



**ARIIA**  
ATAL RANKING OF INSTITUTIONS  
ON INNOVATION ACHIEVEMENTS



**Shri Shankaracharya Institute Of Professional  
Management & Technology, Raipur**  
P.O, Old Dhamtari Road, Sejabahar, Mujgahan, Chhattisgarh 492015

# SSIPMT

DEPARTMENT OF MANAGEMENT STUDIES

**RAIPUR**

## THE MBA CHRONICLE

July-Dec 2024





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# ABOUT OUR COLLEGE

Shaping Bright  
Futures Since 2008



## ABOUT THE INSTITUTE

Affiliated to **Chhattisgarh Swami Vivekanand Technical University, Bhilai** Approved by All India Council for Technical Education, New Delhi. **SSIPMT** aims to provide best quality Engineering and Management education to its students and strives to inculcate the best of its cultural heritage in the future leaders of the corporate world. SSIPMT is proud to have achieved extraordinary university results all these years since its inception in 2008. Imparting education in almost all major streams of engineering and management, SSIPMT has left no stone unturned for the betterment and progress of its students and hence, the society as a whole. Our MBA course has produced high quality managers; most of them have already got placed in the very first year of placement drive. Maximum number of students get placed from the MBA wing every year. Our college has topped the university list of meritorious students in the stream of MBA for consecutive years. Well-stocked central library, excellent hostel facilities, sports and recreation, spacious classrooms, energetic and proficient gurus, professional teaching methodologies, presentations and lectures by renowned industry experts are the strengths behind the huge accomplishments of SSIPMT.



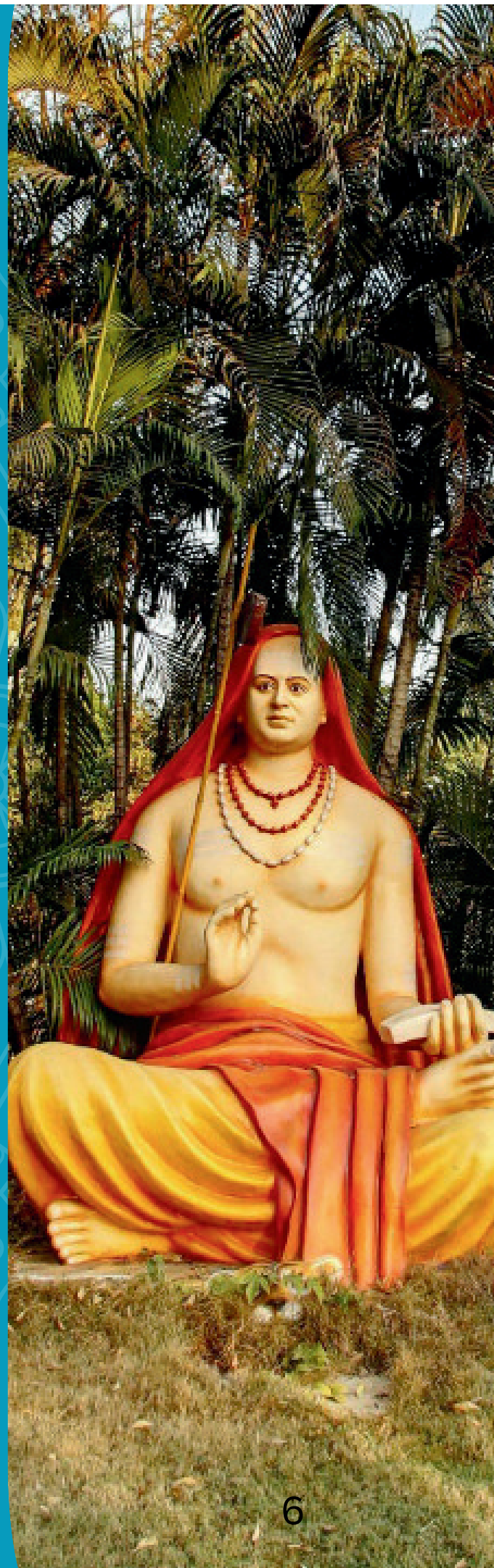
# VISION

To be recognized nationwide imparting and developing managerial leadership to cater the needs of society.

# MISSION

The Department of Management Studies strives to develop proficient business professionals by:

- Foster leadership, entrepreneurship and managerial skills to analyze organizational challenges.
- Imparting contemporary knowledge, training, and skills within an ethical and value-based environment to meet the industry expectations and societal needs.
- Enhancing communication and analytical skills for strategic decision- making.





