

## From the Desk of Chief Editor



Release of the second issue of the biz@BBA by the BBA department brings me immense pleasure as it reminds me of all the achievements and the initiative taken by the department in the previous semester. May it be the industrial training, village visits or organization of intercollege competitions, our department is always active in thinking of new ways to enlighten students not only through books but by also engaging them in the learnings of the practical world. In future I will continue the activities that add to the knowledge of the students and will act as a catalyst for their holistic learning and development.

**Dr. Sharda Gangwar**

## Mendori village

On Friday, 26<sup>th</sup> August 2022, the Hon. Director, Dr. Pragyesh Kumar Agrawal along with the HOD, Dr. Sharda Gangwar, faculty and students of the Department of Business Administration and Management welcomed the District Project Manager under the State Rural Livelihood Mission Dr. Rekha Pandey who formally handed out the letter of Mendori village adoption viz. motivating and praising the students for carrying out such social and welfare work alongside effective learning about field related activities. On Saturday, 03<sup>rd</sup> September 2022, the first visit was scheduled between the HOD, leaders of all the groups, and the faculties of the Department to the village of Mendori. The main motive of this visit was to look at the situation in the village, communicate with the village residents and know their problems. On Wednesday, 12<sup>th</sup> October 2022 the second visit was set up where HOD along with the faculty and all the students visited the village. This time the students were able to interact with the villagers personally which was a great opportunity for students to understand their problems effectively. According to the data collected on this visit the students understood about the lack of awareness on the government schemes launched. On Thursday 20<sup>th</sup> October 2022, the students visited the Mendori village to distribute gifts and sweets among the people. They also distributed stationary among the students at the small local school there. The main motive of this visit was to extend Diwali greetings to the villagers and to spread happiness among them. This was a great experience as the students were deeply overwhelmed by their happy faces and the response of the villagers, after receiving the gifts they became emotional and happy at the same time.

## Dog -Welfare Committee

Our department with the help of Dr. Pragyesh Kumar Agrawal, Director, IEHE, and HOD Dr. Sharda Gangwar took the step to take care of the animals in and around the premises. The initiative was received really well and the small step turned into a milestone with the start of the campaign named EMPATHY, under which a club MANAVTA was formed to ensure that the animals in the premises are treated humanely and responsibly.



संस्थान परिवार के सभी सदस्यों को  
**26 जनवरी 2023**  
गणतंत्र दिवस की हार्दिक शुभकामनाएँ।

BBA Department, Institute for Excellence in Higher Education Madhya Pradesh  
Address: Kaliyasot Dam, Bhopal, Madhya Pradesh 462016  
Chief Editor : **Dr. Sharda Gangwar**, Editor : **Ms. Neha Adwani**, Printed By : **MSP Offset, Bhopal**



**IEHE, Bhopal**

# Biz@BBA

Issue-2, Bhopal, January 2023

## MESSAGE

Writing a message for the second edition of the "Biz@" newsletter of the Department of BBA gives me immense pleasure as it is going to be the proud next step after the successful release of the first one. This issue is going to share with the readers a summary of departmental news and events undertaken by the students of BBA.

Education is not an act of acquiring knowledge but learning a skill to lead life and forming one's personality. This is an ennobling process of growth. I can proudly say that we have excelled in every initiative that we undertook and we have stood together in facing the challenges in realizing quality education. The first semester has witnessed many excellent indoor as well as outdoor activities carried out by the department. It is indeed delighting to see students embracing new challenges and striving for high academic achievements.

There have been many highlights already in the last semester including field visits, intercollege debate competition, youth festival, selection of office bearers of students' club, quizzes and participation in many other co-curricular and extra-curricular activities. Our BBA programme has also grown tremendously in the last semester as we have started to collaborate with other colleges and external agencies to further enrich our pupil's learning experience.

I am very happy with the progress this newly formed department has made by imbibing in its students value based education synergized with modern teaching-learning methods to produce a generation of well informed and emotionally sound generation. A big credit of this wonderful performance goes to the Head of the Department Prof. Sharda Gangwar and other teachers. I am positive that in times to come we will continue this journey with elevated.

enthusiasm and persistently provide a platform of holistic learning to the young generation of learners. I wish all the success to the department and hope that the staff and students will reach to greater heights in the present semester. I also look forward to an even more actionpacked semester this time.

**Dr. Pragyesh Kumar Agrawal**  
**Director**



The Business Administration and Management Department of IEHE, Bhopal, organized a plantation drive on January 24th near Aaryabhata Bhawan under the guidance and motivation of Dr. Pragyesh Kumar Agrawal, Director, IEHE and Dr. Sharda Gangwar, HOD, BBA Department. The drive commenced at 12:30 p.m and the first seedling was planted by Dr. Sharda Gangwar. She urged the students to volunteer and take necessary steps to ensure the healthy growth of the saplings. Around 80 saplings were planted by the students and the teachers around the periphery of the building and were then watered by the gardener. The drive was conducted to raise awareness and consciousness about environment and sustainability. The students were communicated about the importance of the drive and how such an activity makes them a responsible environmental citizen. The drive ended with students taking oath to continue such activities and contribute towards the environment in every way possible.





**16th October, Sunday , Union Home and Cooperation Minister Amit Shah launched an MBBS course in Hindi for the first time in the country in Bhopal, Madhya Pradesh.**

In his address, the Union Home Minister said that today is the day of renaissance and econstruction of the education sector of the country. Shri Shah said that Prime Minister Narendra Modi has taken a very historic decision in the new education policy by giving importance to the mother tongue of the child in primary, technical and medical education. Shri Shah announced that today medical education is starting in Hindi and soon engineering studies will also start in Hindi.

