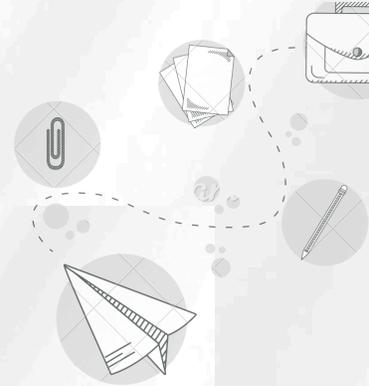




DR. AKHILESH DAS GUPTA
INSTITUTE OF PROFESSIONAL STUDIES
(Formerly Dr. Akhilesh Das Gupta Institute of Technology & Management)

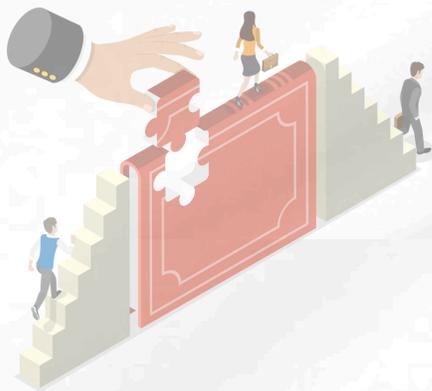


MBA DEPARTMENT

MAGAZINE

AUG-DEC

2025- 26





ABOUT ADGIPS:

Dr. Akhilesh Das Gupta Institute of Professional Studies, formerly known as Dr. Akhilesh Das Gupta Institute of Technology & Management, 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 office 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.

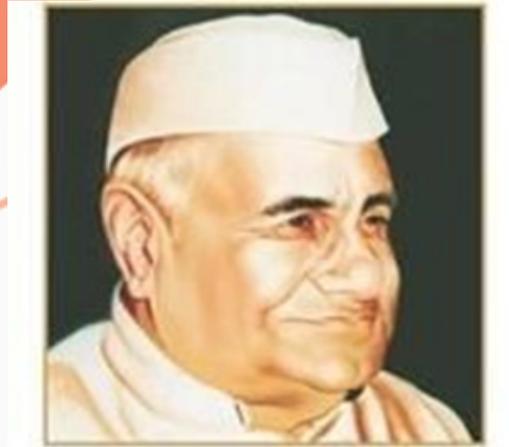
VISION:

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



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.

THE INSPIRING SOUL BABUJI'S VISION – OUR MISSION



Late Dr. Akhilesh Das Gupta Ji
(Founder) 1961 – 2017

A Distinguished , Political Leader, Philanthropist & Educationist

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 (ADGIPS), 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 provide 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.) Niranjan Bhattacharyya
Director

Dr. Akhilesh Das Gupta Institute of Professional Studies (ADGIPS) is now in its nineteen year with great success as a premier technical institution. It has emerged as one of the most preferred institutes of Engineering, Management & Law.

We are today among the best education providers in the GGSIPU system. Our results are exemplary both from the point of view of merit as well as from the placement perspective. Our students have been placed in the best organizations of the country. Many have gone abroad for higher studies. The last Seven years have been a challenging and rewarding experience for us.

With an aim to remain quality conscious, efficient and responsive to today's rapidly changing economic and technological developments, ADGIPS has taken up the challenge not only to give technical and corporate training to the students, but also make them self-confident, better human beings with leadership qualities.

Babu Banarsi Das International Group of Educational Institutions has evolved as a symbol of quality education dedicated to nurture the talent and aspiration of the dynamic, vibrant & bright youth of our country. Economic restructuring of any country heavily depends on the institution's performance and technology-driven teaching practices. ADGIPS New Delhi has introduced such practices to develop young students as engineers to meet these demands of society. Our students are creative and highly professional.

MESSAGE FROM THE DEAN DEPARTMENT OF MANAGEMENT STUDIES



**Prof.(Dr.) Sundram Priyadarshnie
(Dean of Management
Department)**

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 MBA department. At ADGIPS 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



Dr. Divya Chauhan

Assistant Professor

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

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 MBA Department of our prestigious ADGIPS. “Nurturing Talented 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 n 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.



