

2022-23

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, 21st 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’ incharge, 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 1st 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,

1stPositionHardikaGidwani, 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 1st Position were, Utkrishth Verhan (St. Aloysius College) and Sanskar Verma (Kendra Vidhyalaya 1GCF), and the students who stood at the 2nd 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 1st Position was taken by Neeraj Karketa (St. Aloysius College) and students for the 2nd Position were, Falak Sanghari, Bharye Kehari, Anvesha Patel and Pragati Jain (St. Joseph's Convent Girls' School)

In Startup Model the student who stood at the 1st Position was Poonam Kumari (St. Aloysius College) and for the 2nd 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, 1st Position: Aditi Jain (St. Aloysius College) and Mohini Bhadoria (Leonard Higher Secondary School) and 2nd 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.

1st Position: Khushi Pohwa (St. Joseph's Convent Girls' School) and Sheen M. John (St. Aloysius College), and 2nd 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 1st Position: Ishita Jain (Mount Litera Zee School) and Aakriti Gupta (St. Aloysius College), and at, 2nd 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 1st Position: Sujal Gupta and Abhishek Sharma (St. Aloysius College), 2nd 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 1st Position were Samarth Nayak (St. Aloysius S.S. School, Sadar)and Arshiyajha (St. Aloysius College), and at 2nd 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.

1stPosition: Alfia Fatima (Christ Church Girls' School) and RupalParashar (St. Aloysius College), 2nd Position: MuskanShrivastava (St. Joseph's Convent Girls' School) and NavedMansoori (St. Aloysius College)

Pensworthy- The English Creative Writing Competition

The winners for this competition were, 1st Position: Tanishka Rohra (St. Joseph's Convent Girls' School) and Aakriti Singh Rajput (St. Aloysius College), and 2nd 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 1st 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 अलॉयसियस स्वशासी महाविद्यालय में वार्षिक ज्ञान उत्सव मेराकी 2023 का भव्य आयोजन



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संत अलॉयसियस स्वशासी महाविद्यालय, जयपुर 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. यलन अरमुका संदेश इस प्रकार था यह उत्सव सही अवसर है जहाँ ज्ञान रचनात्मकता, ज्ञान निर्माण और खेल भावना के प्रति अपने जोश, ऊर्जा और उत्साह का प्रदर्शन कर सकते हैं। इसके लिए

आयोजकों को शुभकामनाएँ। इस कार्यक्रम में महाविद्यालय के 350 विद्यार्थियों के अतिरिक्त पार के संत अलॉयसियस स्कूल सदर, सेंट जोसेफ कॉन्वेंट सदर, एचोएन स्कूल, लिटिल कर्नल स्कूल, स्मैलर बॉय स्कूल, आर्दिय कान्वेंट स्कूल के 150 विद्यार्थियों ने प्रतिभागिता की। विद्यार्थियों के द्वारा क्रिकेट, एडवर्टाइज, इन्फोग्राफिक्स, ग्रीडिंग, कलर रश, स्नैप माग लाइफ, फूड स्क्रिब्स, सीन ड्रॉइंग, ड्रेस डिज़ाइन, सेल्स पुर, संवाद, पेन वर्क और फ्लॉयट एटिक जैसे गतिविधियों में भाग लिया गया। इस कार्यक्रम के सफल आयोजन में संचालक, अभिषेक शिखा,

सलक्षी शर्मा, लेशित एम. फिलिप, अनामिका चटर्जी, प्रतीक खन्ना, दीक्षांत पायसवाल, मिडि पैगवार, प्रजाल सिंह राजपूत, फैजा खान, अदिति नेमा, प्रखर श्रीवास्तव, अयशा सिद्दीकी, आस्था पांडे उमिशा जैन, शगुन राय, आयुषी पटवा, चेतन्य गानेक, चाइल आनंद, सजल अग्रवाल, ज्योतिर्मय शुक्ला, अल्पना अल्वी, आमोन अजीज, विशाभ पटेल, अनिकेत खुशवाहा, चिराग सोनकर, सुनि चौरीसिया, सैयद फैजान रहमानी, तुषार रजक, संस्कार सोनी, नमन सोनकर, विनायक बिष्टा, विनाय विष्टा, अशिका पांडे और ज्योति सोनी आदि विद्यार्थियों को धूमिका 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 sportsmanship. 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 Sakhwinder Kaur Walia, Head, Department of Computer Science, along with their team members. The student coordinators were Sana Akhtar, AbheNav Prince,

