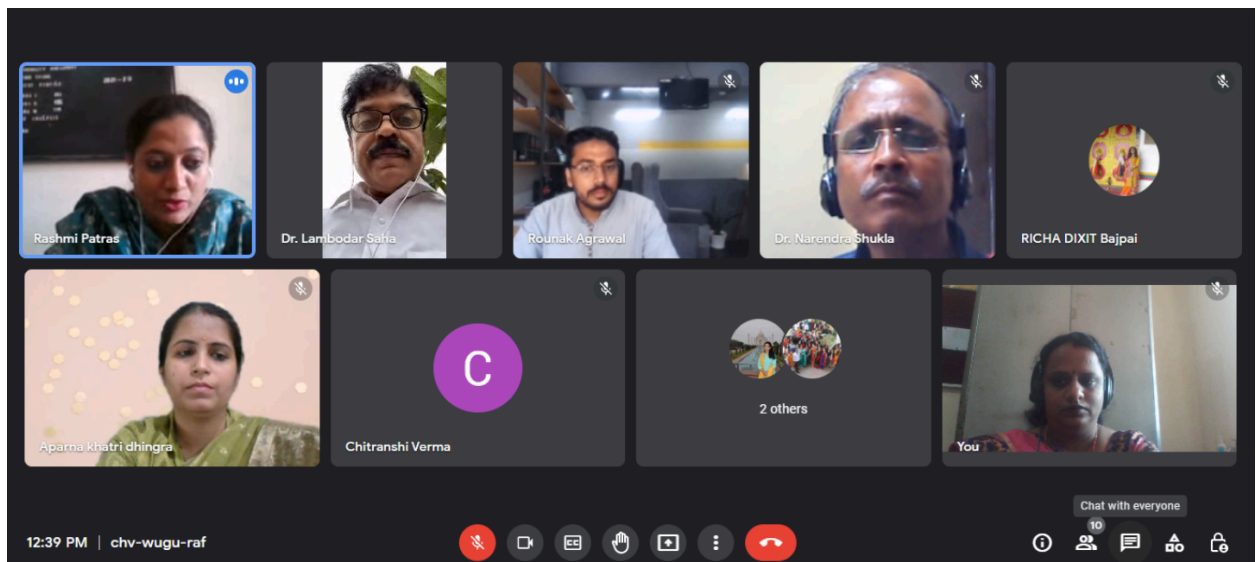


# 2022-2023 -DEPARTMENT OF MANAGEMENT ACTIVITY

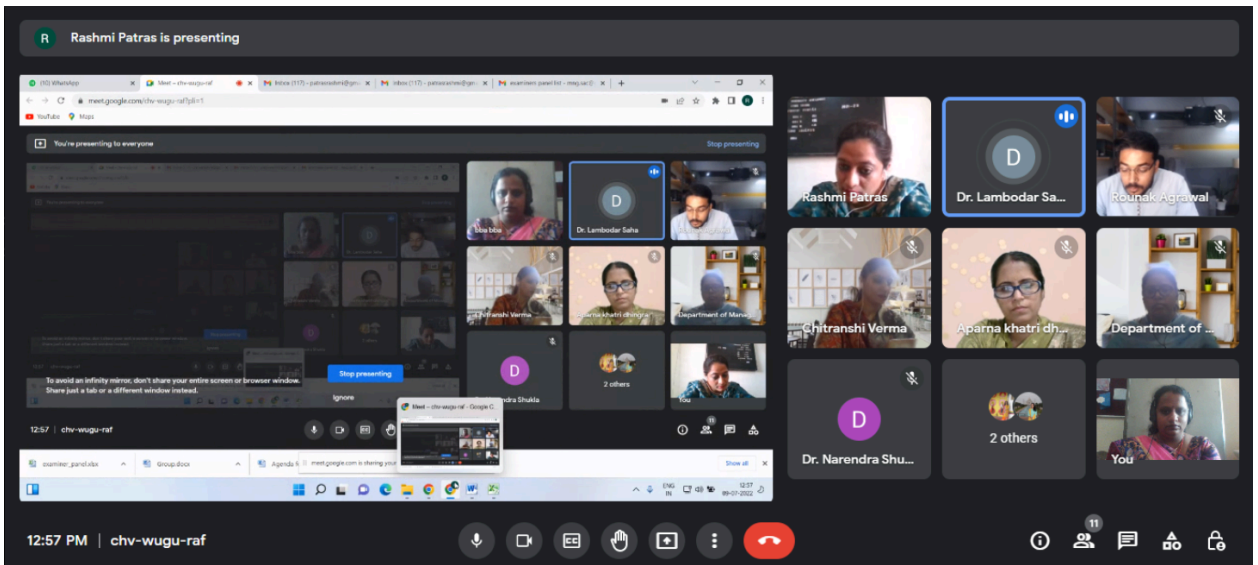
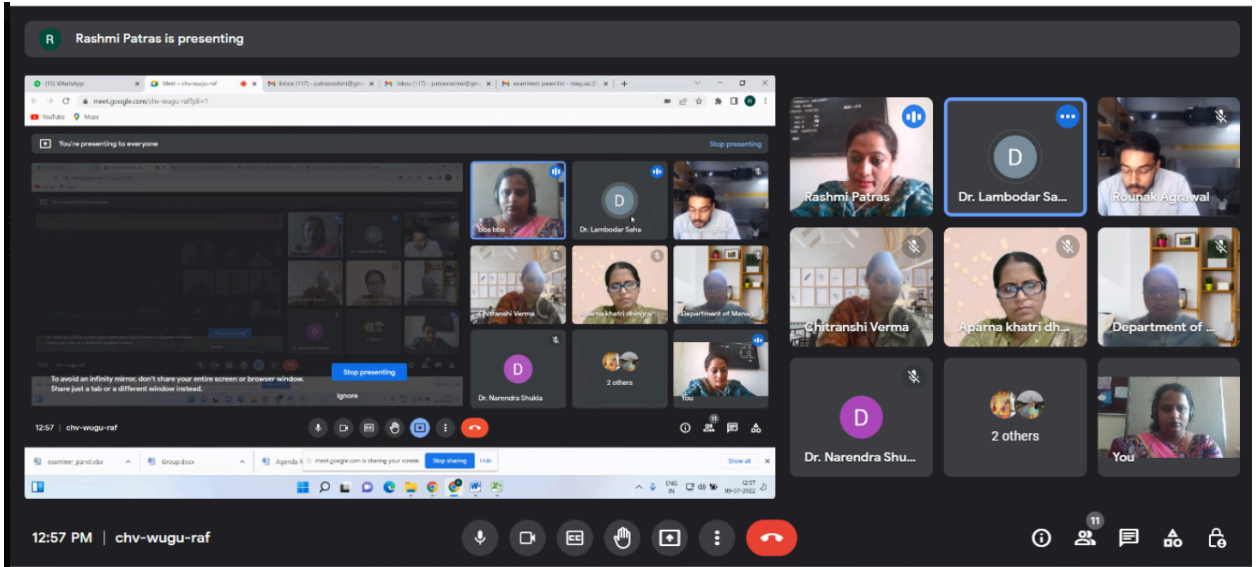
JULY 2022

## 1. BOARD OF STUDIES

The Department of Management conducted BOS on the 9<sup>th</sup> of July 2022. It was started by 11.30 am with a welcome note by Dr. Shradhdha Srivastava in the presence of the following board members- Dr Narendra Shukla, Dr Lambodar and Mr. Raunak Agrawal. All faculties of Management have discussed their subject syllabus with the Board of members online and they have given their valuable suggestions which were implemented by the faculties. The meeting ended by 1 pm with a formal discussion on a Skill development program and Internships by Dr. Rashmi Patras, HOD along with a Vote of thanks by Dr. Shraddha.









2. The department of management has organized a Guest Lecture on “Fun with Numbers” on the 16<sup>th</sup> of July 2022. The guest lecture enables the management students to hone their mathematical and general aptitude skills, helping them to prepare for competitive examinations.<sup>1</sup>



**Department of Management  
St. Aloysius College Jabalpur  
Presents**

# **Fun With Numbers**

Competitive Exams across the world require students to solve Mathematical puzzles of various levels of difficulty. Aspirants not just need conceptual clarity of topics but also the ability to solve questions faster. This session will introduce you to the world of aptitude and you'd go back with some tricks and tips on cracking exams. Do NOT miss this session. Limited Seats.

**16th July 2022  
11.30 AM Onwards**



**About The Trainer :**  
**Ms. Swati Agarwal**  
**Director T.I.M.E. Jabalpur**  
**10 Years of Experience**  
**CAT 98.5%iler**  
**MBA Finance from TAPMI**



**For Details Contact  
Department of Management  
SAC Jabalpur**





St. Aloysius college, sadar, jabalpur  
16/07/2022  
Saturday 11.42 am



St. Aloysius college, sadar, jabalpur  
16/07/2022  
Saturday 11.42 am





St. Aloysius college, sadar, jabalpur  
16/07/2022  
Saturday 12.25 pm



### 3. Bal Gangadhar Tilak Jayanti Celebration on 23rd of July 2022

Department of Management conducted an Activity on Saturday 23rd July 2022 on the Occasion of Bal Gangadhar Tilak Jayanti.

Two Competition were organized as

1. Speech competition
2. Poster-making competition

The Guest was Dr. Kiran Mishra (HOD) Department of Education. She has given judgment and also enlightened students about poster making. There were 15 participants in poster making and 3 in the Speech competition. Ma'am also gave a motivational speech at the end and concluded the Program with a vote of thanks at 12:00 pm.

Winner in Poster making

1st Arshita Agarwal



2nd Prateek Khana

3rd Vartika Agrawal

Winner in Speech

1st Arshita Agarwal

2nd Diviyta Bajpai

3rd Sanaya billa

2



2



**Jabalpur, Madhya Pradesh, India**

St. Aloysius School Kindergarten Building, 1, Shakti Marg,

Cantt, Jabalpur, Madhya Pradesh 482001, India

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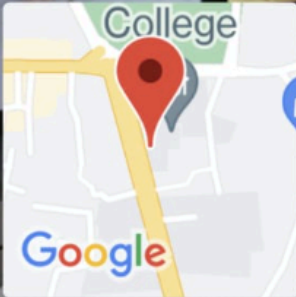
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Pradesh 482001, India

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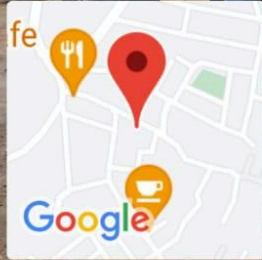




#### 4. Extension Activity by the Department of Management and Rotaract club:

##### **(A visit to Government School, Mehgawan Village, Jabalpur)-**

Extension activity was conducted by the Department of Management and Rotaract club on 23rd July, 22. Faculties of management Dr. Rashmi Patras, Dr. Shradhdha Srivastava, Dr. Richa Dixit, and Mrs. Archana Dubey along with faculty Dr. Sarita Goel, commerce department and member of Rotaract Club went to visit poor village students of Government school, Mehgawan Jabalpur. The activity was organized from 11.30 am to 1.30 pm. BBA students also participated actively. The activity started with a prayer song- Itni Shakti Hame Dena Data. There was a small speech given by Dr. Richa on the importance of education. Then they were made to play games followed by prize distribution and donation of academic stationery.



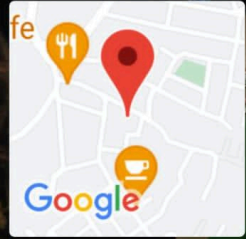
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## AUGUST 2022

- The 2-day research workshop Vyakarana 2022 on data analysis by Mrs. Aparna Dhingra on the 6th and 22nd of August 2022. The two-day faculty exchange program was organized along with St.Claret College Bangaluru. Topics covered for BBA II Year students were as follows-

Frequency distribution. percentage distribution, cumulative distribution, Statistical distribution, Bases of classification, Qualitative Base, Quantitative Base, Geographical base, Chronological or Temporal base. Data table meaning, advantages, parts of a table. types of data Analysis, univariate. bivariate, multivariate, Measures of central tendency. mean, median, mode, range, standard deviation and variance.

Topics covered on 22nd August 2022 were as follows - Testing of Hypothesis, Errors, small sample tests - T test, F test, Chi-Square tests, large sample tests, Non Parametric tests.

Dear Madam

The 2 day research workshop Vyakarana 2022 on data analysis is scheduled tomorrow at 12 PM. It's our immense pleasure to have you as a resource person for this workshop. The Google meet link is listed below.

To join the meeting on Google Meet, click this link:  
<https://meet.google.com/ukc-ghoe-bmb>

Or open Meet and enter this code: ukc-ghoe-bmb

Incase of any clarification you can call me or Mr. Manu V Unni ( +91 9738007558)

Thanks and Regards

Rohit Kar

Assistant Professor

Department of Management

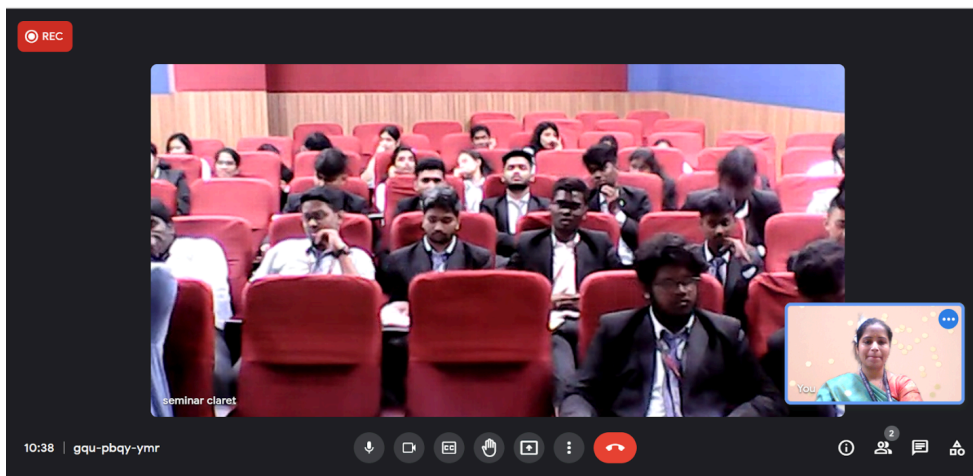
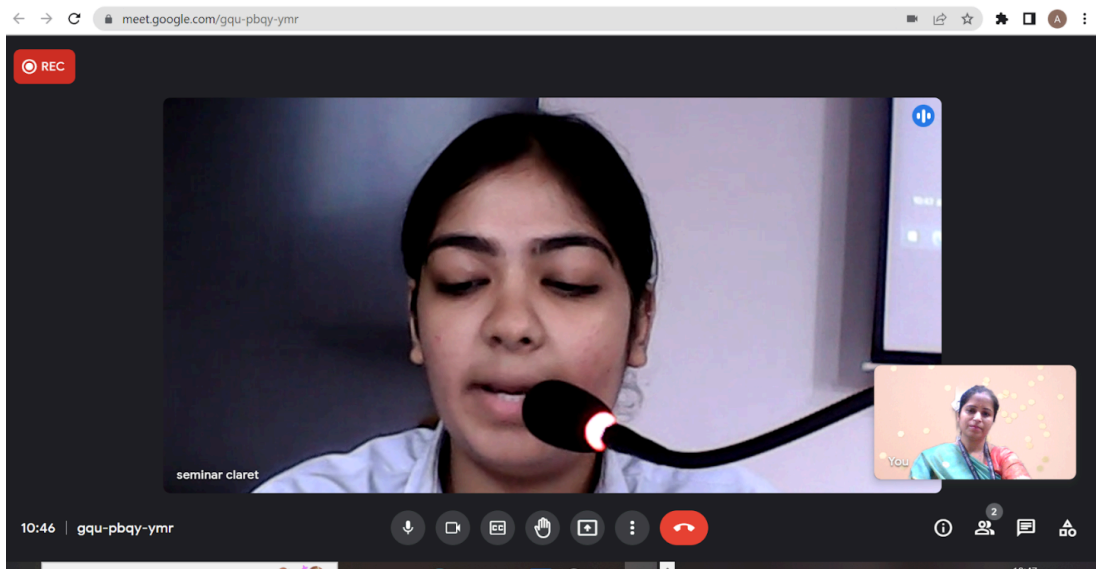
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6. The Department of Management conducted Monoacting, a quiz Competition, and an Infographics competition for BBA Students on the 6th of August 2022

Monika Chelani and Kanika Vinodiya were the comparers for the activities, the first activity was Monoacting, and the topic for the play was to be randomly selected by the participants but it was to be taken with a moral.

