

MANGALMAY TRIVIA



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At the crossroads of learning and leadership, excellence is born.



MANGALMAI

INSTITUTE OF MANAGEMENT TECHNOLOGY

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VISION

To develop competent managerial professionals and commerce graduates by nurturing competent, ethical, and industry-ready professionals equipped with managerial acumen, entrepreneurial mindset and social responsibility, thereby contributing meaningfully to nation building and global business environments.

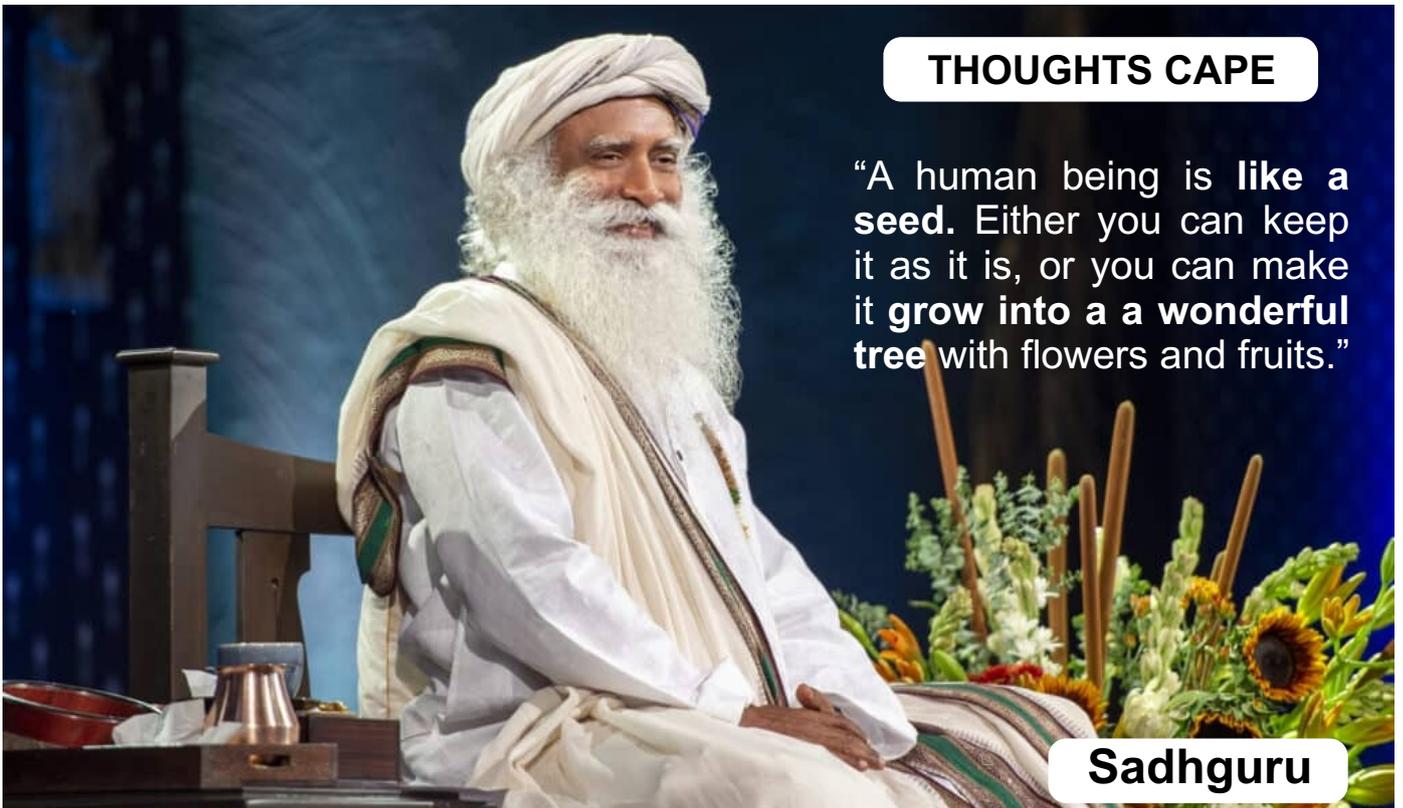
MISSION

1. To impart strong conceptual, analytical, and practical knowledge in management, commerce, accounting, finance, marketing, economics, and allied domains through outcome-based education.
2. To foster critical thinking, problem-solving abilities, leadership qualities, and effective communication skills among students to meet dynamic business and societal challenges.
3. To promote experiential learning through industry exposure, internships, projects, case studies, simulations, and research-oriented activities.
4. To inculcate ethical values, professionalism, teamwork, and lifelong learning attitudes in alignment with societal needs and global standards.
5. To encourage entrepreneurship, innovation, digital competence, and sustainability-oriented practices for holistic student development.

THOUGHTS CAPE

“A human being is like a seed. Either you can keep it as it is, or you can make it grow into a wonderful tree with flowers and fruits.”

Sadhguru



From the Chief Patron's Desk

“The future belongs to those who believe in the beauty of their dreams.”

It gives me immense pleasure to share my thoughts on the occasion of bringing out the college magazine “Mangalmay Trivia” by Mangalmay Institute of Management and Technology (MIMT), Greater Noida. A college magazine is much more than a compilation of articles. It is a reflection of the institution's academic vibrancy, creative spirit, and collective achievements throughout the year.



Over the past two decades, MIMT has steadily progressed by leaps and bounds, not only in academics but also in co-curricular and extra-curricular domains. Our constant endeavor has been to achieve human excellence by nurturing young minds, shaping holistic personalities, and instilling strong moral and ethical values. I firmly believe that education must empower students not just with knowledge, but with vision, confidence, and character.

At MIMT, we have always focused on developing highly skilled and industry-ready professionals. Our teaching learning pedagogies, continuously enriched through close industry interaction, bridge the gap between theory and practice. This dynamic approach has enabled our students to meet corporate expectations and has resulted in consistent campus recruitment success. The strength and global presence of our alumni further stand testimony to the quality of education imparted at the institute.

I am confident that Mangalmay Trivia will greatly benefit students by providing an informative, educative, and creative platform. I appreciate the efforts of the editorial board and all contributors for bringing out this magazine with dedication and commitment. To our student contributors, I encourage you to continue expressing your thoughts through writing be it articles, poems, or reflections as creativity flourishes with consistent practice.

In the inspiring words of Dr. A. P. J. Abdul Kalam:

**“Learning gives creativity, creativity leads to thinking,
Thinking provides knowledge, and knowledge makes you great.”**

May the quality education at MIMT continue to enlighten minds, inspire innovation, and empower our students to aim high and achieve excellence in all walks of life.

I wish Mangalmay Trivia great success and extend my best wishes to all students for a bright and fulfilling future.

Dr. Atul Mangal
Chairman,
Mangalmay Group of Institutions (MGI)

From the Patron's Desk

“Discipline is the bridge between goals and accomplishments.”

“Mangalmay Trivia” offers a wonderful opportunity to reflect on the journey of Mangalmay Institute of Management and Technology (MIMT). Since its inception in 2002, MIMT has carved a path of remarkable growth, innovation, and academic excellence. While we take pride in how far we have come, we remain conscious that there are still greater dreams to fulfill, higher summits to scale, and larger responsibilities to shoulder. True success lies in the continuous pursuit of excellence, and excellence demands discipline, commitment, and an extraordinary mindset.



A college magazine is a true mirror of an institution's academic strength, creative vitality, and holistic development initiatives. Mangalmay Trivia eloquently captures the intellectual, literary, scientific, and cultural pursuits of our students and faculty. I am confident that this magazine will enrich readers with new perspectives and ideas, while providing students a meaningful platform to express their creativity and innovation.

MIMT stands firmly for quality, values, and excellence in education. Our focus has always been on nurturing competent professionals who are not only industry-ready but also ethically grounded and socially responsible. Along with strong academic foundations, we encourage students to think unconventionally, seize opportunities, and explore avenues of entrepreneurship and innovation. We firmly believe that education should empower students to convert opportunities into achievements. Guided by the philosophy of Imagine Invent Inspire, MIMT is committed to shaping dynamic individuals capable of contributing meaningfully to society. The strength of our institution lies in our dedicated team, whose collective efforts, perseverance, and shared vision continue to drive MIMT forward. Teamwork, indeed, makes the dream work, and our sustained progress stands testimony to this belief.

I congratulate the editorial board and all contributors for their sincere efforts in bringing out this edition of Mangalmay Trivia. Your dedication has added yet another vibrant chapter to the legacy of MIMT. I encourage our students to continue taking their first steps with confidence, discipline, and belief, for every great journey begins with a single step.

I extend my best wishes to all students for a future filled with learning, growth, and success, and wish Mangalmay Trivia every success.

Dr. Aayush Mangal
Vice-Chairman,
Mangalmay Group of Institutions (MGI)

From the Patron's Desk

“Education is the foundation upon which we build our dreams and shape our future.”

A magazine is a meaningful reflection of an institution's academic strength, creative expression, and the vibrant spirit of its students and faculty. It serves as a platform where ideas, innovation, and imagination come together to showcase the true essence of campus life.

At Mangalmay Institute of Management and Technology (MIMT), our constant endeavour has been to provide an enriching learning environment that nurtures knowledge, creativity, and values in equal measure. In today's fast-

changing world, education must go beyond classrooms and textbooks. It should empower students to think critically, act responsibly, and adapt confidently to global challenges. At MIMT, we strive to create such an ecosystem where students are encouraged to explore, innovate, and grow into competent professionals and responsible citizens.

