

SSIPMT
RAIPUR



**Shri Shankracharya Institute of Professional
Management and Technology, Raipur**

THE B BULLETIN

Department of Management Studies



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Our 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.

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 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.



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.





Mr. Nishant Tripathi

**Chairman (BG)
SSIPMT, Raipur
Secretary. SGES
MBA, B.E. (Civil)**

SSIPMT's mission is to develop highly skilled and professional human resources for industry and business, and it has been working towards this end. In 14 years, we have carved out a niche in the Management and Technology fields. Our pedagogies are distinctive and widely accepted in the industry.

When we began SSIPMT, we used some of the leading institutions as our benchmarks, but we now consider this accomplishment to be a benchmark for other institutions. We have evolved and developed extensive modern teaching methods that transform ideological thinking into practical thinking, which leads to unconventional ideas and stimulates creativity. Our students explore numerous learning opportunities with us, which prepares them to face the challenges of the industry and meet corporate expectations. We recognize that management education is constantly changing and evolving. Along these lines, we interact frequently with the industry in order to understand our employers' expectations. This has made it possible for companies to recruit on campus year after year. Regular incorporation of industry feedback into the updating and improvement of our academic deliverables has resulted in highly competent students. In addition, our extensive alumni network is evidence of our 14 years of interactive success. Our Alumni are dispersed throughout the globe and have garnered acclaim for themselves and the institution.

"Education is not the learning of facts, but the training of the mind to think"

- Albert Einstein



Dr. Alok Jain

Principal

Ph.D, M.Tech, MBA

SSIPMT, Raipur

India is a developing nation with a promising investment climate. To meet the vibrant, complicated, and diversified requirements of corporate India, it must establish a strong, proactive, and accountable value-creating cadre of young, dynamic professionals. The institute offers a top-notch learning atmosphere that is strongly supportive of the acquisition of new skills. The needs of the pupils are prioritized above anything else. It creates achievers who combine ambition, creativity, excitement, persistence, honesty, and exposure to the business world. Here, students learn the importance of society and value orientation as well as the values of hard effort, perseverance, devotion, and unconventional thinking.

India's economic recovery has led to previously unheard-of levels of social and economic mobility. Among Indian youth, there is a rise in aspirations and a development of expectations. The time is right to use a younger generation's dynamism and initiative for the country's greater development and quickening of its economic transformation.

Our ability to continue producing top-quality labour in sufficient quantities at all levels of the knowledge pyramid will determine how competitive we are on the global stage. SSIPMT pledges to support the national effort by offering high-quality education with an infrastructure that meets international standards in order to achieve this goal and fulfil the hopes and dreams of Indian youth. I cordially invite all potential students to join the SSIPMT family, which is equipped to handle both your needs and the demands of the modern corporate world.

“You have to dream before your dreams can come true.”