ABOUT DEPARTMENT

**Dr. Akhilesh Das Gupta Institute of Professional Studies
(Formerly Dr. Akhilesh Das Gupta Institute of Professional
Studies)**

FC – 26 Shastri Park, New Delhi - 110053



Institute of Professional Studies

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

MBA DEPARTMENT

Vision

To Shape responsible business leaders through knowledge, innovation and collaboration for a thriving & equitable future.

Mission

M1. To cultivate essential skills, entrepreneurial spirit and global competence to navigate complex business environments driving sustainable and equitable solutions.

M2. To build strong partnerships with industry and academia facilitating knowledge and resource sharing for a conducive learning environment.

M3. To integrate ethical awareness and social responsibility throughout the curriculum instilling values that guide impactful and sustainable leadership.



EVENT GALLERY

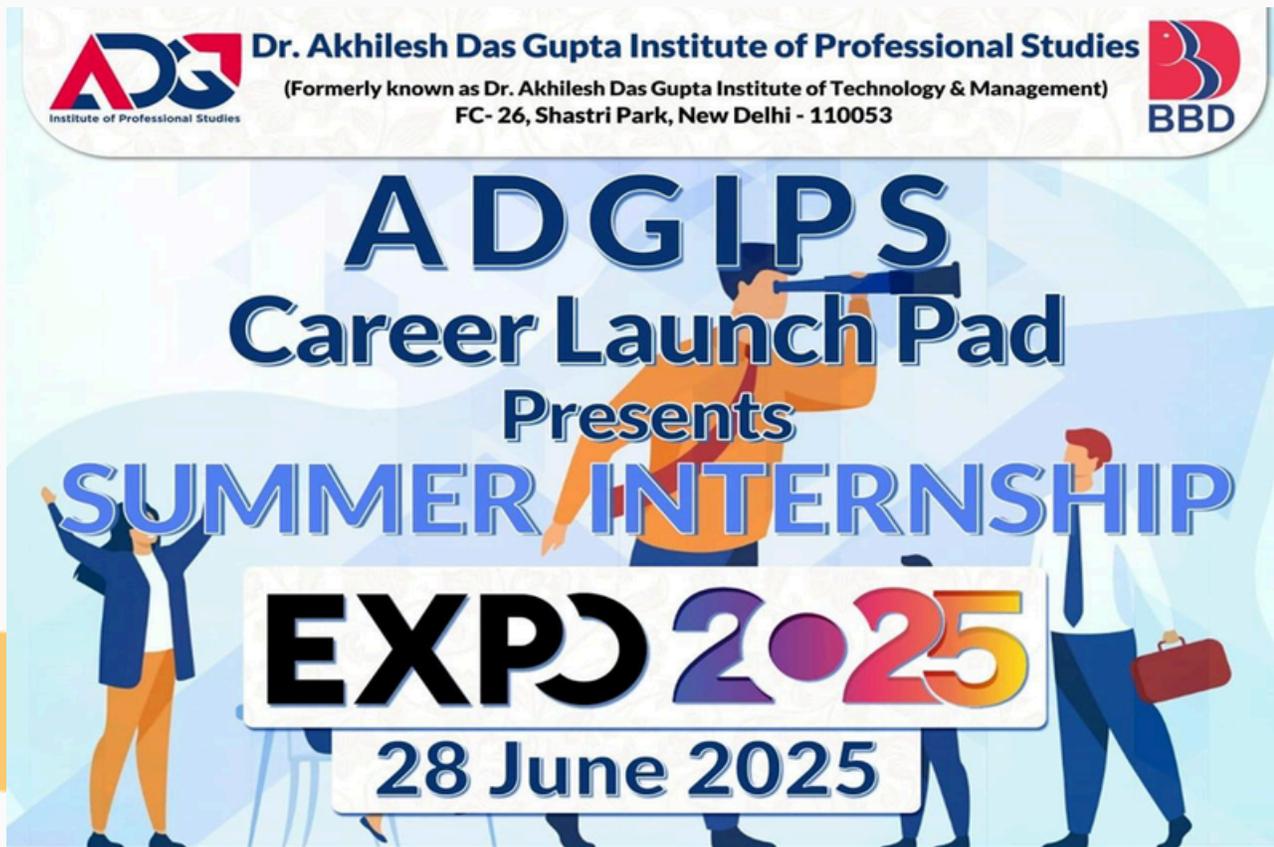
EVENTS

Summer Internship Expo 2025

28th JUNE, 2025

The Internship Expo was held on 28th June 2025, at Dr. Akhilesh Das Gupta Institute of Professional Studies, bringing together 785 enthusiastic participants and 35 companies from various industries. The event provided a platform for participants to explore internship opportunities, network with industry professionals, and gain insights into the latest trends and developments in their desired fields.

The Internship Expo held at Dr. Akhilesh Das Gupta Institute of Professional Studies on June 28, 2025, was a resounding success. With 785 participants and 35 companies in attendance, the event provided a valuable platform for networking, industry insights, and internship opportunities. The event received positive feedback from both participants and companies, with many expressing interest in future collaborations. The media coverage further amplified the event's impact, highlighting the importance of internship opportunities for students and young professionals. Overall, the expo demonstrated the institute's commitment to fostering industry-academia connections and supporting student career development.



The banner features the ADG logo on the left and the BBD logo on the right. The central text reads: "Dr. Akhilesh Das Gupta Institute of Professional Studies (Formerly known as Dr. Akhilesh Das Gupta Institute of Technology & Management) FC- 26, Shastri Park, New Delhi - 110053". Below this, it says "ADGIPS Career Launch Pad Presents SUMMER INTERNSHIP EXPO 2025" and "28 June 2025". The background includes illustrations of three people: one on the left with arms raised, one in the center holding a briefcase, and one on the right with a briefcase.

