

## LAKSHMI NARAIN COLLEGE OF TECHNOLOGY - MBA

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## A Message from the Pro Chancellor's desk



LNCT Group endeavours to empower students by providing them with an educational, professional, and innovative platform to achieve their pursuits and remarkable possibilities. The establishment of the institution marks the culmination of the expertise developed over 29+ years of the quest for excellence. This expertise is leveraged to alleviate our students and establish them in a manner such that they could emerge as enlightened and tactful individuals who can

bring a constructive change in aristocracy. LNCT Group stands rigorously when it comes to remarkable achievements on the state, national even the international platform where outcome-based education and fabricated solidity, allegiance, and guidance are exceptionally designed for suitable placement avenues with tactical training modules.

Apart from this, in today's modern age with tremendous technological advances, the opportunity to learn is seemingly omnipresent at our campus, for instance, the establishment of an all-new modern finance laboratory has been provided for user amelioration which aims for the fulfilment of prerequisite skills development among the students.

With this, I cheerfully compliment the editorial team and the advisory committee members for putting their best efforts to pen down the management newsletter 'Prabandha'. The newsletter always provides a platform for the stakeholders to exhibit their talents and achievements. I congratulate all aspirants and achievers for the exotic beginning of their careers at LNCT. I wish you All the very best!

**Dr. Anupam Chouksey**

**Hon'ble Pro-Chancellor and Secretary**

**LNCT Group Of Colleges**

# LAKSHMI NARAIN COLLEGE OF TECHNOLOGY - MBA

## A Message from the Director's Desk

I welcome all to our distinguished institutions where the students are enhanced incredibly knowledge-driven, industrial-driven, and value-driven aspects such that they would be able to discover themselves as career-ready candidates within the academic tenure. Consequently, at LNCT -MBA student's phenomenal capabilities, revolutionary management excellence and skills based on extensive potential development are nurtured and ignited towards shaping the career building. I would also like to emphasize our institution's applaudable mission statement which is exceptionally oriented towards future-ready managers / entrepreneurs having 21st-century skills as a priority. I would like to express my heartiest gratitude to our editorial team for accentuated the departmental newsletter PRABANDHAN. The newsletter always provides a platform for the stakeholders to showcase their talents and achievements. I extend my hearty congratulations to the staff and students of the School of Commerce & Management for their unflinching efforts.



**Dr. Arvind Singh**

**Director - School of Management & Commerce,  
LNCT Group**

## A message from the desk of OSD



I am delighted to write a message about our department's magazine 'PRABANDHAN'. I strongly believe that education is meant for the development of thought and this magazine provides a platform for our students to showcase their talent. As the management education aims for holistic development and the same has been reflected in the context of the magazine where our students have not only contributed towards the socio-economic concerns of emerging technologies but also have exhibited their literary flair and creativity through art and science. With a sense of pride and satisfaction,

I would like to say that with the active support of the Management, Director, Faculty members, and students, this edition has appeared alive. I believe that through this magazine, writing skills will also be nurtured among the students and they will learn how to publish their work in front of the world. Also, this magazine will be successful in developing skill development and leadership among the students. I speculate it will be a captivating experience when you go through the magazine. Along with this, I also like to welcome all the novices with elation and wish them astounding success in their career endeavours.

Best Wishes

**PROFESSOR (Dr.) Amitbodh Upadhyaya**  
**Director OSD - LNCT, LNCTS & LNCT GROUP**

*"If your dream is big enough and you have the courage to follow it, a fortune can be made."*

*- Aryan Namdev*

## A Message from T&P Department



Being a professional soft-skills trainer, I potentially acknowledged that when it comes to hard skills the students possess remarkable strength and calibre among themselves, however, the majority of them often face a deficiency of soft skills reflection in their professional attributes which is the principal problem area of huge scepticism where transpires key responsibility for their elevation and upgradation in such a tremendous mannerism that the candidates could get the top-notch placement opportunities which LNCT provides to every deserving student having demanding skilled attributes and professional attitude among themselves.

As an outcome, the students here at LNCT are provided and facilitated with holistically corporate-ready personality development and soft skills training course specifically designed for the management-oriented students.