The winners were

- 1.) Kanika Vindediya
- 2.) Anshita Sharma
- 3.) Pranjal Parcha.
- 4.) Prakhar Shrivastava
- 5.) Divyata Pajpai

After this, a quiz Competition was conducted, the topic was "Current Affairs"

There were 14 teams and 6 rounds. The winners of the competition were

- 1.) Priyansh E. Luke
- 2.) Divyata Bajpal
- 3.) Prateek Khanna
- 4.) Abhinav Prince...



5.) DeekshantJaiswal

6.)RajvanshSamal.

And, last but not least Infographics Activity took place. In this, the participants had to take a company of their own and present it in the form of a presentation with their own Innovated Tagline.

The winners were

1) Aditya Singh Chandel

2.)Resham Kataria.





1981 B.Sc. III year  
Immunology  
secondary CAJ, CAH,  
- Ant. m.  
- T-cell, B-cell  
- Macrophages  
- Blood group



Biotechnology  
- No. of GMOS  
- Tissue culture  
- DNA - genes  
- No. of u.s.  
- No. of bands  
- Protein str.  
- 2, 5, 9  
- In the activity  
- check the significance

























6. Department of Management has organized a webinar on digital marketing on the 20th of August 2022 from 11:30 to 1:00 pm.

The keynote speaker Mr. Anup Gore, an alumnus of Goa Institute of Management (Batch 98) with 22+ years of experience - 17 years in the telecom and financial services industry in the areas of business development, customer relationship management & 5+ years as an entrepreneur - Successfully running a digital marketing agency helping small businesses to build/optimize their holistic digital presence & productivity.

Mr. Anup elaborated on the introduction of digital marketing, its holistic approach to business, and the skills required in advertising and promoting through digital platforms. One hundred thirty BBA students attended the session.

# Digital Marketing Webinar

Attend Zoom Webinar

20<sup>th</sup> August 2022, 11:30 to 1:00 pm

[https://zoom.us/meeting/register/tJUld-qvrjIjHN33M9LWV85I6ArlK-tRc-yh](https://zoom.us/join/zoom/register/tJUld-qvrjIjHN33M9LWV85I6ArlK-tRc-yh)

**REGISTER NOW**



**Anup Gore**  
Digital Advisor, Creator  
& Marketer, [gorebo.com](http://gorebo.com)

An alumnus of Goa Institute of Management with 22+ years of experience - 17 years in the telecom and financial services industry in the areas of business development, customer relationship management & 5+ years as an entrepreneur - Successfully running a digital marketing agency helping small businesses to build/optimize their holistic digital presence & productivity.

## Global Academic Partners



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Metropolitan  
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Swiss School of Management



INSEEC



University of  
Economics  
Varna





Zoom Meeting | You are viewing Anup Gore's screen | View Options

Dr. Rashmi Singh | Anup Gore | Ronit Soni | Princy Kukreja | Tanpreet Kaur R... | Raj Kumar

Recording...

# WHY DIGITAL MARKETING

- Trackable and Measurable
- Efficiency in Optimisation
- Broad and Targeted Reach

Unmute | Start Video | Security | Participants (96) | Chat | Share Screen | Pause/Stop Recording | Breakout Rooms | Reactions | Leave

Zoom Meeting | You are viewing Anup Gore's screen | View Options

Dr. Rashmi Singh | Anup Gore | Princy Kukreja | Pragya Singh G... | Tanpreet Kaur R... | Raj Kumar

Recording...

# HOLISTIC APPROACH

- Customer Journey
- Digital Channels
- Creative & Content
- Conversion Trackers

Unmute | Start Video | Security | Participants (99) | Chat | Share Screen | Pause/Stop Recording | Breakout Rooms | Reactions | Leave

7. Fresher Party - Organised by BBA III Year Students for BBA I Year Students, on 27th of August 2022



















**Jabalpur, Madhya Pradesh, India**

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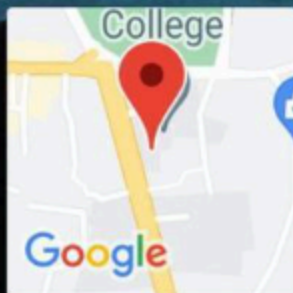
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## SEPTEMBER 2022

8. Personality Development Classes for Students representing our college at the international level from 5th to 9th September 2022. Classes conducted by Dr.Rashmi Singh, Mrs. Aparna Dhingra, Mrs. Archana Dubey, and Mrs. Mehak Suri







**Jabalpur, Madhya Pradesh, India**

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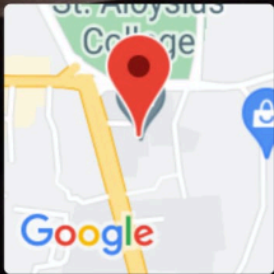
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9. Three-day workshop on Financial Reporting and Tax Filing





**ST. ALOYSIUS' COLLEGE**  
(Autonomous), Jabalpur, MP



Department of Management and 

are conducting a free workshop on

# FINANCIAL REPORTING & TAX FILINGS



**RK. Sharma**

Accounting Professional  
10+ years of experience



**CS Rounak Agrawal**

Founder- Lawgical Startup  
All India 8th Rank

## SESSION 01

24<sup>th</sup> September 2022

Understanding Trial Balance- Proprietorship  
and its accounting through tally.

## SESSION 02

01<sup>st</sup> October 2022

Understanding Trial Balance- Partnership firm  
and its accounting through tally.

## SESSION 03

08<sup>th</sup> October 2022

Filing of Income Tax Returns  
(Form ITR 1 & Form ITR 4)

Reach us out at

 @lawgicalstartup

 +91 8454 989 789

or visit [www.lawgicalstartup.com](http://www.lawgicalstartup.com)

**Student co-ordinator**

Sana Akhtar

+91 9993 786 564

Abhinav Prince

+91 9025 636 525

## “DEPARTMENT OF MANAGEMENT”

Est. 2006

**“Don’t let yesterday take up too much of today” - Will Rogers**

The Department of Management provided a huge opportunity to all aspiring finance students on 24<sup>th</sup> Sept’ 2022. Lawgical Startup with the concept of Learn and Earn Training (LET) associated with the Department of Management, St. Aloysius’ Autonomous College conducted 3 days workshop on **“Financial Reporting and Tax Fillings”**. Mr. Rounak Agrawal who is India’s 8th rank holder in CS (Company Secretary) and the founder of Lawgical startup gave an input on the imperativeness on the Tax Filing parameters. Mr. R.K. Sharma, an Accounting expert, and our Alumnus, having more than 10 years of experience guided the students on Understanding Trial Balance & Proprietorship & its accounting through Tally in very less time and solved all our doubts efficiently.

238 students participated in this session and benefitted from every bit of it, each one of them participated enthusiastically, responded well throughout the session, and had their doubts cleared related to financial reporting and tax filing.

Dr. Shraddha Shrivastava concluded the session with a vote of thanks and extended heartfelt gratitude to Mr. Rounak Agrawal and Mr. R.K. Sharma for their time and efforts.

**“Be the change that you wish to see in the world” - Mahatma Gandhi**









10. The Department of Management has conducted a 15-hour “Skill Development Classes” for all the Post Graduate Students (**3<sup>rd</sup> Semester of M.Com, M.Sc., and M.A.**) at our esteemed college, from 10th -15th October 2022, from 9:00-11:00 am.

The details of the dates with the Modules to be covered are given as under.

Date	Topics Covered
10.10.22	Basics of Personality Development & Communication Skills
11.10.22	Attitude, Perception & Body Language
12.10.22	Grooming - Art of Self-Presentation
13.10.22	CV Preparation
14.10.22	Interview & Group Discussion Skills
15.10.22	ASSESSMENT
Day 1	



Day 2



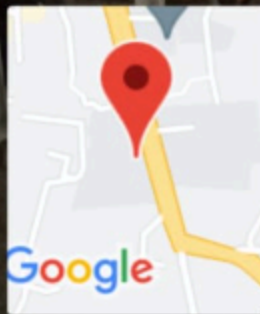


Day 3





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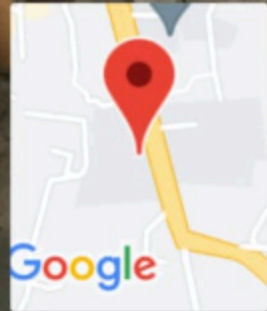
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Day 4





Day 4 by Mukta Dengra on Resume Building



Day 5



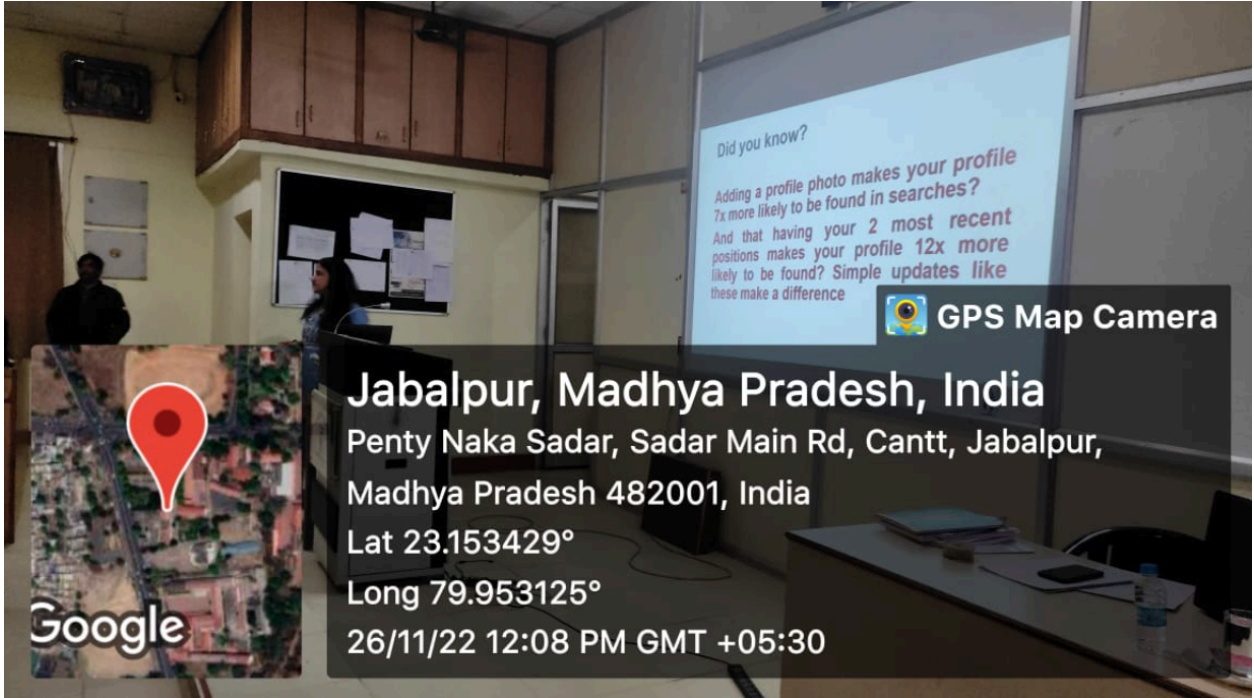


## NOVEMBER

11. Department of Management in collaboration with the Department of Computer Science organized a session on “Linkedin Profile Management and Development”, for BBA and BCA Students on the 26th of November 2022, from 12:00 pm to 01:00 pm, in hybrid mode. A total of 300 students benefitted from the session. Dr. Pooja Kushwaha, Associate Professor, Jaipuria Institute of Management, Indore conducted the session.





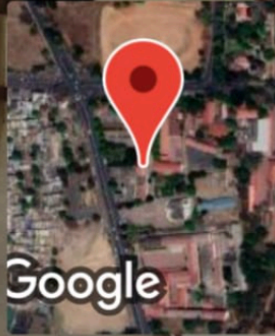


Did you know?

Adding a profile photo makes your profile 7x more likely to be found in searches?  
And that having your 2 most recent positions makes your profile 12x more likely to be found? Simple updates like these make a difference



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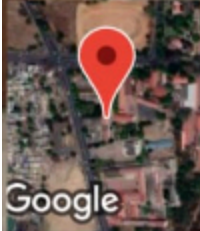
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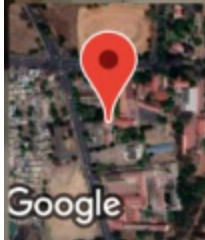
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Jabalpur, Madhya Pradesh 482001, India  
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### **11. Invited Resource Person:**

Dr Richa Dixit Bajpai was invited as resource person to deliver lecture for Ten Days workshop on Research Methodology in SPSS at Maulana Azad National Institute of Technology, Bhopal (11-12 Dec, 2022)



JANUARY 2023

**12. MERAKI 2023, THE ANNUAL KNOWLEDGE FEST, Organized by  
The Department of Management & The Department of Computer  
Science.**

**MERAKI 2023**

**THE ANNUAL KNOWLEDGE FEST**

**Organized by**

**The Department of Management & The Department of Computer Science**

*“Your future is waiting for you, when your tomorrow starts today”*



The Department of Management and Department of Computer Science conducted a Knowledge fest- Meraki which stands 'to put your heart and soul into something'.

