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Shri Shankaracharya Institute Of Professional
Management & Technology, Raipur

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

THE MBA CHRONICLE

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Inks & PIXELS
MEDIA & PR COMMITTEE

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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.

**AICTE APPROVED &
AFFILIATED TO
CSVТУ, 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

SSIPMT



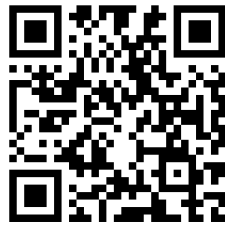


Our Mission and Vision

02

Vision

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



Institute
Vision-Mission



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.





Bharat Thawani

SSIPMT transformed my aspirations into reality. Joining in 2022, I found my direction, leading to a proud placement at IndusInd Bank. The faculty's mentorship and the Placement Cell's rigorous training were pivotal. Juniors, seize every opportunity, stay focused, and trust the process—it truly pays off. SSIPMT provided my strong foundation and launched my corporate journey.



Aayushi Sharma

My MBA journey. From a student with Dreams to joining Home First Finance Company (HFFC), I grew immensely. Roles like Lead Student Placement Coordinator and IQAC Representative honed my leadership. The faculty's mentorship and the Placement Cell's rigorous training were invaluable. Juniors, stay curious, communicate effectively, seize opportunities, and believe in yourselves. SSIPMT truly launched my career!



Divesh Sahu

My journey at SSIPMT was nothing short of transformative. Joining in 2021, I discovered clarity, confidence, and career direction—culminating in my placement at Home First Finance Company. The constant support from faculty and the dedicated efforts of the Placement Cell played a key role in this achievement. To my juniors: stay curious, stay committed, and make the most of every chance. SSIPMT truly shaped my professional beginning.



Pariti Singh

SSIPMT Raipur played a pivotal role in shaping my professional journey. The practical learning environment, supportive faculty, and exposure through events and internships empowered me with confidence and skills. As an MBA alumna, I cherish the foundation it provided for my career and personal growth.



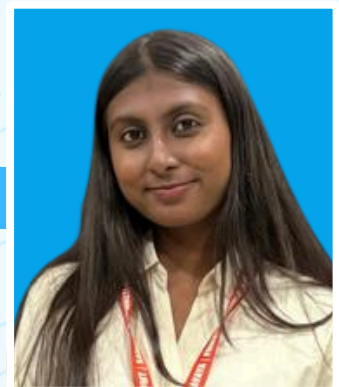
Internship Corner



Sakshi Giri



Md. Ayaan



Vividha Wandalkar

CONCAVE
media ventures

M&A
EXPERTS

Launched
Global



Dewanshu Dewangan



Neeket Jha



Jatin Verma



Jain Software
Developers

homefirst
We'll take you home

Institute Corner

Management Activities



VISTAR News

On the 1st Anniversary celebration of Vistar News, our students proudly represented SSIPMT and had the incredible opportunity to interact with the Hon'ble Chief Minister of Chhattisgarh. It was a moment of pride and inspiration, reflecting the talent and confidence nurtured at our campus.



Buzz-In 2k25

Buzz-In, our much-awaited freshers' party, was a vibrant evening filled with fun, music, and unforgettable memories. Welcoming the new batch with energy and excitement, the event truly set the tone for a great journey ahead.



LA-FIESTA 2k25

Our vibrant Management Fest brought together budding managers to showcase their skills, creativity, and leadership through exciting competitions and events. It was a celebration of talent, teamwork, and the spirit of management excellence.



Business Plan

The Inter-Department Business Plan Competition sparked innovation and collaboration as students pitched creative, real-world business ideas. It was a dynamic platform to showcase entrepreneurial thinking and strategic planning across departments.

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.



Mrs. Aditi Koranne

Center Manager at Empowerskill
(Start up), Softskill Trainer and Book
Blogger



Mr. Akhil Gupta

Chief Business Officer
Treebo Hotels



Mr. Abinash Mishra (IAS)

Municipal
Commissioner Raipur



Dr. Varnika Sharma

Academician/Military Psychologist
President-CIPS-RF



Mr. Deep Saraf

VP Manorama
Industries



Ms. Khushboo Sinha

Stock Market Expert &
Founder Skill2stocks



Mr. Rahul Nagdev

Owner, Atomikon Associate
Franchise Owner, Phonewale



Mr. Alok Pandey

President HRM of Jayaswal Neco
Industries Ltd.