With this, I applaud the work of the students who toiled relentlessly as content writers and graphic designers for the newsletter and would like to cherish the best of wishes. I also extend the greetings of congratulations for the new beginning of your most transformative and intellectual academic journey at LNCT.

**Ms Anubha Upadhyay**  
**Assistant Professor/Soft Skills Trainer**  
**Training & Placement Dept**

## A Message from TED Head



I have been part of PRABANDHAN since first semester, with students committee of seniors and juniors I have learned to collaborate, bring up ideas, to concentrate view and present, from resource manager to team head, PRABANDHAN have been a source of opportunity, where I have not just stepped to collect knowledge about team work and individual work, but also how one can use their ideas and talent to make it more better....the most learned part is divide your team in Chunks...from step to step process and the final is step is your successful Completion of the efforts that you and your team members made.

Hence, towards the efforts along with my mentors and team members to make prabandhan's every version more better and attractive!!

**Prachi Yadav**  
**Head of The Editorial Desk**

*"If your dream is big enough and you have the courage to follow it, a fortune can be made."*  
*- Aryan Namdev*



## About LNCT



LNCT University is synonymous with excellence in higher education. A premier university providing excellent teaching in Engineering, Management, Pharmacy, Medical, Ayurveda, Agriculture science, Journalism & Mass Communication, Sports, Paramedical, Law, and other recurring professional studies. It is among the one the top universities in central India and has always stood at the forefront in meeting the ever-growing

challenges. To meet the ever-growing demand for higher education in India and abroad, LNCT University offers various programs from Diploma, Bachelor's, Master's, and Doctorate-level programs. Thousands of students from different parts of the country live, learn and play in the sprawling University campus, located at Kolar in the Bhopal district of Madhya Pradesh state. It also has hundreds of faculty and almost thousands of other support and



service staff, who cater to the various professional institutions in health sciences, engineering, management, and communication, having a Wi-Fi-enabled campus. Every College has world-class facilities and pedagogy, which are constantly reviewed and upgraded to reflect the latest trends and developments in higher education.

**LNCT @ BMA Visionary Award function:** - In the Premises of Minto Hall, Bhopal and His Excellency Mr Mangubhai Chhaganbhai Patel (Governor, Madhya Pradesh) as the Chief guest, BMA Visionary award function was held on 11th May 2022. On this auspicious occasion Shri Jai Narain Chouksey, Chancellor - LNCT University & Dr Arvind Singh, Director - School of Commerce and Management, LNCT University were honoured and awarded by the BMA Committee. 12 students of LNCT Group participated in this event as coordinators and embellished the program with Saraswati Vandana and National Anthem.

*"Nothing can hurt you, until you don't know the truth."  
- Udita Kandeale*



## *“Marvellous April”*

### **PEOPLE’S GLOBAL LEADER’S SUMMIT,**

**BHOPAL:** - People’s University Bhopal organised the National Global leadership summit MUN conference from 1 st to 3 rd April 2022. There were various participants from different states. On behalf of LNCT College, three students of MBA 2nd semester competently represented namely Prachi Yadav, Prayag Dubey and Abhay Shrivastava, Prachi Yadav functionalized the role from the UNITED NATION OF DRUGS AND CRIME Portfolio, while Abhay and Prayag represented the All India Political Parties Meet. Prachi Yadav and Prayag Dubey won 2nd prize from different portfolios and Abhay won 3rd prize. The second prize included Certificate, Trophy and Cash prizes worth Rs.6000. These talented masterminds have marked their name in the historical achievements of LNCT students globally.



**CAMPUS TO CORPORATE:** -Department of Management and Commerce organised the training expert lecture from Wednesday, 6 th of April to Friday 8 th April 2022, by Dr Manisha Anand, corporate trainer where she educated the students by her knowledge, with proper guidance and training. This session was organised for BBA B.COM 4 th Sem students. The coordinator of this event was Priti Dubey Ma'am.

