

BIMmax

MAXIMIZING
MANAGEMENT
POTENTIAL WITH
TECHNOLOGY



EDITION - 2

BUDDHA INSTITUTE OF MANAGEMENT
DEPARTMENT OF BUSINESS ADMINISTRATION (BBA)

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ABOUT US



Buddha Institute of Management is approved by A.I.C.T.E. and affiliated to Dr. APJ A.K.T.U. The institute offers management programs that are recognized nationally and internationally. BIM nurtures strong academic-industry collaboration and emphasizes research, innovation, and professional growth in sectors like Finance, Marketing, Human Resource, Entrepreneurship, Business Analytics, and International Business.

Strategically located along the Gorakhpur - Lucknow National Highway #28, just 10 kms from Gorakhpur railway station and 12 kms from the airport, BIM boasts a modern campus spread over 14 acres of eco-friendly land. The atmosphere at BIM blends professional rigor with an energetic student life.

BIM also houses a cutting-edge Business Simulation Lab and Entrepreneurship Incubation Centre to foster real-world business skills and innovation among management students.



CEO's MESSAGE



WARM GREETINGS!!

There are no limits to what one can accomplish, except the limits one places on one's own thinking. Having clear vision backed by definite plans gives us confidence to strive hard for attaining the goals. Since 2009 we have come a long way to be a group of institutions, i.e. Buddha Group of Institutions, offering regular and professional courses in engineering, science, commerce, pharmacy & para medical.

We strongly believe that the future belongs to the competent. Get good, get better and be the best. We foster these attributes in our students through various co-curricular, extra-curricular and sports activities to enable them to reach new heights in their professional life. Our emphasis is on pragmatic and inclusive teaching pedagogy, instilling confidence among students to pursue their innovative ideas to fruition. We encourage our faculty members to keep themselves abreast with the current development through various Faculty development Programs, workshops, conferences etc. and enable them to expand their knowledge in their respective fields and domain specific research.

Continual growth and progress give vibrant colors to achievements and success. The confidence shown by students and parents in Buddha Group of Institutions motivates us to give our best and chart new course by mutual learning and support.

Best Wishes...

Dr. Rajat Agrawal
Secretary
People Educational Society
CEO, BGI

DIRECTOR'S MESSAGE



WARM GREETINGS!!

It is with immense pride and pleasure that I present the very first issue of **BIMMAX Edition-2** magazine. This publication marks a significant milestone for department of business administration (BBA), and I hope you find the content both enriching and thought-provoking. This magazine is largely the result of the creativity, dedication, and efforts of our students, who have played a central role in its conceptualization, content creation, production, and distribution. The unwavering support of dedicated faculty members has been instrumental throughout. Their guidance, coupled with the students' dynamic energy, has shaped this publication into a vibrant platform for expression and learning. We look forward to nurturing this endeavor in the years to come, with even greater participation and innovation.

At this moment, I would like to briefly introduce the Department of Management. We take pride in fostering an open and informal learning environment that encourages strong collaboration between faculty and students. Our faculty members are not only actively involved in contemporary research across various domains of management but are also deeply passionate about teaching and mentorship.

Our mission is to contribute to society by delivering high-quality, career-focused education in Management. Our graduates have consistently distinguished themselves in diverse fields, holding key managerial, entrepreneurial, and leadership roles across industry, government, and academia.

The department has a rich tradition of striving for excellence in all our pursuits, and we remain committed to carrying this legacy forward in the years ahead.

Warmest wishes for the continued success and bright future of **BIMMAX** magazine.

Dr. Abhishek Kumar Tripathi
Director
BUDDHA INSTITUTE OF MANAGEMENT

HOD'S MESSAGE



WARM GREETINGS!!

I am delighted to present the issue of the Department of Business Administration Magazine **BIMMAX Edition-2 (2026-27)**.