ADG Institute of Professional Studies

Dr. Akhilesh Das Gupta Institute of Professional Studies
(Formerly known as Dr. Akhilesh Das Gupta Institute of Technology & Management)
FC- 26, Shastri Park, New Delhi - 110053

BBD

ADGIPS
Career Launch Pad
Presents
SUMMER INTERNSHIP
EXPO 2025
28 June 2025

EVENTS

Induction Programme 12 August 2025

An induction programme aims to formally welcome new students and familiarize them with the institution's academic environment, rules, and facilities. Its objective is to help students transition smoothly into campus life by providing essential information about courses, departments, faculty, and support services. The programme also seeks to reduce anxiety, build confidence, and promote a sense of belonging by encouraging interaction among students, teachers, and administrative staff. Additionally, it introduces institutional values, discipline, and ethical standards while motivating students to set academic and personal goals, thereby laying a strong foundation for their overall development and success.

The BBA Induction Programme served as a vital platform to welcome and integrate the new batch into the academic and cultural environment of the institution. It successfully introduced students to the curriculum, faculty, campus facilities, and support systems. Through interactive sessions, workshops, and peer engagement, students developed a clear understanding of academic expectations and college life. The event also fostered confidence, motivation, and a sense of belonging among the students. Guest lectures and skill-building activities provided early exposure to career and personal development. Students responded positively, showing enthusiasm to participate actively in both academic and co-curricular areas. Overall, the programme laid a strong foundation for a meaningful and successful MBA journey ahead.



EVENTS

Fresher's Party 17 September 2025,

The Fresher's Party was organized to warmly welcome the new BBA batches into the ADGIPS family. The event aimed to create a friendly environment, encourage interaction between seniors and juniors, and provide a platform for showcasing talents. It also fostered confidence among newcomers through fun activities, cultural performances, and personality-based competitions such as Mr. & Miss Fresher.

- To ensure smooth transition and adjustment of new students into campus life.
- To foster healthy relationships between seniors and juniors.
- To build confidence among freshers through stage exposure and competitions.
- To encourage team spirit, creativity, and participation.
- To celebrate the diverse talents and personalities of the new batches.