Meraki 2023 was an annual fest organized by St. Aloysius' College (Autonomous) Jabalpur, on Saturday, 21<sup>st</sup> January 2023, under the guidance of Dr. Rashmi Patras, Head of the Management Department & Mrs. SK. Walia, Coordinator of Department of Computer Science. The entire event was supervised by the Principal Rev. Dr. G. Vazhan Arasu.

The fest was a perfect occasion where the students showcased their skills, energy, and enthusiasm toward creativity, knowledge-building, and sportsmanship. It was a gathering, marking participation across various academic competitions and activities.

MERAKI, this year, was set to explore and understand the captivating energy and connecting passion with our spirit. It let us express that feeling and experience, the joy of putting our hearts into doing things we love.

Around 150 students from 9 schools and 300 students from college participated in various activities like Quizzard, Advertify, Inspirobics, Go Prism, Color Rush, Snap My Life, Food Swings, Scene Dreams, It's Debatable, Sales Push, Samvad, Pens Worthy and From The Attic. The students' committee of both departments managed the event and was in charge of the academic activities.

The student coordinators were Ana Akhtar, Abheina Prince, Satakshi Sharma, Toshit M Philip, Anamika Chatterjee, Prateek Khanna, Deekshant Jaisawal, Siddhi Paigwar, Prajal Singh Rajpoot, Fayza Khan, Aditi Nema, Prakhar Srivastava, Aisha Siddique, Astha Pandey, Tanisha Jain, Shagun Rai, Ayushi Patwa, Chetanya Manek, Sahil Anand, Sajal Agrawal, Jyotirmay Shukla, Alfiya Alvi, Aameen Aziz, Vishabh Patel, Aniket Khushwaha, Chirag Sonkar, Shruti Chaurasia, Syed Faizan Rehmani, Tushar Rajak, Sanskar Soni, Naman Sonkar, Vinayak Bidla, Shivam Vishnoi, Anshika Pandey, and Rishi Soni.

The following were the teachers' in charge, Dr. Shraddha Shrivastava, Dr. Rashmi Singh, Dr. Chitranshi Verma, Dr. Richa D Bajpai, Mrs. Archana Dubey, Mrs. Mahak Suri, Mrs. Shraddha Soni, Mrs. Saroj Jhungre, Mrs. Khushbu Gupta, Dr.

Ankit Dubey, Mrs. KajalMahawar, Mr. Swapnil Justin, Mr. Jitendra Jain, Mr. Amit Yadav, Mr. Prakash Langhe, Mrs. Anjali Jagwaniand Mrs. ArifaAnjum.

The valedictory was done by Sana Akhtar and AlfiAlvi. 54 Students were awarded trophies and certificates for their respective activities. The message for the fest was to feel the 'ESSENCE OF YOURSELF', an essence of knowledge, an essence of creativity, and thinking out of the box to explore and channel the area of your interest.

The Principal encouraged and appreciated the students for their efforts in making the fest a success. Toshit M. Philip concluded the event with a vote of thanks and extended heartfelt gratitude to all the judges, participants, and the team Meraki organizers.

The winners of the academic activities were:

**Quizzard-** It was a general Quiz competition, where the students performed in groups and answered the questions.

The students who stood at the 1<sup>st</sup> Position were;

AaryaVishwakarma, Mohammad Anas, Mohammad Tabish Khan, and NishatAfza (Christ Church Boys and Girls School) and

AyushMotwani, KhushiPamrakar, Pooja Upadhyay and Shrikant Dubey (St. Aloysius College)

**Advertify-** It was an Advertising Campaign Competition where the students showcased their creative business skill in marketing products and services. The winning teams were,

1<sup>st</sup>PositionHardikaGidwani, DhratiGidwani, MuskanShrivastava, and SejalRamchandani. (St. Joseph's Convent Girls' School) and RoopalParashar, Abhiraj Chatterjee, and Chirag Khatri (St. Aloysius College)

**Inspirobics-** It was a case study competition where students solved the case given to them by the panel.

The students who stood at the 1<sup>st</sup> Position were, Utkrishth Verhan (St. Aloysius College) and Sanskar Verma (Kendra Vidhyalaya 1GCF), and the students who stood at the 2<sup>nd</sup> Position were, Mansi Tharwani and Deevanshi Patel (St. Aloysius College).

**Go Prism-** It was a scientific model and startup presentation competition that was designed to give students real-world experience to pitch their ideas for market opportunities and concept validation.

In Scientific Model, the 1<sup>st</sup> Position was taken by Neeraj Karketa (St. Aloysius College) and students for the 2<sup>nd</sup> Position were, Falak Sanghari, Bharye Kehari, Anvesha Patel and, Pragati Jain (St. Josephs' Convent Girls' School)

In Startup Model the student who stood at the 1<sup>st</sup> Position was Poonam Kumari (St. Aloysius College) and for the 2<sup>nd</sup> Position: Shakshat Khandelwal (St. Aloysius College).

**Colour Rush-** It was a drawing and painting competition to encourage students' creative expression.

The winners for this were, 1<sup>st</sup> Position: Aditi Jain (St. Aloysius College) and Mohini Bhadoria (Leonard Higher Secondary School) and 2<sup>nd</sup> Position: Ridhima Pahadiya (St. Joseph's Convent Girls' School) and Garima Sadani (St. Aloysius College).

**Snap My Life-** It was a photography competition, with nature as its theme.

1<sup>st</sup> Position: Khushi Pohwa (St. Joseph's Convent Girls' School) and Sheen M. John (St. Aloysius College), and 2<sup>nd</sup> Position: Bhawna Singh Thakur (Mount Litera Zee School) and Janette John (St. Aloysius College).

**Food Swings-** It was a cooking competition, in which the contestants could decorate cakes or salads and do fireless cooking.

The winners were, at the 1<sup>st</sup> Position: Ishita Jain (Mount Litera Zee School) and Aakriti Gupta (St. Aloysius College), and at, 2<sup>nd</sup> Position: Samridhi Shrivastava (Mount Litera Zee School) and Vanshita Kukreja (St. Aloysius College)



**Scene Dreams-** A Reel/Animation making competition, it is the modern form of mass communication and the theme for this was School Days and Tourist Places.

The winners were 1<sup>st</sup> Position: Sujal Gupta and Abhishek Sharma (St. Aloysius College), 2<sup>nd</sup> Position: Yash Shrivastava and Mohammad Waseem Khan (St. Aloysius College)

**Its Debatable-**A debate competition was organized for participants to let them speak on a different perspective and try to convince others about a viewpoint.

The students who stood at the 1<sup>st</sup> Position were Samarth Nayak (St. Aloysius S.S. School, Sadar)and ArshiyaJha (St. Aloysius College), and at2<sup>nd</sup> Position: Muskan Shrivastava (St. Joseph's Convent Girls' School)and Faizan Siddique (St. Aloysius College)

**Samvad-** It was a Mock Press Competition where participants were given random personality from any domain and then the panel would question them for the same.

1<sup>st</sup>Position: Alfia Fatima (Christ Church Girls' School) and RupalParashar (St. Aloysius College), 2<sup>nd</sup> Position: MuskanShirvastava (St. Joseph's Convent Girls' School) and NavedMansoori (St. Aloysius College)

**Pensworthy-** The English Creative Writing Competition

The winners for this competition were, 1<sup>st</sup> Position: Tanishka Rohra (St. Joseph's Convent Girls' School) and Aakriti Singh Rajput (St. Aloysius College), and 2<sup>nd</sup> Position: Aastik Tiwari (Mount Litera Zee School) and NavedMansoori (St. Aloysius College)

**From The Attic-** It was based on Cosplay, a Bollywood Fancy Dress competition; the participants impersonated their favorite Bollywood characters.

The 1<sup>st</sup> Position was held by Manya Rai(Mount Litera Zee School) and Bhumika Bhagwani(St. Aloysius College).

**Sales Puch-** A competition where the participants sold their products of any choice, and the winner was declared on the basis of the highest revenue.

Further, the school with the highest number of winning participants was given the Championship Trophy, and the School which won the trophy was, St. Joseph's Convent Girls' Sen. Sec. School.

*The most beautiful things are not associated with money; they are memories and moments. If you don't celebrate those, they can pass you by. - Alek Wek*

## संत अलायसियस स्वशासी महाविद्यालय में वार्षिक ज्ञान उत्सव मेराकी 2023 का भव्य आयोजन



● जबलपुर, अटल प्रगति।  
8839948794

संत अलायसियस स्वशासी महाविद्यालय, जबलपुर के प्रबंधन एवं कंप्यूटर विभाग द्वारा दिनांक 21/01/2023 को प्रातः 10.00 बजे से वार्षिक ज्ञान उत्सव मेराकी 2023 का भव्य शुभारंभ किया गया। महाविद्यालय के प्राचार्य डॉ. फा. वलन अरासुका संदेश इस प्रकार था यह उत्सव सही अवसर है जहां छात्र रचनात्मकता, ज्ञान निर्माण और खेल भावना के प्रति अपने कौशल, ऊर्जा और उत्साह का प्रदर्शन कर सकते हैं। इसके लिए

आयोजकों को शुभकामनाएँ। इस कार्यक्रम में महाविद्यालय के 350 विद्यार्थियों के अतिरिक्त नगर के संत अलायसियस स्कूल सदर, संत जोसेफ कॉन्वेंट सदर, एपीएन स्कूल, लिटिल वर्ल्ड स्कूल, स्मॉल वंडर स्कूल, आदित्य कॉन्वेंट स्कूलके 150 विद्यार्थियों ने प्रतिभागिता की। विद्यार्थियों के द्वारा क्रिकेट, एडवर्टाइज, इंसिरोबिक्स, गो फ्रिज्म, कलर रश, स्नेप माय लाइफ, फूड स्विंग्स, सोन ड्रीम्स, इट्स डिबेटेबल, सेल्स पुश, संवाद, पेन वर्थ और फॉर्म द एटिक जैसी गतिविधियों में भाग लिया गया। इस कार्यक्रम के सफल आयोजन में सना अख्तर, अभिनव प्रिंस,

सताक्षी शर्मा, तोशित एम. फिलिप, अनामिका चटर्जी, प्रतीक खन्ना, दीक्षांत जायसवाल, सिद्धि पैगवार, प्रजाल सिंह राजपूत, फैजा खान, अदिति नेमा, प्रखर श्रीवास्तव, आयशा सिद्दीकी, आस्था पांडे तनिशा जैन, शमुन राय, आयुषी पटवा, चेतन्य मानिक, साहिल आनंद, सजल अग्रवाल, ज्योतिर्मय शुक्ला, अल्पिया अल्वी, आमीन अजीज, विशभ पटेल, अनिकेत खुशवाहा, चिराग सोनकर, श्रुति चौंसिया, सैयद फैजान रहमानी, तुषार रजक, संस्कार सोनी, नमन सोनकर, विनायक बिड़ला, शिवम विशनोई, अंशिका पांडे और ऋषि सोनी आदि विद्यार्थियों की भूमिका रही।

# Students take part in St Aloysius' College's knowledge fest MERAKI

■ Staff Reporter

DEPARTMENTS of Management and Computer Science, St Aloysius' College organised a knowledge fest MERAKI at St Aloysius' College, on Saturday.

MERAKI (stands for in your heart and soul into something) was an event where the students showcased their skills and enthusiasm towards creativity, knowledge building and sportsman ship. Various academic competitions and activities like Quizzard, Advertify, Inspirobics, Go Prism, Color Rush, Snap My Life, Food Swings, Scene Dreams, It's Debatable, Sales Push, Samvad, Pens Worthy and From The Attic were organised.

Students of several other schools in the city also actively participated, explored and understood the captivating energy and connecting passion with the spirit.

The event was coordinated by Dr Rashmi Patras, Head, Department of Management and Sukhwinder Kaur Walia, Head, Department of Computer Science, along with their team members. The student coordinators were Sana Akhtar, AbheNAV Prince,



Students during knowledge fest MERAKI at St Aloysius' College.

Satakshi Sharma, Toshit M Philip, Anamika Chatterjee, prateek Khanna, Dikshant Jaisawal, Siddhi Paigwar, Prajal Singh Rajpoot, Fayza Khan, Aditi Nema, Prakhar Srivastava, Aisha Siddique, Astha Pandey Tanisha Jain, Shagun Rai, Ayushi Patwa, Chetanya Manek, Sahil Anand and Sajal Agrawal, Jyotirmay Shukla, Alfiya Alvi, Aameen Aziz, Vishabh Patel, Aniket

Khushwaha, Chirag Sonkar, Shruti Chaurasia, Syed Faizan Rehmani, Tushar Rajak, Sanskar Soni, Naman Sonkar, Vinayak Bidla, Shivam Vishnoi, Anshika Pandey, and Rishi Soni. The entire event was supervised by the principal, Rev. Dr G. Vazan Arasu, St. Aloysius' College. The Principal encouraged and appreciated the students for their efforts in making the fest a success.



harshitathakur775

ST ALOYSIUS' COLLEGE  
(AUTONOMOUS) JABALPUR

# MERAKI KNOWLEDGE FEST

POWERED BY



JAIPURIA

SOCIAL MEDIA PARTNER



JABALPUR DIARY

2023

Saturday, 21st Jan 2023  
10 am Onwards

TECHNICAL PARTNER



OPTUS

KNOWLEDGE PARTNER



T.I.M.E.

BEVERAGE PARTNER



SATYANARAYAN



"CONTACT - 70450 39789, 70616 26961"

@Meraki1713



**ST. ALOYSIUS' COLLEGE (AUTONOMOUS), JABALPUR**



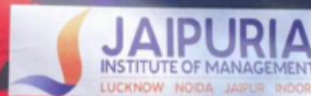
*Presents*

**MERAKI-2023**

**KNOWLEDGE FEST: 21 JANUARY, 2023**

**21 JANUARY, 2023**

*POWERED BY*



**DOORS OPEN AT  
10.00 AM**

*KNOWLEDGE PARTNER*



*TECHNICAL PARTNER*



*SOCIAL MEDIA PARTNER*





Faculty Members with student coordinators.







