let the traveler try his potion. The healer mixed together various herbs and roots, and administered the potion to the princess. To the amazement of all, within a few days, Isabella's heart began to heal and she was able to sit up and even walk around her chambers.

The traveler was hailed as a hero and the princess's savior, and was given a place of honor in the kingdom. But the traveler's true purpose in the kingdom was not to heal the princess, but to steal her heart. You see, the traveler was actually a powerful sorcerer who had been searching for the purest heart in the land to use in a dark ritual that would grant him immense power.

The sorcerer had used his potion to put the princess into a deep sleep and then he used his magic to extract her heart and replaced it with a magical converse heart that he had created. This heart was enchanted to obey his every command and he used it to control the princess and the kingdom.

The king and queen were horrified to discover what had happened to their daughter and the kingdom they ruled. They immediately set out to find a way to break the sorcerer's spell and save the princess.

They consulted with sages and wise men, but none could come up with a solution. Finally, they turned to the kingdom's greatest wizard, who had long been in hiding. The wizard listened to their tale and knew that there was only one way to save the princess. He would have to enter the sorcerer's mind and defeat him in a battle of wills.

The wizard set out on his quest, and after many long and grueling battles, he finally succeeded in breaking the sorcerer's hold on the princess. The sorcerer was defeated, and the princess's true heart was returned to her.

Isabella was restored to her former self and the kingdom was saved. The king and queen were overjoyed, and they threw a grand feast to celebrate their daughter's recovery. The wizard was hailed as a hero, and the princess and the wizard fell in love and lived happily ever after.

From that day forward, the kingdom was known as the land of the heart converse and people from all over the world came to visit and learn about the magical heart that had saved the princess and the kingdom.

The end.



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