The Fresher's Party 2025 was a grand success, marked by vibrant performances, enthusiastic participation, and joyful celebrations. The event not only welcomed the new batches but also instilled a sense of belongingness and motivation among them. With blessings of the Almighty, guidance from the faculty, and spirited involvement from students, the event concluded on a high note with the announcement of Mr. & Miss Fresher and memorable group photographs



New Delhi, Delhi, India
30, New Patpar Ganj Rd, Vinod Nagar North, Block D, Patparganj, New
Delhi, Delhi 110092, India
Lat 28.620011° Long 77.287895°
17/09/2025 01:53 PM GMT +05:30

EVENTS

Industrial Visit 19 September 2025,

Industrial visits provide students with real-world exposure to business operations, management practices, and industrial functions. This report details our visit to Garvit Industry plant, which took place on 19th September 2025. Our visit to Garvit Industry was organized to bridge the gap between classroom knowledge and industrial practices. The primary objective was to understand the manufacturing process, operational workflow, and management strategies adopted by the industry.

On 19th September 2025, our student visited the Garvit Industry Plant located in Panipat, Haryana. This visit provided us with a valuable opportunity to gain first-hand knowledge about probiotic products.

The industrial visit to Garvit Industry was highly informative and enriching. It allowed students to experience the functioning of an industry firsthand and provided valuable insights into production, management, and quality assurance. Such visits not only enhance learning but also prepare students to meet future professional challenges with confidence.



EVENTS

Financial Debate Competition on GST 2.0

07-Nov-2025

The Department of Management organized a Poster Making Competition on the theme “Sustainable Development” to encourage students to express their ideas and understanding of sustainable growth through creativity and innovation. The competition aimed to promote environmental awareness, responsible management practices, and the importance of sustainability in today’s business world

The theme “Sustainable Development” focused on balancing economic growth, environmental protection, and social well-being. Students were encouraged to highlight concepts such as:

- Green business practices
- Renewable energy
- Waste management and recycling
- Corporate social responsibility (CSR)
- Sustainable production and consumption
- Eco-friendly innovations in management



The background features several decorative, wavy, organic shapes in various colors. At the top left, there is a large orange shape. To its right, a teal shape extends towards the top right corner. In the bottom left, there is a yellow shape. At the bottom right, there is a teal shape. The central text is positioned between these shapes.

FACULTY PUBLICATION

Dr. Akhilesh Das Gupta Institute of Professional Studies

S.No.	Faculty Name	Research Papers		
		Title of Research Paper	Name of Journal /Book Publisher	FDP
1	Prof Dr. Sundaram Priyadarshnie	1. “Impact of AI on Talent Acquisition and Performance Management: Transforming HR Practices for the Digital Era” in an ABCD Indexed journal -Advances in Consumer Research in September 2025	Indian Knowledge System: Ancient Wisdom Of India	1. NEP 2020 Orientation & Sensitization Programme (02-10 May 2025). 2 .NEP 2020 Orientation & Sensitization Programme (19-28 August 2025)
2	Dr. Neha Singh	1. “Impact of AI on Talent Acquisition and Performance Management: Transforming HR Practices for the Digital Era” in an ABCD Indexed journal -Advances in Consumer Research in September 2025	ABCD Indexed journal	1. NEP 2020 Orientation & Sensitization Programme (02-10 May 2025). 2 .NEP 2020 Orientation & Sensitization Programme (19-28 August 2025)
3	Dr.Divya Chauhan	1. “Impact of AI on Talent Acquisition and Performance Management: Transforming HR Practices for the Digital Era” in an ABCD Indexed journal -Advances in Consumer Research in September 2025	ABCD Indexed journal	1. NEP 2020 Orientation & Sensitization Programme (02-10 May 2025). 2 .NEP 2020 Orientation & Sensitization Programme (19-28 August 2025)

