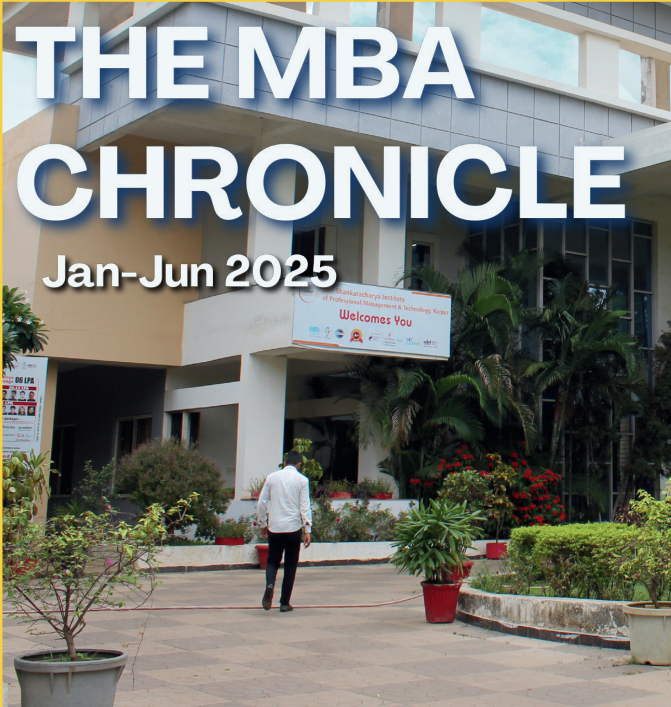


# THE MBA CHRONICLE

Jan-Jun 2025



## NEWS LETTER



ARIIA

ATAL RANKING OF INSTITUTIONS  
ON INNOVATION ACHIEVEMENTS

SSIPMT  
RAIPUR



Shri Shankaracharya Institute Of Professional  
Management & Technology, Raipur

P.O, Old Dhamtari Road, Sejabahar, Mujgahan, Chhattisgarh 492015





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## 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.

## OUR VISION

The Department of Management Studies envisions to establish a national level recognition for itself in producing value based quality professionals equipped with managerial and leadership skills.

## OUR 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 analyse organisational 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 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 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. 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.





# Internship CORNER

-Where Learning Meets the Real World – Explore, Experience, Excel!-

## Our Proud Recruiters

We are honored to be associated with a diverse range of esteemed companies that believe in the potential of our students. These organizations have played a vital role in shaping successful career paths by offering placements and internships, and we are grateful for their continued trust and collaboration.





# INSTITUTE CORNER

SSIPMT, RAIPUR



## SESSION ON "YOGA & FITNESS"

A special session on "Yoga & Fitness" led by Ms. Shilpa Rajak promoted health and well-being. Students actively participated in simple yet effective exercises and breathing techniques, reinforcing the importance of physical fitness and mindfulness in managing daily challenges.

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## LESSON FROM LORD GANESHJI IN MANAGEMENT

A unique session titled "Lesson from Lord Ganeshji in Management" offered students valuable insights into leadership, wisdom, and decision-making through the symbolic teachings of Lord Ganeshji. The session encouraged students to apply ancient wisdom to modern-day management practices.



## GUEST LECTURE ON "STRESS MANAGEMENT"

A guest lecture on "Stress Management" by Mr. Satya Ranjan Bhattacharya provided practical techniques to handle stress, enhance emotional well-being, and maintain mental clarity. Students gained valuable strategies to stay focused and productive in both academic and professional environments.



## SPREADING SMILES AND LEARNING COMPASSION (OUTREACH ACTIVITY)

On 24th October 2024, a meaningful visit was organized to Vrinda Ashram, where students spent time interacting with the elderly. The experience gave them deep insights into empathy, human connection, and the importance of compassion—qualities essential for becoming responsible and humane leaders in the future. The visit left a lasting impact on everyone involved.



# CORPORATE CONNECT

SSIPMT, RAIPUR

The Department of Management Studies, SSIPMT Raipur, continues to strengthen its academia-industry linkages through impactful guest sessions. In the recent series, speakers shared their expertise on diverse themes such as human resource practices, emerging trends in management education, challenges of running a business venture, and innovative approaches to modern marketing. These sessions enabled MBA students to bridge classroom learning with real-world perspectives, enriching their understanding of current business practices.





# ❧ FACULTY CORNER

ARTICLE ON :-

## MANAGEMENT IN THE GIG AGE

MS. MALVIKA TIWARI  
ASSISTANT PROFESSOR  
DEPT. OF MANAGEMENT STUDIES



The gig economy—driven by freelance, part-time, and project-based work—is no longer just a trend; it's the future of work. As organizations become more agile and digital, the traditional manager's role is evolving rapidly.

For today's MBA students, this means preparing for a world where you might lead remote freelancers, collaborate across time zones, and manage performance based on outcomes, not attendance. Digital tools, emotional intelligence, and clear communication will be your strongest assets.

AI-powered platforms are further revolutionizing how managers source, monitor, and optimize gig-based talent.

You won't just manage people—you'll manage projects, partnerships, and potential.

"In the gig economy, leadership isn't about control—it's about connection, clarity, and collaboration."

As future managers, embrace flexibility, think like entrepreneurs, and sharpen your ability to work with diverse, dynamic talent pools. The gig economy isn't just shaping the future—it's shaping your future.

# Editorial TEAM



**MS. ARTI GURUNG**

Assistant Professor  
MBA, SSIPMT, Raipur



**MS. MALVIKA TIWARI**

Assistant Professor  
MBA, SSIPMT, Raipur



**PRIYANSHU SAHU**

1st Sem, MBA SSIPMT