



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



**Shri Shankaracharya Institute Of Professional  
Management & Technology, Raipur**

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

# SSIPMT

DEPARTMENT OF MANAGEMENT STUDIES

**RAIPUR**

## THE MBA CHRONICLE

Jan-Jun 2024 | Volume 4 | Issue 2





# Table of Contents

|  |       |
|--|-------|
| About the Institute                        | 04    |
| Mission & Vision                           | 05    |
| Message from Key Persons                   | 06    |
| Alumni Corner                              | 07    |
| Internship Corner                          | 08    |
| Institute Corner and Management Activities | 09-10 |
| Indian Knowledge System (IKS)              | 11    |
| Placement Corner                           | 12    |
| Agresita 2024                              | 13    |
| LA - fiesta ( Management Fest )            | 14    |
| Editorial team                             | 15    |





# SSIPMT

, RAIPUR

DEPARTMENT OF MANAGEMENT STUDIES



## ABOUT THE INSTITUTE

SSIPMT, RAIPUR

Affiliated to CSVTU, Bhilai and approved by AICTE, New Delhi, SSIPMT has been delivering quality education in Engineering and Management since 2008. With a strong academic track record and modern infrastructure, the institute focuses on holistic student development.

The MBA program at SSIPMT has consistently produced top university rankers and high-quality managers, with most students getting placed in the first phase of placements each year. Key highlights include a well-stocked library, professional faculty, guest lectures by industry experts, and an environment that nurtures excellence.

AICTE APPROVED &  
AFFILIATED TO CSVTU,  
BHILAI

**SHAPING BRIGHT  
FUTURES SINCE  
2008**

Strong Placement Support &  
Career Guidance

Empowering Future Managers  
with Practical & Industry-  
Focused Learning

Modern Infrastructure with  
Smart Classrooms & Case-  
Based Learning

Vibrant Campus Life with  
Management Fests & Events



# 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.



Institute  
Vision-Mission

# 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





# Voices THAT LEAD



## **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.



## **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.



## **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.



# ALUMNI CORNER



**ADITYA SINGH RAJPUT**

This institute helped shape not just my skills but also my mindset. The blend of practical exposure and academic insights challenged me to grow every day. I carry those lessons with me in every step I take now.

**POOJA KHARAT**

My journey here was filled with growth, support, and endless opportunities. The faculty's encouragement and the collaborative learning environment helped me step out of my comfort zone and prepare confidently for the professional world ahead.



**B SAGAR**

My time here was truly life-changing. From insightful classes to meaningful friendships, every moment added value. It gave me clarity, direction, and the confidence to chase my goals with purpose and persistence.



**GURUBUSHAN SAHU**

The experience was transformative—academically and personally. I discovered my strengths, learned from challenges, and built lifelong connections. It wasn't just education; it was a journey that prepared me for the real world in the best way.



# 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.



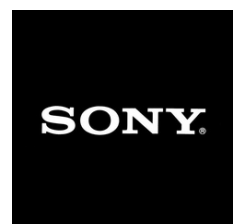
THE TIMES OF INDIA



ITC Limited



HOUSE of PURITY





# INSTITUTE CORNER



## Creative Sparks Fly at Canva Design Workshop

A two-day workshop held on 10th and 11th May 2024 offered MBA students valuable insights into the dynamic world of digital innovation. Organized in association with IIC, the session empowered students to explore cutting-edge strategies and hands-on digital tools, sharpening their creative thinking and marketing acumen in today's fast-evolving digital landscape.

## Business Idea Presentation

A dynamic Business Idea event, encouraging students to present innovative and practical solutions to real-world problems. Budding entrepreneurs showcased creativity, strategic thinking, and market awareness. The event nurtured entrepreneurial spirit and provided a platform for future leaders to transform ideas into impactful business opportunities.