Mangalmay Trivia is a proud testimony to the intellectual curiosity, talent, and creative potential of our students. The articles, reflections, and creative contributions compiled in this magazine highlight not only academic excellence but also the diverse perspectives and aspirations of young minds. I am confident that this publication will inspire readers and motivate students to continue expressing themselves through constructive and creative pursuits.

I sincerely appreciate the efforts of the Editorial Board, faculty members, and students who have worked diligently to bring out this magazine. Their commitment and teamwork truly reflect the values that MIMT stands for.

I extend my best wishes to all our students for a future filled with learning, success, and meaningful achievements, and wish Mangalmay Trivia continued success in the years to come.

**Dr. Perna Mangal
Executive Director
Mangalmay Group of Institutions (MGI)**



From the Chief Editor's Desk

“The purpose of education is not just to create professionals, but to shape thinkers who can change the world.”

In today's rapidly evolving industrial and professional landscape, one of the biggest challenges for management education is to align with the dynamic aspirations of the younger generation. At MIMT, we continuously strive to address this challenge by fine-tuning our academic processes and adopting innovative, experiential, and practice-oriented teaching learning methodologies, complemented by a wide range of developmental activities.



Our vision is deeply rooted in the belief that education has the power to transform society. This belief inspires every stakeholder at MIMT faculty, staff, students, alumni, and management to work with dedication and purpose. It motivates our faculty to excel in teaching and research, encourages students to think beyond boundaries, and strengthens our resolve to create meaningful impact through education.

MIMT today is much more than an institution; it is a family bound together by shared values, mutual respect, and a strong sense of belonging. This family spirit nurtures collaboration, cooperation, and harmony, creating an environment where learning flourishes and individuals grow not only professionally but also as responsible human beings. Our constant endeavour is to develop industry-ready, globally competitive professionals who are ethically grounded and socially responsible citizens of India.

Mangalmay Trivia stands as a proud testament to the talent, creativity, and intellectual curiosity of our students and faculty. I extend my heartfelt congratulations to the Editorial Committee for their sincere efforts in bringing out this magazine and adding yet another feather to the cap of MIMT.

I wish all our student's great success in their future endeavors and look forward to many more milestones and achievements in the years to come.

With best wishes,

**Dr. Meenakshi Sharma
Associate Director(MIMT)**

Preface by the Editors



“Creativity is seeing what others see and thinking what no one else has thought.”

We are delighted to present this edition of Mangalmay Trivia, a creative tapestry that reflects the intellectual curiosity, artistic expression, and diverse perspectives of the students and faculty of Mangalmay Institute of Management and Technology (MIMT). A college magazine serves not just as a record of activities, but as a platform for voices that inspire, inform, and ignite imagination within our academic community.

This magazine brings together a rich collection of literary pieces, insightful articles, artistic expressions, and original ideas that beautifully capture the vibrant spirit of our campus life. Each submission is a testament to the curiosity and enthusiasm of our contributors, whose creativity continues to strengthen our institutional values of excellence, innovation, and holistic learning.

At MIMT, learning extends beyond classrooms. Through Mangalmay Trivia, we celebrate the accomplishments, reflections, and unique experiences of our students and educators. It is our hope that this magazine not only showcases talent but also becomes a meaningful keepsake one that inspires readers to explore new horizons, embrace diverse ideas, and pursue knowledge with passion and purpose.

We extend our heartfelt appreciation to all contributors, faculty advisors, and the editorial team whose commitment and collaboration have brought this publication to life. Your dedication has made this edition a memorable tribute to creativity and intellectual engagement.

We sincerely hope that Mangalmay Trivia enriches your reading experience and motivates you to continue expressing your voice with confidence and originality.

With warm regards,

Ms. Sonali Chauhan

Ms. Shakuntla Garg

Ms. Ishwa Noor

Article of the month

THE EVOLUTION OF CORPORATE SOCIAL RESPONSIBILITY: A COMPREHENSIVE ANALYSIS OF LEGAL FRAMEWORKS AND SOCIAL IMPACT

Introduction: From Philanthropy to Mandatory Compliance

For decades, Corporate Social Responsibility (CSR) was viewed through the lens of voluntary philanthropy a "good to have" initiative for companies with surplus profits. However, the global economic landscape has shifted. Today, CSR is a fundamental pillar of corporate governance. In India, this shift was codified through Section 135 of the Companies Act, 2013, making it one of the first countries in the world to mandate CSR spending for specific classes of companies.

This article explores the intricate mechanisms of CSR as defined by the latest legislative provisions, the strategic role of the Board, and the diverse sectors of impact defined under Schedule VII.

I. The Legal Thresholds: Who Must Comply?

The mandate for CSR does not apply to every business. The law targets companies that have reached a specific scale of operations, ensuring that those with the greatest resources contribute the most to nation-building.

A company is required to comply with CSR provisions if it meets any of the following criteria during the immediately preceding financial year:

1. Net Worth: ₹500 crore or more.
2. Turnover: ₹1,000 crore or more.
3. Net Profit: ₹5 crore or more.

Once a company crosses any of these three thresholds, it enters a regulated ecosystem of social accountability that requires structural changes in its management.

CSR Mandate Applicability

Applies only to companies with substantial scale of operations

A company must comply with CSR provisions if it meets any of the following criteria in the preceding financial year:

Criterion	Threshold
Net Worth	₹500 Crore or More
Turnover	₹1,000 Crore or More
Net Profit	₹5 Crore or More

Crossing any of these thresholds...

II. The Governance Structure: The CSR Committee

CSR is not merely a financial transaction; it is a management function. The law requires the constitution of a CSR Committee of the Board.

Composition of the Committee

- ✎ The committee must consist of three or more directors.
- ✎ At least one director must be an independent director to ensure unbiased oversight.

- ✎ Exception: If a company is not required to appoint an independent director under Section 149, the committee can function with two or more directors.

Functions of the Committee

The committee holds the "visionary" role in the process. Their duties include:

1. Formulation: Drafting a CSR Policy that indicates the activities to be undertaken (aligned with Schedule VII).
2. Recommendation: Suggesting the amount of expenditure to be incurred.

Monitoring: Tracking the implementation of the policy periodically to ensure the funds are reaching the intended beneficiaries.



III. The 2% Mandate: Calculating the Impact

The hallmark of the Indian CSR framework is the spending requirement. Companies must ensure that in every financial year, they spend at least 2% of their average net profits made during the three immediately preceding financial years.

Nuances in Spending:

- ✎ **Newly Incorporated Companies:** If a company has not completed three years since incorporation, the average is calculated based on the profits of the years it has been in existence.
- ✎ **Local Area Preference:** The law specifies that companies should give preference to the local areas around which they operate. This ensures that the communities directly impacted by industrial operations are the first to benefit from corporate development.
- ✎ **Treatment of Excess Spend:** If a company spends more than the required 2%, the law allows them to set off this excess amount against the spending requirements of future years, providing flexibility for large-scale projects.

IV. Schedule VII: The Roadmap for Social Development

The law does not leave "social responsibility" open to vague interpretation. Schedule VII provides a detailed list of activities that qualify as CSR. This ensures that corporate funds are channeled into sectors that align with the United Nations Sustainable Development Goals (SDGs) and national priorities.

1. Health and Nutrition

Eliminating hunger, poverty, and malnutrition is the primary focus. This includes:

-  Providing clean drinking water.
-  Promoting preventive healthcare and sanitation.
-  Contributions to the Swachh Bharat Kosh (set up by the Central Government for the promotion of sanitation).

2. Education and Livelihood

Companies are encouraged to bridge the education gap by:

-  Promoting special education and employment-enhancing vocational skills.
-  Focusing on vulnerable groups including children, women, the elderly, and the differently-abled.

3. Gender Equality and Empowerment

CSR funds are used to:

-  Set up homes and hostels for women and orphans.
-  Establish old age homes and day-care centers.
-  Reduce inequalities faced by socially and economically backward groups.

4. Environmental Stewardship

In the era of climate change, CSR focuses on:

-  Maintaining the quality of soil, air, and water.
-  Conservation of natural resources and agroforestry.
-  Contribution to the Clean Ganga Fund for the rejuvenation of the river Ganga.

5. National Heritage and Culture

Protection of national heritage, art, and culture, including the restoration of historical buildings and works of art, is a recognized CSR activity. This preserves the country's identity for future generations.

6. Support for the Armed Forces

Measures for the benefit of armed forces veterans, war widows, and their dependents are included, recognizing the sacrifice of those in uniform.

7. Disaster Management and Relief

The framework is dynamic. During the COVID-19 pandemic, clarifications were issued to include disaster management, relief, and rehabilitation as valid CSR activities. This includes contributions to the PM CARES Fund or other government funds set up for socio-economic development.



SCHEDULE VII: THE ROADMAP FOR SOCIAL DEVELOPMENT



Schedule VII ensures corporate funds are utilized in alignment with United Nations Sustainable Development Goals (SDGs) and national priorities.



V. Transparency and Accountability: The Board's Responsibility

The Board of Directors serves as the ultimate custodian of a company's CSR activities. Their responsibilities include:

- ✍ Approval: Reviewing and approving the CSR Policy recommended by the Committee.
- ✍ Public Disclosure: Disclosing the contents of the policy in the Board's report and publishing it on the company's website.
- ✍ Implementation: Ensuring that the activities included in the policy are actually carried out.