## 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.







# Our Alumni

Inspiring the World





## Testimonials from Alumni



**Harneet Kaur  
Ghuman  
Batch MBA  
(2022-2024)**

Before joining the MBA program, I was unsure of how I'd fit into the world of business and leadership. But my time here has changed that completely. The classroom sessions, guest lectures, and real-world case discussions helped me build a practical mindset. More than anything, it helped me discover my potential. I'm thankful for every opportunity that allowed me to step up and evolve into a more confident individual."



**Shreya  
Dubey  
Batch MBA  
(2022-2024)**

Two years ago, I stepped into this college with ambition but a lot of self-doubt. Today, I walk out with confidence, clarity, and strong communication skills. The MBA program truly pushed me to explore my capabilities—be it through group projects, presentations, or management events. The mentorship I received played a big role in shaping the person I am now. I will always carry these learnings with me, both professionally and personally."



**Nishita Bajaj  
MBA Batch  
(2022- 2024)**

My MBA journey has been a beautiful blend of academic learning and personal growth. From being nervous to speak in public to confidently leading team activities, I've seen a huge change in myself. The faculty and environment here encouraged me to try, fail, learn, and grow. I'm grateful for all the guidance and friendships that made this journey unforgettable. These two years will always be close to my heart."



**Jasprit kour  
Batch MBA  
(2022-2024)**

This college has been more than just an educational institution for me—it has been a turning point in my life. I walked in with limited knowledge of the corporate world and now I leave with the mindset of a manager and a learner for life. The exposure, peer learning, and supportive faculty truly made this journey worth it. I'll always be proud to call myself an alumnus of this institution.



**Rakesh Tembhare  
Batch MBA  
(2022-2024)**

This college has been more than just an educational institution for me—it has been a turning point in my life. I walked in with limited knowledge of the corporate world and now I leave with the mindset of a manager and a learner for life. The exposure, peer learning, and supportive faculty truly made this journey worth it. I'll always be proud to call myself an alumnus of this institution.

# ❖ INTERNSHIP CORNER



**PRIYANSHU SAHU**  
Batch (2023-25)



**RITU PATEL**  
Batch (2023-25)



**RACHNA SINGH**  
Batch (2023-25)



**SANSKAR MISHRA**  
Batch (2023-25)



**ANMOL PANDEY**  
Batch (2023-25)



**KSHITIJ RAJ SINGH**  
Batch (2023-25)







## PAPER PRESENTATION ON INNOVATIONS IN BUSINESS MANAGEMENT

A paper presentation contest on "Innovations and Trends in Business Management Practices" offered MBA students a platform to showcase research and analytical skills. The event encouraged innovation, critical thinking, and effective communication, fostering academic growth and professional development through insightful and forward-thinking paper submissions.



## MY STORY – SESSION BY A SUCCESSFUL INNOVATOR

A motivational session titled "My Story – Session by a Successful Innovator" was organized to inspire MBA students through the journey of Mr. Ashish Gakrey. The session offered valuable insights into innovation, leadership, and career growth, encouraging students to apply real-world strategies to their academic and professional pursuits.



## ADIEU 2K24 FAREWELL Party

### A Memorable Send-Off!

The Department of Management Studies, SSIPMT Raipur, organized a grand farewell party "ADIEU 2k24" on June 30, 2024, at Hyper Club, VIP Road. The event was filled with joy, music, dance, and emotional moments as students and faculty came together to bid adieu to the outgoing batch. It was a celebration of achievements, friendships, and cherished memories.

## HARELI TIHAR 2024: CELEBRATING CULTURE & GREENERY

Hareli Tihar was celebrated through Hamar Hariyali (photo contest) and Hamar Chhattisgarh (quiz contest), promoting environmental awareness and cultural appreciation. The event highlighted Chhattisgarh's rich traditions and green values, with enthusiastic student participation fostering pride in heritage, sustainability, and community engagement.



## ANNUAL SPORTS DAY CELEBRATED WITH ENTHUSIASM

Sports Day was celebrated with great energy, promoting fitness, teamwork, and leadership. Events like basketball, volleyball, badminton, and tug-of-war encouraged student participation and collaboration. The celebration highlighted the importance of physical well-being, inclusivity, and a balanced lifestyle alongside academic excellence.