In his Address, MP Chief Minister Shivraj Singh Chouhan said that Amit Shah has brought a new dawn in the lives of children of the poor, who could get admission to medical colleges but were caught in the web of English & many times couldn't pass exams & left their studies.



On 7th January 2023, the students of the Business Administration and Management department, IEHE went for a visit cum training program at MSME Technology Centre, Bhopal along with the Head of the Department , Dr. Sharda Gangwar and the concerned teachers of the department. The day started with assembling the students to take the bus from the campus for Acharpura, Bhopal at 9:00 a.m. The bus reached at 9:45 a.m and the visit started with a training session by Mr Devendra Kumar Padora who introduced the students to MSME and further told them about the current economic situation of India with reference to trade and technology. After a very engaging and informational session, students took a visit to the centre and saw the operations and working of the machines. The bus reached the institute at 2:00 p.m and the day ended with students being informed to prepare a report on the visit by the teachers.



## Inter-college Debate Competition

There's no denying that social media can be a powerful tool for networking, building relationships and staying in touch with family and friends but social media can also have negative impact on our lives when it leads to comparison, addiction, cyberbullying and to make the youth aware about this consequential topic an inter college debate competition "BATTLE OF WITS" on the topic "*Has social media improved human communications*" was organized by Dept. of Business Administration and Management under the Faculty of Commerce. Various renowned colleges participated in this event to share their views and opinions on this topic. The competition was also honoured by the gracious presence of various chief guests- Dr .Pragyesh Kumar Agarwal [Director IEHE ,Bhopal], Dr Shampa Malhotra[ HOD Satya Sai College], Pallavi Dixit [Professor Sistec ,Ratibad ] , Dr . Manish Bilore, [Sagar Institute Of Science And Technology College, Bhopal ] and Dr. Neha S Nair & [Professor IPER UG College] . The judges of the competition ranked the participants on different criteria including relevancy to the topic, discipline , delivery of the argument etc . On 22 September the fourth day of debate competition a special session was conducted by Dr . Manish Kane [Founder, Pathfinder] and the day was concluded by the announcement of the very first society of BBA dept. by Dr . Sharda Gangwar [HOD Business Administration and Management Department] for the academic year 2022-23. On 17th November 2022, the final round of Inter College Debate Competition was commenced on the topic of "*Advertisements – beneficial or just eyewash to the customers*". The event embarked by H.O.D. of Department Business Administration and Management, Dr. Sharda Gangwar praising the participants for their active and marvelous performance in the competition. The debate started by participants exhibited their oratory skills and displayed their knowledge.

After all the performances the winners were decided and felicitated with shields and certificates. The event was ended by the students of the BBA department delivering the vote of thanks .The members of the BBA society were complimented for their hard work and systematic management throughout the event.

## Society Announcement

A day of immense pride and honour for Dept. of Business Administration & Management as it achieves yet another milestone by announcing its very first *SOCIETY* for the academic year 2022-23 under the benign presence of Dr. Sharda Gangwar (HOD, Dept. of Business Administration & Management), Dr. Chanchal Kumar Bhuttan (Principal, Saifia College of Mgmt. & Arts).

The society is an integral part of the department and comprises of a select team of 21 students, chosen by the HOD and the teachers after rigorous screening. The society was sworn in a ceremony organized by the BBA Dept. Of the institute. The society is responsible for assisting and supporting the teachers in day-to-day affairs. They have to be the ambassadors of the department, representing the department within and outside the institution. They also shoulder the responsibility of organizing all sports and cultural events and competitions held in the institute.

### BBA Society 2022-23

#### Students Who Received These Posts Are-

1. Adarsh Yadav	President
2. Akshat Pathak	Vice-president
3. Anshul Tiwari	Secretary
4. Madhavi Garg	Jt. Secretary- Cultural Club
5. Aabhansh Dubey	Jt. Secretary- Sports Club
6. Tejasvini Nema	Jt. Secretary- Business Club
7. Bhavika Sewani	Jt. Secretary- Academics Club
8. Samriddhi Verma	Jt. Secretary- Media & Comm.club
9. Mohd. Junaid	Jt. Secretary- Treasury Club
10. Jagrati Jagati	Mem.- Cultural Club
11. Vanshika Bhargav	Mem.- Cultural Club
12. Ambrish Shukla	Mem.- Sports Club
13. Tashu Nema	Mem.- Business Club
14. Mayoni Sakalley	Mem.- Business Club
15. Laveena Jaswani	Mem.- Academics Club
16. Avaneesh Tiwari	Mem.- Treasury Club
17. Pragalb Khare	Mem.- Treasury Club
18. Anushka Jain	Mem.- Media & Comm. Club
19. Deveshwar Mehra	Mem.- Media & Comm. Club
20. Anshika Pratap	Mem.- Sports Club
21. Rishi Kumar Shrivastava	Mem.- Academics Club

### Important Events:

- 7<sup>th</sup> January (Industry Visit)
- 22<sup>nd</sup> January (Visit of Mendori Village)
- 24<sup>th</sup> January ( Plantation drives)
- 25<sup>th</sup> January (Inter College Model Making Competition)
- 25<sup>th</sup> January (News letter Release)
- 29<sup>th</sup> January (Visit of Mendori Village)
- 1<sup>st</sup> February (Motivational Best Busi. News Competition-23)
- 12<sup>th</sup> February (Visit of Mendori Village)
- 17<sup>th</sup> February (Ad-Made-Show)
- 19<sup>th</sup> February (Visit of Mendori Village)
- 26<sup>th</sup> February (Visit of Mendori Village)
- 5<sup>th</sup> March (Visit of Mendori Village)
- 12<sup>th</sup> March (Visit of Mendori Village)
- 19<sup>th</sup> March (Visit of Mendori Village)