The "Comply or Explain" Rule

If a company fails to spend the mandated 2%, the Board must specify the reasons for the shortfall in its report. However, the law has moved toward stricter enforcement:

- ✍ Unspent Funds: If the unspent amount relates to an "ongoing project," it must be transferred to a Special CSR Account within 30 days and spent within three years.
- ✍ Transfer to Government Funds: If the money is not tied to an ongoing project, it must be transferred to a fund specified in Schedule VII (like the Prime Minister's National Relief Fund) within six months of the end of the financial year.

VI. Penalties for Non-Compliance

To ensure the law is not taken lightly, Section 135(7) prescribes heavy penalties:

-  **Company Liability:** A penalty of twice the amount required to be transferred to the Fund/Account, or one crore rupees, whichever is less.
-  **Officer Liability:** Every officer in default is liable for a penalty of one-tenth of the required amount, or two lakh rupees, whichever is less.

VII. Conclusion: CSR as a Tool for Sustainable Growth

The CSR framework provided by Section 135 and Schedule VII is more than a regulatory hurdle; it is a blueprint for a symbiotic relationship between business and society. By directing 2% of profits toward education, healthcare, and environmental conservation, the corporate sector becomes a partner in the nation's progress.

As businesses look toward 2026 and beyond, the integration of CSR into the core business strategy will be the deciding factor in long-term sustainability. Companies that view CSR as an investment in the ecosystem that sustains them will find themselves more resilient, more respected, and ultimately, more profitable.

CS Tanay Ojha

Assistant professor (MIMT)

Can Modern Education Thrive Without Spiritual Roots?

Bridging Spirituality and Modern Education through IKS

Education today is often measured by technological progress, employability, and global competitiveness. Yet, true learning must go beyond academic excellence; it should nurture values, ethics, and inner growth. This is where spirituality and the Indian Knowledge System (IKS) play a vital role in enriching the modern education framework while keeping our deep-rooted culture intact.

The Indian Knowledge System is a treasure trove of wisdom accumulated over millennia. It encompasses philosophy, Ayurveda, yoga, astronomy, mathematics, literature, and holistic approaches to life. Unlike purely materialistic models of education, IKS emphasizes harmony between the individual, society, and nature. Integrating these principles into modern curricula ensures that students not only acquire skills but also cultivate mindfulness, compassion, and responsibility.

Spiritual practices such as meditation and yoga, derived from IKS, help learners manage stress, improve concentration, and develop emotional resilience. At the same time, traditional values like respect for teachers, community living, and ethical conduct provide a moral compass in an age often dominated by consumerism. These practices remind us that education is not just about producing workers for industries but about shaping balanced human beings.

The National Education Policy (NEP) 2020 has already emphasized the importance of incorporating IKS into mainstream education. By blending modern scientific advancements with the timeless insights of IKS, education can become a balanced system that produces innovators who are also rooted in culture and humanity. This synthesis ensures that while students are prepared for global challenges, they remain connected to their heritage and spiritual identity.

Ultimately, spirituality and the Indian Knowledge System together offer a pathway to transform modern education into a holistic journey. They encourage learners to see knowledge not as fragmented information but as wisdom that unites the material and the spiritual. In doing so, education becomes a bridge connecting the wisdom of the past with the opportunities of the future, while keeping our deep-rooted culture intact.

“A nation's future shines brightest when its education carries the light of culture and the spirit of wisdom.”

Prof. (Dr.) Meenakshi Sharma

Associate Director

MIMT

Beyond Lectures: Faculty Perspectives

The Purity of Our Environment: A Myth or a Responsibility?

The future is green if we choose to make it so.

The words pure and purity are frequently used in our daily conversations, often without reflection. But when we pause to question the purity of our environment, the reality is unsettling. Is there any air that is completely pure? Can we find soil untouched by contaminants? Is there even a single drop of water that can truly be called pure? Even rainwater, the most natural form of water, is no longer free from pollutants. This stark reality highlights an undeniable truth: the purity of our environment is steadily declining.

This decline brings us to the concept of pollution. Pollution occurs when substances solid, liquid, or gaseous are present in excess or exceed acceptable limits in the environment. While the Earth has endured natural calamities such as volcanic eruptions, floods, earthquakes, and forest fires for millions of years, it has remarkably survived them all. However, the damage caused by human activities in just a few centuries has proven far more devastating.

The unchecked discharge of industrial waste, toxic gases, plastics, and electronic waste has inflicted irreversible harm on our planet.

Science and technology were once regarded as blessings that propelled human civilization forward. They transformed lifestyles, improved communication, and accelerated development beyond imagination. Yet today, we find ourselves questioning whether this progress has crossed a dangerous threshold. Human activities, driven by selfishness and convenience, have spiralled beyond control. In many ways, unchecked technological advancement has become a poison rather than a boon, threatening the very existence of our rich and beautiful planet.

Often, people restrict the idea of cleanliness and hygiene to their personal spaces alone, ignoring the impact of their actions on the larger environment. Garbage, plastics, and electronic waste are carelessly discarded into land and water bodies, while harmful gases are released into the atmosphere through waste burning. These seemingly small actions collectively result in severe and long-lasting damage. Polluted air, contaminated water, and toxic soil directly affect human health, leading to respiratory illnesses, genetic mutations, and life-threatening diseases.

Despite the grim scenario, hope lies in conscious and collective action. As responsible citizens, we must rethink our everyday choices and adopt sustainable alternatives. The excessive use of plastic must be refused, and recycling should become a habit rather than an exception. Proper waste segregation, reuse of materials, and efficient recycling can significantly reduce environmental stress. Sustainable development demands that resources be used wisely, ensuring that present needs do not compromise the future.

Effective waste management is central to environmental protection and requires strong governmental intervention. Policies must focus on waste reduction, proper disposal, and strict implementation at local levels. Equally important is public education people must be encouraged to control waste generation rather than contribute to it.

Individual participation plays a decisive role in environmental conservation. Adopting the 4R's Reduce, Reuse, Refuse, and Recycle should become the guiding principle of every developing society. By thinking clean and acting green, we can restore balance to our environment. The time to act is now, so that we may leave behind a healthier, purer, and more sustainable planet for future generations.

The health of our planet is the health of our future and the time to act is now.

Ms. Sonali Chauhan
Assistant professor (MIMT)

Communication: The Silent Backbone of Ascension- Why Grammar and Rigour Rule the Modern Dialogue!

"The Burgeoning Need"

In an era of remote work and rapid-fire digital exchanges, the cost of a misunderstanding has never been higher. You can argue that attention is the new currency, and effective communication is the only way to "buy" it.

We are drowning in data but starving for clarity.

In an era defined by the frantic speed of digital exchange, we often mistake mere "noise" for meaningful connection. As our platforms for dialogue multiply, the quality of our discourse ironically thins, leaving a void where clarity and influence should reside. However, beneath the surface of every viral speech and every high-stakes proposal lies a silent backbone: the rigorous application of grammar and the relentless pursuit of practiced delivery. Grammar is not a relic of the classroom; it is the fundamental architecture of thought that prevents an idea from collapsing under the weight of its own ambiguity. To master the modern dialogue is to recognize that while technology provides the medium, it is the technical discipline of language and the grit of constant practice that transform a fleeting thought into an indelible impact.

Grammar: The Structural Integrity

Think of grammar not as a set of "stuffy rules," but as the operating system of language. Without a functional OS, the most beautiful software (your ideas) won't run.

 **Credibility:** Small errors can act as "cognitive friction," making the reader doubt the authority of the message.

 **Clarity:** Grammar provides the road signs (punctuation, syntax) that prevent the reader from getting lost.

If communication is the software we use to interface with the world, then grammar is the operating system that allows that software to run. In the rush to be "authentic," many modern communicators dismiss syntax and punctuation as pedantic hurdles. This is a strategic error. Grammar is the invisible grid that holds the chaos of human thought in a state of readable order.

Without the structural integrity of proper grammar, a message becomes a "leaky vessel." Every misplaced modifier or tense inconsistency act as a point of cognitive friction, forcing the receiver to work harder to decode the sender's intent. When the reader has to pause to decipher a sentence, they stop listening to your argument and start questioning your competence.

Communication is a craft, not a talent. You should emphasize that even the most charismatic leaders "rehearse" their spontaneity.

The Forge of Practice: The Muscle Memory

Knowledge of grammar is the map, but practice is the journey. No one becomes a master orator or a persuasive writer by accident. The "silent backbone" is strengthened in the quiet hours of revision and the repetitive discomfort of rehearsal.

Effective communication must move from the conscious mind to muscle memory. This requires:

1. Deliberate Iteration: Writing the same pitch five different ways to find the one that resonates.
2. Phonetic Awareness: Reading work aloud to ensure the rhythm of the language matches the urgency of the message.
3. Feedback Loops: Writing, recording oneself, and seeking critiques are the only ways to improve.
4. Consistency: Just as an athlete trains, a communicator must write or speak daily to maintain their edge.

The true power of communication does not lie in the volume of our voices, but in the integrity of our structures. As we navigate an increasingly complex global landscape, the "silent backbone" of grammar and rigour will continue to separate those who merely occupy space from those who command it. We must move past the misconception that eloquence is an innate gift; it is, instead, a hard-won discipline. The modern world is saturated with voices, yet it is starving for clarity. By reclaiming the rigour of the written and spoken word, you equip yourself with a toolset that is as timeless as it is transformative. Do not settle for being heard; strive to be unforgettable.