### **“ARE YOU LINKED IN OR LEFT OUT” seminar:**

- The training and placement department organised a seminar “ARE YOU LINKED IN OR LEFT OUT” by Ms Kirti Sethi, manager of corporate relations and training and placement, at Vikram Sarabhai seminar hall, for MBA students where she shared the 3 best valuable tips to find out how to network market yourself to employer and get better opportunities, the seminar was so knowledgeable to recognise, how to develop one personal, network themselves, to find the best and worthful opportunities.



*“No longer watering people who don’t want to grow”  
-Dr. Bhavana Likhitkar*

# LAKSHMI NARAIN COLLEGE OF TECHNOLOGY - MBA

## **Spellbound Educational Tour to Gujarat Vadodara, Ahmedabad:**

-Department of management and commerce, It is said that adventures are the best way to learn for the overall well-being of the person. An educational tour plays a significant role in the life of the student, as it provides practical knowledge with



experience and fun, it also exposes the culture of business, business dimensions and the lifecycle of business and manufacturing how it works. Henceforth, LNCT arranged an

incredible educational tour. The student's team were taken to AMUL Dairy and chocolates, ISRO, to entrepreneurial sites, where they visited and elaborated the things physically, there

was also the occurrence of the entrepreneurial sessions to make them knowledgeable about the terms and purposes of entrepreneurship. The student team also visited the STATUE OF UNITY and exposure of the tourist area which was also provided by Dr. Arvind Singh sir (Director) along with faculties Abhishek Jain sir and Vaishali mam. Vashali Rajak Ma'am looked after the students throughout the excursion.



**Industrial visit at MSME** - Department of management and commerce organised industrial visit at MSME technology centre for BBA, BBA-BIA, B.CoM students

*"Learn to see people for what they are, not what you want them to be"*

*-Dr. Priti Dubey*



# LAKSHMI NARAIN COLLEGE OF TECHNOLOGY - MBA

## *“Marvellous May”*

### **7<sup>th</sup> May MBA Farewell**

**Celebration:** -The Farewell of the MBA 2020-22 batch was celebrated on 7th May. The theme of the farewell (UTSAH) was Bollywood. It was organised by the MBA first-year students for their seniors. Several game performances were prepared for the seniors. Most of the juniors and seniors performed singing and dancing. Faculties also joined the celebration and enjoyed their fabulous singing and dancing performance. Some students came with poetry and put a light on the celebration. The EVE of the event was Master Bobby Likhitkar. Everyone enjoyed it a lot. Group members along with the students were invited there to celebrate his birthday and Founders' Day. After that, a proper lunch was being Served to every person present over there on that day. At the end certificates and tokens of blessings were given by the faculty to the seniors.



**Expert Talk on Career Development:** - On 11th May the expert talk on career development was conducted by the MBA department of LNCT. The speaker of the event was prof. RG Chouksey pro-chancellor, LNCTU, convener prof. Arvind Singh and the coordinator of the event was Dr Bhavana Likhitkar. They talk about the key skills required for the placement and how to work on them. They also talked about the senior students which get placed in MNCs with handsome packages. Students have to focus on their soft skills as well as hard skills for better placement.

**Saraswati Vandana recited:** - On Wednesday 11th May, Saraswati Vandana was recited by students of LNCT-MBA. It was done at MINTO hall in presence of the honourable governor of MP. The participated students were honoured for their melodious voices with certificates and tokens of blessings by the chief guest. That was the auspicious moment for the LNCT college.



*“No matter how you feel, Get up, Show up and never give up.”*  
-Dr. Santosh Solanki



# LAKSHMI NARAIN COLLEGE OF TECHNOLOGY - MBA

**14<sup>th</sup> of May “Presentation”:-** The presentation was conducted by the department of management for MBA 2nd sem students. As presentation skill is an important phenomenon of personality like body language, posture, voice, pitch etc. The theme of the presentation was organisational behaviour and human resource management. The presentation was done by four different group members of MBA 2nd sem students.



The presentation was conducted under the guidance of Dr Bhavana Likhitkar. The honourable director sir guided the participants with their enlightening words.