## Intra-Departmental Sports Fest

Students of SSIPMT Raipur showcased their passion and sportsmanship during the vibrant Intra-Departmental Sports Fest. From strategic moves on carrom boards to high-energy court games, the event brought out the best in everyone. It fostered team spirit, healthy competition, and highlighted the importance of balancing academics with extracurricular pursuits.



## Freshers 2k24

Excitement and enthusiasm filled the campus as SSIPMT Raipur welcomed the incoming MBA batch of 2023-25. The orientation day was marked by cheerful introductions, interactive sessions, and engaging activities that helped students connect and feel at home. It was the perfect start to a journey filled with learning, growth, and countless opportunities.

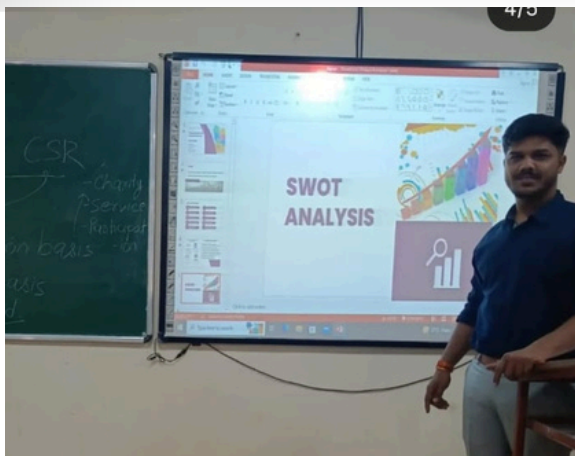


## Empowering Research Excellence through FDP

A five-day Faculty Development Program on "Leveraging Research Tools for Effective Research" was held from 26th to 30th December 2023 at SSIPMT Raipur. Renowned professors and experts guided participants through research methodology, data analysis, literature review, and ethical publishing practices, equipping them with essential tools to enhance the quality and impact of academic research.

## Training Session on AI Tools for Presentation Design

Faculty members at SSIPMT Raipur explored innovative ways to enhance their presentation skills in a hands-on session held on 14th March 2024. Led by Dr. Sapna Sharma, the training focused on the effective use of AI tools for designing impactful presentations, blending technology with creativity to elevate content delivery in academic settings.





# INDUSTRIAL VISIT

Students from the Department of Management Studies visited the Parle-G manufacturing unit as part of their industrial exposure initiative. The visit provided valuable insights into production processes, quality control, and supply chain management, enhancing their practical understanding of classroom concepts.



## INSTITUTE CORNER



### Faculty knowledge Sharing Programme

Ms. Arti Gurung, faculty member from the Department of Management Studies, SSIPMT Raipur, participated in the Faculty Knowledge Sharing Program organized by ICFAI Business School at Hotel Babylon Inn, Raipur. The session served as a valuable platform for academic exchange and collaborative learning among faculty members from reputed institutions across India.



# INDIAN KNOWLEDGE SYSTEM



## ABOUT INDIAN KNOWLEDGE SYSTEM (IKS)

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.

### INTERNATIONAL YOGA DAY CELEBRATION

The students and faculty came together to honour International Yoga Day through a mindful and enriching yoga session. Under the expert guidance of Ms. Sumera, the group explored yoga as a journey of inner alignment, strength, and self-discovery. The session beautifully emphasized that yoga is more than physical movement—it's a practice that reconnects the mind and body, nurturing peace in stillness.

### OUTREACH ACTIVITY: MISSION EDUCATION

In association with Manav Uthaan Sewa Samiti, conducted an inspiring outreach activity to support underprivileged school children. Volunteers from both organizations decorated and set up a donation box, encouraging the community to contribute new stationery like notebooks, pens, and erasers. Esteemed guest Mrs. Seema Ganjir emphasized the power of small acts in creating big change, inspiring everyone with stories of real impact.

# PLACEMENT CORNER



**Kiran Bhoi**  
**(Novoco)**

The MBA journey was more than just academics for me—it was a complete shift in how I think and work. From developing strategic thinking to improving time management, every day brought a new challenge and lesson. The transition from student life to the corporate world felt natural because of the solid foundation laid during these two years.