Thus, in an increasingly interconnected world, addressing the burgeoning need for eloquent communication is imperative in shaping competent & confident individuals to meet the demands of the modern, globalised society.

“Professional communication is measured not only by what is said, but by how accurately it is structured.”

Ms Ishwa Noor

Assistant Professor (MIMT)

Why Financial Literacy Matters in a Student's Life in India

“An investment in knowledge pays the best interest.” Benjamin Franklin

For most Indian students, the real lesson in finance begins in college. Managing pocket money, hostel expenses, online food orders, travel costs, and digital payments suddenly becomes part of daily life. Many of us learn money management through trial and error, often after making small but important mistakes.

Financial literacy simply means understanding how to use money wisely. It helps students decide where to spend, where to save, and how to plan for the future. In a country like India, where education loans, rising living costs, and competitive careers are common, financial awareness is more important than ever.

Saving is usually the first financial habit students learn. Piggy banks may turn into savings accounts, but the idea remains the same: set aside something for tomorrow. Along with saving, basic knowledge of investments such as fixed deposits, mutual funds, SIPs, and government schemes can help students build a strong financial base even with small amounts.

Digital payments through UPI, mobile wallets, and online banking have made life easier for Indian students. However, convenience also brings risks like online fraud and impulsive spending. Being financially aware helps students use digital tools safely and responsibly.

Financial literacy also supports career planning. Whether a student plans to take up a job, pursue higher studies, or start a business, understanding money builds confidence and independence. In the long run, financially aware students become responsible earners and informed citizens.

In the end, financial literacy is not just about numbers or savings; it is about peace of mind. It is the quiet confidence that comes from knowing our small, thoughtful choices today can protect our dreams tomorrow.

For Indian students standing at the edge of their future, understanding money is not a luxury; it is a strength that shapes independence, dignity, and hope for a better life ahead.

“Do not save what is left after spending, but spend what is left after saving.”

Ms. Shakuntla Garg

Assistant Professor- MIMT

Redefining Progress: Gender Inclusivity as a Catalyst for Change

Introduction

Gender inclusivity has emerged as a central pillar of social justice, economic development, and sustainable growth in the modern era. As societies evolve, the traditional binary understanding of gender is giving way to a more inclusive and equitable framework that recognizes diversity, dignity, and equal opportunity for all. In today's globalized and knowledge-driven economy, gender inclusivity is not merely a moral imperative but a strategic necessity for organizations, institutions, and nations.

Understanding Gender Inclusivity

Gender inclusivity refers to the creation of environments where individuals of all genders—women, men, and gender-diverse identities—are respected, valued, and provided equal access to opportunities, resources, and decision-making processes. It goes beyond gender equality by actively addressing systemic barriers, stereotypes, and power imbalances that hinder participation and growth.

Gender Inclusivity in Education

Education plays a transformative role in promoting gender inclusivity. The modern education system increasingly emphasizes equal access, gender-sensitive curricula, and safe learning spaces. Policies such as skill-based education, digital learning, and lifelong learning opportunities have enabled greater participation of women and marginalized genders. Higher education institutions are now integrating gender studies, leadership training, and inclusive pedagogies to prepare socially responsible global citizens.

Gender Inclusivity in the Workplace

The modern workplace has witnessed significant progress in gender inclusion through diversity policies, flexible work arrangements, maternity and paternity benefits, and anti-harassment frameworks. Inclusive organizations benefit from diverse perspectives, improved innovation, and enhanced decision-making. Women's leadership, gender-diverse teams, and inclusive corporate cultures contribute to higher productivity and sustainable organizational performance.

Role of Technology in Advancing Inclusivity

Digital transformation has become a powerful enabler of gender inclusivity. Technology has reduced traditional barriers by enabling remote work, online education, digital entrepreneurship, and access to financial services. Fintech platforms, digital skill programs, and social media advocacy have amplified women's voices and expanded economic participation, particularly in emerging markets.

Policy Frameworks and Institutional Support

Governments and international organizations play a crucial role in promoting gender inclusivity through progressive legislation and policy initiatives. Laws related to equal pay, workplace safety, education access, political participation, and social protection have strengthened gender equity.

Global frameworks such as the Sustainable Development Goals (SDG 5: Gender Equality) provide a unified roadmap for inclusive development.

Challenges to Gender Inclusivity

Despite progress, significant challenges persist. Gender pay gaps, under representation in leadership, societal stereotypes, digital divides, and unequal access to resources continue to limit true inclusivity. Cultural norms and unconscious biases often undermine policy implementation, making sustained awareness and behavioral change essential.

Gender Inclusivity and Sustainable Development

Inclusive societies are more resilient and innovative. Gender inclusivity contributes directly to poverty reduction, economic growth, improved health outcomes, and stronger institutions. Empowering women and gender-diverse individuals enhances human capital and accelerates progress toward sustainable development goals, making inclusivity a cornerstone of nation building.

Way Forward

The path toward gender inclusivity requires collective action from governments, educational institutions, industry, and civil society. Key strategies include gender-sensitive policymaking, inclusive leadership development, continuous education, and the integration of ethical values in professional life. Encouraging mentorship, role models, and community engagement can further strengthen inclusive ecosystems.

Conclusion

In the modern era, gender inclusivity is both a social responsibility and a catalyst for sustainable transformation. By fostering inclusive mindsets, equitable systems, and innovative opportunities, societies can unlock the full potential of all individuals. Building a gender-inclusive future is essential for creating just, prosperous, and resilient nations.

Dr. Anuradha Chakraborty

Associate professor -MIMT

Good Manager

A good manager reads the balance sheet
Not just for totals, profit, or seat,
But for stories hidden line by line,
Of cost and care, of loss and shine.
They know each debit, credit's role,
How figures reflect the firm's true soul,
Cash that flows or silently bleeds,
Accounts that speak of future needs.
Profit is measured, not just earned,
With prudence practiced, lessons learned,
Depreciation, reserve, and fund
Are shields that keep the enterprise sound.
They plan with budgets, forecast wise,
Turn ratios into sharper eyes,
Not blinded by short-term gain,
But long-term value is their aim.
Ethics stand firm in every book,
No window dressed, no crooked look,
For truth in accounts builds trust that stays,
Beyond one quarter, beyond one phase.
They lead the team with numbers clear,
Explain the "why" so all can hear,
For when accounts are well understood,
Decisions turn both smart and good.
Thus stands the manager, calm and keen,
Where leadership and ledgers convene,
For firms grow strong and futures last
When wisdom guides the financial past.

Dr. Kamal Agarwal

Associate Professor

MIMT

शिक्षक की छाया

शिक्षक है वो दीपक, जो राहों में जलता,
गहरे अंधकार में, हमें उजाले से मिलता।
ज्ञान का सागर, जो कभी न सूखता,
हर सवाल पर उत्तर, बस उसी से मिलता।

जो हर पत्थर को, मोती बना देता,
जो हर दिल को, उम्मीद से भर देता।
उसकी छवि में छिपी एक अनमोल शक्ति,
जो झुके हुए को भी, ऊपर उठा देता।

ना थकते हैं वो, ना कभी रुकते हैं,
हमारी तामसी सूरतें, वो कभी नहीं छिपते हैं।
जिनकी आँखों में छिपा है सारा संसार,
जिनके शब्दों में बसी है, हर दिल की पुकार।

वो नहीं सिर्फ पढ़ाते, वो हमें जीना सिखाते हैं।
हमारे सपनों को अपनी आँखों से साकार करते हैं।
हर छोटे कदम को, वो बड़े कदम में बदलते,
हमारा हर प्रयास, सफलता में बदलते।

वो नहीं गुरु, वो तो शिक्षक हैं हमारी ज़िन्दगी,
जो मिट्टी को भी बना देते हैं सोने जैसी।
उनकी मेहनत, उनका प्यार, कभी न व्यर्थ जाता,
शिक्षक की छाया ही है, जो हमको सच्चा रास्ता दिखाता।

Mr. Nikhil Tripathi

Assistant Professor

Mangalmay Institute of Technology, Greater Noida

Emotional Branding: How Stories Shape the Brands We Love”

“People do not buy goods and services. They buy relations, stories and magic.” Seth Godin

Emotional Branding: How Stories Shape the Brands We Love

Emotional branding is the practice of building brands that create a deep emotional connection with people instead of relying only on product features, price, or promotions. In simple terms, it is about how a brand makes consumers feel and how those feelings shape long term loyalty. In an age of endless choices, emotional branding helps certain brands stand out and become part of people's identities and everyday stories.

Why emotions matter in branding

At its core, emotional branding recognizes that human decisions are influenced as much by emotion as by logic. Consumers may compare specifications, but they remember how a brand made them feel respected, inspired, safe, or included. By appealing to emotions such as joy, nostalgia, belonging, pride, or hope, brands move beyond transactions and begin to occupy a meaningful place in people's lives.

Storytelling: the heart of emotional branding

Storytelling is the central tool through which emotional branding operates. A brand story is not just a slogan; it is a narrative about why the brand exists, what it stands for, and how it fits into the lives of its users. When a brand tells consistent and relatable stories through advertisements, social media, packaging, and even customer service it creates a recognizable personality that audiences can trust. These stories often feature ordinary people, families, or communities, allowing consumers to see their own experiences reflected on screen. For example, campaigns that highlight festivals, friendships, or everyday struggles connect strongly in contexts like India, where shared emotions and social bonds are central to culture. As a result, the brand is remembered not only for its product, but for the moments it represents.