**“CPBFI launched”:-** CPBFI is a course for the management students which was launched on 20th May. Hundreds of students had enrolled in that. This course was offered by Bajaj Finserv, it includes four courses.

- 1) Managing self-swaroop.
- 2) Communication and workplace skills.
- 3) Overview of retail and banking.
- 4) Overview of insurance.

This course was of 45 days in duration. The course was coordinated by Dr Priti Dubey.

## **25th -27th May 2022“Workshop on Digital Marketing and Digital Entrepreneurship”:-**

The three days workshop was conducted by the department of management for MBA marketing students. The workshop was on Digital marketing and digital entrepreneurship. The speaker was Rahul Goel member of Indian society of training and development. In the workshop, sir had talked about the different aspects of marketing. How the newcomer can make the boom in this sector with the help of certain skills and knowledge. Lots of students had attended the workshop and gained fruitful knowledge from it.



*“Wise people are not always silent, but they know when to be.”*

*-Dr. Manoj Sharma*

## *“BLISSFUL JUNE”*



### **Farewell celebration on theme regional glamour:**

-On 2nd June 2022 was organised by the School of Management & Commerce for BBA and B.COM VI semester students for their bright future and blessings were bestowed to them by chairman sir, Director sir, faculties and respected guests. The farewell was well organised it was started with lamp lightning and “Saraswati Vandana” afterwards our respected chairman Shri JN Chouksey sir said few inspirational words for students and their future afterwards cultural program started it was the very enjoyable day

as juniors had prepared dance, singing performance for their seniors, ramp walk was done by senior even faculties had shown their hidden talents like singing, very fabulous dancing. Students were given certificates for appreciation, participation, merit etc. everyone was given a shield as a token of blessing, and at last, a few titles were given to the senior students like Mr. and Miss EVE.



**Ingredients to crack interview:** - It was expert lecture organised by LNCT MBA on 6th of June 2022 the speaker was Ms. Rashmi ( Godara) Golya at 11:00 AM at LNCTE auditorium, it was started with the giving of sapling by Mr. Sachin Garhwal sir then session was started in which she told about herself after that she talked about how students starts exploring new horizons after 10th and 12th standard, then a small activity was conducted in which everyone was said to put their hands together without thinking and

asked how many have their right thumb up and how many have their left thumb then said to interchange their thumbs while putting their hands together and asked what students are feeling, students told that they are feeling uncomfortable, so this was due to change, for achieving new goals we have to start by changing our habits, then she discussed about resume writing its format, difference between bio data, CV, resume then types of interview like group interview, individual interview, lunch interview etc. then what is GD how it was evaluated, postures, gestures, facial expressions tips for them how it is important and play vital role in an interview, it was really a wonderful session and students got so many new information from it.

*“Don’t expect to see a change if you don’t make one”*

*-Mr. Sachin Garhwal*



**Resume writing 101:** - It was a special session organised on 03/06/2022 Friday by LNCT MBA on building a career-oriented resume. The speaker was Ms Kirti Sethi, manager of corporate relations, training & placement. The learning objectives of this session were to learn the basic layout of a resume and creating an impression through the resume. Knowing and avoiding the most common mistakes, how to modify/improvise and update the resume for different job roles, tips and tricks to give an edge over others so the “first tip to build a resume is to introspect yourself what are your real strengths and weaknesses. The difference between a CV and a resume was



told her then she explained that there are different steps to create a resume first is the objective, it should be written in three parts, first is the title or position you want for you for example (seeking or aspiring for), part 2 you have to mention the qualities you have that will help in the growth of the company and part 3 what is unique in you. Then the education part should be in tabular form, if you have a good percentage then only show it and always write recent qualifications first. Then write your those achievements

which will help you in getting a job then soft and technical skill, never lie in your resume then you can write hobbies if you want and at last your details” these were the points which were deeply discussed and were beneficial for the students it was a fruitful session as many students learn about how they can build the resume.



