



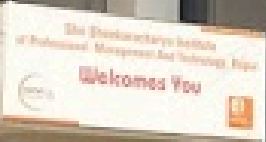
SSIPMT  
RAIPUR



# Shri Shankaracharya Institute Of Professional Management & Technology, Raipur

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

## THE MBA CHRONICLE July - Dec 2025 | Volume 6 | Issue 1



ADMINISTRATIVE  
BLOCK

Prepared & Presented by:

*Inks & PIXELS*  
MEDIA & PR COMMITTEE

SSIPMT RAIPUR



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Affiliated to Chhattisgarh Swami Vivekanand Technical University, Bilai 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.

# SSIPMT

AICTE Approved &  
Affiliated to CSVTU, Bilai

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 Mission and Vision

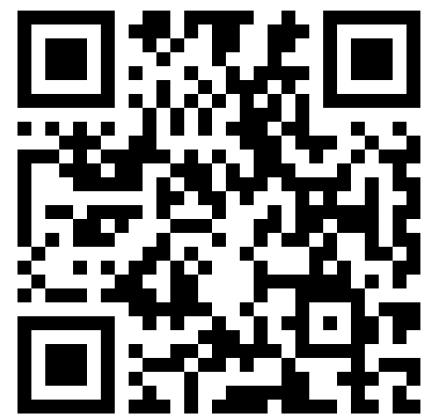
## Vision

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.



Institute  
Vision-Mission

## MESSAGE FROM CHAIRMAN

### Mr. Nishant Tripathi

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



Greetings to our vibrant academic community, it gives me immense pride to reflect on the remarkable progress we have made this semester as our institute continues to grow as a center of academic excellence and a platform for shaping future leaders. In today's dynamic global economy, our mission remains clear—bridging classroom learning with industry realities—and from advanced financial modeling to the success of sports and cultural events, our students have displayed the entrepreneurial spirit needed to excel. To our students, remember that true leadership comes from discipline, innovation, and confidence, so approach every skill and project with the mindset of a future CEO. I extend my sincere gratitude to our dedicated faculty and mentors whose guidance is shaping young minds, because together we are not just awarding degrees, but building a lasting legacy of excellence. Let us continue striving for greatness with focus and purpose.

## MESSAGE FROM PRINCIPAL

### Dr. Alok Jain

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



Dear Students and Faculty, as we begin a new chapter of our academic calendar, I feel immense pride in the progress we have achieved together. Our institute stands not only for academic excellence but also for nurturing innovation, discipline, and the entrepreneurial spirit needed to succeed in today's competitive world. From the success of our campus events to the dedication shown in classrooms, it is clear that our students are preparing to become not just job seekers, but job creators. I encourage each of you to approach your studies with a leader's mindset—whether you are learning financial modeling, improving communication skills, or working on a startup idea, do so with focus and clarity. I extend my sincere gratitude to our mentors for their constant guidance, and to our students, remember that excellence is a habit built through consistency. Let us continue striving for greatness and ensure our institute remains a symbol of professional excellence and personal growth.

## MESSAGE FROM THE DEAN

### Dr. Sheetal Sharma

DEAN OF THE DEPARTMENT, MBA, SSIPMT, RAIPUR



Dear Academic Community, it is a pleasure to connect with you through this edition of our newsletter. As we progress through the semester, I am continually inspired by the intellectual curiosity and professional drive shown by our students. Our mission remains clear—to create an environment where academic learning meets real-world application. In today's rapidly evolving global economy, mastering finance, management, and digital skills is essential, but true success belongs to those with an entrepreneurial spirit and the clarity to lead through uncertainty. Whether you are learning advanced data tools or working on a startup idea, I encourage you to stay disciplined and think like a visionary. I extend my sincere gratitude to our faculty and mentors for their dedication, and to our students, I urge you to make the most of every opportunity our institute provides. Remember, you are not just preparing for a career—you are building the foundation to become a leader, job creator, and pioneer in your field. Let us continue striving for excellence with purpose and integrity.