The pillars of effective emotional branding

Effective emotional branding usually rests on four key pillars: authenticity, relatability, clear purpose, and consistency. Authenticity means that the promises made in stories must match the brand's actual behaviour; otherwise, audiences quickly feel misled. A clear purpose such as empowerment, inclusion, or sustainability gives depth to the narrative and helps consumers understand what the brand truly stands for beyond profit.

At the same time, emotional branding raises important ethical questions. When emotions are used only to manipulate fear or insecurity, or when brands claim to support social causes without real action, trust can be seriously damaged. Responsible emotional branding therefore requires honesty, transparency, and genuine respect for consumers' autonomy.

Why it matters for young consumers

For students and young readers of a college magazine, emotional branding is not just a marketing buzzword; it is a lens to understand why certain brands feel like friends, mentors, or companions. As future professionals and informed consumers, recognising the power of stories in shaping the brands we love can help in both creating meaningful brands and engaging with them more thoughtfully.

“In a world of endless options, the brands we remember are the ones that make us feel.”

Ms. Swati Pandey

Assistant Professor

Mangalmay Institute of Management and Technology

ऐ जाते हुए लम्हों जरा ठहरो...

ऐ जाते हुए लम्हों जरा ठहरो
इस तरह कि वक्त से कुछ बात कर लूँ,
जो छूट गया था राहों में कहीं,
उसे फिर से दिल के पास धर लूँ।

वो बचपन की गलियाँ, कच्चे से घर,
दीवारों पर सपनों की धूप लगी,
माँ की पुकार, पापा की ऊँगली,
हर राह में कोई उम्मीद जगी।

न घड़ी की टिक-टिक का एहसास था,
न कल की चिंता, न हार का डर,
हर दिन नया त्योहार लगता था,
हर पल में छुपा था छोटा सा घर।

कंचे, गिट्टे, लुका-छिपी के खेल,
टूटी पतंग और हँसी का शोर,
बारिश में भीगना, मिट्टी की खुशबू,
आज भी करती है दिल को चोरा।

किताबों में दबे सूखे फूल से,
कुछ खत अब भी साँसें लेते हैं,
नादान सी लिखावट, टेढ़े शब्द,
आज भी मुझसे कुछ कहते हैं।

वो रुठना, फिर पल में मान जाना,
आँसू भी थे कितने सच्चे,
एक चॉकलेट, एक झूठी कसम,
और सारे गिले हो जाते अच्छे।

ऐ जाते हुए लम्हों जरा ठहरो
जिम्मेदारियों से पहले की शामें लौटा दो,
जहाँ सबसे बड़ी थकान के बाद
माँ की गोद में सिर रख सुला दो।

अब तो हँसी भी सोच-समझकर आती है,
हर खुशी का हिसाब रखना पड़ता है।
दिल बच्चा ही रह गया है भीतर,
पर हर ख्वाब को बड़ा होना पड़ता है।

ऐ जाते हुए लम्हों जरा ठहरो
बस इतना सा एहसान कर जाना,
जब थक जाए ये दुनिया से लड़ते कदम,
तो सपनों में ही सही, बचपन बन जाना।

Dr. Anuradha Chakraborty

Associate professor -MIMT

Academic Clubs and Committees

The Academic Clubs at MIMT including Finance, Marketing, Human Resources, and Information Technology aim to bridge classroom learning with practical exposure, enhance domain knowledge, and develop analytical, problem-solving, and leadership skills. These clubs provide a platform for research, innovation, industry interactions, competitions, and workshops, fostering teamwork, creativity, and professional networking. They also focus on instilling ethical values and social responsibility, preparing students to confidently face real-world challenges while excelling in their respective fields.



Eco-Club

The Eco Club at MIMT is dedicated to promoting environmental awareness, sustainability, and responsible practices among students. Its objectives include organizing campaigns, workshops, and activities that foster green initiatives, waste management, energy conservation, and community engagement. In addition, through collaborations with organizations such as the HCL Foundation and Namami Gange, the institute provides students with opportunities to participate in social responsibility projects, river conservation drives, and community development programs, enabling them to apply their knowledge for societal and environmental betterment while developing leadership, teamwork, and ethical values.



Cultural & EBSB Club: Celebrating Diversity, Unity, and Creative Expression

The Cultural and EBSB (Ek Bharat Shreshtha Bharat) Club of MIMT is a vibrant platform that celebrates India's rich heritage, diversity, and cultural unity. The club aims to nurture creativity, foster mutual respect, and promote national integration by engaging students in a wide spectrum of cultural, literary, and artistic activities. From traditional festivals and folk performances to modern creative showcases, students are encouraged to explore and express their passion for music, dance, drama, literature, and visual arts.

Aligned with the spirit of Ek Bharat Shreshtha Bharat, the club actively promotes cultural exchange, linguistic appreciation, regional understanding, and collaborative learning. Through workshops, competitions, awareness initiatives, and cultural showcases, it inspires students to embrace inclusiveness while appreciating the richness of India's diverse cultures.

The club organizes special events that enliven campus life, including Nritya Darpan (Inter-College Dance competition), Freshers' Party, Ethnic Day, Diwali department decorations, and Janmashtami celebrations, providing students with opportunities to showcase their talents and celebrate togetherness. With enthusiasm, talent, and unity at its core, the Cultural and EBSB Club enriches campus life and instills values of pride, respect, harmony, and the true spirit of "Unity in Diversity."



Fitness Club

“Building Strength, Discipline, and a Healthy Future”

The Fitness Club of Mangalmai Institute of Management and Technology plays a vital role in nurturing a culture of health, discipline, and active living on campus. In an academic environment where students are often engrossed in studies, screens, and deadlines, the Fitness Club serves as a refreshing force that reminds everyone of the importance of physical well-being as the foundation of overall success.

The club firmly believes that a healthy body fuels a sharp mind and a confident personality. With this philosophy, it organizes a wide range of activities designed to enhance physical endurance, teamwork, leadership, and mental resilience. Events such as Tug of War, indoor games like chess and carrom, fitness challenges, yoga and stretching sessions, and awareness programs on heart health and lifestyle diseases encourage enthusiastic participation from students across all programs. More than just competitive events, the Fitness Club focuses on inclusivity and motivation. Students of all fitness levels are encouraged to participate, fostering a supportive environment where improvement matters more than perfection. Through its activities, the club promotes values such as discipline, time management, perseverance, and sportsmanship qualities that are equally essential in professional and personal life.

The club also emphasizes the importance of mental fitness alongside physical health. By promoting regular physical activity, it helps students manage stress, improve concentration, boost self-confidence, and maintain emotional balance. These benefits contribute significantly to academic performance and overall campus harmony.

The Fitness Club of MIMT has emerged as a platform where students break free from routine, challenge their limits, and discover the joy of movement. It instills lifelong habits of health and wellness, encouraging students to prioritize fitness even beyond their college years. Through its consistent efforts, the club continues to shape individuals who are not only academically capable but also physically strong, mentally alert, and prepared to lead healthy, productive lives.



INSTITUTION'S INNOVATION COUNCIL (IIC) MIMT

“Transforming Ideas into Innovation”

The Institution's Innovation Council (IIC) of Mangalmai Institute of Management and Technology is a cornerstone of creativity, entrepreneurship, and innovative thinking on campus. Established to promote an innovation-driven ecosystem, the IIC encourages students to think beyond conventional learning and explore solutions to real-world problems.

The council actively organizes innovation challenges, ideation workshops, entrepreneurship awareness programs, startup mentoring sessions, and hackathon-related activities. These initiatives inspire students to identify opportunities, develop creative ideas, and transform them into impactful solutions and viable ventures.

The IIC fosters a culture of critical thinking, problem-solving, and risk-taking essential traits for aspiring entrepreneurs and leaders. It provides students with exposure to startup culture, business model development, and innovation frameworks that prepare them for entrepreneurial journeys and leadership roles in organizations.

Through guidance, mentorship, and collaborative activities, the IIC nurtures confidence and leadership among students. It encourages them to address societal, environmental, and economic challenges through innovation and sustainable practices.

The Institution's Innovation Council at MIMT plays a pivotal role in shaping future-ready individuals who are not just job seekers but job creators and change-makers. By promoting creativity, innovation, and entrepreneurial spirit, the IIC ensures that students graduate with a mindset geared toward growth, impact, and lifelong learning.



Unnat Bharat Abhiyan Cell

Unnat Bharat Abhiyan (UBA) is an initiative of the Government of India launched in 2014 with the objective of linking higher educational institutions with nearby rural areas for their holistic development. Under this programme, colleges and universities adopt selected villages and work in close coordination with the local community to improve their overall quality of life. Under the Unnat Bharat Abhiyan programme, our college Mangalmay Institute of Management and Technology have adopted villages of Greater Noida viz Rampur, Sakipur, Tugalpur, Sarakpur, Kudi Khera. The institution actively engages with these villages to identify local needs and challenges and to implement suitable development-oriented solutions. The main focus areas of Unnat Bharat Abhiyan are education, health, sanitation, agriculture, skill development, and livelihood generation. Faculty members and students regularly visit the adopted villages, interact with villagers, conduct surveys, and participate in various awareness and development activities. This hands-on involvement helps students gain real-life learning experiences while contributing positively to rural society. Overall, Unnat Bharat Abhiyan plays a significant role in strengthening the bond between educational institutions and rural communities. Through sustained efforts in the adopted villages of Rampur, Sakipur, Tugalpur, Sarakpur, and Kudi Khera. The programme contributes effectively to sustainable, inclusive, and community-driven rural development.