## *“SPORTS SECTION”*



**5th Engineer's Olympic Conducted at LNCT Campus:-** The LNCT Group of colleges organised the 5th Engineers Olympic from 11th to 18th April in which 2458 engineering students from various colleges of state participated and created a new record. In this Olympic Cricket, Football, Basketball, Volleyball, Athletics and 10 other Games were organised. Basketball, Volleyball and Kabaddi matches were day-night matches, played

in white light in the evening. Dr Anupam Chouksey, Secretary of LNCT Group, inaugurated this Event. Shri Jay Narain Chouksey, Chairman LNCT Group, Smt. Poonam Chouksey, Vice-Chairperson, LNCT Group, Dr Ashok Rai, OSD LNCT, Dr Amitbodh Upadhyay, OSD LNCTS appreciated the participants and boosted them by their presence during the Olympics. LNCT was announced the winner in the Cricket, Volleyball and Kho-kho event of the Olympics.

### **12th Junior National Drop RoBall**

**Championship:-**A three-day Junior National Championship was organised by the Drop Roball Association MP under the aegis of the Drop Roball Federation of India at LNCT University on 1st June. Chhattisgarh secured the first position with 24 gold medals. Host Madhya Pradesh finished runner-up with



a total of 35 medals including nine gold, 14 silver and 12 bronze. Rajasthan stood third. Host Madhya Pradesh won the Gold in the Girls Super Event. Dr. Anupam Chouksey, President- Madhya Pradesh Drop RoBall Association, Ishwar Singh Arya, Founder Drop RoBall Association of India, and Pradeep Patidar, inaugurated the event. Actor Vikram Master, Satyendra Singh Siwach, Secretary Baseball, Softball Association MP, Dr. Ajit Soni, Dr. Ravindra Tiwari and Mrityunjay Sharma, distributed the prizes.

*“Look Back and thank GOD, Look forward and trust GOD.”*

*- Ms. Anubha Upadhyay*

# LAKSHMI NARAIN COLLEGE OF TECHNOLOGY - MBA

## **LNCT students selected for Khelo India university games & world University Games:**

-The players of LNCT University performed brilliantly and got the eligibility to play in the Khelo India University Games 2022 held at Jain University, Bangalore. Mahima Vishwakarma performed brilliantly at Karni Singh Shooting Range and won the silver medal and qualified to play in the Khelo India Games on 5th April. On the basis of this performance, she has also been selected for the World University Games. Udit Joshi and BPES first year student Harshit Bijanwa qualified for Khelo India by winning bronze medal in 10m rifle shooting in All India Inter University Shooting Competition held in Meerut.



## **LNCT University Rugby Woman leaves for Mumbai:-**

The LNCT University team left on 14th April, to participate in the All India Inter University Rugby Women Championship organised by the University of Mumbai under the aegis of All India University Association. The command of the team has been handed over to BPES student Rukmani Bhilala. The LNCTU team for the event: Rani Kewat, Priyanka Jatav, Gunjan Mishra, Lata, Petition

Dhurve, Priya Vishwakarma, Varsha Baghel, Ranju Devi, Ishika Babode, Preeti Parihar and Archita Dubey. Rugby national player Ruchita Yadav was made the team's manager and coach. Shri JaI Narayan Chouksey Chancellor-LNCT University, Dr. Anupam Chouksey- Co-Chancellor- LNCT University, Dr. NK Thapak, - Dr. Ashok Rai- Director Administration, Akash Dubey - Deputy Registrar, Dr. Ramesh Shukla, Lalit Parikh, Pankaj Jain etc. bestowed the team with good wishes.

*"Sometimes you just need to disconnect and enjoy your own company"*

*- Ms. Anubha Upadhyay*



# LAKSHMI NARAIN COLLEGE OF TECHNOLOGY - MBA



**International Yoga Day- 2022 “YOGA FOR HUMANITY”:-** LNCT- School Of Commerce and Management, Bhopal celebrated International Day of Yoga on 21st June, 2022. The theme for this year is “Yoga for Humanity”. The program was organised to bring the awareness regarding Yoga. The session was conducted under Dr. Mohit Tanwar, Dr. Arvind Singh . Students performed different types of yoga like Pranayam, Surya Namaskar, Yoga Asana, Sukhasana, Vakrasana and Meditation. Yoga is said to be the best method to keep the body stable, control one’s thoughts and endow the body with positive energy. Prof. Dr Arvind Singh felicitated the Instructors and thanked them for such a calming and relaxing session.