## Different ACTIVITIES of MERAKI KNOWLEDGE FEST

### 1. Quiz Competition





## 2. AD MAD Show (Advertify)













3. Case Study (Inspiobics)
4. Go Prism (Model Tank)
5. Color rush (painting Competition)







## 6. Photography (Snap my Life)





## **7. Food Swings**





**8. Scene Dreams (reels/ animation)**





9. Debate competition
10. Mock press conference
11. From the ATTIC Fancy dress competition
12. Pens Worthy creative writing competition



## **FEBRUARY**

**13. Community Service and Internship by BBA II & III Year students under NEP, in XIDAS from 6th February to 10th February. Forty-nine students participated in community service.**

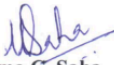
**Orientation Schedule for the Students of St. Aloysius  
College, Sadar, Jabalpur**

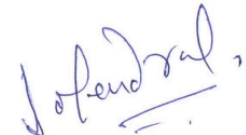
Venue: XIDAS, Jabalpur

Topic: Rural Visit

Date: 6/02/2023 to 7/02/2023

Dates/Time	9.00-9.30	9.30-10.30	10.30-11.00	11.00-12.00	12.00-12.30
6/02/2023	Registration and Tour of XIDAS Campus	Introduction to Rural Areas <b>PT/JP</b>	Tea	Research Methodology <b>US</b>	Research Methodology <b>US</b>
7/02/2023	PRA <b>JP</b>	PRA <b>JP</b>	Tea	PRA Exercise <b>JP/PT</b>	Report writing <b>US</b>

  
Dr. Uma C. Saha  
Dean, Academics, XIDAS

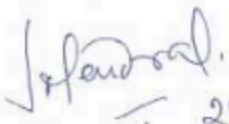
  
Dr. Jogendra Pathak  
HOD, Rural Management, XIDAS



**Logistic Arrangement for the students of St. Aloysius College,  
Sadar, Jabalpur for Rural Visit**

**Dates of Orientation and Field Visit 6/2/2023 to 10/2/2023**

SN	Particulars	Days	Remarks
1.	Vehicle arrangement	2	To XIDAS for orientation
2.	Vehicle arrangement	3	For field visit
3.	6 different Colour (Rangoli) for for 4 teams for conducting Participatory Rural Appraisal (PRA).	3	During field visit
4	Chart Paper 16 Nos.	3	4 Nos for 4 teams for carrying out PRA
5.	Sketch pen (Small) 4 Pkt	3	for 4 teams for carrying out PRA.
6.	Note pad 4 Nos.	3	for 4 teams during field visit.
7.	Pen, Pencil, Rubber, Sharpner (according to the requirement)	3	for 4 teams during field visit.
8.	Lunch pkt for students	3	during field visit.
9.	The students are required to carry their tiffin during the visit to XIDAS	3	For Orientation

  
24/1/2023

Dr. Jogendra Pathak  
HOD., Department of Rural management  
XIDAS, Jabalpur

**Day-1 06-02-2023**

**There are 4 groups that have been formed, and each group is required to visit one of the 4 communities that they have chosen.**

**A Group (Bomnoda)**

**B Group (Sadga)**

**C group (Ghana)**

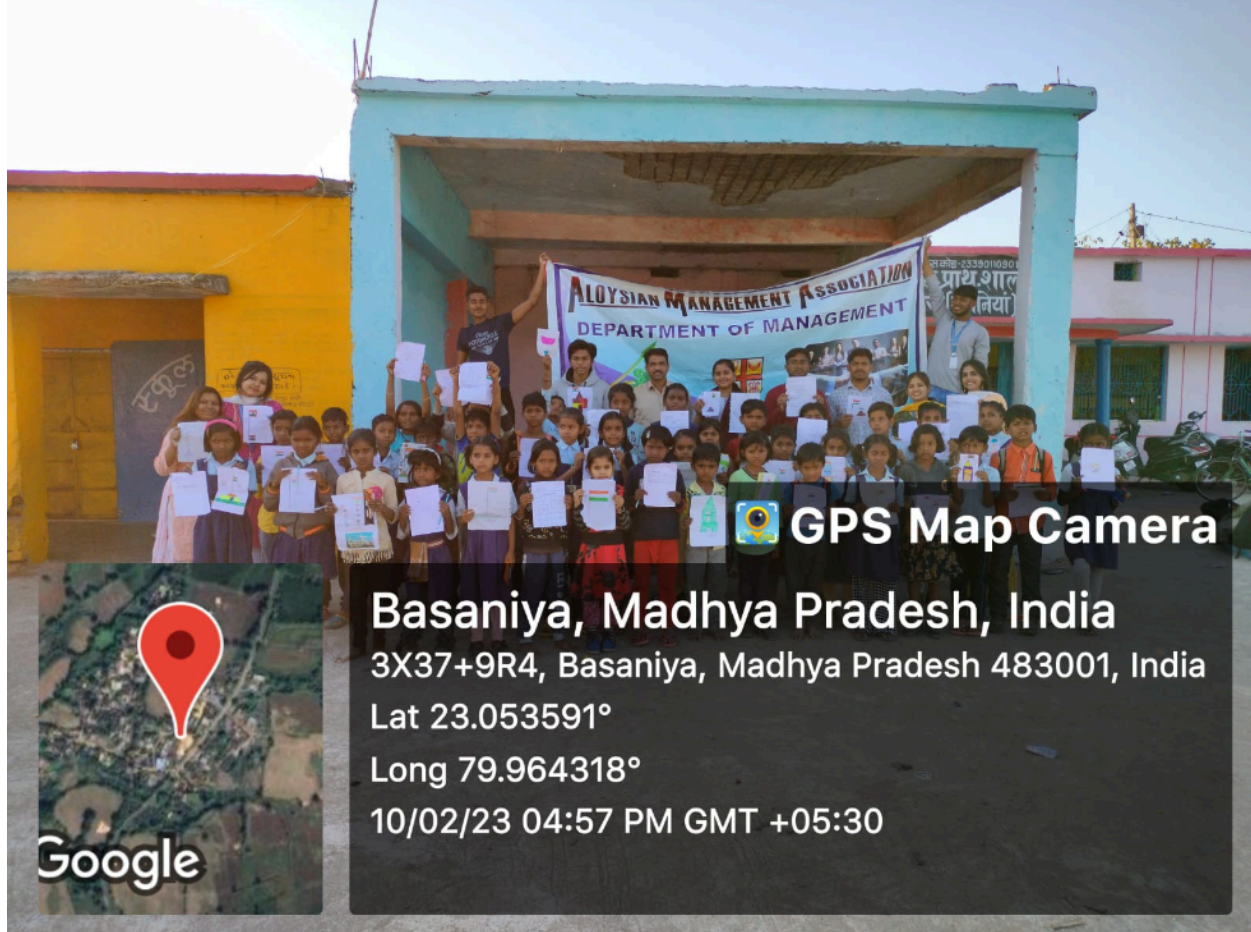
**D Group ( Deori)**





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GPS Map Camera

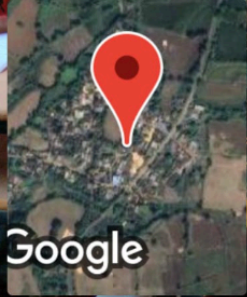
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3X37+9R4, Basaniya, Madhya Pradesh 483001, India  
Lat 23.053591°  
Long 79.964318°  
10/02/23 04:57 PM GMT +05:30

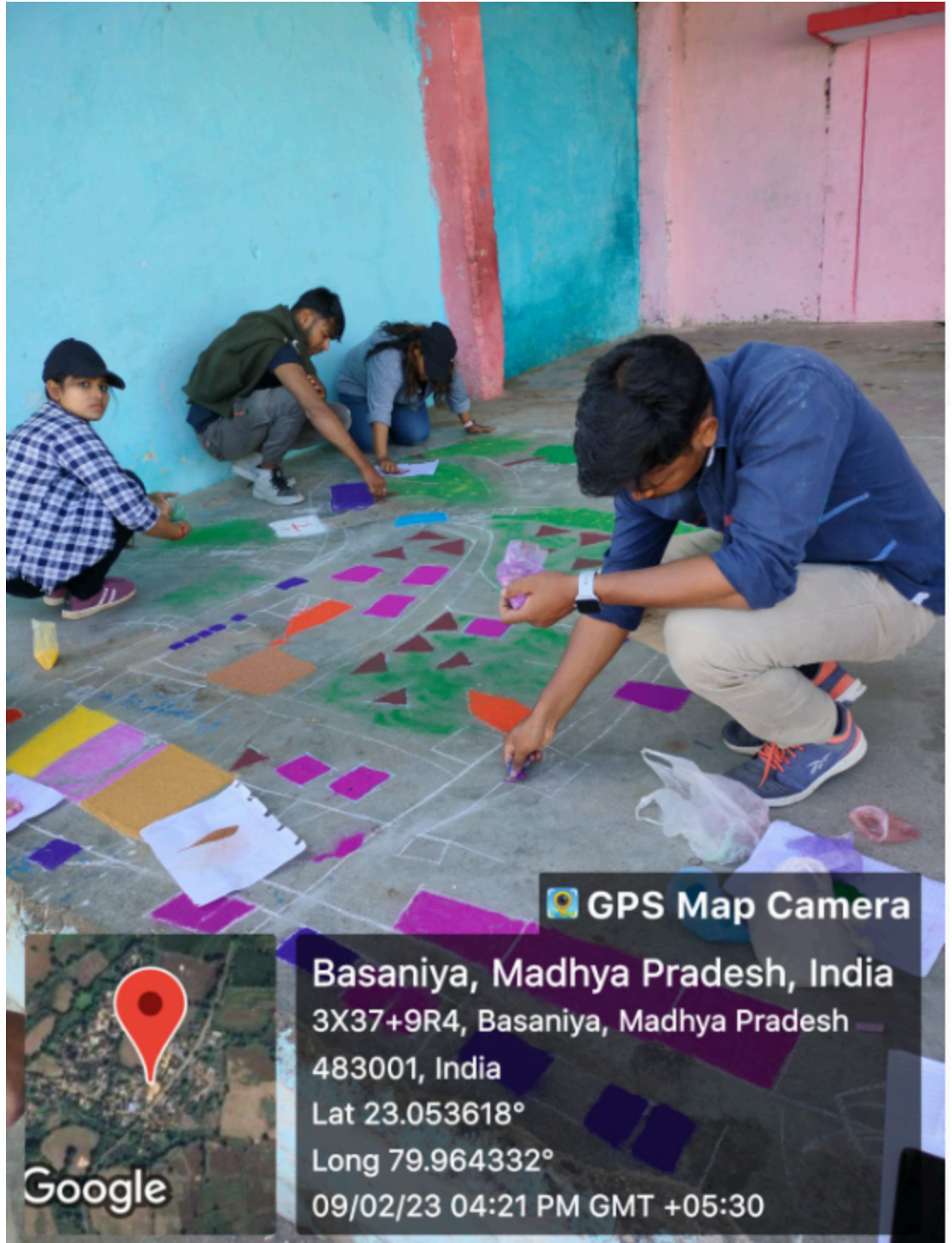
Google




 **GPS Map Camera**

**Basaniya, Madhya Pradesh, India**  
3X37+9R4, Basaniya, Madhya Pradesh 483001, India  
Lat 23.05378°  
Long 79.964218°  
10/02/23 12:14 PM GMT +05:30





 **GPS Map Camera**

**Basaniya, Madhya Pradesh, India**

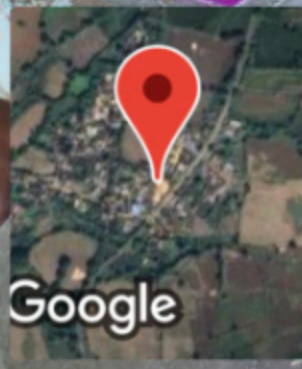
3X37+9R4, Basaniya, Madhya Pradesh

483001, India

Lat 23.053618°

Long 79.964332°

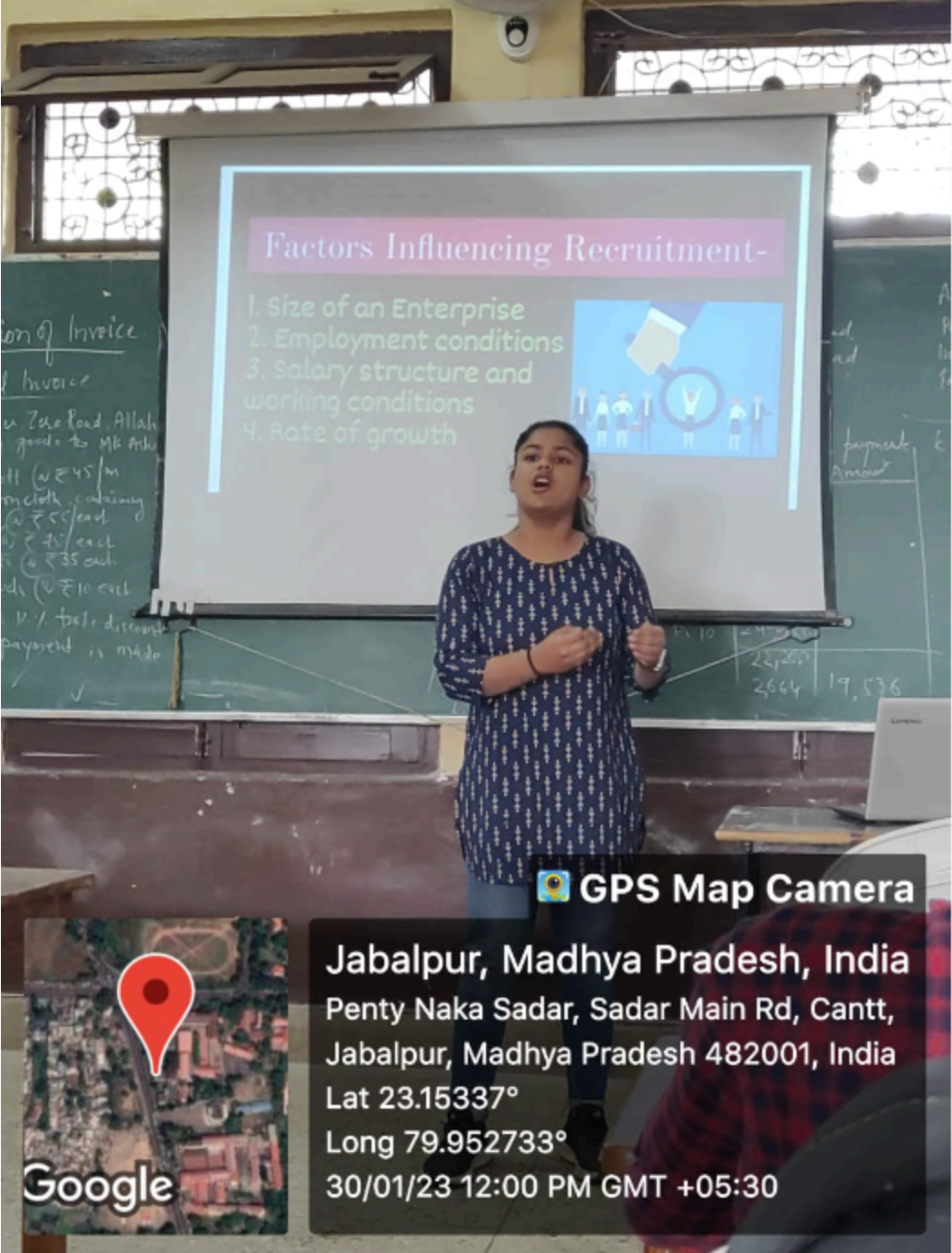
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**14. Presentation Competition From 30th January to 1st of February 2023**



## Factors Influencing Recruitment-

1. Size of an Enterprise
2. Employment conditions
3. Salary structure and working conditions
4. Rate of growth



 GPS Map Camera



**Jabalpur, Madhya Pradesh, India**  
Penty Naka Sadar, Sadar Main Rd, Cantt,  
Jabalpur, Madhya Pradesh 482001, India  
Lat 23.15337°  
Long 79.952733°  
30/01/23 12:00 PM GMT +05:30



**15. Certificate Course -on Business Analytics- Department of management in collaboration with the Computer Science Department has organized a certificate course on Business Analytics, from 13th February to 15th of March 2023 for HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI, of thirty hours and two credits. Twenty students had enrolled for the course.**





# ST. ALOYSIUS' COLLEGE (AUTONOMOUS), JABALPUR(M.P.)

Reaccredited 'A+' Grade by NAAC (CGPA 3.68/4.00)  
College with Potential for Excellence (CPE) by UGC  
DST-FIST Supported & Star College Scheme by DBT.