CA Deepak Vallecha

Partner
AKSP & ASSOCIATES



“**Realme** atSSIPMT: Unveiling tech careers—innovation, impact & growth. Students got a live insight into Realme’s culture, roles, and tips to succeed in placements!”

CORPORATE CONNECT Pre Placement Talk

Home First Finance Company (HFFC) conducted a dynamic pre-placement talk on campus, outlining roles like Relationship Manager, career growth opportunities, and key skills such as sales acumen and customer analysis. MBA aspirants gained realistic insights into HFFC’s vision, selection process and future prospects.”



2025

homefirst
We'll take you home

CLUBS & COMMITTEES

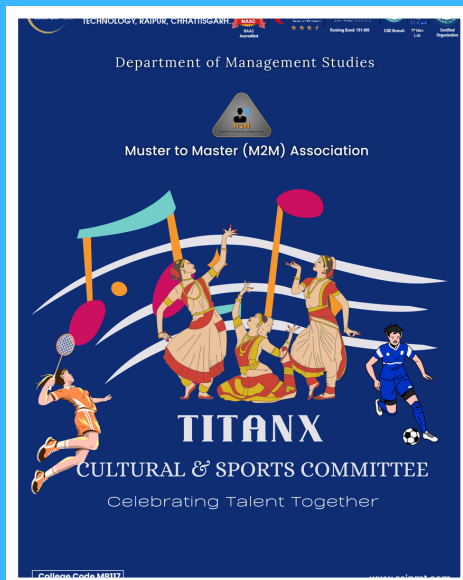
Corporate Connect Bridging Campus & Career

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



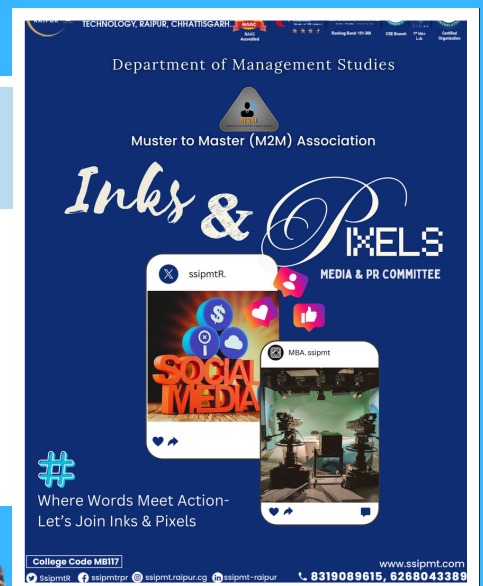
TitanX Celebrating Talent Together

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 Words 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

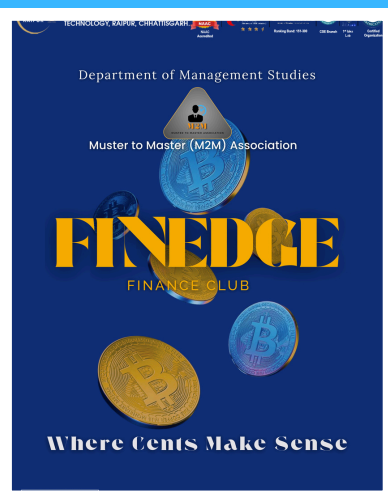


CLUBS & COMMITTEES

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

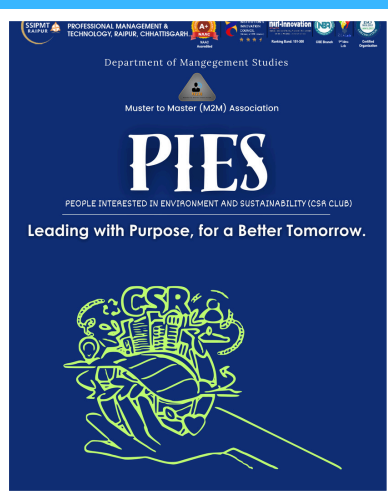
Finance Club

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

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.

LA - fiesta

THE MANAGEMENT FEST

Organized by the Department of Management Studies, SSIPMT Raipur, in collaboration with the M2M Association.

LA-FIESTA offered MBA students a dynamic platform to apply managerial thinking beyond the classroom. Events like the Best Out of Waste, Case Study Competition, and Quiz-O-Mania encouraged strategic thinking, problem-solving, and business acumen.

The fest also celebrated creativity and expression through the “90’s Rewind Runway”, blending nostalgia with confidence, and MBA’s Got Talent, where future managers showcased their versatile skill sets.

A perfect fusion of intellect and innovation, LA-FIESTA reflected the essence of holistic management education.