## **LNCT Student to be part of National Rugby Team Camp:-**

Vishnu Raj, a student of Master of Physical Education at LNCT University, has been invited by Rugby India for the Fifteen Side Rugby India Camp on 18th June 2022. The selection has been done by Rugby India, which is a matter of great pleasure. Mr Abrar Ahmed, Secretary of Mp Rugby Association announced the



induction of 2 Players from MP into the national team, among that one is from LncT University. Dr Anupam Chouksey, Chairman Rugby, Madhya Pradesh, Pankaj Jain, Sports Officer LNCT, Sandeep Jadhav, Technical Director Rugby MP, etc. extended their best wishes.

*“Do good and good will come to you”  
- Ms Shatabdi Das*



# LAKSHMI NARAIN COLLEGE OF TECHNOLOGY - MBA

## *Congratulations & Jollifications*

### **Successfully placed Students of BBA Batch 2019-22 And MBA Batch 2020-22**



**Vivek Singh**  
Infosys - 4.5 LPA



**Simran kumari**  
DXC technology- 5 LPA



**Prankush Narnware**  
Upgrad- 8 LPA



**Chandra Shekhar Prajapati**  
Star Union Dai-ichi company 2.8 LPA



**Priyanka garg**  
TCS - 5 LPA



**Deepak kumar patel**  
Any -3 LPA



**Mansi sharma**  
Star union die iche - 2.80  
LPA



**Krati Shrivastava**  
Prabha Engineering Pvt. Ltd. - 3.LPA



**Divya Kirar**  
Evosys - 4 LPA



**Ujjwal Saxena**  
TCS -3 LPA



**Aditya Singh**  
Clevernist -6 LPA



**Dishi Jain**  
AIM India - 6 LPA

*“Do good and good will come to you”  
- Ms Shatabdi Das*

# LAKSHMI NARAIN COLLEGE OF TECHNOLOGY - MBA



Karan Chouksey  
Indian Mart and Zensar -  
4,5.5 LPA



Sheetal Rathore  
Cleverlist - 8 LPA



Diwakar Gupta  
Indianmart - 4 LPA



Richa Gupta  
Vardhman - 3.5 LPA



Deepika Panday  
Property Pistol - 7.8 LPA



Achal Shrivastava  
Techdoquest - 3.16 LPA



Saurabh Kushwaha  
Indiamart - 3.5 LPA



Pravendra Rajpoot  
M.P Gov - 3.6 LPA



Amit Mishra  
Sutherland - 3 LPA



Aaliya Abid  
Infosys - 4.5 LPA



Manoj Meena  
ICICI - 2.26 LPA

**All Students extend their Heartiest Gratitude to Director, Training & Placement Dept. (Dr) Anuj Garg, Shri Rohit Pathak Ji, Ms Anubha Upadhyay and all the concerned team members.**

*"Do good and good will come to you"*  
-Ms Shatabdi Das

# LAKSHMI NARAIN COLLEGE OF TECHNOLOGY - MBA

## *Companies Arrived*

**Tata Consultancy  
Services**

**Aditya Birla Sun Life  
Insurance Company**

**Artech  
Infosystems**

**Prism Realty (P)  
Ltd. Pune**

**Property Pistol,  
Mumbai**

**Wiley-mthree**

**Infosys**

**IndiaMART**

**Codeyoung**

**e-Emphasys**

**BYJU"s**

**Pyramid IT  
Consulting**

**UFABER**

**XL Dynamics**

**Square  
Yard**

**Evosys**

**Blue Stone  
Jewellery &**

**Upgrad**

**Makin  
Laboratories,**

**Jaro  
Education**

**Talent Leads HR  
Solutions**

**SRVA Education,  
South Delhi**

**CIS  
Internship**

**Prism Cement  
Campus**

**AND MANY MORE...**

*"A person who never made a mistake never tried anything new".  
- Ms Shatabdi Das*