## MESSAGE FROM THE HOD

### Dr. Sapna Sharma

HEAD OF THE DEPARTMENT, MBA, SSIPMT, RAIPUR



Dear Students and Colleagues, it is a pleasure to share our department's recent milestones through this edition of the newsletter. As we progress through the academic session, our focus remains on ensuring that learning goes beyond the syllabus and meets the expectations of the global industry. With our strong belief in "learning by doing," it is encouraging to see students actively engaging in financial modeling, corporate communication, and market analysis with discipline and dedication. This technical strength, combined with an entrepreneurial mindset, will help you stand out as future leaders. I encourage you to make full use of our department's resources, explore new tools, and collaborate on innovative ideas, as the journey from student to job creator begins with clarity of thought and consistent effort. I also extend my sincere gratitude to our faculty for their continuous mentorship, and to our students—stay focused, stay curious, and keep striving for excellence.



# ALUMNE *Corner*

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SSIPMT Alumni Association  
proudly presents  
**Samyukt**  
ALUMNI MEET 2020  
Amal | Akshay | Anand



# Alumni Corner



**Ms. Niharika Gupta**

The Department of Management Studies organized an Alumni Interaction session under “Know From Your Alumni,” featuring Ms. Niharika Gupta, Assistant Professor at Columbia Professional University, Raipur. As a passed-out student and proud alumna of the institution, she shared her academic experiences, professional journey, and practical insights from both industry and academia, inspiring students to make informed career choices while strengthening the spirit of mentorship and connection.



**Ms. Nilakhi Bhattacharjee**

The Department of Management Studies organized an Alumni Interaction session under “Know From Your Alumni,” featuring Ms. Nilakhi Bhattacharjee, Assistant Professor at Dr. DY Patil’s DPGU, Pune. She shared her journey and emphasized leadership, communication, confidence, and professional presence. The interactive session offered real-world insights and practical strategies, helping students enhance their career readiness and grow into confident, future-ready professionals.



**Ms. Neelima Reddy**

The Department of Management Studies organized an engaging Alumni Interaction session under the initiative “Know From Your Alumni,” featuring Ms. Neelima Reddy, HR and Admin at PRA India PVT. Ltd. The session aimed to strengthen the bond between alumni and current students. She met her juniors and guided them for their future and career, sharing her academic experiences, professional journey, and practical insights to inspire them and help them make informed career choices.



**Ms. Avantika Dewangan**

The Department of Management Studies organized an Alumni Interaction session under “Know From Your Alumni,” featuring Ms. Avantika Dewangan, HR at Avkalan Labs. The session aimed to strengthen the bond between alumni and current students, providing a platform for meaningful interaction. She shared her experiences, career journey, and valuable insights, inspiring juniors and guiding them towards better career.

# Placement Corner

(Batch 2024-26)



Ms. Malvika Singh Rajput  
Business Development (Bangalore)

CTC - 9 LPA



Mr. Shubham Tripathi  
Business Development  
(Bangalore)

CTC - 9 LPA



Mr. Lokesh Sahu  
Sales

CTC - 6.2 LPA



Mr. Rounak Singh Thakur  
Sales

CTC - 5.5 LPA



Ms. Amisha Patode  
Assistant Manager

CTC - 4.5 LPA



Ms. Riya Arrora  
Marketing Resource Associate

CTC - 3.5 LPA



## Building Bridges:

# Strategic Tie-Ups & Academic Alliances



राष्ट्रीय प्रतिभूति बाजार संस्थान  
National Institute of Securities Markets  
An Educational Initiative of SEBI

**NISM**



**IBM**



Energy Swaraj Foundation  
Energy by Locals for Locals

**ENERGY SWARAJ  
FOUNDATION**



**L&T**



**QUALCOMM ACADEMY**



**YOUNG INDIANS**



## HDFC Bank

HDFC Bank recently engaged with MBA students through an informative pre-placement talk on campus, shedding light on roles such as Management Trainee and Business Development Executive. The session also emphasized career growth pathways and the importance of skills like financial understanding and relationship management. Students found the interaction enriching, gaining a clearer perspective on HDFC Bank's work culture, hiring process, and future career opportunities.



# Pre Placement Talk

## Axis Bank

Axis Bank recently engaged with MBA students through an informative pre-placement talk on campus, shedding light on roles such as Management Trainee and Business Development Executive. The session also highlighted career growth pathways and the importance of skills like financial acumen and relationship management. Students found the interaction insightful, gaining a clearer perspective on Axis Bank's work culture, recruitment process, and future career opportunities.