Dr. Akhilesh Das Gupta Institute of Professional Studies

S.No.	Faculty Name	Research Papers			
		Title of Research Paper	Name of Journal /Book Publisher	FDP	ISSN No. / E-ISSN No.
4	Dr. Sachin Jindal	Reasons for Rapid Adoption of Fintech in India: A Study	International Research Journal of Modernization in Engineering Technology And Science (IRJMETS)	International Journal	ISSN: 2582-5208
5	Dr. Suhail Ahtesham	A Study of Leadership styles and its impact on employee profitability within organizations in Delhi-India.	International Journal of Environmental Sciences T	1) UGC Care Group.	Vol. 11 No.: 16s, 2025 2229-7359 I
		International Journal of Environmental Sciences The Future of Pricing: Leveraging the impact of technology through Machine learning in Visual communication for Dynamic Market Adaption.	International Journal of Environmental Sciences T	Scopus	2) ISSN:2347-7180
6	Mr. Aman Garg	Role of Green Marketing in developing Brand Image	International Journal of Research and Analytical Reviews	-	E-ISSN 2348-1269 P-ISSN 2349-5138

7.	Ms.Meenu Grover	Transformation of Banking Services		<p>1.”Publishing in High-Impact Journals: Strategies for Effective Writing and Leveraging AI in Research” 22nd July ,2024 to 26th July 2024.</p> <p>2. “NEP 2020 Orientation & Sensitization Programme” (02nd – 10th May, 2025</p>	<p>1. e-ISSN : 2583-1062</p> <p>2.</p>
		Circular Economy: Women Entrepreneurs Leading to Change, International Conference, DSC/ IGE / 69	International Conference, DSC/ IGE / 69	3. Research Methodology for Commerce & Management	DSC/ IGE / 69
8.	Ms. Vasudha Tyagi	A study on risk management & Financial Crisis.	447761-001	<p>1.NEP 2020 Orientation & Sensitization Programme (02nd- 10th May 2025) .</p> <p>2. NEP 2020 Orientation & Sensitization Programme(19 th August- 28 August 2025).</p> <p>3. Refresher Course for commerce & Management</p>	

9.	Ms.Vimla Sharma	Financial Sustainability and IndigenousA Study of Hundis, Baniyas, and Traditional Credit system in India(ISBN-978-93-343-1)	(ISBN-978-93-343-1)	<p>1."Publishing in High-Impact Journals: Strategies for Effective Writing and Leveraging AI in Research" 22nd July ,2024 to 26th July 2024.</p> <p>2. "NEP 2020 Orientation & Sensitization Programme" (02nd – 10th May, 2025)</p>	
10.	Ms.Shanky Yadav	"Impact of AI on talent acquisition and performance management: Transforming HR practices for the digital Era"	447761-001, 6449125	<p>1. Empowering Professionals in Emerging Technologies for Competency Building (06-10 January 2025)2. NEP 2020 Orientation & Sensitization Programme (02-10 May 2025)3. NEP 2020 Orientation & Sensitization Programme (19-28 August 2025)</p>	