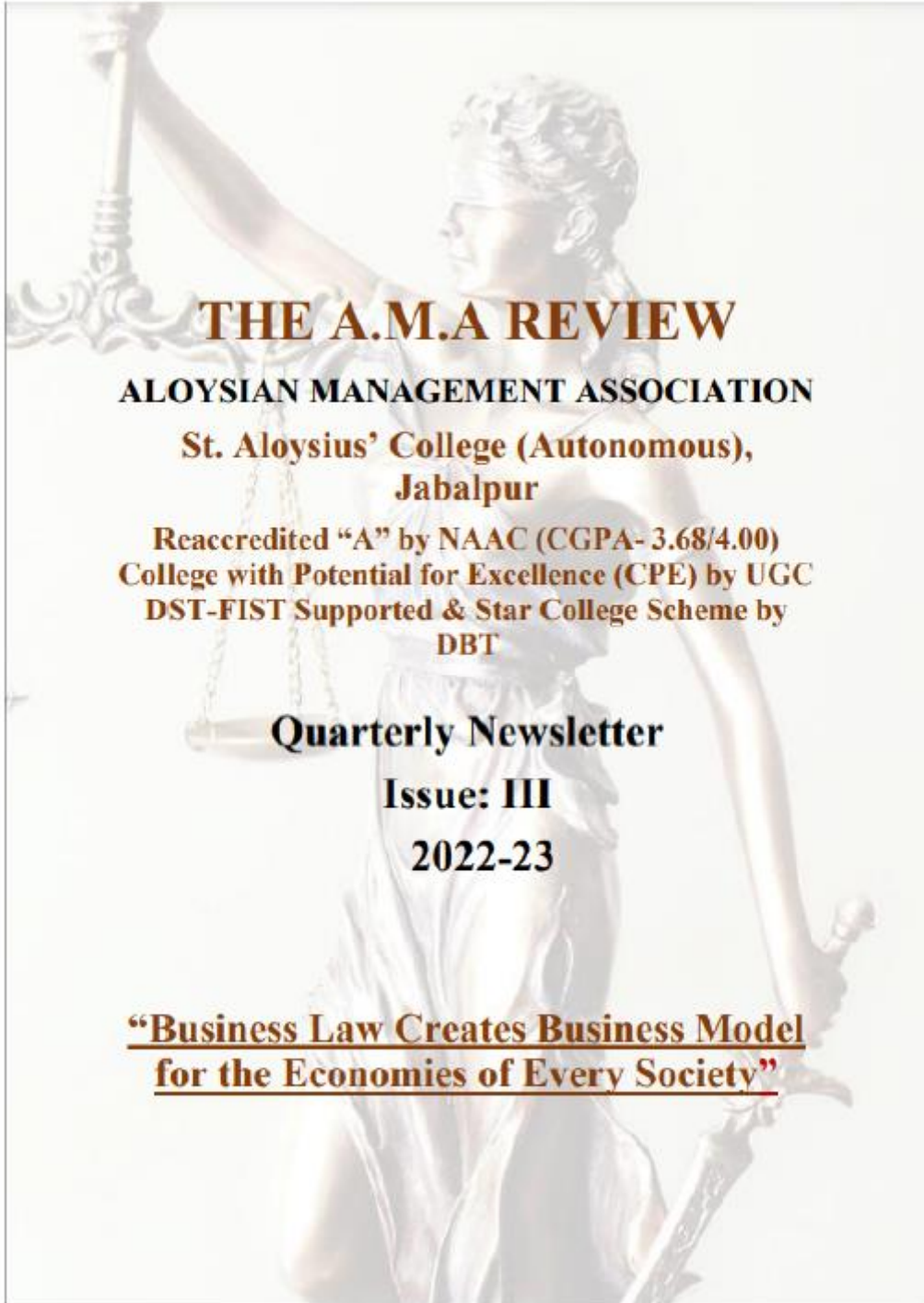


Students during knowledge fest MERAKI at St Aloysius' College.

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.





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 3rd 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 1st parties grants 2nd party in which 2nd 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 2nd 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 3rd 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 3rd 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 3rd 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.

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 optimize 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

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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.

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Head, Department of Management

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

Student Editor : Aditi Bari
BBA, III Year

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.