## Department of Computer Science & Management Organizes

### CERTIFICATE IN BUSINESS ANALYTICS (Hybrid Mode)

#### Course Objectives

- To develop skills and a mind set for participants that will allow them to identify and seize business opportunities using business analytics tools.
- To apply machine learning algorithms and develop models for the various business problems
- This program will enable the graduates to leverage the power of Data Analytics onto business trends and predictions

#### Course Description

- Modern Management and Organizational Techniques
- Advanced Statistics with R
- Predictive analytics and Data Mining
- Machine Learning using Python
- Practical/Dissertation

#### Programme Outcome

With the increasing complexity of the modern business and digital techniques the course provides the basic platform to analyze the alternative solutions and the limited time available for decision making and provide synergetic effect to the graduates in taking feasible solutions to business problem.

Duration	30hrs : 2 credits
Eligibility	Anyone with basic computer knowledge
Course fees	Rs. 1500/-
Mode	Hybrid Mode

#### Payment Details

Beneficiary Name : Principal, St. Aloysius College  
Credit Account No. : 5201214000008  
IFSC Code: CNRB0005201  
Bank Name: Canara Bank  
Branch: Gorakhpur, Jabalpur  
Account Type. : Current

#### Course Content

DATE	CONTENT	DURATION
Feb 13 Online	Introduction: Meaning and Definition of Management , Functions and Responsibilities of Management	60 Min
Feb 14 Online	Functional Areas of Management: Production & Operations Management , HRM	60 Min
Feb 15 Online	Financial Management & Marketing Management, E Business	60 Min
Feb 16 Online	Planning: Process, types and Significance	60 Min
Feb 17 Online	MBO , <a href="#">Maslow's</a> Need Hierarchy, Theory X & Y of Motivation	60 Min
Feb 20 Online	Leadership: Styles and Importance. Case Studies	60 Min
Feb 21 Online	Concept of Organisational Behaviour , Individual Behaviour	60 Min
Feb 22 Online	Perception- Perceptual selectivity, Perceptual organisation, Social Perception and Impression Management	60 Min
Feb 23 Online	International Dimensions of Organisational Behaviour , Equal Employment Opportunities	60 Min
Feb 24 Online	Descriptive Statistics Meaning, Scope, types, functions and limitations of statistics.	60 Min
Feb 27 Online	Standard deviation , Correlation & Regression Analysis , Correlation Analysis: Rank Method & Karl Pearson's Coefficient of Correlation Relations	60 Min
Feb 28 Online	Hypothesis Testing : Large Sample Test, Small Sample Tests, (T,F,Z test and Chi Square Test)	60 Min
March 1 Online	Introduction to Data Mining: basic concepts in data mining, data visualization, data cleaning and data reduction	60 min
March 2 Online	Principles of predictive modelling- classification and regression, Classification Methods: Naive-Bayes classifier, Decision Trees, Logistics Regression.	60 min
March 3 Online	Non-supervised Learning: Association Rules-support and confidence, the <a href="#">apriori</a> algorithm, the selection of strong rules;	60 min
March 6 Online	Clustering and pattern detection, Cluster Analysis- k-means algorithm, similarity measures, Hierarchical clustering , AGNES	60 min
March 7 Online	Model fitting as optimization, evaluation of predictive performance.	60 min
March 9 Online	Introduction to Python Programming: Basics concept, type of data, <a href="#">numpy</a> , <a href="#">pandas</a> , <a href="#">Scikit-learn</a> .	60 min

March 10 Online	Implementation of Machine Learning Algorithm in python, logistic regression, naive bayes, text mining in python.	60 min
March 13 Offline	Practice Session : Data Pre-processing algorithm	120 min
March 14 Offline	Practice Session : Data Classification algorithm	120 min
March 15 Offline	Practice session : Model generation and accuracy evaluation	120 min

<b>Assessments</b>
Assignment on Functions and responsibilities of Management
Assignment on Functional areas of Management
Case Study on E-commerce and on-line Business
Assignments on Planning and Process of modern management techniques
Summative assessment test
Review of Articles based on modern leadership concepts
Theoretical based assignments on basic concepts of Organisational Behaviour
Case Study on Social Perception
Practical Based Assignments on Correlation and Regression Analysis using R programming
Assignment on Data cleaning and Data Reduction Algorithm
Solve the classification based problems using Naïve Bayes classifier
Evaluate Patterns Discovery using the concept of support and confidence
Generate and evaluate Classifier using any one accuracy measure.
Program on machine learning algorithm using Python
Mini Project on text data analysis.




<b>HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI</b>				
<b>DEPARTMENT OF BUSINESS ADMINISTRATION</b>				
<b>BUSINESS ANALYTICS - III BBA</b>				
<b>S.No</b>	<b>Roll No.</b>	<b>Register No</b>	<b>Name of the Candidate</b>	<b>Contact No</b>
1	SFM20104	U20BA002	BA_AARTHIC	9994354393
2	SFM20115	U20BA014	BA_AROCKIYADAYANA A	7010458546
3	SFM20118	U20BA017	BA_ATCHAYAS	7548815946
4	SFM20126	U20BA026	BA_CINDRALLAN	6379652443
5	SFM20131	U20BA031	BA_EDWIGEBEENA K	9789721156
6	SFM20137	U20BA037	BA_GRACEHELINA G	6382054931
7	SFM20138	U20BA038	BA_HARANIB	9566726715
8	SFM20140	U20BA040	BA_HARINID	6383977516
9	SFM20146	U20BA046	BA_JASMINE S	7010106732
10	SFM20149	U20BA049	BA_JESUMARIYAE	7397155276
11	SFM20152	U20BA052	BA_KAVIBHARATHIS	7639333252
12	SFM20162	U20BA062	BA_LIDIYAMARY JOHN	9489767094
13	SFM20167	U20BA067	BA_MARIAFIULAS	7904807751
14	SFM20176	U20BA076	BA_NEGASRIS	6369299474
15	SFM20182	U20BA083	BA_POORANADEVI.G	8667845173
16	SFM20189	U20BA090	BA_QUEENTINABASKALIN.R	7530054036
17	SFM20191	U20BA092	BA_RAMYA.D	9843647805
18	SFM20214	U20BA116	BA_SRIHARINIK	6382559665
19	SFM20224	U20BA127	BA_THASLEEMANASREEN.K	8608775982
20	SFM20225	U20BA128	BA_THEEPANILA.S	9360949668

Zoom Meeting

Dr. Rashmi Singh Mr. Harbaksh M... BA\_ThasleemaN... ST. ALOYSIUS C...

Recording



Participants (17)

Find a participant

- DR Dr. Rashmi Singh (Me)
- SA ST. ALOYSIUS COLLEGE (Host)
- DS Dr. Siby Samuel
- St. Aloysius' College Jabalpur
- BK BA, KAVI BHARATHI
- B BA,AARTHI
- BM BA,LIDIYA MARY JOHN
- B BA, RAMYA
- B BA,ThasleemaNasreen
- D Dhivyapriya
- MH Mr. Harbaksh Moolchandani
- B BA\_CINDRALLA
- B BA,THEEPANILA
- CA Catherin oladies

Invite Unmute Me

**Business Definition**

A business [entity] is an organisation or any other entity

Zoom Meeting

Dr. Rashmi Singh BA\_THEEPANILA BA\_RAMYA BA\_ThasleemaN... BA\_KAVI BHAR... BA\_LIDIYA MAR...

Dr. Rashmi Singh BA\_THEEPANILA BA\_RAMYA BA\_ThasleemaNasreen BA\_KAVI BHARATHI BA\_LIDIYA MARY JOHN

BA\_AARTHI is connecting to audio and can't hear you yet ...

# BA\_AARTHI

Participants (9)

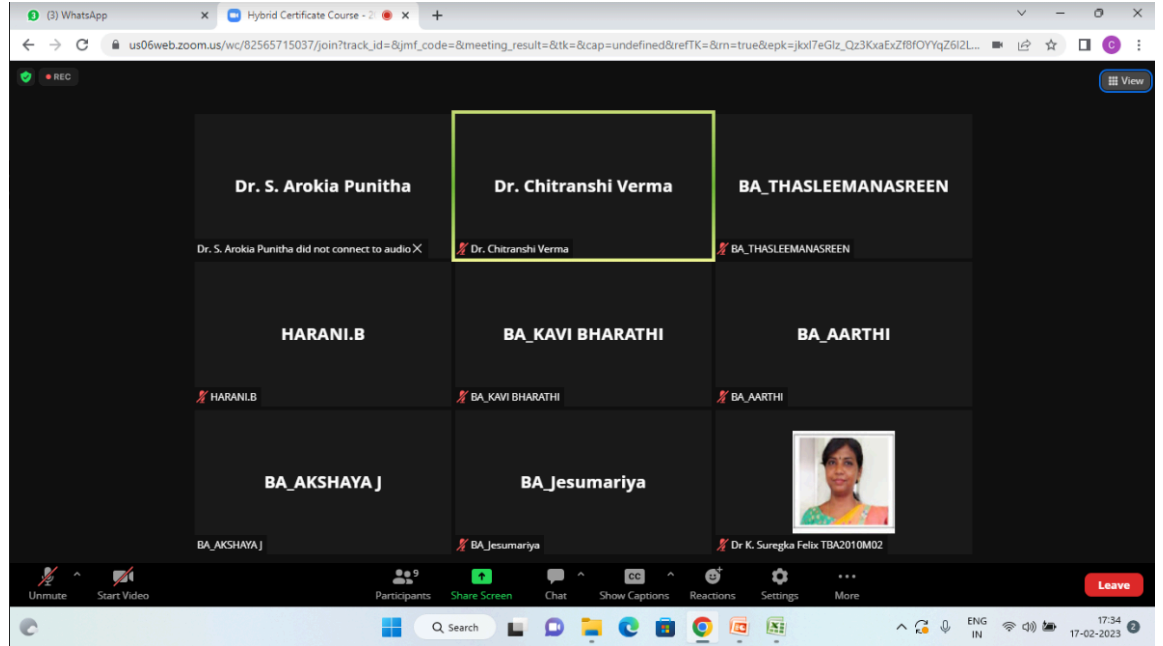
Find a participant

- DR Dr. Rashmi Singh (Me)
- B BA,ThasleemaNasreen
- BK BA, KAVI BHARATHI
- BM BA,LIDIYA MARY JOHN
- B BA, RAMYA
- B BA,THEEPANILA
- B BA,AARTHI
- BD BA\_Arockiya Dayana
- B BA\_JESUMARIYA

Unmute Me

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IN 2/13/2023




17. On Saturday, 25th of February 2023, Department of Management organized a session on Financial Management for BBA Students. Apex Capital conducted the session. A total of three hundred fifty students participated in the session.







 GPS Map Camera



**Jabalpur, Madhya Pradesh, India**

Penty Naka Sadar, Sadar Main Rd, Cantt,

Jabalpur, Madhya Pradesh 482001, India

Lat 23.153207°

Long 79.952945°

25/02/23 10:26 AM GMT +05:30



18. Industrial trip on 04.03.23 - Place of Visit: Agadyati Herbs & Food Pvt. Ltd.



**Date:4 March 2023**

**A batch of BBA 2<sup>nd</sup> Semester, along with faculty Dr.Rashmi Patras, Dr. Shraddha Shrivastava and Mrs. Mahak Suri visited Agadyati Herbs & Food in Jabalpur.**

**Mr. Ambika Prasad, C.E.O. & Co-founder of the Agadyati Organic Farm gave an introduction about his firm. He shared how he started his business, and why he decide to go for growing an organic farm.**

**He explained what is the importance of nature in today's growing world. He described about health should not be compromised in nowadays lifestyle. As India is the 2nd largest in terms of diabetic patients, he wants to uplift the taste and health concept together and thus decided to introduce Stevia powder as his hero product. He also informed students about various problems he faced while initiating his start-up journey. It was an enthusiastic, knowledgeble, and learning experience for students to visit Agadyati and learn about various practical aspects to statrup.**



REG. NO. U74900 MP 2018 PT01  
REGISTERED STARTUP OF INDIA  
**AGADYATI**  
HERBS AND FOOD PRIVATE LIMITED  
WWW.AGADYATI.COM  
FINANCIAL SUPPORT BY  
**GOVERNMENT OF INDIA**  
AMBIKA  
PATEL  
DIRECTOR