# Institute Corner

## • World Manager's Day



The Department of Management Studies celebrated World Manager's Day with engaging academic and cultural activities. The event emphasized leadership, strategic thinking, and decision-making. It provided students valuable exposure to real-world management skills while enhancing teamwork and communication.

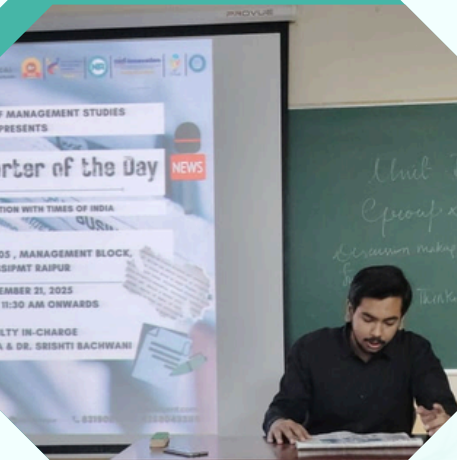
## • Teacher's Days

The Department of Management Studies lit up Teachers' Day with vibrant energy and cheerful moments. Through games and surprises, the students honored their teachers in a very entertaining manner. Joy was seen in their faces, while at the same time creating memories and expressing their gratitude towards those who have always helped shape their lives.



## • News Reporter of the Day

An interesting "News Reporter of the Day" activity was conducted by the Department of Management Studies in collaboration with The Times of India for the benefit of MBA students. In addition to improving their communication skills, logical reasoning abilities, and presentation skills, the students were able to get acquainted with the industry through live news analysis sessions.





# Institute Corner



## • Industrial Vist

MBA students of SSIPMT embarked on an insightful industrial visit to Parle Products, gaining firsthand exposure to large-scale production and quality management. From observing operations to understanding branding and supply chain strategies, the visit blended learning with real-world experience—offering a valuable glimpse into the journey behind one of India's most iconic brands.

## • Creating Engaging Content (using canva and other tools)

The Department of Management Studies, SSIPMT Raipur, successfully conducted an ICT Tool Training session on “Creating Engaging Content using Canva and Other Tools.” Faculty members actively participated to enhance digital skills and integrate creative tools into teaching. The session promoted collaborative learning, creativity, and tech-enabled classroom engagement.



## • Outreach Activity (Environment & Sustainability)

The PIES Club of the SSIPMT MBA Department conducted a social activity to promote responsibility, cleanliness of the environment, and sustainable living. The students took part in a walk to spread awareness, engaged with the community members, and understood the technique of waste segregation. Under the guidance of their professors, they propagated the concept of “Clean, Green & Sustainable Living.”



# Corporate Connect

## Guest Lectures

The Department of Management Studies, SSIPMT Raipur, in collaboration with the Institution's Innovation Council (IIC), consistently strives to bridge the gap between academia and industry through impactful guest sessions. In the past session, a series of insightful talks and workshops were conducted by industry professionals and successful entrepreneurs on topics ranging from Business Models, GST, Stock Market Insights, Sales & Marketing Strategies, to Startup Finance. These sessions provided our MBA students with practical exposure, industry-relevant knowledge, and a broader perspective on current business practices.



**Adv. Bhavna Tripathi**

POSH & POCSO, DEI, NLP Trainer,  
Counsellor & Legal Educator



**Mr. Rohit Garg**

AVP | Head-Transformation  
IB Group



**Mr. Ayush Patel**

Founder of Pathpledge



**Mr. Nilendra Tripathi**

IBM Skillbuild-CSRBOX



**Mr. Abhishek Sharma**

Director & CEO  
Empirical Academy, Mumbai

# SAMVAYA '25

## FINNXT

### MANAGEMENT CONCLAVE

#### Panel Discussion



**Rahul Nagdev**

CFA and Re-distributors  
Raipur, Chhattisgarh, India



**Nitika Sinha**

TEDx Speaker and Forbes - Featured  
Talent Leader



**Vivek Jai Suman**

Founder & Managing Partner,  
M&A Experts International Pvt. Ltd. CEO, ESGPro  
Mastery Institute



**Mr. Abhishek Sharma**

Director & CEO  
Empirical Academy, Mumbai



**Samarth Aarya**

University Talent Partner at Adobe



**Yatharth Jhavar**

Speaker | Executive  
at Grant Thornton Bharat LLP



Grant Thornton Bharat LLP



**Mr. Pranjal Kamra**

CEO and Founder, Finology  
Ventures Pvt Ltd.