Unnat Bharat Abhiyan Cell



Internal Complaints Committee (ICC)

The Internal Complaints Committee (ICC) at Mangalmay Institute of Management and Technology functions in accordance with the guidelines of the Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013. The committee is committed to providing a safe, inclusive, and dignified working and learning environment for all students, faculty members, and staff of the institute.

The ICC plays a proactive role not only in addressing complaints related to sexual harassment but also in creating awareness, sensitization, and preventive education across the campus. The committee ensures confidentiality, fairness, and timely redressal of grievances while strictly adhering to legal and institutional norms.

To promote awareness and social responsibility, the ICC has organized several student-centric and community-oriented activities. These include a Nukkad Natak on Child Marriage, which effectively used street theatre as a medium to sensitize students and the public about social evils and their long-term consequences. The committee also conducted debate competitions on issues related to gender equality, women's safety, and workplace ethics, encouraging critical thinking and informed dialogue among students.

In addition, self-defence training sessions were organized to empower students, especially female students, by enhancing their confidence and preparedness in handling unsafe situations. Regular awareness sessions on POSH (Prevention of Sexual Harassment), legal rights, and institutional mechanisms were conducted to educate stakeholders about acceptable conduct, reporting procedures, and the importance of mutual respect.

Through these initiatives, the ICC at Mangalmay Institute of Management and Technology actively fosters a culture of respect, sensitivity, and zero tolerance towards sexual harassment, thereby contributing to the holistic development and well-being of the academic community.



TRAINING & PLACEMENT CELL MIMT

“Bridging Education with Employability”

The Training and Placement Cell of Mangalmai Institute of Management and Technology, Greater Noida, stands as one of the most crucial pillars of the institution, dedicated to shaping students into competent, confident, and industry-ready professionals. Acting as a vital link between academia and industry, the T&P Cell plays a decisive role in transforming students' academic learning into meaningful career opportunities.

The primary objective of the Training and Placement Cell is to enhance students' employability by equipping them with the skills, knowledge, and professional attitude required in today's competitive corporate environment. The cell systematically plans and executes a wide range of training programs, skill development initiatives, career guidance sessions, and placement drives to prepare students for diverse career paths.

The T&P Cell regularly organizes aptitude training, soft skills development sessions, communication skills workshops, resume writing and interview preparation programs, mock interviews, group discussion practices, and industry interaction sessions. These initiatives focus on building students' confidence, personality, and professional competence, ensuring they meet industry expectations effectively.

In addition to training, the cell actively collaborates with reputed organizations, corporate houses, and industry professionals to facilitate campus recruitment and internship opportunities. Through industry-oriented seminars, expert talks, industrial visits, and internship programs, students gain practical exposure, real-world insights, and clarity about professional expectations.

The Training and Placement Cell also plays a mentoring role by guiding students in career planning, higher education options, and professional growth strategies. Continuous counseling and support help students identify their strengths, overcome limitations, and make informed career decisions.

What sets the T&P Cell of MIMT apart is its student-centric approach and commitment to continuous improvement. By aligning academic curricula with industry needs and fostering strong industry-institution relationships, the cell ensures holistic development of students.

The Training and Placement Cell is not merely about placements; it is about building careers, nurturing aspirations, and empowering students to step confidently into the professional world. Through its consistent efforts, the cell continues to contribute significantly to the success of students and the reputation of Mangalmai Institute of Management and Technology as a center of academic excellence and employability.

TRAINING & PLACEMENT CELL MIMT

Career Readiness Journey



NCC (National Cadet Cops)

The National Cadet Corps (NCC) Unit for Girls at Mangalmay Institute of Management and Technology aims to empower young women by instilling discipline, leadership, confidence, and a spirit of patriotism. The unit focuses on developing character, physical fitness, and social responsibility, while nurturing qualities of self-reliance, teamwork, and resilience. Through structured training and community engagement, NCC prepares girl cadets to become responsible citizens and future leaders, committed to national service and personal excellence.

On behalf of Mangalmay Institute of Management and Technology, the National Cadet Corps (NCC) actively works towards nurturing discipline, leadership, patriotism, and social responsibility among students. Through regular drill training, physical fitness activities, and character-building exercises, the institute aims to develop confident and responsible young citizens.

The NCC unit at Mangalmay Institute participates in community service initiatives, including cleanliness drives, awareness campaigns, blood donation camps, and environmental activities. Cadets are also trained in first aid, disaster management, and emergency response, enabling them to serve society effectively in times of need.

Through training camps, national events, and social outreach programs, the institute promotes the values of unity, service, and nation-building, in line with the motto of NCC Unity and Discipline.

NCC (National Cadet Cops)



The Students' Chronicle

The AI Tug-of-War: Are We Building Geniuses or Couch Potatoes?

The classroom of 2026 isn't just about notebooks and pens; it's a high-tech arena where Artificial Intelligence is the ultimate double-edged sword. Is AI making students smarter, or are we just outsourcing our brains to the nearest chatbot?

The "Smarter" Revolution

For the proactive student, AI is like having a personal Ivy League tutor available 24/7.

Personalized Paces: Platforms now adapt in real-time to a student's struggle, boosting engagement by up to 40%.

Breaking Barriers: Students in remote areas use AI to translate complex English textbooks into local dialects, levelling the playing field.

The "Flow" State: AI handles the "grunt work" summarizing 50-page research papers or debugging basic code, freeing up mental bandwidth for high-level creative problem-solving.

The "Lazier" Trap

However, the "copy-paste" temptation is real. A recent MIT study found that students relying solely on Generative AI showed lower brain engagement and "soulless" output. When AI writes the essay, the student skips the "struggle" where actual learning happens. The risk isn't just "laziness"; it's cognitive atrophy—the loss of the ability to think critically without a prompt.

The Verdict

AI doesn't make you lazy or smart; it amplifies your existing intent. It's the difference between using a calculator to understand calculus faster or using it to avoid learning addition. In 2026, the "smartest" students aren't the ones with the best prompts, but those who use AI as a springboard, not a crutch.

Bhumika Sharma

BBA(P) 2nd Year

Our Society for Girls

Our society comprises of both men and women. Both are equally important for the balanced development of society. But unfortunately, girls are still considered weaker and inferior in many parts of the world.

From birth itself, girls face discrimination. In some families, the birth of a girl child is not welcomed. Girls are often denied proper education, nutrition, and opportunities as compared to boys. They are expected to do household work and are restricted in many ways.

One of the major problems faced by girls is early marriage. Many girls are forced to marry at a young age, which affects their education, health, and overall development. Another serious issue is dowry. Parents of girls often consider their daughters as a financial burden because of the matrimonial dowry demanded.

Girls also face issues like harassment, domestic violence, and lack of safety. These problems limit their freedom and confidence. Even today, women are paid less than men for the same work in many places.

However, the situation is slowly changing. With education and awareness, girls are becoming independent and confident. Many women have proved their abilities in fields like education, science, sports, politics, and business. They are contributing equally to the progress of society.

To improve the condition of girls, society must change its mindset. Girls should be given equal rights, education, and opportunities. Laws should be strictly implemented to protect girls from violence and discrimination.

In conclusion, girls are not a burden but a strength of society. If girls are educated and empowered, society will surely progress and become more balanced and prosperous.

Divya

BBA

2nd Year (4th Sem)

कठिन समय धीरे छंटता है,
धीरज भी मन से हटता है
फिर भी रोना कहाँ सही है?
पाना खोना कहाँ सही है?
बेमन भी रहना होता है
हँस कर सब सहना होता है
कोई पूछे कैसे हो तो
'अच्छा हूँ' कहना होता है
बे मन भी रहना होता है
बे मन भी रहना होता है.....
मेहनत भी हारा करती है
खोया और पाया करती है
कभी कभी बादल की बदली
सूरज पर छाया करती है
लेकिन नहीं निराशा रखते
नहीं स्वयं को प्यासा रखते
खो कर भी रहना होता है
हंसकर सब सहना होता है
कोई पूछे कैसे हो तो
'अच्छा हूँ' कहना होता है
बे मन भी रहना होता है
बे मन भी रहना होता है.....
जो करना था कर न पाए
जो बनना था बन न पाए
नहीं आस का दीपक कोई
कैसे कोई रात बिताए
आस नहीं तो मर जाओगे?
बोलो मर कर क्या पाओगे?
हारा भी रहना होता है

बे मन भी रहना होता है
कोई पूछे कैसे हो तो
'अच्छा हूँ' कहना होता है
बे मन भी रहना होता है
हंसकर सब सहना होता है.....
पंछी हो.. उड़ना न चाहे
प्यासा हो.. झरना न चाहे
बोलो क्या ऐसा संभव है?
योद्धा हो.. लड़ना न चाहे
लेकिन कब ऐसा होता है?
चाहा जो वैसा होता है
ऐसा ही जीवन होता है
हंसकर सब सहना होता है
कोई पूछे कैसे हो तो
'अच्छा हूँ' कहना होता है
बे मन भी रहना होता है
बे मन भी रहना होता है.....
हर पल अपनी जीत नहीं है
रोना धोना रीत नहीं है
किसी बांसुरी के तानों में
केवल सुख के गीत नहीं है
भूलो जो भी मिला नहीं है
छोड़ो.. कोई गिला नहीं है
मन यूँ भी रखना होता है
हंसकर सब सहना होता है
कोई पूछे कैसे हो तो
'अच्छा हूँ' कहना होता है
बे मन भी रहना होता है
बे मन भी रहना होता है.....