AGADYATI  
STEVIA TEA

AGADYATI  
STEVIA TEA

GPS Map Camera



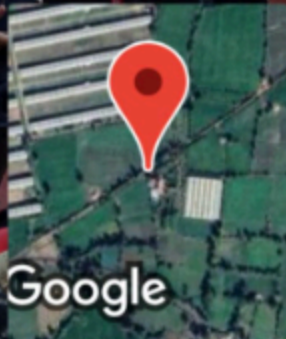
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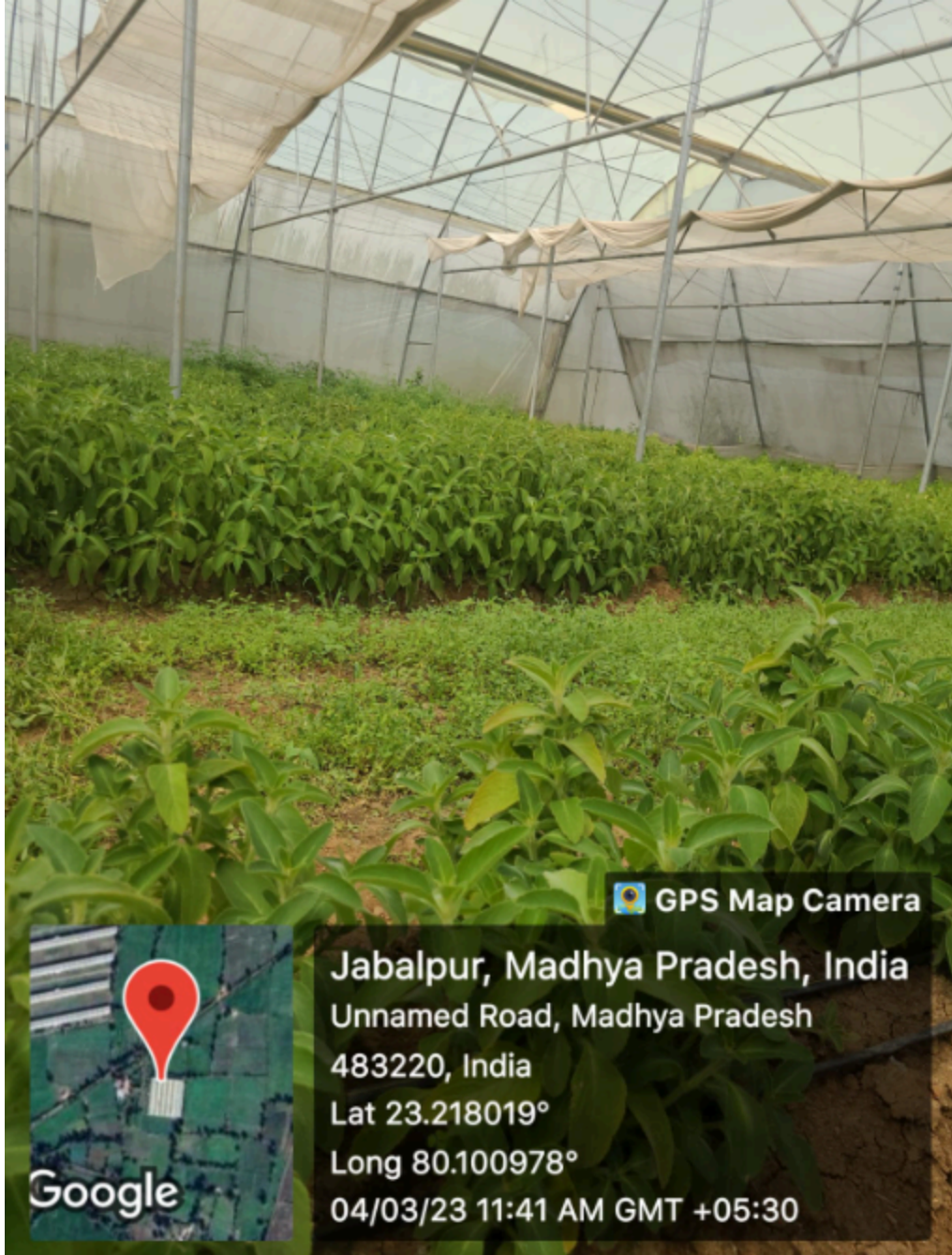
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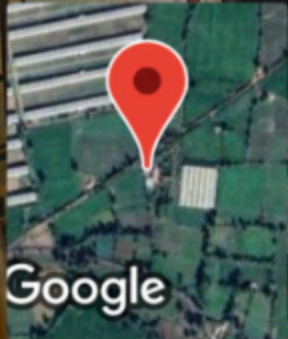
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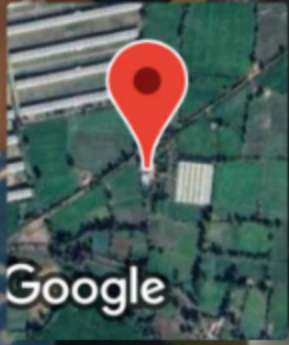


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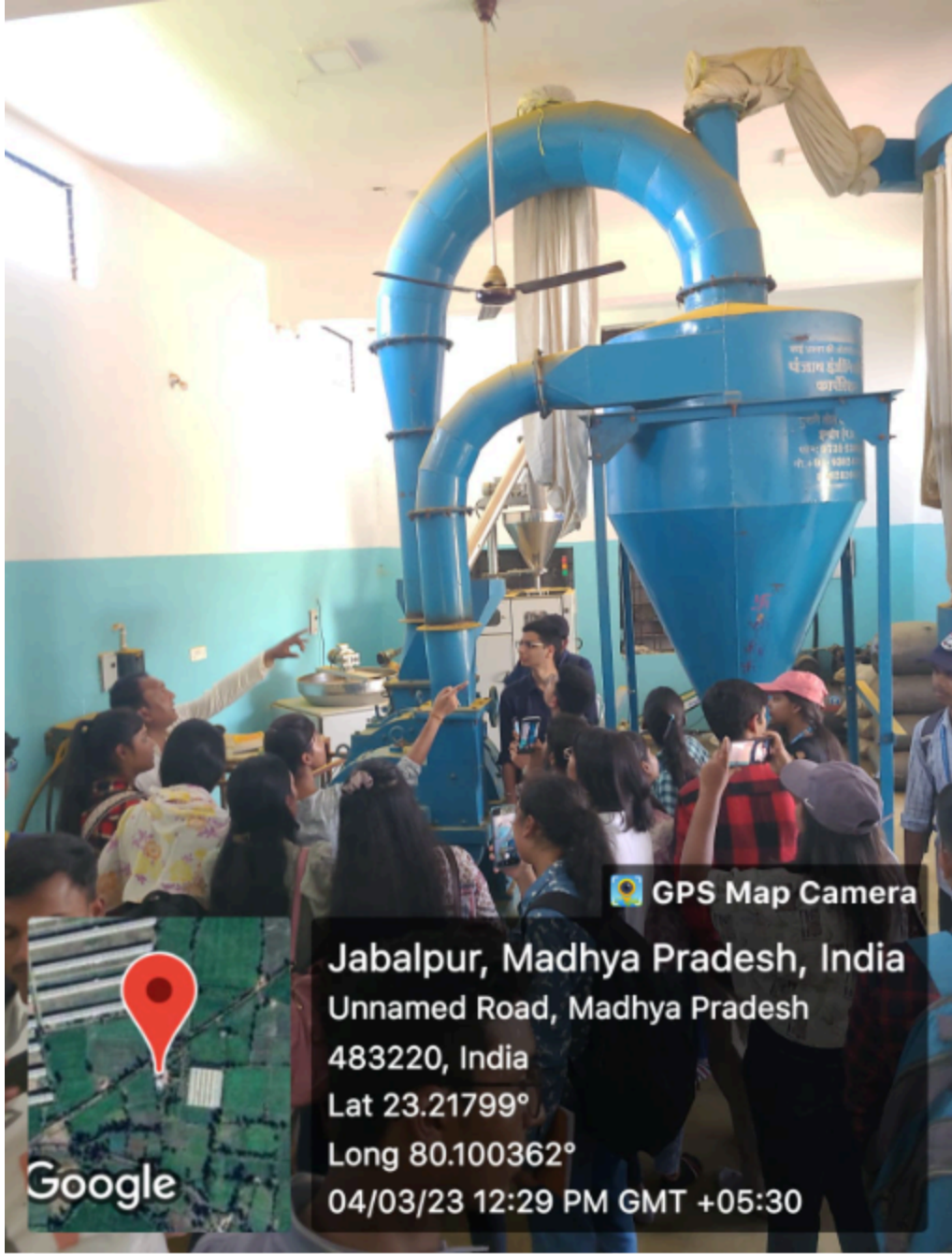





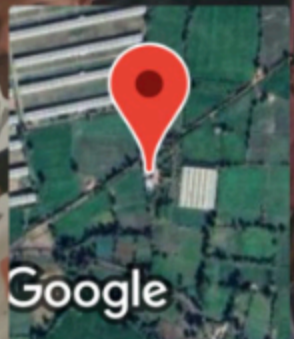
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**19. Annual Picnic for BBA III Year on 04.03.23 - BBA III year students went for an Annual Picnic at Jagwana Farm, Bheraghat road, Jabalpur. Dr. Rashmi and Dr. Chitranshi Verma accompanied Forty-four students.**







**20. One day Workshop by "National Statistical Office: Role in conducting various surveys" was conducted on 16th March 2023 from 11:00 am to 2:00 pm. The aim of this workshop is to create awareness about various surveys conducted by the National Statistical Office. The Workshop was followed by a quiz competition. There was provision for Prizes and refreshments for the participants. Around 93 Students participated in the workshop.**



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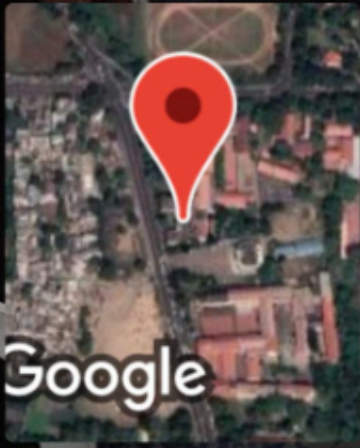
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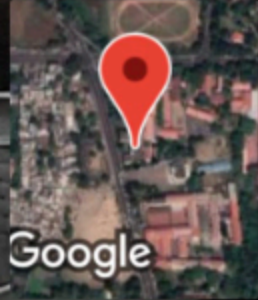


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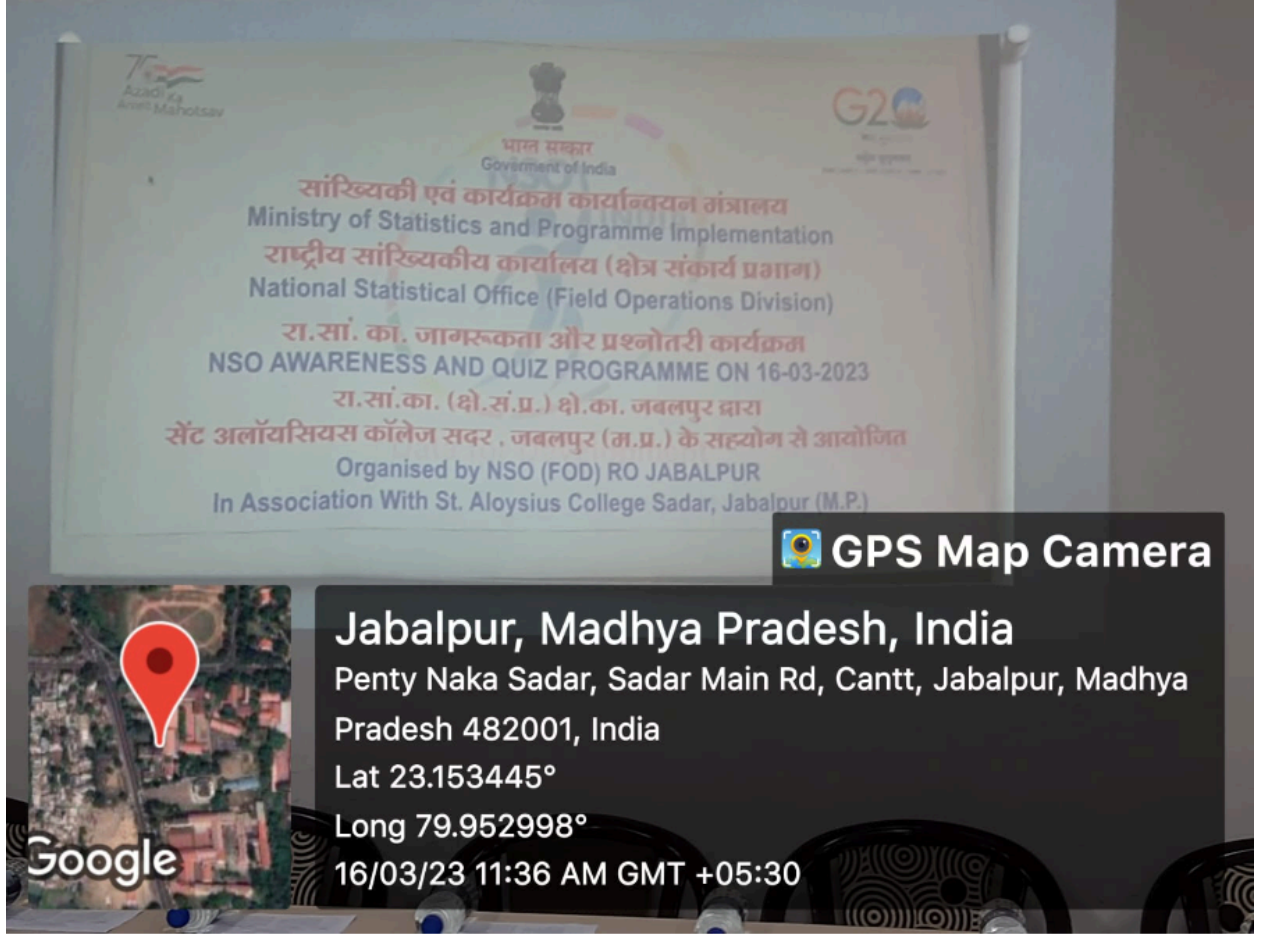
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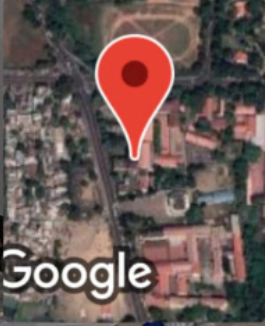
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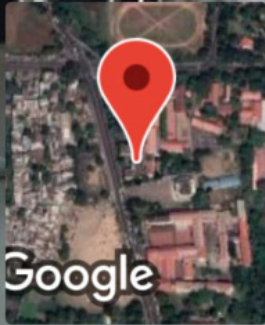
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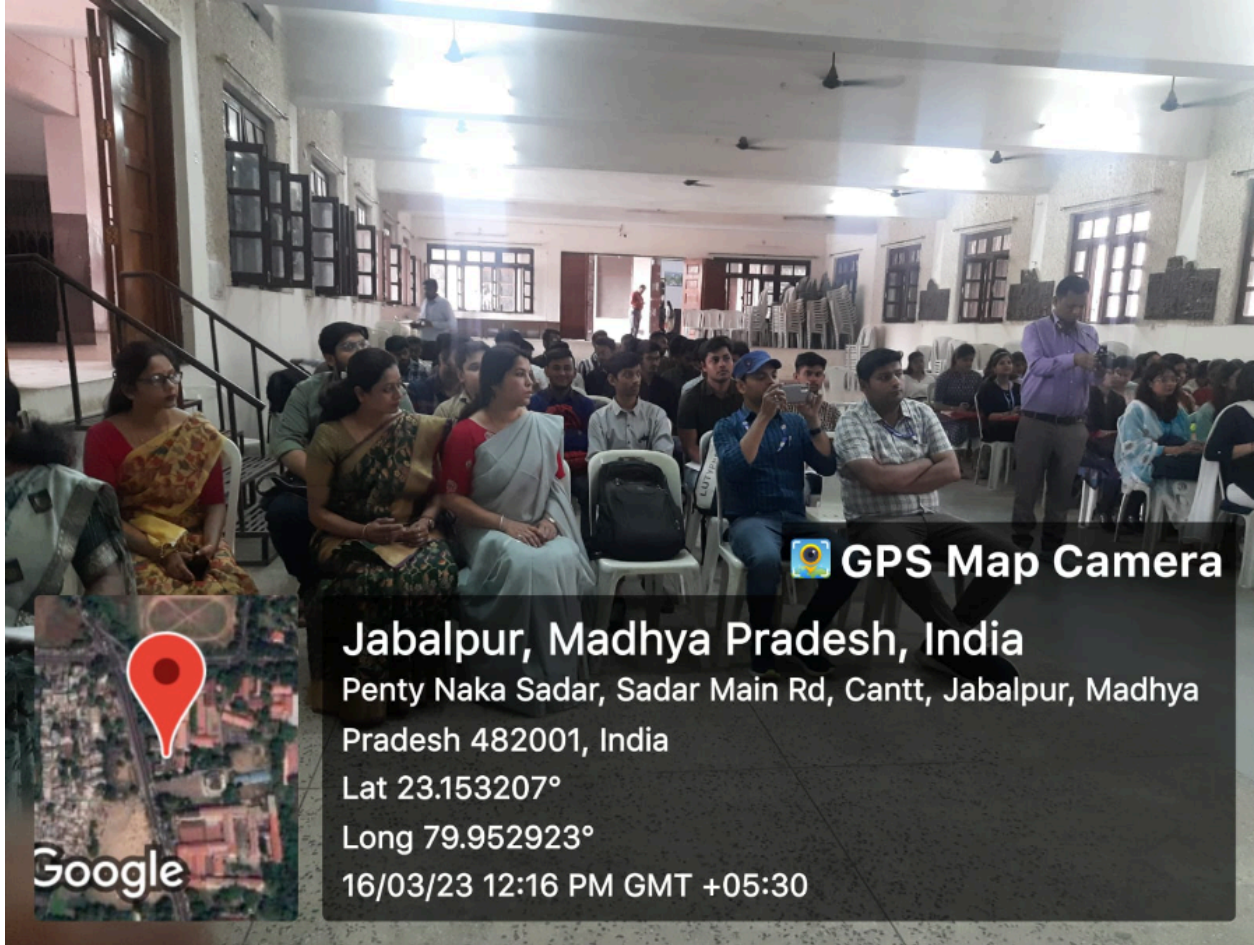
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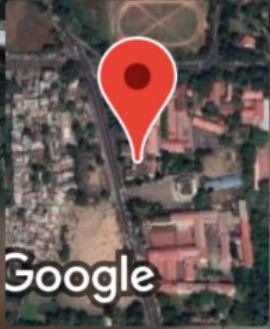
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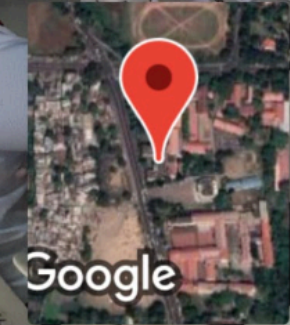
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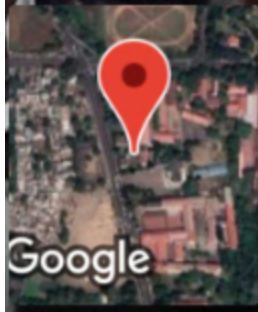
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21. An interactive session on building a profile was conducted on the 18th of March 2023 from 11:00-12:00 am. The session was conducted by Director Time Mrs. Swati Agrawal. Around seventy- five students participated in the event.