**Aditya Singh Rajput**  
**(Digit)**

Looking back, I can proudly say that my time here was full of learning, discipline, and self-discovery. The balance between theory and practical application helped me understand real business problems and how to approach them. These two years weren't just about earning a degree, but about evolving into a better version of myself.



**Ankur Shrivastava**  
**(YHills)**

This journey gave me more than just management knowledge—it gave me direction. Whether it was working on live projects or participating in seminars, I always felt encouraged to think bigger. The experiences here helped me build not just my resume, but also my mindset for the future.

## Syed Asif Ali (ITC)

From being hesitant in the first few months to confidently cracking interviews and leading presentations, this journey has been full of transformation. The atmosphere here constantly pushed me to strive for better, and that has made all the difference. I'll always be thankful for the people and lessons that shaped my career path.





*Stebin Ben*

CELEBRITY NIGHT

## A Celebration of Innovation, Talent, and Togetherness

SSIPMT Raipur proudly organized its flagship techno-cultural fest, **AGRESITA 2024**, on the 17th and 18th of April. The two-day extravaganza blended technology, creativity, and campus spirit through a variety of events — from robo soccer and coding challenges to dance, singing, drama, and art competitions — showcasing the exceptional talent and energy of the student community.

A major highlight of the fest was the live performance by acclaimed **Bollywood** singer **Stebin Ben**, whose dynamic stage presence and soulful voice created an electrifying atmosphere. His performance was a memorable experience for all and drew an overwhelming response from attendees.

Adding to the fest's success was the Alumni Meet, which welcomed back former students for a heartwarming reunion. Alumni actively participated, shared experiences, and relived their college days, strengthening the bond between past and present batches.

**AGRESITA 2024** also saw brand collaborations, influencer partnerships, and strong media presence, further amplifying the event's reach and engagement both on campus and across digital platforms.

With powerful performances, alumni involvement, industry partnerships, and creative energy, **AGRESITA 2024** was not just a fest — it was a celebration of legacy, talent, and unity at SSIPMT Raipur.

## NUKKAD NATAK – AGRESITA 2024

The Department of Management Studies hosted a vibrant Nukkad Natak competition as part of Agresita 2024. With impactful themes like Viksit Bharat, Mental Health Awareness, and Save Energy, five enthusiastic teams delivered powerful street performances. Dr. Devendra Kumar Golhani judged the event, applauding the creativity and social relevance of the acts. The NSS team secured first place, followed by the NCC team, making the event both meaningful and memorable.





# -MANAGEMENT FEST- LA-FIESTA

La Fiesta, a vibrant two-day event, was organized to offer students a fun and dynamic platform to showcase their talents. With a focus on collaboration, creativity and healthy competition, the event aimed to bring students together in a lively, engaging and free atmosphere.



## DAY-1

### FUN WITH WIT & WORDS

The first day kicked off with Dumb Charades and Extempore, where participants showcased their quick-thinking and communication skills. These fun and mentally stimulating activities sparked creativity and enthusiasm among the students.



## DAY-2

### SPOTLIGHT ON TALENT

Day two brought musical energy with Singing and Dancing events. Participants lit up the stage with their talents, expressing emotions through melodies and movements, making the final day of La-Fiesta truly memorable.

# EDITORIAL TEAM

We extend our sincere gratitude to Team 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. MALVIKA TIWARI**

**Assistant Professor  
MBA, SSIPMT, Raipur**



**PRIYANSHU SAHU**

**2nd Sem, MBA SSIPMT**





**Scan To  
Learn About Our POs and PEOs**



**Shri Shankaracharya Institute Of Professional  
Management & Technology, Raipur**

Old Dhamtari Road, P.O. Sejbahar, Murgahan, Raipur, Chhattisgarh,  
Pin Code - 492015 | Reception: 0771-3501600 / 0771-350160  
|Registrar: 0771-3501602 | Email:info@ssipmt.com