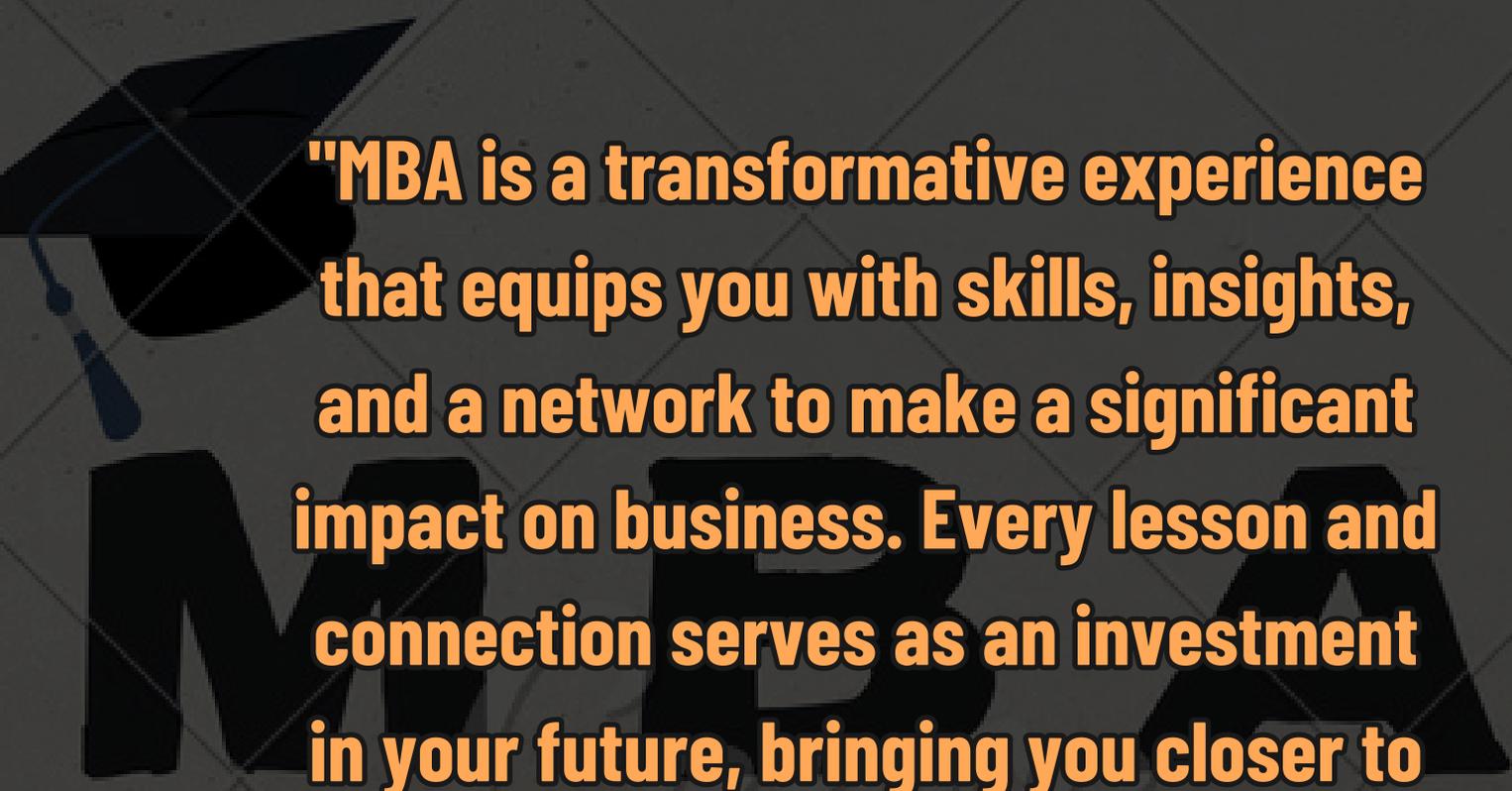
11.	Ms.Preeti Tiwari	1. Ethical, Social and Economic Impact of Technology at International conference in GNOIT Noida		1. NEP 2020 Orientation & Sensitization Programme (02-10 May 2025). 2 .NEP 2020 Orientation & Sensitization Programme (19-28 August 2025)	
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No. of Patents Published/Granted in the Assessment Year (August 2024-July 2025)

S. No.	Faculty Name	Patent Title	Patent No.	Date of Publication/Grant	Published/Grant
1	Prof. Dr. Sundram Priyadarshnie	Employee wellness Monitoring Device	461340-001	5 Jun 2025	Granted
2	Dr.Divya Chauhan	Employee wellness Monitoring Device	461340-001	5 Jun 2025	Granted
		Device To Analyze Consumer Psychology During Shopping	477058-001	15 Oct 2025	Granted
3	Ms.Ankita and Ms. Vimla Sharma	Iot Enabled Device For Predicting Stock Market Fluctutation	396215-001	5 Dec 2025	Granted

Placement Drives

S No.	COMPANY NAME	DATE OF PLACEMENT DRIVE
1	Xcelore Pvt Ltd	11.09.2025
2	TechBridge Consultancy	23.09.2025
3	TCS BPS	25.09.2025
4	Flairchase	28.11.2025



"MBA is a transformative experience that equips you with skills, insights, and a network to make a significant impact on business. Every lesson and connection serves as an investment in your future, bringing you closer to achieving your professional aspirations."

Dr. Akhilesh Das Gupta Institute of Professional Studies, New Delhi

[Formerly known as Dr. Akhilesh Das Gupta Institute of Technology & Management]

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Ph: (011) 49905900-99, 32526261-64, 22854321**