An Interactive Session On

# **BUILDING A STRONG PROFILE**

A Guide To Creating A Personal Brand

**18/03/ 2023, Saturday**

11.00 AM to 12.00 Noon



**Swati Agarwal**

Director T.I.M.E. Jabalpur  
12 Years Experience  
CAT 98.5%iler

Venue : St. Aloysius'  
College Jabalpur.

 **T.I.M.E.**  
Triumphant Institute of  
Management Education Pvt. Ltd.  
JABALPUR CENTRE  
CAT | GMAT | CLAT | IPM

21.









# **THE A.M.A REVIEW**

**ALOYSIAN MANAGEMENT ASSOCIATION**

**St. Aloysius' College (Autonomous),  
Jabalpur**

**Reaccredited "A" by NAAC (CGPA- 3.68/4.00)  
College with Potential for Excellence (CPE) by UGC  
DST-FIST Supported & Star College Scheme by  
DBT**

**Quarterly Newsletter**

**Issue: III**

**2022-23**

**"Business Law Creates Business Model  
for the Economies of Every Society"**

## From the Editor's Desk



**Prateek Khanna**  
**BBA 3<sup>rd</sup> Year**  
**Editor**

**Business Law and the problems faced in purchasing a commercial lease-**

**What is Business?**

The procedure of buying and selling goods, manufacturing of goods and in return providing them the service to make profits is considered as Business.

**It involves:-**

- Deals of goods and services
- Creativity and Innovation
- Risk and Uncertainty involved
- Buying and Selling Activity
- Employment Opportunities

Business law, is also known as commercial law or corporate law. Business law is defined as the body of legislation governing the rights, relationships, and behavior of businesses and individuals engaged in commerce, merchandising trade, and sales. Most importantly the law plays very important role for any successful organization to work smoothly and also it builds a framework while considering the market and the rules and regulation of the government.

It is very crucial to manage various compensations concerns in an organization. Also protecting the shareholder business law is essential and it helps the organization to successfully operate the operations.

A commercial lease is a contract between two parties are involved 1<sup>st</sup> parties grants 2<sup>nd</sup> party in which 2<sup>nd</sup> party exclusively uses the building or place for a specific period of time and in return exchange of rent. It has been seen during the time of purchasing any commercial lease creates problems and challenges and hence here are some of the problems, challenges faced by the individual:-

**individuals:-**

- Includes rules concerning corporate ethics, substantive law, procedural law, the design of the court system, and other associated legislation.
- The taxation structure for various business types is covered under business legislation.
- Antitrust laws and the degree of competition are also factors.
- It also regulates workplace.

Failure to properly handle the lease will lead to years of disagreements, lawsuits, and exorbitant costs.



**Sanya Billa**  
**BBA 2<sup>nd</sup> Year**

**Business law relates to morality in a given society"**

Business law is a body of legislation that governs the work done in an organization and caters to the proper Business law and economics are so interdependent that they cannot be thought of as their individual capacity. They are like the wheels of a bicycle. Business law regulates the working of any organization so that the balance between the personal and societal requirements can be maintained.

**For example:** The share market, regulated by the Securities and Exchange Board of India (S.E.B.I) requires every company to have proper registrations of monetary transaction is governed by some laws which make the functioning hassle free.

**Why is Business Law required?**

A proper structure is required for maintaining order in a business and for protection of its liberties and rights. A business needs to have healthy relations with other businesses and government bodies. These can be attained through some set of rules that hold equal importance for every organization. Therefore, it can be said that business law creates a business model for economies of every society. Every part of business is governed by specific set of rules, which, if, broken can be punishable. With the establishment of these laws, there's a parameter for the entities within which they have to work.

Hence, for the growth of an economy business law plays a huge role.



Similarly, every type of monetary transaction is governed by some laws which make the functioning hassle free.



**Shweta Chouhan**  
BBA 3<sup>rd</sup> Year

**Importance of Copyright and Trademark in Business deal and it's role in management**

In today's modern-day scenario, as a business owner, it is very crucial for one to understand the importance of the role that intellectual property rights play in conducting smooth business transactions.

#### **COPYRIGHTS IN BUSINESS TRANSACTIONS**

To put in simple words, the law grants certain rights to originators of every literary, artistic, and musical work, to safeguard their original and creative work from being copied or exploited by any other third party without their due permission. These rights are known as copyright.

Importance of copyright are as follows:

1. Only a copyright holder has the right to use the copyrighted work.

#### **TRADEMARKS IN BUSINESS TRANSACTIONS**

In the business world, a trademark is commonly referred to as a brand name. It includes names, symbols, logos, and taglines that the business owners use, in order to establish an image of their product in the eyes of potential consumers.

Importance of trademark are as follows:

1. Trademark acts as an effective tool of communication for the business.
2. Trademarks make it easy for potential consumers to find business owners.

Also, Trademark plays vital role in identifying a business as the source of a product or services which establishes a loyal clientele and enhance the company's goodwill.

Also not only trademark , trade name also plays important role for any organization to work legally.

#### **ROLE OF TRADEMARK AND COPYRIGHT**

1. Sets you Apart from the Competition-

Customers do not develop relationships with specific products they tend to build brand loyalty and trust.

2. Improves Brand Recognition-

Your company logo design is one of the critical elements of your brand.

3. Builds Trust in your Marketplace-

The brand building also helps you to build brand trust with your target audience.



**Nandini Shrivastava**  
BBA 3<sup>rd</sup> Year

**Role of Cooperative societies in formulating business laws**

Cooperative societies are voluntary associations of individuals who come together to meet their common economic, social, and cultural needs and aspirations through a jointly owned and democratically controlled enterprise.

They operate on the principles of self-help, mutual aid, and democratic decision-making. Cooperative societies have been recognized globally for their contributions to economic and social development, poverty reduction, and job creation. In this article, we will discuss the role of cooperative societies in formulating business laws.

Cooperative societies are a form of social enterprise that operates in various sectors of the economy, such as agriculture, finance, housing, and health care. They are unique in their legal status, which recognizes them as a separate legal entity from their members, with rights and responsibilities that are distinct from those of their individual members. The legal framework for cooperative societies varies from country to country, but most countries have laws that regulate their formation, governance, and operation.

The role of cooperative societies in formulating business laws is significant, as they provide a platform for their members to influence the legislative process and advocate for policies that support their interests. Cooperative societies can participate in the formulation of business laws through their trade associations, federations, or apex bodies. These organizations act as the collective voice of their members and represent their interests before the government, regulators, and other stakeholders. Cooperative societies can play a crucial role in

**Advocacy:** Cooperative societies can advocate for policies and laws that promote their interests and those of their members.

For example, they can lobby for tax incentives, subsidies, or other forms of support that help them to reduce their costs, increase their profits, or improve their competitiveness.

**Consultation:** Cooperative societies can provide feedback to the government on proposed business laws and regulations. This feedback can help the government to identify and address the concerns of cooperative societies and ensure that their interests are adequately represented in the legislative process.

**Capacity building:** Cooperative societies can provide training and support to their members to help them comply with business laws and



**Prajal Singh Rajpoot**  
BBA 3<sup>rd</sup> Year

**Business Law undermining the empowerment of women-**

The connection between women's economic participation and global prosperity is undeniable. Over the past two decades, international organizations and world leaders have increasingly recognized how critical women's economic empowerment and financial inclusion are to economic prosperity and growth.

However, despite growing awareness that women's economic empowerment is critical to women, their families, and broader economic prosperity, many countries still legally undermine women's economic participation and undervalue women's work. Of the 189 economies surveyed in the World Bank's Women, Business and the Law 2018 report, 90 percent have at least one regulation that impedes women's economic

prevent women from working in certain jobs; fifty-nine economies provide no legal recourse to women who experience sexual harassment in the workplace; and in eighteen countries, men can legally prevent their wives from working outside the home.

Also, women's agency and mobility—prevent women from fully participating in the economy. Even in 2018, the legal landscape for women in the economy fails to reflect the value women's participation adds to economic growth. But change is on the horizon.

It is widely accepted that women have no inherent limitations to assuming the same roles as men. However, history, dominant belief systems, and cultural norms have often subjected them to formal and informal constraints that have become enshrined in countries legal frameworks to varying degrees. Since laws can incentivize changes in behaviour, legal reforms supportive of gender equality can help change cultural biases against women and promote gender equality.

While these gains—rightfully celebrated— show that progress is possible, proposals to eliminate the critical barriers that limit women's economic potential remain absent from mainstream discussions on international and national economic policy, and barriers to female economic enfranchisement persist in every region of the

More than one hundred economies still prevent women from working in certain jobs; fifty-nine economies provide no legal recourse to women who experience sexual harassment in the workplace; and in eighteen countries, men can legally prevent their wives from working outside the home. An array of other legal barriers—from limitations on access to finance to laws restricting women's agency and mobility—prevent women from fully participating and allow everyone involvement.

Investing in women's economic empowerment sets a direct path towards gender equality, poverty eradication and inclusive economic growth. Women make enormous contributions to economies, whether in businesses, on farms, as entrepreneurs or employees, or by doing unpaid care work at home.

Particularly marginalized groups include rural women, domestic workers, some migrants and low-skilled women. Our aims are higher incomes, better access to and control over resources, and greater security, including protection from violence.