● MBA’s Got Talent

As part of LA-FIESTA, MBA’s Got Talent provided a vibrant platform for management students to express their creativity and charisma beyond academics. The event featured electrifying dance performances and soulful singing acts, captivating the audience with rhythm, confidence, and passion.

● 90’s Rewind Runway

The 90s Rewind Ramp Walk brought back the golden era of Bollywood with flair and nostalgia. MBA students confidently graced the runway, recreating iconic styles and characters from the 90s.



LA - fiesta

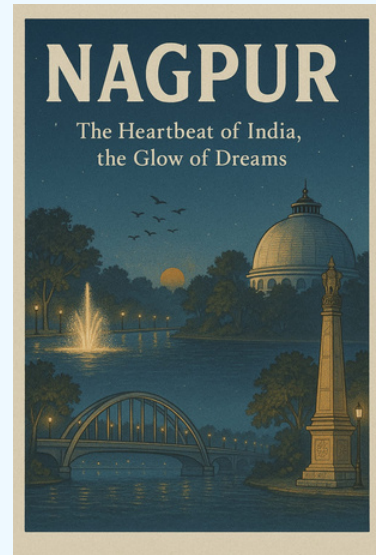
THE MANAGEMENT FEST

clash
of creators

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The winning posters of the Canva Competition



Clash of Creators (Canva Competition)

Students from various departments brought the “Build Your Dream City” theme to life on Canva, unveiling cityscapes from sleek futuristic skylines to lush, eco-friendly utopias. Every entry radiated creativity, visual storytelling, and thoughtful design. This inter-departmental competition celebrated individual talent and inspired a wave of inventive energy.

Case Study Competition

The Case Study Competition challenged MBA students to apply their analytical and problem-solving skills to real-world business scenarios. Participants demonstrated strategic thinking, teamwork, and decision-making under pressure. The event provided a practical learning experience, bridging the gap between theory and corporate realities.

“Teams of MBA students demonstrated teamwork, critical thinking, and persuasive communication in a dynamic showcase of business acumen.”



Quiz-O-Mania

Quiz-O-Mania tested the business acumen and general awareness of MBA students through a series of engaging and competitive rounds. Participants showcased sharp thinking, teamwork, and presence of mind under pressure.

STUDENT CORNER

Culture Over Cubicles: The Hidden Force Powering Employee Engagement

In the fast-paced world of business, strategy gets the spotlight and structure earns applause—but the true unsung hero behind every successful organization is its culture. Often invisible yet undeniably powerful, workplace culture shapes not just how employees work, but how they feel, connect, and grow.

Far beyond catchy mission statements or stylish office layouts, workplace culture is the DNA of an organization. It's a blend of shared values, daily behaviours, and unspoken norms that influence everything from decision-making to watercooler chats.



Pooja Tiwari
MBA 4th sem

Why Culture Isn't Just a Buzzword

Studies have consistently shown that when a workplace fosters a positive culture, employees respond with:

- A stronger sense of belonging
- Higher morale and motivation
- Smoother collaboration
- Greater loyalty and retention

But the reverse is also true. Toxic or unclear cultures don't just frustrate employees—they drain performance, erode trust, and amplify attrition.

What Really Drives Engagement?

A culture that energizes and retains talent isn't built overnight. It rests on a few key pillars:

- **Leadership Support:** Leaders who listen, guide, and empower set the tone for a thriving environment.
- **Work-Life Balance:** Flexibility and respect for personal time show employees they're valued as whole people.
- **Positive Work Environment:** A safe, inclusive, and uplifting atmosphere boosts daily satisfaction.
- **Career Growth Opportunities:** When employees see a path forward, they invest more in the present.

These cultural drivers don't just improve moods—they spark innovation, productivity, and a deeper emotional connection to the organization's mission.

The Bottom Line

Workplace culture isn't a nice-to-have—it's the foundation of everything. When people feel respected, heard, and supported, they don't just clock in and out. They show up with energy, passion, and purpose.

As future leaders and decision-makers, MBA graduates must remember: culture isn't created in boardrooms—it's lived in break rooms, team meetings, and everyday interactions. Nurture it well, and it becomes your organization's greatest asset.

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,
MBA, SSIPMT, Raipur



Ms. Arti Gurung

Assistant Professor,
MBA, SSIPMT, Raipur



Priyanshu Sahu

Inks&Pixls
Committee Head



Sakshi Giri

Inks&Pixls
Vice Coordinator



Mansi Sathe

Inks&Pixls
Coordinator



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



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