Yashank Mishra

BBA (P)

1st Year (2nd Sem)

Turn Your Social Skills into Cash: The Social Media Management Side Hustle Every College Student Should Know About

You already spend hours scrolling Instagram, crafting the perfect caption, and spotting trends before they go mainstream. What if that natural ability could generate ₹30,000 to ₹150,000 every month? Welcome to the world of social media management—the ultimate side hustle for college students that requires zero startup investment but delivers serious returns.

Why This Business Idea is Perfect for You?

Small businesses across India are scrambling to build their digital presence, yet they can't afford the ₹75,000 to ₹2 lakh monthly fees that established digital agencies charge. They need someone affordable, creative, and someone who actually understands their audience. That's where you come in. Unlike traditional side hustles that compete on price, social media management for local businesses—cafes, clothing brands, fitness centers, coaching institutes—pays genuinely well because the ROI is measurable. Brands can track exactly which posts generated leads, which Instagram Reels drove traffic, and which strategy increased sales.

You already have the advantage: you're native to every platform, you understand meme culture, you know what hooks Gen Z and millennials. Middle-aged agency owners? They're scrambling to keep up. Your cost is another advantage too. Charge ₹10,000 to ₹30,000 per month per client (for one or multiple platforms), manage three to five clients alongside your classes, and you're looking at ₹30,000 to ₹150,000 monthly. That's not passive income—but it's strategic, flexible, and you control your hours.

How to Actually Start (This Month)?

First, stop waiting for the perfect setup. You need a laptop, free tools, and one client. Begin by identifying three businesses near your college that have weak social media presence: that struggling café, the local boutique, the dance academy, the coding bootcamp. Check their Instagram—if they haven't posted in weeks, if their account screams "neglected," they're your target.

Create a simple portfolio. Design a sample feed for one of these businesses using Canva (free)—show 30 days worth of visually cohesive content, professional captions, and a growth strategy. Pitch them cold: "I'll manage your Instagram/Facebook for 30 days. Pay me ₹5,000, and I'll show you results in terms of followers, engagement rate, and inquiries." They'll likely say yes. After 30 days, increase your rate to ₹10,000/15,000 and expand to your next client. By month three, you'll have a pricing structure and testimonials.

What You'll Actually Do Daily?

This isn't mindless scrolling. You'll audit competitor accounts, identify trending audio for Reels, schedule 15-20 posts monthly per client, respond to comments, analyze performance metrics using free tools like Meta Business Suite and Google Analytics, and occasionally create graphics. Total time investment: 10-15 hours per client weekly. That's entirely doable around your schedule.

Why This Matters Beyond Money?

Yes, the cash is real. But you're also building a resume that employers actually care about "Grew three small businesses' Instagram reach by 35% in three months" sounds infinitely more impressive than "worked retail." You're learning marketing fundamentals, client management, analytics, copywriting, and design. These skills transfer to any digital career: marketing manager, brand strategist, digital agency founder

The Real Talk

Is every client a dream? No. Some won't understand why their daily dramas shouldn't be posted three times a day. Algorithm changes will frustrate you. But that's business. The upside? You're building something that compounds. Your second and third year, you'll have enough clients to hire other students, turn this into a full agency, or secure a six-figure internship because you've already run a real business.

The world doesn't need another generic online course affiliate marketer. It needs people who genuinely understand social platforms, who speak the language of the internet naturally, and who can move the needle for small business owners. That's you. Start today.

Anshuman Parmar

B.Com 2nd Year

"Ye Safar Thoda Tez Hai"
Abhi kal ki hi baat lagti hai,
Jab pehli baar is campus mein kadam rakha tha.
Wo anjaan chehre, wo naye raaste,
Sab kuch dhundhla sa, par apna laga tha.
Ek saal palak jhapakte hi guzar gaya,
Jaise ret mutthi se phisal jaati hai.
Aaj hum "Juniors" nahi rahe,
Par "Seniors" banne ki jaldi bhi kise hai?
Ye jo doosra saal hai na, ye sabse khaas hai,
Kyunki ab dosti kachhi nahi, kuch gehri si hai.
Ab canteen ki chai mein swaad zyada hai,
Aur class bunk karne mein dar kam, maza zyada hai.
Par kabhi kabhi dil mein ek dar sa lagta hai,
Ke ye waqt shayad kuch zyada hi tez bhaag raha hai.
Teen saal ki degree mein, aadha safar tay ho gaya,
Sochta hoon, baaki aadha bhi aise hi na beet jaaye.
Log kehte hain ki manzil important hoti hai,
Par humein to ye raasta hi sabse pyara hai.
Kyunki degree to sab le jayenge yahan se,
Par in yaadon ko sametne ka hunar humara hai.
Jaise kisi ne sach hi kaha hai:
"Kuch log sirf yaadon mein hi ache lagte hain,
Saath hote to dard aur badh jaata hai."
Par mere yaar saath hain, to har dard kam lagta hai,
Bas ye waqt yahin tham jaaye, yahi mann karta hai.

Akash Verma

BBA (P) 2nd year

Across the miles where silence sleeps,
Your voice still blooms in silver sweeps;
A tender star in night's embrace,
Unseen, yet felt your gentle grace.
Through glowing screens and whispered
streams,
You walk beside me in my dreams;
No roads, no walls, no sky too far,
Love travels light we are its star.
Though hands have never clasped in time,
Your soul already lives in mine;
The heart knows paths no eyes can see
You are my world's sweetest poetry

Shivam Raj

BBA 2nd year (4th Semester)

Startup Begin

It starts with a spark, a curious mind,
A dream too loud to be left behind.
Between the notes and sleepless nights,
An idea wakes, ready to fight.
No golden roads, no map in sight,
Just faith in work and endless might.
Mistakes are made, lessons too,
Each failure shaping something new.
Coffee cups and hopeful schemes,
Code and courage, doubts and dreams.
While others wait for doors to part,
Startups knock with a fearless heart.

Anshika Bhati

B.Com 2nd Year

MAKING FRIENDS IN COLLEGE

Suppose you are totally new in your college, and you have no school friend with you here, and now you are just wondering whether to join or create a new friend circle. Most of the time we just make friends with those who we meet on the very first day of college, for example, on orientation days. Now the thing is, as the days pass by, they make their new friends, and they start sticking up for them, while on this side it's you who is just wondering, what's going on here? Aren't we supposed to be friends? Some of your friends may get a new girlfriend, so they start spending time alone; some of your friends get into a toxic circle, and some of your friends just form their own circle and ditch you, and at the end, it's not even the start of your college, and you are left alone.

Now here are the tips you can use to make some genuine friends in college. First of all, make your own vibe; don't try to copy someone. Make your own vibe and enjoy yourself. Those who will like your vibe will automatically join you on their own. Be confident take parts in college activities it will make you highlight in everyone eyes and people will find you attractive and they will catch you later on ... Now the thing is when you will get to pick an option to with who you want to stick with as a friend, make sure you know their mindset. I personally believe that stick with those who stand by you at your lowest. Most importantly don't limit your self to only few guys. Talk with everyone from faculty to junior, to security guards and that canteen wale bhaiya ji. It's not written in law that you can only make friends only with students of the same age , gender , status , profession , religion etc . Just grow your confidence up and give it a shot and don't bound yourself with few knowledge and ideas be open minded and chill and always set your own vibe.

Yash Kumar Singh

BBA 1st Year

The Importance of Social Media on Youth

In today's digital age, social media has become an inseparable part of human life. Platforms such as Facebook, WhatsApp, and YouTube have changed the way people communicate, share information, and express themselves. Among all age groups youth are the most active users of social media, and its impact on them is both positive and negative.

One of the major advantages of social media is easy access to information and knowledge.

Young people can learn new skills, follow educational pages, attend online classes, and stay updated with current events happening around the world. Social media also provides a platform for creativity and self-expression many youths showcase their talents in music, art, writing, photography, and video creation, which can even lead to career opportunities and financial independence.

Social media also helps young people stay connected with friends and family, especially those living far away. It creates a sense of community and allows users to share ideas, opinions, and experiences. Campaigns related to social awareness, education, and social justice spread rapidly through social media, endorsing youth participation in positive social causes.

However, excessive use of social media can have serious negative effects. Spending too much time online often leads to distraction, poor academic performance and lack of focus. Constant comparison with others' seemingly perfect lives can reduce self-confidence and cause stress, anxiety, and depression, cyber bullying, online harassment, and fake news are also growing problems that mainly affect young users.

Moreover, the virtual world of social media is often unrealistic. Idealized photos and exaggerated lifestyles create false expectations, making young people dissatisfied with their real lives. Overuse of mobile phones and screens can also harm physical health, causing eye strain, sleep disorders, and reduced physical activity.

Social media is a powerful tool that can greatly benefit youth if used wisely. Balanced and responsible usage can help young people grow intellectually, socially, and professionally. However, misuse and overdependence can negatively affect mental, physical, and emotional well-being.