# ACTIVITIES CONDUCTED BY THE DEPARTMENT



- Presentation Day
- Meraki Fest
- Resume Building Workshop
- Inspection Day
- Skit Competition
- Educational Trip
- Lectures to Juniors By Seniors

**ST ALOYSIUS' COLLEGE**  
 (AUTONOMOUS) JABALPUR

**MERAKI KNOWLEDGE FEST 2023**  
 SATURDAY, 24th Feb 2023  
 10 AM ONWARDS

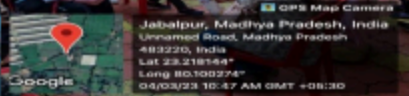
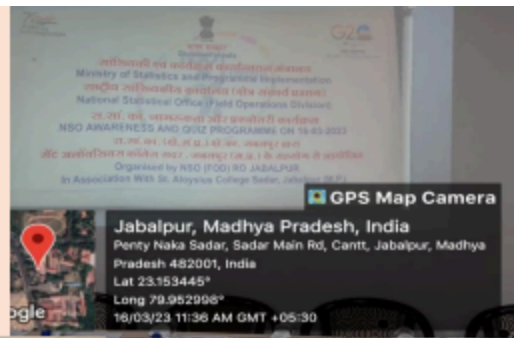
**"FUN GAMES"**      **EVENTS**      **"FOOD STALLS"**

S.N.	ACTIVITY	DESCRIPTION	PARTICIPATION
1	SKIT/DRAMA	GROUP COMPETITION	GROUP
2	DEBATE	INDIVIDUAL	INDIVIDUAL
3	DEBATE	INDIVIDUAL	INDIVIDUAL
4	DEBATE	INDIVIDUAL	INDIVIDUAL
5	DEBATE	INDIVIDUAL	INDIVIDUAL
6	DEBATE	INDIVIDUAL	INDIVIDUAL
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16	DEBATE	INDIVIDUAL	INDIVIDUAL
17	DEBATE	INDIVIDUAL	INDIVIDUAL
18	DEBATE	INDIVIDUAL	INDIVIDUAL
19	DEBATE	INDIVIDUAL	INDIVIDUAL
20	DEBATE	INDIVIDUAL	INDIVIDUAL





- Session on “Building a Strong Profile” by T.I.M.E Institute
- Awareness Workshop on The Surveys conducted by NSO and its importance in Policy Making and Planning
- Industrial Visit
- Poster Making Competition on Bal Gangadhar Tilak
- Quiz Competition



### Editorial Board

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# THE A.M.A INSIDER

Aloysian Management Association  
St. Aloysius College (Autonomous) Jabalpur

Newsletter 2023

## FROM THE EDITOR'S DESK



**ADITI BARI**  
BBA III Year  
Editor

### Industry 4.0 : Robots Come to Job Search

Industry 4.0 is a big buzz word that is flying around at the moment. The fourth industrial revolution is characterised by the incorporation of cutting-edge technology such as artificial intelligence, the Internet of Things (IoT), and robotics into manufacturing and industrial operations. It intends to build smart factories wherein machines interact among themselves in order to optimise output, minimize waste, and potentially increase efficiency.

But nevertheless, Industry 4.0 poses a plethora of challenges. For example, widespread use of such technologies demands substantial expenditures in hardware and software, while also requiring worker training and retraining. There have also been concerns pertaining data security and privacy, as well as the potential impact on employment as robotics and algorithms replace human labour in certain areas of work.

The ability of employers and representatives to match qualified applicants to vacancies determines the efficiency of the recruitment industry. With the average hire taking up to six

weeks and costing upwards of \$4,000, improved matching can clearly lead to less waste of time and resources, in addition to an impact on a company's bottom line.

It may appear far-fetched, but given the potential for machines driven by intelligent, cognitive, learning algorithms to steadily generate better matches, there's no reason it should be any worse transformative when it pertains to filling job vacancies.

Of course, the idea and notion of robots identifying the work we are best suited for and assigning us roles based on their analysis of us may set off a few alarm bells. And it's not something to be taken lightly. Bias in data collection could result in concerning situations such as misleading correlations between sexual identity, race, or any other grouping a computer might indeed apply while classifying you.

In theory, as more data from more sources becomes available, inaccurate or biased data sets become obsolete and are no longer used, and are replaced by accurate, representative ones. One challenge will be convincing enough people to trust this technology in order to generate the "critical mass" of data required for unbiased and effective analytics.

So, we can expect to be accustomed to job interviews for the foreseeable future. But nonetheless, it is clear that AI already has the potential to minimize waste, boost efficiency, and streamline the process of pairing the people businesses need with jobs that enable them to grow and thrive.





**MAHEK MINOCHA**  
BBA II Year

### The Emerging Trends in Marketing

Marketing is everywhere. It is embedded in everything we do—from clothes we wear to websites we click on, to the ads we see. Good marketing has become an increasingly vital ingredient for business success.

As one looks at the Indian market, through the prism of time the coming years will bring full of high return marketing opportunities. By closely looking at the hottest trends a marketer can make smart choices that will help him step ahead of his slower-moving competitors. In these terms, marketers nationwide are setting their plans for future by adopting new ways of marketing. Thus an entrepreneur can use some of these tactics to reach its customers in the coming years.

The new term "Green Marketing" which is the marketing of products that are presumed to be environmentally safe is introduced in the series of marketing trends. Green Marketing has continued to gain adherents, particularly in the light of growing Global concerns about climate change. This concern has led more companies to advertise their commitment to reduce their climate impacts. Like Nike's "move to zero" initiative is the company's response to climate challenges.

Another Trend is of Personalisation. Today's technology allows digital marketing teams to dig deep into the data to identify the things that keep customers up at night and identify what messages will solve those problems and give them a good night's sleep. It is much more than inserting the customer name into the same email that goes to all the customers. It's about reaching the right person, with the right message at the right moment with the right suggestions and give experiences that feel unique to each customer.

Another marketing tactic that is gaining

stunning popularity is Influencer Marketing. Brands use influencers for their marketing campaigns through social media platforms like Instagram. Influencers also specialise in a particular niche and have followers with certain types of interest and for marketers this means more of targeted advertising, which helps reduce ad spend.

Metaverse Marketing is one of the major marketing trends in 2022 and it is going to be here for a long time. The metaverse allows the companies to create their own world that represents their brand. Through this the marketers want to target and keep millennials and GenZ up-to-date and engaged with their products and technologies. And from the engagement brands are getting, its clear this marketing strategy is working, and is here to stay. Brands like Gucci, Nike, Hyundai, Coca-Cola have already entered the world of metaverse marketing.

So, if business leaders want to thrive in today's cluttered, competitive, commoditizing marketplace, they need to unleash the powerful potential of marketing.



**TOSHIT M PHILIP**  
BBA III Year

### The Fourth Industrial Revolution

Industry 4.0, also known as the fourth industrial revolution, refers to the integration of digital technologies in manufacturing and production processes. It involves the use of advanced technologies such as the Internet of Things (IoT), Artificial Intelligence (AI), robotics, and big data analytics to improve efficiency, productivity, and flexibility in manufacturing processes. The concept of Industry 4.0 is based on the idea that the integration of physical systems and digital technologies will enable the creation of smart factories that can operate autonomously with minimal human intervention.



One of the key benefits of Industry 4.0 is increased productivity. Smart factories can leverage data from IoT devices, sensors, and other connected systems to optimize production processes, identify areas for improvement, and make real-time adjustments to improve efficiency. For example, a factory may use AI algorithms to predict equipment failure and schedule maintenance before it causes downtime. This not only saves time and money but also ensures that production runs smoothly and efficiently.

Industry 4.0 also enables greater flexibility in manufacturing. By connecting all aspects of the production process, manufacturers can quickly adapt to changes in demand or supply chain disruptions. This can be achieved through the use of smart sensors and other IoT devices that can track inventory levels, monitor product quality, and adjust production schedules in real-time.

Another key benefit of Industry 4.0 is improved quality control. By leveraging advanced analytics and AI algorithms, manufacturers can identify and address quality issues before they become major problems. For example, a manufacturer may use machine learning algorithms to detect patterns in production data that indicate potential defects in products. This allows manufacturers to take corrective action before defective products reach customers, reducing waste and improving customer satisfaction.

Industry 4.0 also has the potential to create new business models and revenue streams. For example, manufacturers can use data from connected devices to offer new services such as predictive maintenance or remote monitoring. This not only creates new revenue streams but also strengthens relationships with customers by providing them with valuable insights and services.

However, implementing Industry 4.0 technologies requires significant investment in both hardware and software. It also requires a skilled workforce that is capable of managing and maintaining complex systems. Therefore,

businesses must carefully consider the costs and benefits of implementing Industry 4.0 technologies before making a decision.

In conclusion, Industry 4.0 represents a significant shift in the way manufacturing and production processes are conducted. By leveraging advanced technologies such as IoT, AI, and big data analytics, manufacturers can improve efficiency, productivity, and quality control. While there are costs associated with implementing Industry 4.0 technologies, the potential benefits are significant and can create new business models and revenue streams.



**SARASWATI KANOJIYA**  
BBA II Year

### Emerging Career Opportunities in Industry 4.0

"The fourth industrial revolution is still in its nascent state. But with the swift pace of change disruption to business and society, the time to join is in now."

-Gary Coleman of Deloitte Consulting

The term Industry 4.0 is like the name of an obscure sci-fi movie, which may appear confusing to those who are new to the manufacturing sector. However, the term Industry 4.0 actually refers to the fourth industrial revolution, a phase in the evolution of mankind's manufacturing process. Industry 4.0 really started to take shape in the 2010's, as computers became more powerful and the Internet became more interconnected than ever before.

Industry 4.0 is an umbrella term given to different recent technologies that have thronged corporate spaces in the past few years. These include analytics, data science, artificial intelligence, machine learning,

the Internet of Things and other designated digital finance and marketing sector.

The main idea of Industry 4.0 is to create a well- rounded and holistic ecosystem for manufacturing processes, technology and applications. The idea of smart manufacturing will revolutionise how products are developed, and lead to more automation and less routine manual labour. The new fact of the industrial revolution looks to fill the gaps and loopholes made by the last technical advances.

In the latest instalment of the technological revolution, Industry 4.0 provides a plethora of growth and successful prepositions for able applicants. Today, there are several career options for new and emerging data engineers to choose from. For instance, In 'Analytics the job of 'Data Architect', 'Data and Analytics Manager', 'Data Scientist', etc. In 'Data Science', the job of 'Data Analyst', 'Business Intelligence Analyst', 'Quantitative Analyst' etc., In case of 'Artificial Intelligence', the job of Research Scientist, Algorithm Engineer, Computer Vision Engineer etc., In case of 'Machine Learning', the job of 'Analytics Director', 'Principal Scientist', Statistician etc. and In case of 'IoT', the job of 'Cloud Engineer', 'Materials Specialist', 'Data Scientist', etc. are some of the most rewarding and lucrative careers.

"What is the calculus of innovation? The calculus of innovation is really quite simple: Knowledge drives Innovation, Innovation drives Productivity, and Productivity drives Economic Growth."

The quote mentioned by William Broody sheds light over the need and crux of innovation and its interlinking with several other factors. Innovation and evolution requires an idea, a spark that generates a series of events and takes the normal world forward.

The same goes for the recent Industrial Revolution in terms of technological advancement . Therefore, Industry 4.0 offers the best jobs in Analytics, career in Data Science and other respective fields.

## GLIMPSES OF MERAKI

Organized by The Department of Management

In January 2023, the Department of Management hosted the 'MERAKI' knowledge fest. It was sponsored by a number of local brands. The event spotlighted a variety of intellectual activities such as quizzes, case studies, ad craziness show, shark tank, debate, mock press conference, creative writing, and so on. More than 250 students from various schools and institutions actively participated. There were food kiosks for everyone to enjoy with their friends.

The icing on the cake were several Fun Games and activities. Eventually the event was a huge hit.



### THE EDITORIAL BOARD:

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**Teacher Editor :** Dr. Chitranshi Verma  
Assistant Professor & Placement Head

**Student Editor :** Aditi Bari  
BBA, III Year

22. Guest Lecture on “Research as Career” on 20th of May 2023, by Dr. Zameer Pasha from St. Claret College, Bengaluru. He explained the significance of Research Skills with examples in everyday life and how to move ahead in a research career. Around sixty students were benefitted from the session.

The session was attended by fifty students from BBA II Year.



• GUEST LECTURE ON  
RESEARCH AS A CAREER

BY

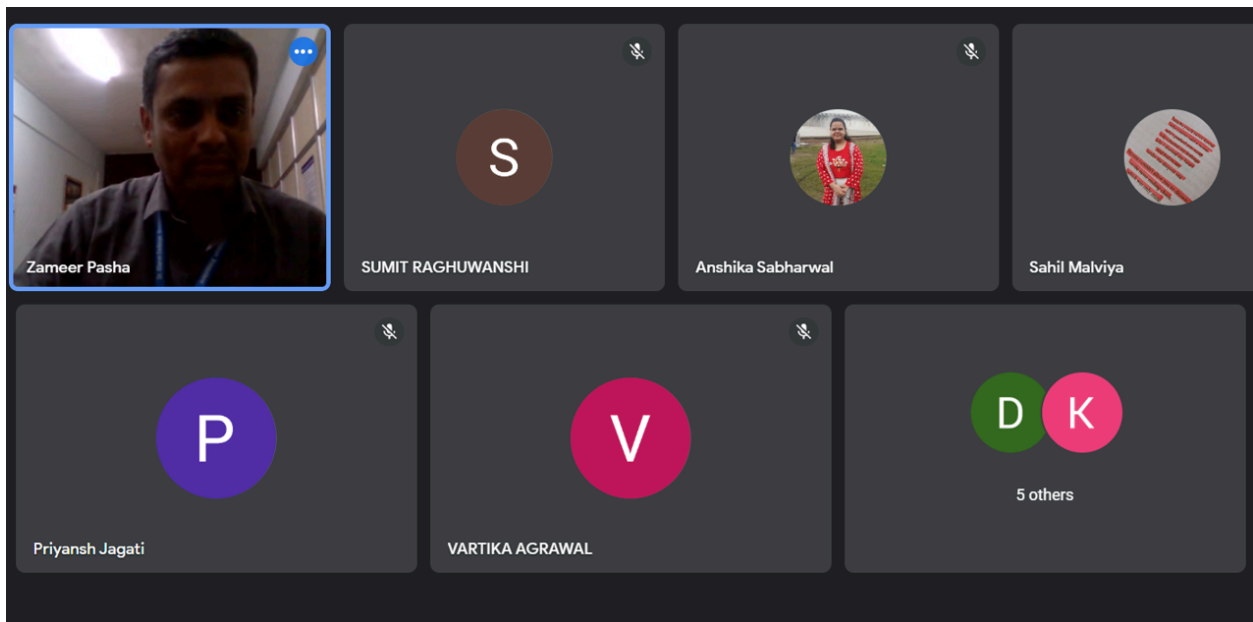
• DR. ZAMEER PASHA  
ASSISTANT PROFESSOR  
DEPARTMENT OF MANAGEMENT  
ST. CLARET COLLEGE.

ON

20<sup>TH</sup> MAY 2023.

TIME: 11:00 AM TO 01:00 PM

HYBRID MODE FOR UG STUDENTS





## RESEARCH AS A CAREER

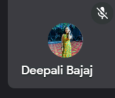
- You have researched different careers and how they may fit your skills and abilities. As expected, you also have determined that requirements are necessary to enter that career, namely the requirement of continuing education beyond High School. With respect to your chosen career path, you are required to inquire about a College/University or an educational institution that offers a curriculum that would allow you to complete the necessary coursework to fulfil those requirements.



Zameer Pasha



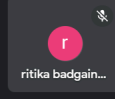
Anshika Sabh...



Deepali Bajaj



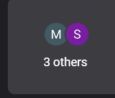
SAKSHI JAISW...



ritika badgain...



Priyansh Jagati



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