- Dr. A.P.J. Abdul Kalam



Dr. Apoorwa Mishra

**Head of the Department
SSIPMT, Raipur
Ph.D, MBA**

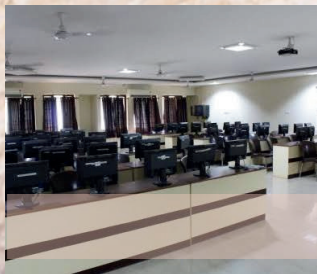
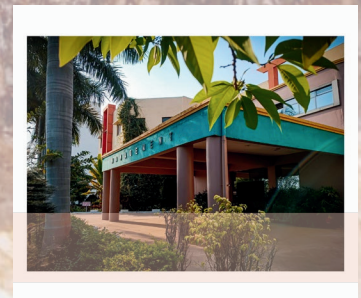
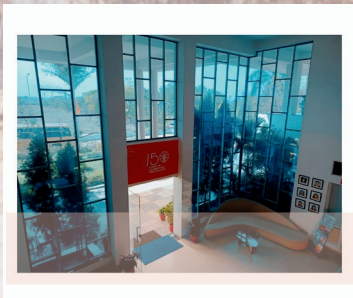
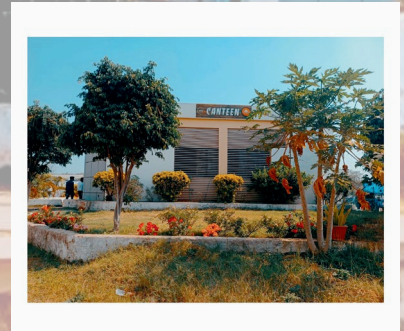
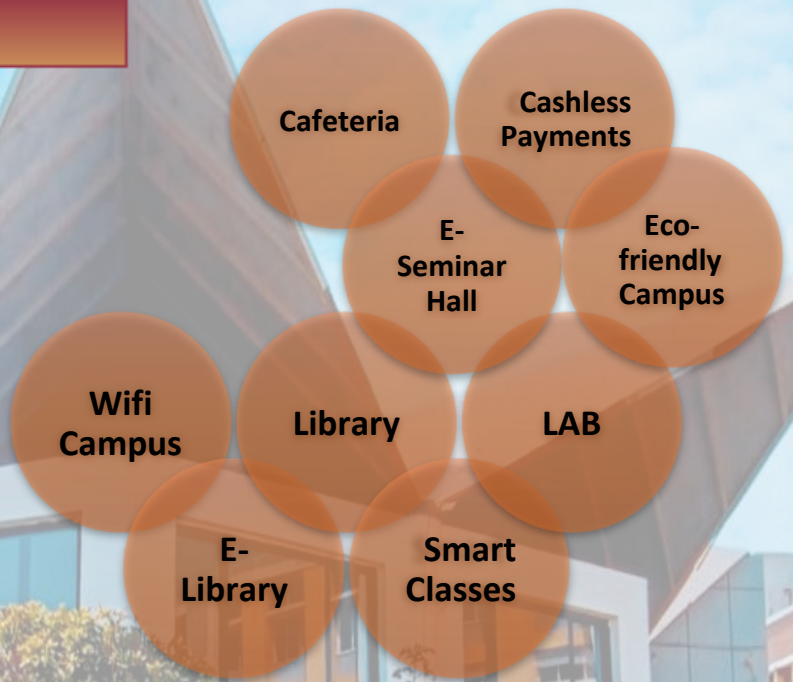
Faculty of Management at SSIPMT, believe our management program should develop enthusiastic and enterprising business leaders of tomorrow. Our two-year MBA programme is built on scientific pedagogy in order to develop future business leaders who are globally competitive and have a comprehensive understanding of business and leadership.

The Faculty of Management goes above and beyond the associated university's approved curricula in its teaching and learning by integrating in-depth training modules for personality and leadership development with industry-related certification courses. This enables our management graduates to gain the important knowledge and thorough understanding of corporate ethics and personal branding, as well as the complicated components of global company strategy, which are essential for the next generation of business leaders. Our MBA programme aids students in understanding the intricacy of business management that creates profit for shareholders through societal growth as a whole while taking into account the evolving dynamics of a cutthroat, international business climate. We use state-of-the-art technological tools and the best learning environment, all aided by experts with considerable backgrounds in teaching and research. Faculty members have put in a lot of effort to foster professional interdependence, respect, and friendliness in order to advance teaching and research in all areas of management in collaboration with business and academics. The approach to transdisciplinary learning reflects this commitment. .

“You are the creator of your own destiny.”

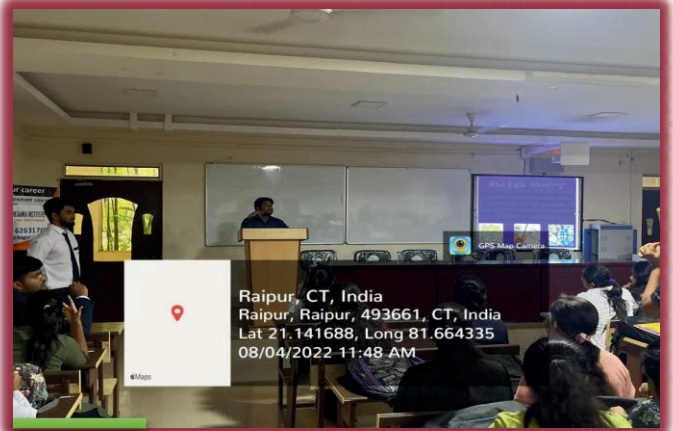
-Swami Vivekanand

Infrastructure



Digital Marketing Seminar :-

In today's day and age, Digital Marketing has become an intrinsic part of everybody's life. Right from personal use to professional use, Digital marketing is a playground for people to keep their lives updated as well as to network with potential clients which will help their business grow. Digital marketing, also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication. This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel. Digital marketing should be one of the primary focuses of almost any business's overall marketing strategy. Never before has there been a way to stay in such consistent contact with your customers, and nothing else offers the level of personalization that digital data can provide. The more you embrace the possibilities of digital marketing, the more you'll be able to realize your company's growth potential.