Therefore, it is important for youth to use social media as a helpful resource rather than allowing it to control their lives.

Sonam Kumari

BBA 1st Year (2nd Semester)

जब एक दिन हिसाब होगा,
तब कितना शेष रह जाएगा
उन औरतों के लिए,
उन माँओं के लिए,
जो आँकड़ों में भले कच्ची हैं,
पर त्याग में सबसे आगे।
निर्जल उपवास की तपन में,
वे सबके लिए आशीष माँग लेती हैं,
पर अपने हिस्से की कामना
हर बार टाल देती हैं।
उस दिन मैं ईश्वर से कहूँगी
हे प्रभु, उन्हें दे दो
जो कुछ वे भूलीं अपने लिए,
और भर दो जीवन
उन घर-आँगन की आत्माओं का।

Surya Pratap

BBA 1st Year

Beyond the Walls

Like the walls in Attack on Titan,
student life is full of limits and pressure.
We dream of freedom,
but fear the cost of chasing it.
Exams feel like giants,
failure feels terrifying,
yet standing up is the only way forward.
The story reminds us
that growth hurts,
truth is heavy,
and freedom is earned, not given.
In learning to face fear,
we slowly become stronger
not free yet,
but brave enough to try.

Agrim

BBA(P) 1st Year

DRAUPADI

Why feminism?
Because I was dragged by my hair.
I an empress, a samragyi
Dragged through the halls I ruled,
Past servants, guards, courtiers
Men who'd have died for me in war,
But in the courtyard, they looked away.
Because men of my own house
Decided I was a property
To gamble, to lose, to humiliate.
Because the crown stayed on my head,
But it could not shield my hair
From being dragged across the floor.
Because even as a crowned queen,
I was still just a woman
And a woman.... was never safe.
I was a queen
But the throne meant nothing
In a room full of men.
The only difference being a queen made
Was that I was avenged.
And even for that.... I am still blamed.

Maithili Singh

B.Com 1st Year

" What If "

What If one day the alarm rings late,
And I reach late on the college gate?
What If I skipped the class by chance,
Was the one with a surprise attendance?
What If my silence meant " I care "
But the people around thought I wasn't there?
What If the thoughts I hide inside,
Are bigger than the times I tried?
What If failing doesn't mean
I'm lost forever in between?
What If my pace is just my own,
Not fast but quietly grown?
What If the nights I overthink
Are not a curse, but a spark I bring?
What If my mind, so loud, so deep,
Is learning things while other sleep?
What If my friends I laugh with now,
Become my remember when somehow?
What if the mess, the stress, the fear,
Is becoming the best version of me here?
What If one day I look back and say,
"I was becoming myself that day".

Srishti Singh

B.Com 1st Year

Creativity Is Not a Talent, It's a Habit

Creativity is often misunderstood as a rare gift possessed only by artists, writers, or innovators. Many students believe that if they are not “naturally creative”, creativity is not meant for them. But in reality, creativity is not a talent it is a habit that grows with practice and curiosity.

As the famous quote says, “Creativity is intelligence having fun”. It is present in the way we solve problems, express our thoughts, and adapt to challenges. A student showing creativity in managing time, presenting ideas differently, or finding solutions beyond textbooks is no less creative than an artist with a paintbrush.

In academic life, we are often taught to follow fixed patterns marks, grades, and pre-defined answers. Slowly, this fear of being wrong limits our imagination. However, creativity begins when we dare to think differently, ask questions, and accept mistakes as part of learning. Every small Effort writing regularly, observing deeply, or thinking independently strengthens this habit.

College play a crucial role in nurturing creativity by encouraging learning and real-life applications of knowledge. When students are allowed to express freely, creativity naturally flourishes.

In a world driven by technology and competition, creativity becomes a survival skill. As Albert Einstein rightly said, “Creativity is more important than knowledge”. Because knowledge tells us what is, but creativity shows us what can be.

Aditi Chawda

B.com 1st Year

AI: A Friend, Foe or Future

Artificial Intelligence, or AI, is becoming a big part of our lives. From virtual assistants like Siri and Alexa to self-driving cars, AI is reshaping the way we live and work. AI has proved that it is not limited to any one field. It is creating new technologies every day, which help humans to solve problems and make life easier.

But AI can also be a foe if misused. It may take away jobs, invade privacy, or be used for dangerous purposes like cyberattacks. Due to AI, people are reducing the use of their own thinking ability. AI is completing tasks very fast, but it cannot fully replace human emotions and understanding.

Looking ahead, AI represents the future of technology and society, from climate change solutions to space exploration. But AI also brings challenges like job changes in the future. Therefore, AI is neither entirely a friend nor purely a foe. It is a powerful tool that reflects the intentions of those who use it.

“AI is a friend in our hands, a foe in our neglect and the future in our vision.”

Akshika Singh

B.Com 1st Year

Testimonials by Students

“My journey at Mangalmay Institute of Management and Technology began with aspirations and questions, and unfolded into a story of growth and purpose. As a BBA student, I learned not only the language of management and leadership, but also the value of discipline, integrity, and perseverance. The guidance of my mentors, the encouragement of my peers, and the countless lessons beyond the classroom shaped my confidence and vision. Mangalmay did not just prepare me for a career it prepared me for life, and for that, I remain deeply grateful.”

Anshi Sharma

BBA(P) 2024 - 2027

“My experience at Mangalmay Institute of Management and Technology has been a journey of learning, self-discovery, and continuous improvement. As a BBA Platina student in my second year, I have gained not only academic knowledge but also practical insights that have strengthened my confidence and clarity of goals. The supportive faculty, engaging classroom discussions, and exposure to real-world perspectives have helped me develop critical thinking, professionalism, and leadership skills. The institute has provided an environment that motivates growth and encourages students to strive for excellence. I am grateful for the guidance and opportunities that continue to shape my personal and professional development.

Awani Gupta

BBA(P) | 2024 - 2027

As a BBA student at Mangalmay Group of Institutions, I have experienced an academically rigorous and industry-aligned learning environment. The institution emphasizes experiential learning through live projects, case-based pedagogy, internships, and continuous skill development programs. The faculty members are highly qualified, supportive, and dedicated to mentoring students beyond the classroom. Mangalmay’s focus on leadership development, ethical values, and career readiness has significantly enhanced my analytical thinking, communication skills, and managerial competence. The institution has played a crucial role in shaping my professional identity and preparing me for real-world business challenges.

Tanishka Dagur

BBA | 2024-27

Education finds its true purpose when knowledge is transformed into experience. At Mangalmay, learning goes beyond classrooms through well-structured opportunities such as certification programs, workshops, events, and industrial visits, which play a vital role in shaping students into confident and capable individuals.

Certificates motivate students by recognizing their efforts and encouraging active participation. Workshops conducted by professionals provide practical exposure, enhance skills, and offer valuable insights into real-world challenges. These experiences help students connect theoretical concepts with practical applications.

Industrial visits further strengthen learning by allowing students to observe professional environments firsthand. They offer clarity about industry expectations and help students understand workplace culture and career pathways. Additionally, academic and cultural events organized by Mangalmay nurture leadership, teamwork, communication skills, and self-confidence.

These initiatives, though they may seem small individually, collectively create a strong foundation for personal and professional growth. Mangalmay's consistent efforts reflect its commitment to holistic education and student development.

In conclusion, such experiential learning opportunities inspire students to explore their potential, build confidence, and move forward with purpose toward a successful future.

Bhagirath Anand

BBA(P) 2023 - 2026

“My time at Mangalmay Institute of Management and Technology has been both enriching and inspiring. The academic structure, combined with continuous mentorship from faculty members, has helped me build a strong foundation in management studies. Beyond academics, the institute emphasizes discipline, confidence, and holistic development, which has positively shaped my personality. Interactive learning, supportive peers, and practical exposure have made my journey meaningful and motivating. I am thankful to the institution for nurturing my skills and preparing me to face future challenges with confidence.

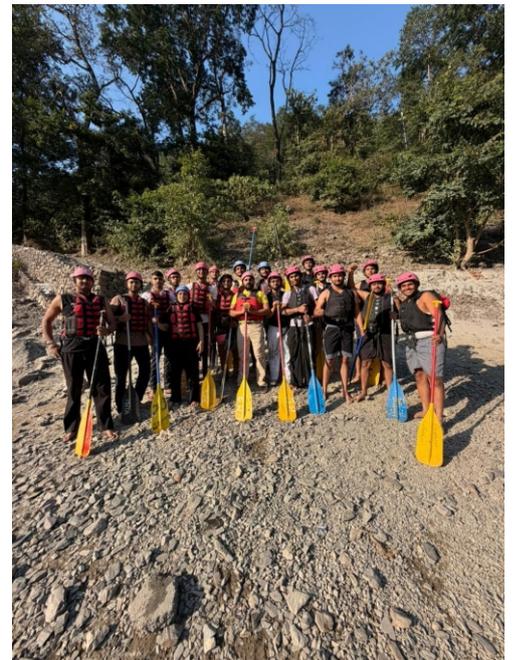
Diksha Singh

BBA(P) | 2nd Year

Travel Diaries



Travel Diaries



Celebrity Connect



Celebrity Connect



Celebrity Connect



Alumni Reconnect: Reunited with Memories



ACHIEVEMENTS That Inspire!



