



Shri Shankaracharya Institute of Professional Management and Technology, Raipur.

# Department of Management Studies

Shri Shankaracharya Institute  
of Professional Management And Technology, Raipur  
Welcomes You

## THE MBA CHRONICLE MANTHAN

Volume 5



Old Dhamtari Road, Sejbahar, Raipur (C.G.)  
India 4922015



952-222-8342  
952-222-8345

JAN-JUNE 2023

# VISION & MISSION



## Vision

The Department of Management Studies at Shri Shankaracharya Institute of Professional Management and Technology envisions to establish a national level recognition for itself in producing value based quality professionals equipped with managerial and leadership skills



## Mission

The Department of Management Studies at Shri Shankaracharya Institute of Professional Management and Technology aims at producing proficient business professionals through

- Developing leadership, entrepreneurship and managerial skills to analyze organizational and global issues.
- Imparting contemporary knowledge, training and skills in an ethical and value-based environment to meet the industry expectations and societal needs.
- Exploring effective skills and communication abilities to meet managerial decisions.



# MESSAGE FROM CHAIRMAN



## **Mr. Nishant Tripathi**

CHAIRMAN (BG), SSIPMT, RAIPUR  
SECRETARY, SGES.  
MBA, B.E. (CIVIL)

SSIPMT's 14-year mission is to cultivate skilled professionals for industry and business. Our distinctive pedagogies are industry-recognized. We've evolved, transforming ideological thinking into practicality, stimulating creativity and preparing students for industry challenges. We engage frequently with industry to understand employer expectations, facilitating recurring on-campus recruitment. Incorporating industry feedback continually enhances academic quality, resulting in highly competent graduates.

# MESSAGE FROM PRINCIPAL



## **Dr. Alok Jain**

PRINCIPAL, SSIPMT, RAIPUR  
PHD, M.TECH, MBA

India's burgeoning economy demands a proactive, accountable cadre of young professionals. SSIPMT offers a supportive, top-notch learning environment, prioritizing students' needs. It nurtures achievers with ambition, creativity, exposure to the business world. Our nation's economic recovery has created new aspirations, making it the perfect time to harness the dynamism of the younger generation. SSIPMT is committed to producing high-quality talent and invites students to join our family for a bright future in the modern corporate world.

# MESSAGE FROM THE HOD



## **Dr. Sheetal Sharma**

HEAD OF THE DEPARTMENT, MBA,  
SSIPMT, RAIPUR

The Faculty of Management at SSIPMT is dedicated to nurturing future business leaders through a cutting-edge two-year MBA program. Our curriculum goes beyond the university's standards, incorporating rigorous personality and leadership training along with industry-related certifications. This equips our graduates with a deep understanding of corporate ethics, personal branding, global business strategy, and the intricacies of profit generation while considering the competitive international landscape.

# FACULTY ARTICLE



**MR. RAMKUMAR SAHU**  
ASSISTANT PROFESSOR  
MBA, SSIPMT, RAIPUR

## **"REVOLUTIONIZING BANKING: THE IMPACT OF UPI (UNIFIED PAYMENTS INTERFACE)"**

---

*The Unified Payments Interface (UPI), introduced by the National Payments Corporation of India in 2016, has been a game-changer in the Indian banking sector. UPI revolutionized digital payments by providing a seamless, secure, and real-time platform. It eliminated the need for multiple banking apps and complex transaction processes.*

*Key features of UPI include interoperability, real-time transactions, stringent security measures, 24/7 accessibility, and expanded utility beyond peer-to-peer transactions. Its impact on banking has been transformative. UPI brought financial inclusion by allowing unbanked populations to access banking services through a mobile phone. It also significantly reduced cash transactions and enhanced customer experiences.*

*The cost-efficiency of UPI transactions benefited both customers and banks. It encouraged competition and innovation, prompting banks to introduce new services and features. However, challenges such as cybersecurity and the need for improved financial literacy persist. The integration of UPI with international payment systems and the incorporation of AI and automation for enhanced customer service and fraud detection are future trends.*

*In conclusion, UPI has not only changed the way Indians transact but has also driven innovation and inclusivity in the banking sector. As it continues to evolve, UPI's impact on banking will expand, creating a more accessible, efficient, and secure financial ecosystem, setting the stage for further financial revolution in India's digital-first economy.*





**Mr. B Sagar**

MBA 2021-2023

## Article: Decreasing value of rupee

At the time of independence of India, the value of Rupee and Dollar were equal. Gradually as the time passes the value of the Rupee increases, at that time value increases because the different reasons some are as follows:

1. After the ruling by the British India did not have the sufficient amount of the resources to run the country so they started importing the things from different countries so the first reason for the decreasing in the valuation.