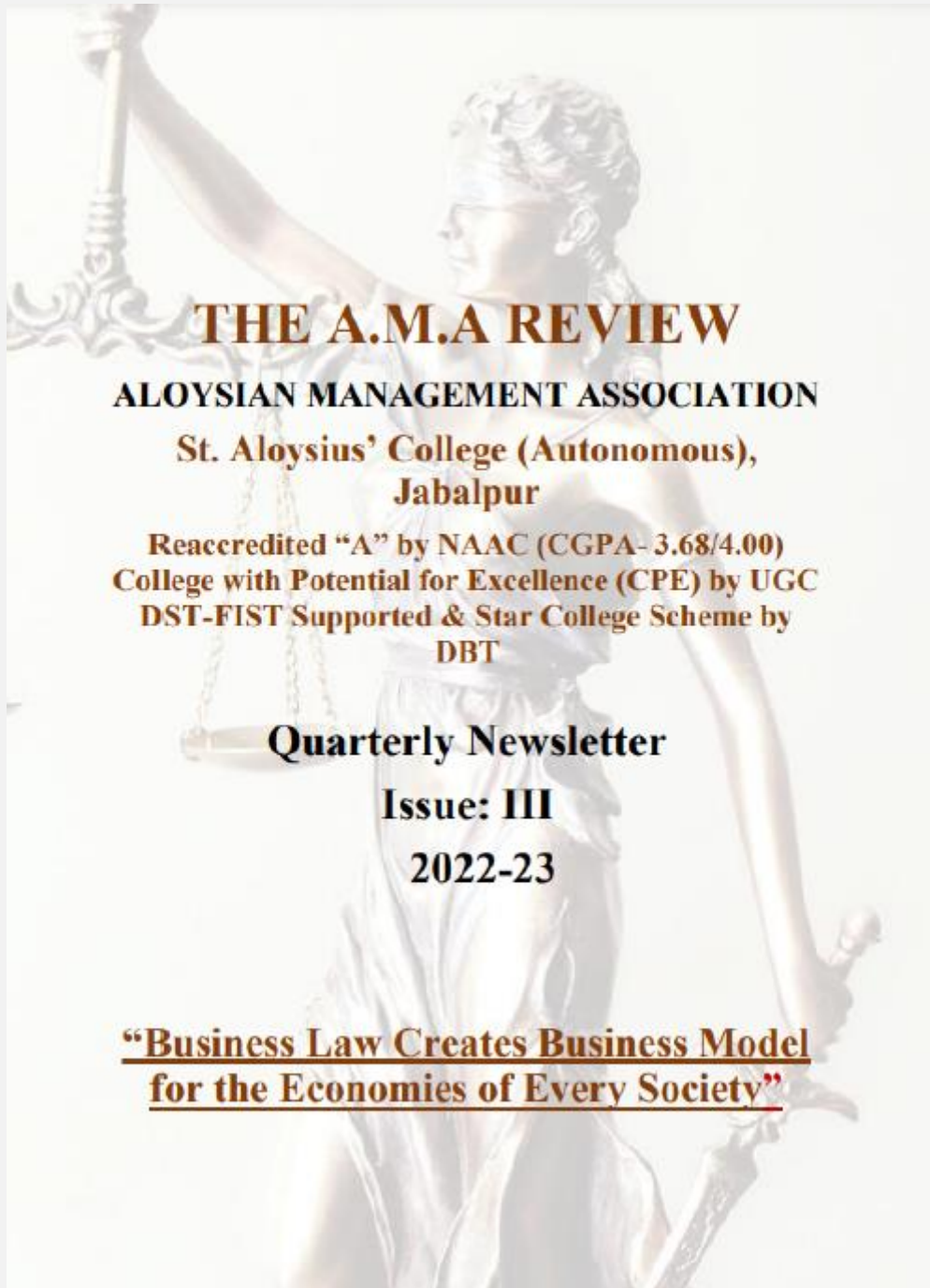


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Long 79.997044°
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THE A.M.A REVIEW

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 3rd 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 1st parties grants 2nd party in which 2nd 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 2nd 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 3rd 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 3rd 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 3rd 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



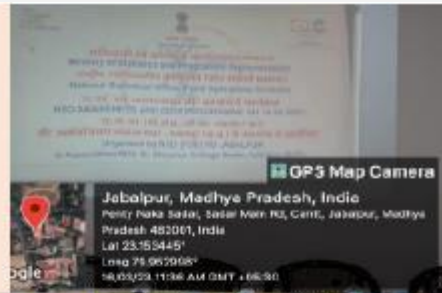
- Presentation Day
- Meraki Fest
- Resume Building Workshop
- Inspection Day
- Skit Competition
- Educational Trip
- Lectures to Juniors By Seniors

ST ALOYSIUS' COLLEGE
WIDYALAYAM, KANNUR
MERAKI FEST
KNOWLEDGE MEETS
FEST
2021
SATURDAY, 12th Feb 2021
at St. Aloysius' College

TEAM NAME	EVENTS	ORGANIZATION	MEMBERSHIP
1	DEBATE	ST. ALOYSIUS' COLLEGE	ST. ALOYSIUS' COLLEGE
2	DEBATE	ST. ALOYSIUS' COLLEGE	ST. ALOYSIUS' COLLEGE
3	DEBATE	ST. ALOYSIUS' COLLEGE	ST. ALOYSIUS' COLLEGE
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10	DEBATE	ST. ALOYSIUS' COLLEGE	ST. ALOYSIUS' COLLEGE



- 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



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Department of Management
- Teachers Editor** : Dr. Rashmi Singh, Asstt Prof.,
Department of Management
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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.

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