It is a moment of pride and satisfaction for the Department of business administration (BBA), BIM, GIDA, Gorakhpur to release the edition of our E-magazine **BIMMAX**. Witnessing the enthusiastic response from students and faculty is truly heartening and reflects the vibrant and creative spirit of our department.

This publication represents a significant milestone in our department's journey. The encouraging response from students and faculty highlights our collective commitment to academic excellence and creative exploration. The magazine features a rich blend of articles that reflect both managerial knowledge and the broader intellectual interests of our students.

Each contribution holds the potential to influence contemporary thinking and societal progress. I wholeheartedly congratulate all contributors for their efforts.

May this be the first of many more successful editions to come. I wish the **BEST OF LUCK** to the entire team behind **BIMMAX** and look forward to the continued success of this initiative.

Dr. Rama Raman Pandey
HOD
Bachelor Of Business Administration {UG}
BUDDHA INSTITUTE OF MANAGEMENT

EDITORIAL BOARD

WARM GREETINGS!!

It gives me immense pleasure to present the Second Edition of our departmental magazine "BIMMAX" Edition-2. This edition reflects the continuous growth, creativity, and achievements of the students and faculty of Buddha Institute of Management. The magazine serves as a platform to showcase academic excellence, innovative ideas, co-curricular participation, and the creative talents of our students. Throughout the academic session, our department has organized and participated in various activities including seminars, workshops, industrial visits, management events, placement activities, and student-led initiatives. Every contribution included in this edition reflects the enthusiasm, dedication, and potential of our students who continue to inspire us through their hard work and creativity. BIMMAX is not just a magazine; it reflects learning, teamwork, skill development, and expression. It provides students with an opportunity to share their thoughts, experiences, achievements, and artistic abilities while enhancing their confidence and communication skills.

I would like to express my heartfelt gratitude to the Management of Buddha Institute of Management, our respected Director Dr. Abhishek Kumar Tripathi Sir, and our esteemed Head of Department Dr. Rama Raman Pandey Sir for their constant guidance, encouragement, and support. I also sincerely appreciate the efforts of the faculty members, editorial team, and all the students whose valuable contributions made this publication possible. I hope this edition of BIMMAX will inspire readers and continue to promote the spirit of learning, innovation, and excellence within our institution.

Wishing everyone continued success and growth.

Sincerely,

Ms. Khushi Dixit

Skill Development Coordinator

Department of Business Administration

Buddha Institute of Management



EDITORIAL TEAM



CHANDAN KUMAR GUPTA
BBA 2ND YEAR



ANSH SHAHI
BBA 2ND YEAR



ADITYA TIWARI
BBA 2ND YEAR

VISION:

To be an institution of academic excellence, and imparting knowledge about Management systems, nurture talent for promoting socially conscious and globally relevant thought leadership.

MISSION:

M1: *To achieve and ensure intellectual excellence through effective teaching, latest research and relevant co-curricular activities.*

M2: *To equip the students with academic and professional skills, for developing leadership qualities.*

M3: *To inculcate social and ethical values to enable learners to contribute towards social, regional and national development*

VISION:

To surpass in the study of business and its allied subjects and to grow into a noticeable position in the field of management studies with a focus on developing and creating future business leader, socially responsible professionals and transformational leadership to create progressive society and to fit into current corporate world.

MISSION:

M1. *To stimulates innovative learning processes for disseminating knowledge by utilizing state-of-the-art facilities.*

M2. *To imparts highly developed managerial skills and concepts by adopting application-based pedagogy.*

M3. *To inculcates a sense of human values and concern for the environment to the students which helps them to become socially responsible individuals.*

DEPARTMENT ACTIVITIES

Empowering Future Managers for Placement Success!

Resource Person: Mr. Ujjwal Kumar Srivastava, Director – Outreach & Development.

The BBA students at Buddha Institute of Management participated in a highly impactful Placement Awareness Session delivered by Ujjwal Kumar Srivastava, Director – Outreach & Development. The session provided a clear roadmap for strategic placement preparation, helping students understand industry expectations, skill development, resume building, and career planning. The workshop was conducted under the supervision of Dr. Abhishek Kumar Tripathi, Director Buddha Institute of Management.