DR. Bharti Malukani

Marketing Management :-

Department of management studies organised an Expert talk on "DIGITAL MARKETING FOR SMALL BUSINESS " by Dr. Bharti Malukani, Asst. Professor, Prestige Institute of Management and Research, Indore.



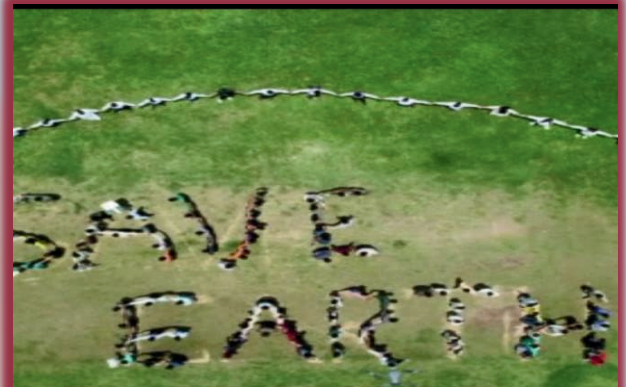
Old age home visit

OldageHome Visit CSR

Students and Teachers from Department of Management Studies along with NSS CELL, SSIPMT Raipur visited Anand Ashram and shared moments of care and joy with the elderly. The residents of the oldage home were delighted to share a few but heartfelt moments with the students who brought smiles and happiness into their lives with their efforts. SSIPMT Raipur feels blessed to be a part of such an initiative.

Environment day

The initiatives undertaken by the Institute helps find solutions for a better environment. The major goal of the annual event is to raise awareness of the value of the resources on our planet and the need to protect them. Maintaining a green campus and contributing to carbon neutrality is a natural interest and social responsibility for the Institute.



Celebrating World Environment Day



Blood donation camp

Blood Donation camp

Blood donation refers to a practice where people donate their blood to people so it helps them with their health problems. SSIPMT organised a Blood Donation camp. Donate Blood, save a life.



ABP Concave

ABP Conclave

SSIPMT Students at ABP Conclave "शि खर सम्मेलन 2021" by ABP News at Raipur Chhattisgarh Shri Shankaracharya Raipur students got the opportunity to attend the live discussion in ABP Conclave organized by ABP News at Raipur Chhattisgarh.

Industrial visit

The objective of an industrial visit is to provide us an insight regarding internal working of companies. We understand that theoretical knowledge is not enough for a successful professional career. With an aim to go beyond academics, industrial visit provides students a practical perspective of the workplace.



Visit to Addhayan Pvt.Ltd

Business Idea session

A seminar conducted to explore the business's core principles, market feasibility, and potential impact. Held an insightful discussion on how this innovative idea aligns with emerging trends and addresses pressing consumer needs. Further topics covered included the opportunities, challenges, and strategies needed to turn ideas into a thriving venture.