**Shweta Songen**

Confederation of Indian  
Industry



# PYRAMID

## THE TRIANGULAR QUEST 2K25



PYRAMID 2k25 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 Bounty (a clue-filled treasure hunt), Sale ka Khel (a shopping race), SGT 7.0 (SSIPMT Got Talent is a cultural program where students show their talent in dance, singing, open mic, and instruments). Students from across the state participated, making PYRAMID 2025 a spectacular fusion of intellect, creativity, and excitement – a learning experience to remember!





# FinNXT

## Reading NxtGen Business 2025



### 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.

### 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.





# DEPARTMENT OF MANAGEMENT STUDIES

## Indian Knowledge System

### IKS CORNER



### Dr. Sapna Sharma Honored for Contribution to Mission Education Initiative under IKS

### स्वतंत्र स्वर | 8

## मिशन एजुकेशन द्वारा जरूरतमंद बच्चों के लिए स्टेशनरी तथा अन्य सामग्री दान करने वाले व्यक्ति एवं संस्थाओं को किया गया सम्मानित

जरूरतमंद बच्चों के उत्थान के लिए किया जा रहा प्रयास प्रेरणादायक है : अध्यक्ष आई.एन.सिंह



Dr. Sapna Sharma, Head, Department of Management Studies, SSIPMT, Raipur, was felicitated for her commendable contribution towards supporting the Mission Education initiative under the aegis of the Indian Knowledge System (IKS), which focuses on providing stationery and essential materials to underprivileged children. Her involvement reflects a strong commitment to social responsibility, rooted in the values of IKS, and the cause of educational upliftment. Through her active participation, she has contributed to creating meaningful opportunities for needy students, reinforcing the importance of inclusive education and community-driven efforts in shaping a better future.



### Faculty Participation in IKS Workshop on Indian Astronomy

Three faculty members from SSIPMT, Raipur—Ms. Malvika Tiwari, Ms. Shilpa Rajak, and Ms. Shreesha Sharma—participated in an online workshop on “Khagol Vijnana (Indian Astronomy)” organized by Mangalmay Institute of Management Technology. Conducted under the IKS initiative, the session highlighted the scientific foundations of Indian astronomy. It enriched their academic perspective and reinforced the integration of traditional knowledge with contemporary education.

### Indian Knowledge Systems in Practice: A Museum-Based Learning Experience

The Department of Management Studies organized an experiential visit to the Mahant Ghasidas Memorial Museum under the IKS initiative. Students gained insights into Chhattisgarh’s tribal heritage and indigenous knowledge. The visit highlighted their relevance to modern management concepts like sustainability and leadership. It effectively connected academic learning with cultural understanding.



# Clubs & Committees

## Corporate Connect Bridging Campus & Career

Connecting students with the real business world, Corporate Connect is our link to the industry. This team organizes panel discussions, guest lectures, networking sessions, and more – all designed to give students valuable exposure to professional insights. They ensure that while we learn within campus walls, we stay in touch with the dynamic corporate landscape outside