3/14

Student Induction Program for BBA Second –Year Students – 2026

Date: 9th Feb 2026 (11:15 AM – 1:05 PM)

Objective:

To familiarize students with the academic environment, institutional policies, facilities, and faculty members.

Number of Students Attended BBA: 90

Key Highlights:

Welcome Address by Director, Welcome Address by HOD

Outcome: The students developed a clear understanding of institutional expectations, academic requirements, and the campus environment. The program facilitated a smooth transition for students into the programme and helped them feel more confident and prepared for their academic journey.

Coordinator: Ms. Khushi Dixit

A mock placement drive was organized for BBA 4th Semester (Business Administration with Computer Applications) students on 24th March 2026 in Block 5, starting 10:00 AM. The objective of this activity was to provide students with real-time experience of the recruitment process and to enhance their employability skills.

Structure of the Mock Drive, Aptitude Test. Students were assessed on quantitative ability, logical reasoning, and verbal skills. The test aimed to evaluate problem-solving ability, time management, and analytical thinking.

Group Discussion (GD)

Shortlisted students participated in group discussions on current and relevant topics. This round assessed communication skills, confidence, teamwork, leadership qualities, and clarity of thought.

Personal Interview (PI)

Final shortlisted candidates appeared for personal interviews. The interview focused on students' subject knowledge, personality, career goals, and overall perspective.



5/9



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INDUSTRIAL INTERACTION



Industrial Visit to Amar Ujala, GIDA, Gorakhpur (23/03/2026)

Department of Business Administration, Buddha Institute of Management, organized an Industrial Visit on 23/03/2026 for the students of BBA 2nd Year to Amar Ujala.

The objective of the visit was to provide students with practical exposure to the working environment of the media and publishing industry and to enhance their understanding of business operations, communication processes, and management practices. During the visit, industry professionals explained various processes involved in news collection, editing, printing, and distribution. Students observed real-time operations and gained insights into how media organizations function efficiently.

The industrial visit to Amar Ujala was highly informative and beneficial. It helped students understand the practical aspects of business administration and media management. The interaction with professionals motivated students to enhance their communication and managerial skills and explore career opportunities in the media and corporate sectors. Overall, the visit played an important role in bridging the gap between theoretical knowledge and practical implementation.

INTERNATIONAL SEMINAR



INTERNATIONAL SEMINAR ON VISION VIKSIT BHARAT @ 2047 UNLOCKING HUMAN POTENTIAL & INNOVATION

As India approaches its centennial of independence in 2047, the national vision of Viksit Bharat represents more than a mere developmental aspiration—it is a comprehensive blueprint for holistic national transformation. This vision transcends traditional metrics of progress, encompassing dimensional development that integrates social advancement, economic resilience, environmental sustainability, and robust governance.

The seminar on Viksit Bharat @2047 successfully served as a dynamic platform for researchers, academicians, and students to present and exchange innovative ideas and research across the fields of Science, Management, Technology, and Computer Science. With active participation of researchers, academicians, and students, the seminar featured insightful sessions led by eminent speakers, fostering meaningful discussions aligned with India's vision for holistic and sustainable development by 2047.

The event highlighted the importance of multidimensional growth—including social progress, economic strength, environmental sustainability, and good governance—as essential pillars of a developed India. Participants engaged in collaborative knowledge-sharing that emphasized practical strategies and innovative approaches supporting the goals of Viksit Bharat @2047.

The fruitful outcomes of the seminar are expected to inspire and empower future generations, reinforcing the collective effort toward shaping a resilient, inclusive, and forward-looking nation.