2. After some time India faced the problem of Emergency declared by the prime minister of India due to which the value of the rupee decreases.

Now the time changes, standard of living changes but the value of the Rupee does not change. Basically, India always tries to increase the value of the Rupee but the situations occur through which India seems helpless and needs extra things and manpower to deal with the situation. Our India is the second most populated country in the world to fulfill all the people's needs. Government has to take help from other countries by importing the things and taking the loans from banks and to maintain the economy they try to bring the foreign investment in our country, the foreign investors invest money in our Indian company through which government gets the amount for the development of the country.

Nowadays the value is decreasing because of the following reasons:

1. Demand of the Dollar is increasing in comparison of Indian Rupee

2. Import is increasing in comparison to Export

3. Foreign investment is decreasing in our country. Many countries started to withdraw their money from our country which leads to decrease the value of the money

4. Increasing the inflation in the country which leads to decrease in value of the Rupee.



# LA FIESTA MANAGEMENT FEST

La Fiesta, a three-day event, was organized with the aim of providing an entertaining and engaging platform for participants to showcase their talents and enjoy a variety of activities. The event aimed to foster creativity, teamwork, and a spirit of healthy competition among the participants.





# PROFESSIONAL SESSIONS



## CAREER OPPORTUNITIES IN HR

By Mr. Guruprasad KS  
LTI Mindtree, Bangalore

The objective of this lecture on career opportunities was to:

- Provide incentives to retain key talent and maintain a stable work environment.
- High quality and consistent training opportunities for new team member.
- Increase recruitment fairs at nearby colleges and universities.
- Create resources and tools that enable workforce empowerment.
- Integrate a person's individual goals with the goals of the department and organization.

The participants got to know about the various sections and career opportunities in human resource. New and various fields were introduced with different insights have valuable contribution to participants.



## NACHIKET JOSHI TRAINING: CAMPUS RECRUITMENT TRAINING SESSIONS

By Mr. Nachiket Joshi

Campus Recruitment Training (CRT) is a programme exclusively designed for the students preparing for recruitment. Its aim is to ensure that the students are well-equipped to get through the recruitment process of various IT and non-IT companies. Job-seekers and placement providers contribute through their inputs in order to make this programme an effective one. GEL is well known for all the training services that they provide. And Campus Recruitment Training is one of them.

Companies look for the right traits in the applicants depending on the job profile. But the process and basic screening remain the same in all cases. It generally involves aptitude tests, interviews and group discussions. Each of them evaluates a certain set of qualities and skills in the individual.



# PLACEMENT AT A GLANCE

## TOP RECRUITERS





# PROFESSIONAL TIE-UPS



**Indian Institute of Materials Management**  
IN PURSUIT OF EXCELLENCE IN SUPPLY MANAGEMENT

**Aima**  
ALL INDIA MANAGEMENT ASSOCIATION

**TATA  
STRIVE** | Right Skills  
Bright Future

**AIMS**  
ASSOCIATION OF  
INDIAN MANAGEMENT SCHOOLS

# EDITORIAL TEAM



## FACULTY INCHARGE



**Ms. Malvika Tiwari**  
ASSISTANT PROFESSOR  
MBA, SSIPMT, RAIPUR



**Mr. Ramkumar Sahu**  
ASSISTANT PROFESSOR  
MBA, SSIPMT, RAIPUR

## TEAM MEMBERS



**Mr. Sanket Paryani**  
MBA, SSIPMT, RAIPUR



**Ms. Kalash Sinha**  
MBA, SSIPMT, RAIPUR