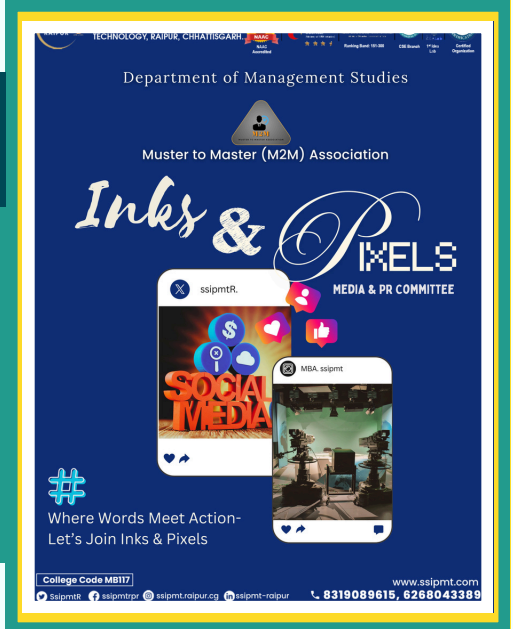


## TitanX Celebrating Talent Together

Planning, organizing, executing – TitanX does it all. Known as the core event management team, TitanX takes charge of conceptualizing and coordinating everything from college fests to formal meetups. With unmatched energy and leadership, they turn vision into reality, making every campus event seamless, memorable, and full of life.

## Inks & Pixel Where Word Meets Action

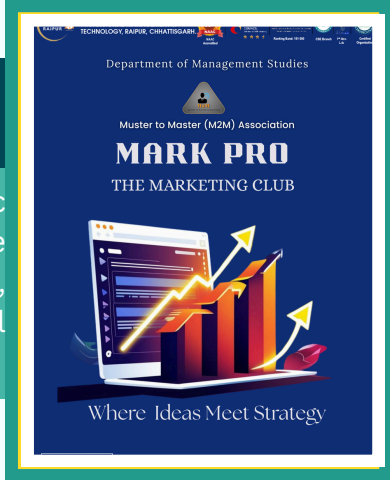
A haven for all things creative, Inks & Pixel is the design and content team that brings ideas to life through stunning visuals and compelling storytelling. From crafting eye-catching posters to curating content for digital platforms, this team ensures every event gets the spotlight it deserves. Passionate about aesthetics and narratives, Inks & Pixel transforms every pixel into a purpose



# Clubs & Committees

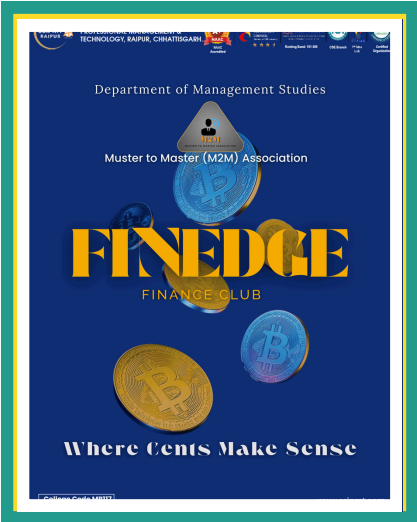
## MARK PRO The Marketing Club

Mark Pro sharpens marketing skills through strategic campaigns, case competitions, and ideation. It's a creative space where students blend innovation with planning, nurturing future marketers by transforming ideas into real marketing solutions.



## FINEDGE Finance Club

Finedge fosters financial literacy and strategic decision-making. Through activities like simulations, quizzes, and case studies, it strengthens students' grasp of finance, investments, and economic thinking in a fun and practical manner.



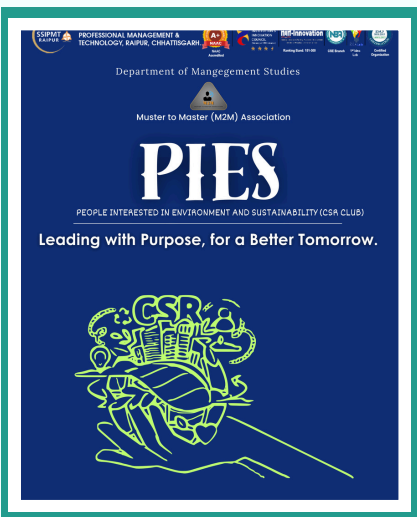
## HR Hive HR Club

HR Hive hones leadership, communication, and people-management skills. It organizes HR-related events, discussions, and workshops, nurturing future HR professionals to shape inclusive, empathetic, and performance-driven workplace cultures.



## PIES CSR & Sustainability Club

Promoting awareness, inspiring action – PIES Club leads the way in sustainability. From green drives to impactful initiatives, they turn ideas into real change, building a cleaner and greener campus for tomorrow.