“NESTLÉ MAGGI: THE SETBACK AND THE COMEBACK”

NAVEEN GUPTA

BBA Final Year Student, Buddha Degree College, GIDA, Gorakhpur Email:
naveengupta5569@gmail.com

Abstract:

Nestlé Maggi, one of the most iconic and widely consumed instant noodles globally, faced a significant setback in 2015 when the Indian government banned its sale in several states, citing the presence of harmful levels of monosodium glutamate (MSG) and lead. The ban, which sparked public outrage and led to legal battles, put the brand's reputation and financial performance in jeopardy. This research paper explores the factors leading to the setback, the immediate impact on the brand, the subsequent efforts taken by Nestlé to restore consumer trust, and the strategies employed to bring about the brand's remarkable comeback. Through analyzing the marketing strategies, product reformulations, and public relations efforts, the paper delves into the resilience of Nestlé Maggi in overcoming the crisis. Furthermore, it examines the broader implications of the Maggi controversy on the Indian food industry, consumer behavior, and corporate responsibility in the face of product safety concerns. The research concludes by reflecting on how the brand emerged stronger from the crisis, providing a valuable case study in crisis management, brand rehabilitation, and consumer trust rebuilding in the modern corporate world. **Keywords:** Nestlé Maggi, Brand Comeback, Crisis Management, Consumer Trust

Introduction

Nestlé Maggi, a household name in instant noodle segment, has enjoyed a dominant position in various markets, including India, for decades. With its quick preparation time, affordable pricing, and wide array of flavors, it became a preferred snack for millions of consumers. However, in 2015, brand encountered a massive setback that shook its position in Indian market and raised questions about food safety standards. The setback began when Indian government, citing concerns over food safety, ordered a ban on sale of Maggi noodles in several states. Allegations of excessive levels of lead and presence of monosodium glutamate (MSG) in product led to a nationwide panic. Controversy surrounding product resulted in temporary withdrawal of Maggi from Indian retail shelves, significant financial losses for Nestlé, and a damaged brand reputation. In years that followed, Nestlé India undertook various strategies to regain consumer trust and

BEHAVIOURAL FINANCE

SHREYANSH SHUKLA

BBA 2nd Year Student, Department of Business Administration, Buddha Degree Collage, Gida - Gorakhpur.

Abstract: Understanding Behavioural Finance

Ever wondered why people panic-sell stocks during a crash or why we spend more when using a credit card instead of cash? That's **behavioural finance** at play—it studies how emotions and biases influence our money decisions. Unlike traditional finance, which assumes we make logical choices, behavioural finance recognizes that fear, confidence, and social influence often get in the way.