# Indian Knowledge System

## IKS CORNER

The Indian Knowledge System (IKS) is an initiative to integrate India's rich cultural and intellectual heritage into modern education. It emphasizes traditional wisdom in fields like science, medicine, architecture, philosophy, and sustainable living. IKS aims to foster holistic learning by bridging ancient knowledge with contemporary practices.

1

Outreach Visit to  
Kuldeep Nigam Vridha  
Ashram

MBA students participated in a meaningful outreach visit to Kuldeep Nigam Vridha Ashram, fostering empathy and experiential learning. Through interactions with residents and exploration of elderly care practices, students gained valuable insights into compassionate management, social responsibility, and innovative approaches to addressing real-world service challenges.

2

Outreach Activity:  
Noble  
Act of Helping Others

As a part of the outreach initiative, an activity was conducted, encouraging students to contribute to the community. In this noble effort, students came forward to donate stationery items for underprivileged children. The objective of the activity was to instill a sense of social responsibility, compassion, and empathy among students while supporting the educational needs of those in need.

3

Yoga Day  
Celebration under  
IKS\*

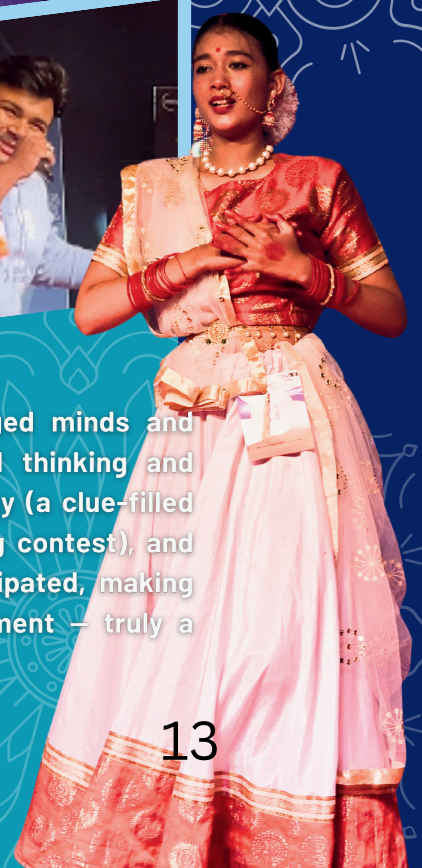
Yoga Day was celebrated under the Indian Knowledge System (IKS) on 21st July 2024. Faculty actively participated in the session promoting physical, mental, and spiritual well-being. The event highlighted the importance of yoga as an ancient Indian practice.





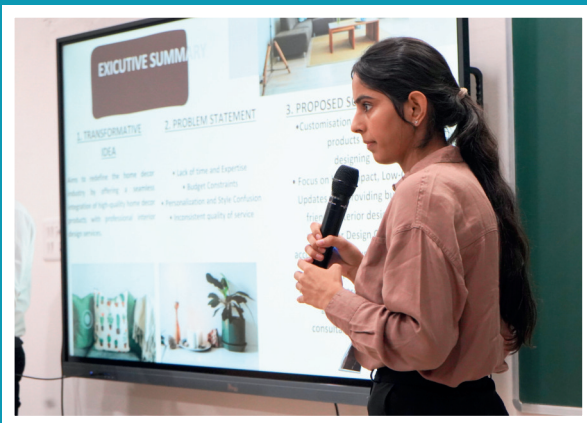
# PYR MID

## THE TRIANGULAR QUEST



PYRAMID 2024 lit up our campus with thrilling contests that challenged minds and celebrated talent! Since 2011, this flagship event has inspired lateral thinking and competitive spirit. This year featured exciting events like Alibaba's Bounty (a clue-filled treasure hunt), Sale Ka Khel (a shopping race), Raagam (a soulful singing contest), and Jhankar (a vibrant dance battle). Students from across the state participated, making PYRAMID 2024 a spectacular fusion of intellect, creativity, and excitement – truly a learning experience to remember!





## Bulls & Billions

A Stock Trading Competition for Future Business Leaders was held on 10th November 2024. The event featured expert sessions by Mr. Suresh Rao and Mr. Sanjeev Sharma from Bitcode Software Pvt. Ltd., focusing on investment strategies, risk management, and market analysis. It provided practical exposure to stock trading, aiming to enhance financial literacy, analytical thinking, and strategic decision-making for future leadership in the finance and investment sectors.