# FACULTY CORNER

SSIPMT  
RAIPUR

**Dr. Sapna Sharma**

H.O.D.,  
Department of Management Studies,  
SSIPMT, Raipur



## The Smart Use of Leisure Time

Leisure time often feels like a luxury in today's fast-moving world. Between classes, assignments, internships, deadlines, family responsibilities, and social commitments, many of us wonder whether leisure time truly exists at all.

Yet, if we observe carefully, most people do have a few hours each day that are not tied to compulsory work. It may be two hours for some, six hours for others. The amount differs depending on personal and professional responsibilities, but everyone gets moments that can either be invested wisely or lost unconsciously.

The real question, therefore, is not how much leisure time we have, but how we choose to use it.

Many people treat leisure time as leftover time—something to be spent casually scrolling through screens, delaying tasks, or simply passing hours without intention. However, successful individuals understand that leisure time is often where real growth happens.

**When used meaningfully, leisure time can become the space where you:**

- Build new skills
- Read books or articles that expand your thinking
- Work on a hobby or passion project
- Reflect and plan your future goals
- Exercise and improve health
- Network and build meaningful relationships
- Volunteer and contribute to society
- Simply rest and recharge with purpose

Scheduling personal time is equally important. If you do not plan your time, distractions will plan it for you. Even one focused hour daily can create long-term impact.

Students at leading business schools across the world are often taught that productivity is not about being busy every minute—it is about making conscious choices with the time available. Leisure time, when respected, becomes an investment in your personality, confidence, and future success.

At the same time, leisure time should not always mean achievement. Sometimes, the best use of leisure time is to pause, reconnect with yourself, enjoy simple moments, or spend quality time with loved ones. Balance matters.

Time is the only resource equally given to everyone, yet differently utilized. Once lost, it cannot be recovered. That is why leisure time is one of the most valuable gifts hidden within our daily routine.

Use it wisely, nurture it intentionally, and one day you will realize that the small hours you managed well created the life you wanted.

## Dr. Shikha Singh

Assistant Professor,  
Department of Management Studies,  
SSIPMT, Raipur



### Circular Economy and Women's Empowerment: The Sustainable Waste Management Model of Ambikapur

With the vision of making Ambikapur (the land of Mahamaya Devi) a green and clean city of India, the District Administration and Municipal Corporation of Ambikapur launched the project “Swachh Ambikapur” in 2015. The four pillars of the Swachh Ambikapur model are the District Administration, Municipal Corporation, Local Level Legislatures, and women SHG groups. The USP of this project is that it relies on community-based structures to collect, segregate, and manage municipal solid waste. Solid and Liquid Resource Management (SLRM) centers have been set up in Ambikapur district for municipal solid waste management. These SLRM centres are solely managed by SHGs (10 to 15 women in each group).

Started as an alternative method for discarding municipal solid waste, it has emerged as a social, environmental, and economically sustainable model for the entire nation. With 440 SHG women, “Swachh Ambikapur Mission Sahakari Samiti Maryadit” society was federated in 2015. The name has now been changed to “Swachh Ambikapur Mission City Level Federation”. Ambikapur's municipal solid waste management model has generated green jobs for the urban poor, without placing a financial burden on the state exchequer.

According to the model, each SLRM centre has been allotted 2-3 wards for door-to-door waste collection. Waste collection is done using uniformly designed tricycles. Every day, these Swachhata didis visit 27,000 households and 3,000 commercial bodies, including hotels, shops and thelas, to collect waste.

After the door-to-door waste collection, they return to their respective center's and segregate the waste. Primary segregation is done at the household level by keeping 2 separate dustbins for dry and wet waste. A tertiary waste segregation Center called “Sanitary Park” has been set up, where dry waste is segregated into 156 categories. This model is economically sustainable. A fixed, minimum monthly user fee is charged to each household and commercial entity and collected by the federation. Apart from the user fee, the federation generates revenue by selling recyclable items and vermicompost made from biodegradable waste or wet waste. Ambikapur's sustainable model is an excellent example of how we can protect our environment and create livelihood opportunities through proper management and efficient resource use.