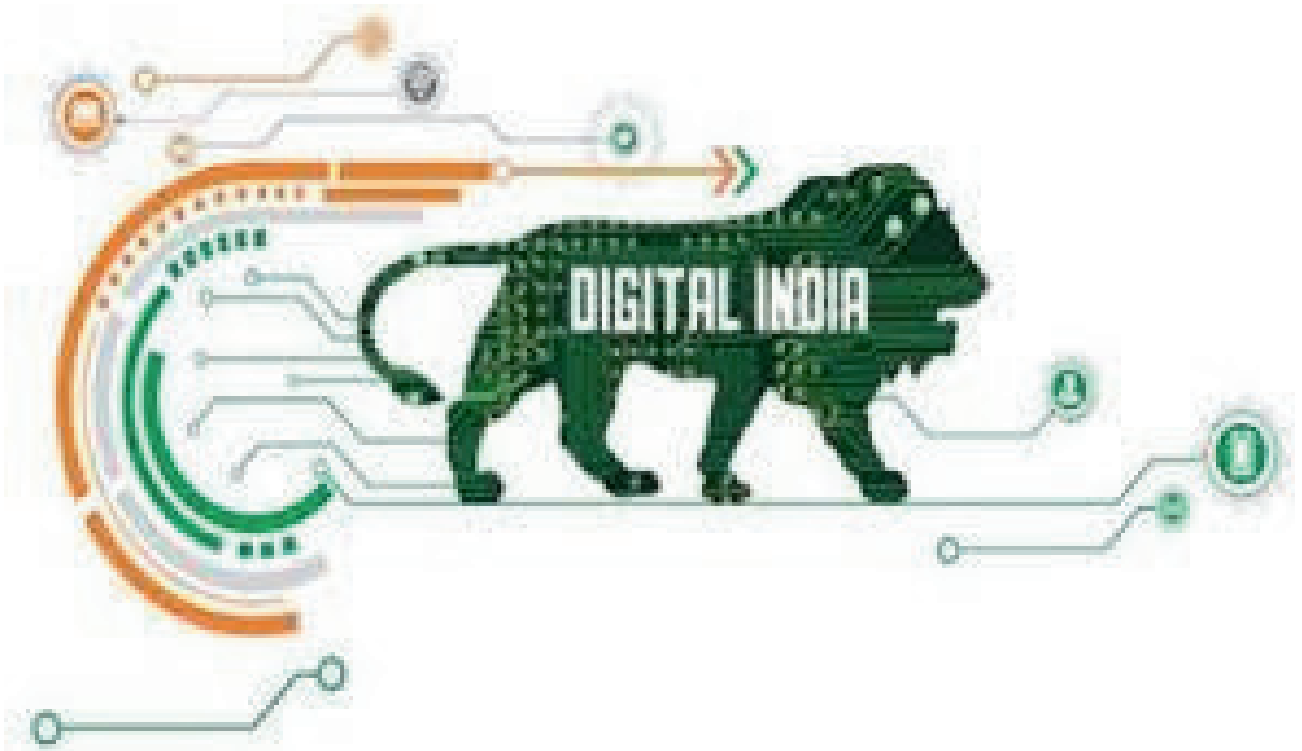


Session on Business Ideas



Digital India is not just a catchphrase; it is a powerful force that is reshaping how business will be conducted in India in the future. The potential and difficulties that this digital revolution presents for MBA students must be understood. MBA graduates can position themselves as leaders in India's changing business landscape by keeping up with digital trends, learning pertinent skills, and being proactive in exploiting digital technologies for innovation and growth. For the future leaders of business, embracing Digital India is a need, not an option.

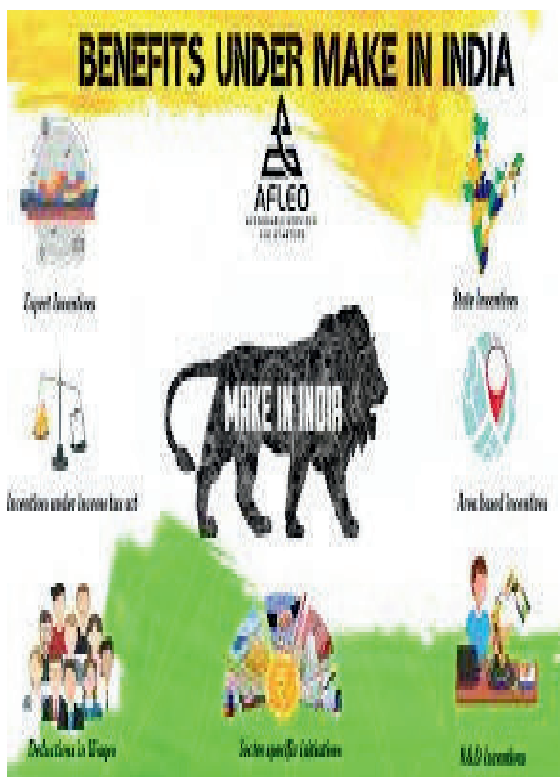
Dr. Sapna Sharma
Associate Professor





Ms Malvika Tiwari
Assistant Professor

In September 2014, the Indian government launched the ambitious "Make in India" campaign, aimed at transforming India into a global manufacturing hub. "Make in India" presents a compelling case study for management students. It exemplifies the role of government initiatives in shaping economic landscapes, offering valuable insights into economic development, investment prospects, and supply chain management. It emphasizes innovation and entrepreneurship, providing students with a practical understanding of how businesses navigate a dynamic market. Furthermore, it showcases the importance of corporate social responsibility and the influence of regulatory environments on industry growth. For aspiring managers, "Make in India" serves as a relevant and multifaceted subject of study, highlighting the intricate interplay between policy, business strategy, and economic progress. In conclusion, "Make in India" is more than just an economic policy; it's a vision for India's future. It seeks to make India a global manufacturing powerhouse, fostering growth, innovation, and self-reliance. While challenges remain, the initiative has set the country on a path toward a brighter economic future, with the potential to create jobs, drive technological advancements, and enhance India's standing in the global marketplace.