## B-Strategist:

Crafting Future Business Leaders, a Business Plan Competition, was successfully organized atSSIPMT Raipur. The event served as a vibrant platform for students from diverse institutes to showcase innovative business ideas and strategic models. Esteemed evaluators from PwC, M&A Experts, and Mehta & Mehta assessed the presentations, encouraging analytical thinking, leadership, and entrepreneurial mindset—key competencies for aspiring business professionals in today's competitive and evolving global business landscape.

## Buzz Quiz :

An engaging competition, was successfully conducted to enhance business knowledge, critical thinking, and teamwork. The event provided participants with insights into current affairs and industry trends while fostering analytical skills, time management, and confidence essential for future business leaders.



## Article on :-

### A Unified Mind: Breaking Down Silos for a Sustainable Future



**Dr. Sapna Sharma**

**Professor  
Dept. Of Management Studies**

The world today faces a web of interconnected challenges—climate change, social inequality, pandemics, and poverty. While we often look for a single, revolutionary solution from a specific field, the reality is that these problems are too complex to be solved by any one discipline alone. A truly sustainable future requires a new way of thinking, one that unifies diverse fields of study to create comprehensive, holistic solutions. This is the power of interdisciplinary research, and it's no longer a luxury—it's a necessity.

The concept of interdisciplinary research is simple yet profound: it brings together experts from different fields to tackle a single problem. Imagine a biologist, an economist, a sociologist, and an engineer all sitting at the same table. Each brings a unique perspective and set of skills, and by combining their expertise, they can craft a solution that is far more robust than any single-discipline approach.

Think about a city dealing with a severe water crisis. An engineer might propose building a new dam, focusing on the technical feasibility and infrastructure. A biologist, however, would raise concerns about the ecological impact on local waterways and wildlife. An economist would analyze the long-term financial costs and benefits, while a sociologist would study the effects on different communities, ensuring equitable access to water for everyone. The best solution isn't just the dam itself, but a collaborative plan that considers all these factors. This unified approach results in a solution that is not only technologically sound but also environmentally responsible, economically viable, and socially just.

This kind of collaboration requires us to break down the traditional silos that separate our fields of study. It challenges us to step outside our comfort zones, learn the language of other disciplines, and appreciate perspectives different from our own. This isn't always easy. It demands humility, a willingness to be wrong, and the courage to ask "what if?" instead of relying on what we already know.

For those of us in academia, especially educators, this presents a unique and vital opportunity. We are the architects of the future, tasked with inspiring the next generation to think beyond the boundaries of a single subject. We need to create educational environments that foster curiosity and collaboration. Imagine a physics student working with a literature student on a project, or a history class exploring the social impacts of technological innovation. What if an art student could visualize complex climate data, making it more accessible and compelling to the public? These types of educational experiences are not just innovative; they are foundational to building a more sustainable world.

An interdisciplinary mindset doesn't just create better solutions; it creates better people. By working across disciplines, students and researchers become more empathetic, more collaborative, and more aware of the intricate connections that bind our world together. They learn to see the whole picture, not just one small piece of the puzzle. This holistic view is essential for navigating the complex challenges of our time.

Our sustainable future depends on our ability to unite our knowledge and our humanity. It depends on us embracing a new way of thinking and working, one that champions the collaboration of diverse minds. The grand challenges we face are simply too big, too complex, and too interconnected to be solved by any single field. By fostering an interdisciplinary mindset, we commit to a future where knowledge is shared, problems are solved together, and our collective humanity is our greatest strength. Let's champion the power of a unified mind and build a more sustainable world for everyone.

## Article on :-

### The Influence of Workplace Diversity on Team Performance and Innovation



**Ms. Amisha Diwani**

**MBA 4<sup>th</sup> Sem**

In today's rapidly globalizing and digitizing world, organizations are increasingly becoming diverse in terms of the demographics, backgrounds, and experiences of their workforce. Workplace diversity refers to the presence of differences among employees with respect to various dimensions such as gender, age, ethnicity, educational background, cultural beliefs, sexual orientation, and physical abilities. These differences, when acknowledged and leveraged effectively, have the potential to significantly enhance team performance, foster innovation, and build organizational resilience.