# FACULTY CORNER

**Ms. Amisha Sahu**  
Assistant Professor,  
Department of Management Studies,  
SSIPMT, Raipur



## Cracking AI-Driven Hiring: What MBA Students Must Know to Get Selected

The hiring game has changed. Today, companies increasingly use AI-powered recruitment systems to screen, rank, and shortlist candidates faster and smarter. Many firms now deploy AI for resume parsing, skill matching, chatbot screening, video interview analysis, and predictive hiring decisions. For MBA students, this means selection is no longer based only on degrees—it is based on signals of capability.

### What Students Must Do:

#### 1. Build a Skill-First Resume

Use measurable achievements, internships, certifications, live projects, business tools, analytics, Excel, marketing tech, HR tech, AI tools, and leadership outcomes. AI scans evidence, not fluff.

#### 2. Optimize for ATS Systems

Mirror job-description keywords naturally such as strategy, operations, market research, stakeholder management, communication, analytics, SQL, digital marketing, and problem-solving.

#### 3. Learn AI Tools

Candidates with AI skills often gain an advantage. Learn practical tools like ChatGPT, Copilot, Power BI, Tableau, Canva AI, and smart presentation tools.

#### 4. Gain Proof of Skills

Participate in case competitions, internships, campus leadership roles, research projects, freelancing, or consulting assignments. Recruiters value demonstrated ability.

#### 5. Master Video Interviews

Practice concise answers, eye contact, energy, business awareness, and structured thinking using the STAR method.

#### 6. Build a Digital Brand

Strong LinkedIn profiles, projects, thought leadership posts, certifications, and internships create credibility.

### Bottom Line

AI may shortlist you—but humans still hire you. Use AI for preparation, resume building, mock interviews, and research. but develop communication, judgment, confidence, and business thinking. The future belongs to MBA graduates who combine **human intelligence with artificial intelligence**.

# Student Corner

**Shruti Pandey**  
MBA 2<sup>nd</sup> Sem.



## The Next Phase of Cloud Adoption: Why Enterprises are moving from “Cloud First” to “Cloud Smart”

Technology strategy is no longer about adopting the cloud – it’s about adopting it intelligently

For nearly a decade, enterprises around the world embraced a “Cloud First” philosophy: move applications and infrastructure to the cloud as quickly as possible. The promise was compelling – greater scalability, lower infrastructure cost, and faster innovation. And to a large extent, it worked. But as cloud adoption matured, organizations began to realize a critical truth: not every workload belongs in the cloud, and not every cloud decision creates value.

This realization is driving the next phase of digital transformation – the shift from “Cloud First” to “Cloud Smart”. While the “Cloud First” approach helped organizations accelerate digital transformation, the growing complexity of cloud environments has led enterprises to adopt a more strategic approach known as “Cloud Smart”.

Despite its advantages, cloud adoption comes with challenges such as cost management, security risks, vendor lock-in, compliance issues and service outages, pushing enterprises to adopt a more strategic “cloud smart” approach.

- **Industry Insights:** Lessons from Recent Cloud Disruptions.
- **Google Cloud Global Outage (2025):**  
In June 2025, a major outage in Google Cloud disrupted services worldwide after a failure in its API management system. The outage affected multiple services including Gmail, Google Drive & third-party platforms like Spotify and Discord, showing how deeply businesses depend on cloud infrastructure.
- Even small configuration or coding errors in cloud infrastructure can have global ripple effects.
- **Microsoft Azure Outage (2025):**  
A widespread disruption occurred in Microsoft’s Azure cloud platform when an inadvertent configuration change caused services to fail for hundreds of thousands of users. This outage affected services such as Microsoft 365 and several enterprise applications.
- **Cloud reliability depends heavily on proper governance and change management.**

One major driver behind this shift is cost visibility. Research suggests that nearly 21% of enterprise cloud spending is wasted due to underutilized resources and poor governance. As a result, companies are adopting hybrid and multi-cloud architectures, combining public cloud, private cloud and on-premise systems. With the rise of AI workloads, data sovereignty regulations, and cybersecurity concerns, cloud strategies are becoming more deliberate and intelligent.

“Digital transformation is not defined by how much technology you adopt, but by how wisely you use it.”

# Bidding Goodbye with Scribbles & Smiles

## Batch 2023-25 Signing Off



# 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. Amisha Sahu**

Assistant Professor,  
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