Article on :-

The influence of Colour Psychology in Marketing, Advertising and Promotion

-Ms. Nilakhi Bhattacharjee
MBA2nd Sem

The study of colour as a determinant of human behavior is known as colour psychology. Colour is foundational to the visual identity of a BRAND in all its expressions and excellence – Logs, Packaging, Products. The most successful and prominent brands in the world are defined by their colours. Colour increases brand recognition which directly leads to consumer confidence to buy the product. THE ROLE OF COLOUR IN MARKETING According to the statistical data, around 90% of people take an impetuous decision about products by only looking at their color. It is really mind-boggling. Isn't it? Studies have been shown that colour: . Increases brand recognition by up to 80% . Increases comprehension by 73% IMPORTANCE OF COLOUR IN MARKETING With relation to marketing, colour psychology has become an important part of the visual appearance and brand recognition of companies and products. The brands that use the psychological impact of color to their advantage are those that choose the right colors to further communicate who they already are. Dell computers are dependable. Blue works. Cadbury chocolate is known for being luxurious. Crown Royal Canadian Whiskey was created as a gift for royalty. Purple works. The best colours for advertising are those that makes people comfortable or stimulate their senses knowing which colour does that depends on and what is being advertised.

In general, colour scheme is divided into 3 categories:

- WARM COLOURS – Red and Yellow
- COOL COLOURS – Blue and Greens
- BLACK and WHITE

Colour plays an important factor in the visual appearance of the products as well as in brand recognition. Colour psychology is important for marketing. The psychology and emotion of colours in each person is influenced by several factors such as culture, religion and nationality. When making colour decisions, it is important to determine your target audience in order to convey the right message.....

Sports Corner

SSIPMT organised a 3 days sports fest which started on 10th December, 2021. To develop bonding between the senior and junior batch by means of various outdoor and indoor games. This event provided the exposure of intense competition as well as bonding among students playing sports for pride and glory of their respective batches.



Volley Ball



Carrom



Chess



Basketball



Table Tennis



Football



Cricket



Athletics

Being selected in ITC Limited *as Sales Officer*

“Each step at SSIPMT Raipur was a fun and learning experience that challenged me to improve myself and prepare myself for the outer world.”



Mr. Sheikh Basit



Mr. Aryama Tiwari

Being placed at Home First Finance Company *as Relationship Manager*

“I achieved another milestone with academic and co-curricular experiences, all thanks to our mentors and Training and

Placement Cell at SSIPMT Raipur.”

Being selected in IndusInd Bank *as Management Trainee*

“The entire faculty and departmental leaves no stone unturned to shape one's future. My two years at SSIPMT Raipur have been a wonderful experience of learning with prolific exposure to outside that helped me to see myself as a better professional.”



Ms. Neha Narware



Ms. Vinita Murmu

Being selected in Vodafone Idea *as Cluster Executive Trainee*

“It is a great and memorable experience to learn at SSIPMT Raipur. The mentors here helped me enhance my academic and interpersonal skills which helped me to showcase my skills and grab such an opportunity.”

Major Internship Opportunities :-

Department of Management takes immense pride in its consistent efforts to provide valuable Internship opportunities for our students in some of the most renowned and esteemed companies in the industry. We believe that connecting our students with these prestigious organizations not only enhances their career prospects but also showcases the quality of education and training we offer. Our commitment to nurturing talent and facilitating these opportunities is a testament to our dedication to empowering the next generation of professionals. We look forward to continuing this tradition of excellence and watching our students thrive in their chosen careers.



EDITORIAL MANAGER



Mr. Ram Kumar Sahu

There is a light of inspiration and hope in a world that frequently seems to be heading towards turmoil and conflict the best person. The ideal person embodies all the virtues that make mankind attractive in addition to being a model of virtue.

EDITORIAL TEAM



POONAM NAIR



GURUBHUSHAN SAHU



AMAN CHANDEL



UNNATI VADHER



PRABHAT VERMA



NIKHIL CHANDRAKAR