Particularly in the service industry—and more specifically within Information Technology (IT) firms—diversity is no longer just a human resource ideal; it is becoming a business imperative. IT firms thrive on creativity, agility, and constant innovation, which are often the byproducts of diverse perspectives and inclusive team dynamics. In a sector where product cycles are short, client demands are high, and the margin for error is minimal, building high-performing, diverse teams can be the differentiating factor between success and stagnation.

Diversity is not just a human resource topic—it is a strategic enabler of performance and innovation. The study shows that with the right systems, leadership, and culture in place, firms can use their diverse workforce to achieve sustainable competitive advantage.

Leaders must transition from merely accepting diversity to actively managing inclusion, where every voice is heard, valued, and empowered to contribute. Only then can the true power of workplace diversity be unlocked.

Given the increasing focus on “Diversity, Equity, and Inclusion (DEI)” in corporate strategies, this research also contributes to the larger discourse on social responsibility, sustainability, and ethical leadership. It reinforces the idea that diversity is not merely about compliance or representation—it is about building better teams and achieving competitive advantage in an evolving marketplace.

Workplace Diversity → Affects → Team Performance & Innovation Outcomes

Moderated by: Inclusive Leadership + Structured Communication

# CORPORATE CONNECT

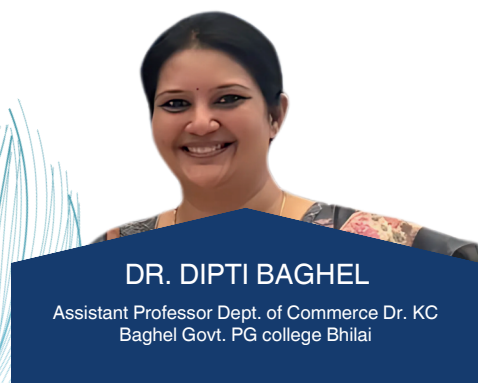


## SSIPMT Raipur's Impactful Guest Sessions

The Department of Management Studies at SSIPMT Raipur, in partnership with the Institution's Innovation Council (IIC), is dedicated to connecting our MBA students with the professional world. We regularly host engaging guest sessions where industry experts and successful entrepreneurs share their knowledge.



**DR. BHARTI MALUKANI**  
Sr. Assistant Professor PIMR Indore



**DR. DIPTI BAGHEL**  
Assistant Professor Dept. of Commerce Dr. KC  
Baghel Govt. PG college Bhilai



**MS. VARUNDEEP KAUR**  
Senior Tech Leader



**DR. VARNIKA SHARMA**  
Academician / Military Psychologist  
President - SIPS-RF



**DR. ARCHI DUBEY**  
Head & Assistant Professor Faculty of  
Management, IFCAI, Raipur



Manager PWC India  
**MR. ASHISH GAKREY**  
Senior Tech Leader



# OUR EDITORIAL TEAM

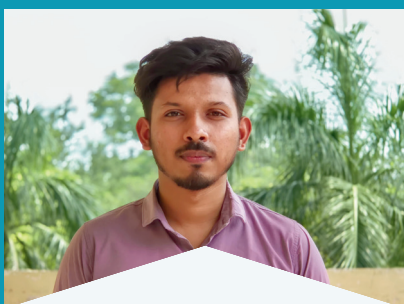
We extend our sincere gratitude to Team Inks & Pixels Media and PR committee for their outstanding contribution and initiative in designing the newsletter. Their creativity, dedication, and eye for detail played a vital role in bringing this publication to life. From brainstorming layouts to selecting visuals and refining content, the teams worked tirelessly to ensure every page reflected the spirit and professionalism of our institution. It wasn't just about design—it was about storytelling, innovation, and collaboration. Their efforts not only enhanced the aesthetic appeal but also created a meaningful platform to showcase our campus activities and achievements. We deeply appreciate their commitment, passion, and the countless hours spent behind the scenes to make this vision a reality. SSIPMT is proud to have such talented and driven individuals shaping its creative journey.



**Ms. Arti Gurung**  
Assistant Professor  
MBA, SSIPMT, Raipur



**Ms. Amisha Sahu**  
Assistant Professor  
MBA, SSIPMT, Raipur



**Priyanshu Sahu**  
Ink&Pixls  
Committee Head



**Sakshi Giri**  
Ink&Pixls  
Vice Coordinator



**Mansi Sathe**  
Ink&Pixls  
Coordinator



**Riya Rohra**  
Ink&Pixls  
Coordinator



**Mitesh Kashyap**  
Ink&Pixls  
Coordinator