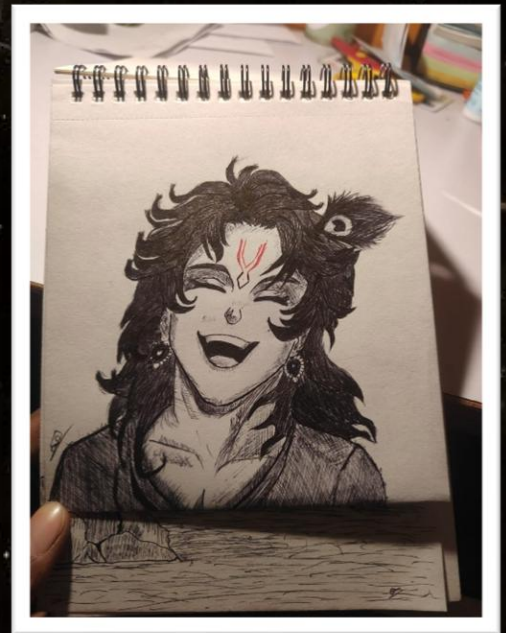
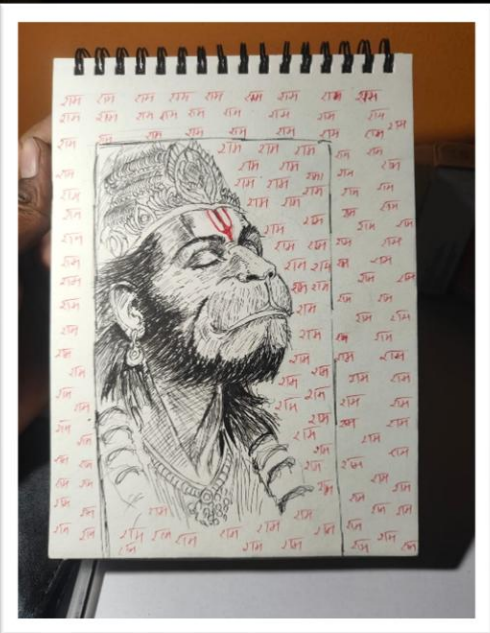
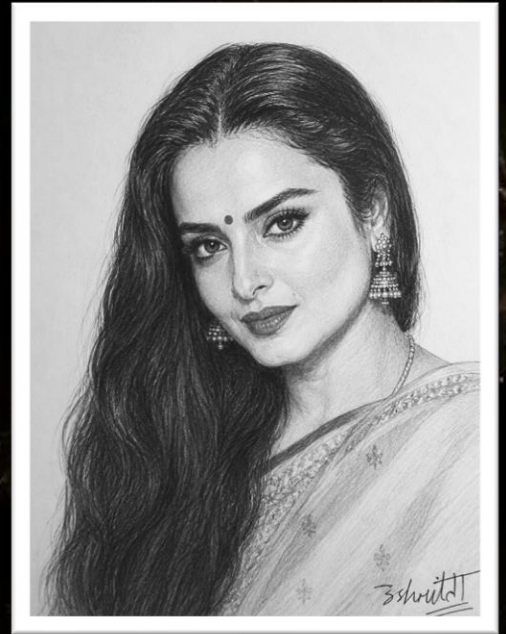
INTRODUCTION

Behavioral finance* is a field of study that combines psychology and economics to explain why investors make irrational financial decisions. Unlike traditional finance, which assumes that investors are rational, markets are efficient, and all participants act logically to maximize wealth, behavioral finance recognizes that human emotions, cognitive biases, and social influences often lead to suboptimal financial choices.

Key Concepts in Behavioral Finance

1. ***Bounded Rationality*** – Investors do not always make perfectly rational decisions due to limited information, cognitive constraints, and time.
2. ***Heuristics*** – Mental shortcuts or "rules of thumb" that simplify decision-making but can lead to errors (e.g., overconfidence, representativeness bias).
3. ***Cognitive Biases*** – Systematic errors in thinking that affect financial choices, such as:
 - ***Confirmation Bias***: Favoring information that supports pre-existing beliefs.
 - ***Loss Aversion***: The tendency to fear losses more than valuing gains (prospect theory).
 - ***Anchoring***: Relying too heavily on the first piece of information encountered.
4. ***Emotional Influences*** – Fear, greed, and herd behavior can drive market bubbles and crashes.
5. ***Market Anomalies*** – Phenomena that contradict efficient market hypothesis (e.g., momentum effects, value investing outperformance).

ARTISTIC VIEW



वो औरत

वो औरत जो चुप नहीं रहती,
जो सवाल करती है, जवाब माँगती है,
जो झुकती नहीं हर उस बंदिश के आगे
जो सिर्फ औरत होने की सज़ा देती है।

उसने तोड़ी हर वो दीवार
जो उसे सीमाओं में बाँधती थी,
हर परंपरा को परखा,
हर रिवाज से लड़ी –
जिसमें उसका अस्तित्व खो जाता था।

वो सिर्फ अपने लिए नहीं लड़ी,
वो हर उस लड़की के लिए लड़ी
जो सपने देखने से डरती थी,
हर उस माँ के लिए
जो अपनी बेटियों को चुप रहना सिखाती थी।

उसकी लड़ाई में आँसू भी थे,
पर उसकी आँखों में आग ज़्यादा थी।
उसकी हँसी एक इन्कलाब थी,
उसका चलना एक विद्रोह।

अब वो औरत अपने मन की करती है,
खुश रहना कोई जुर्म नहीं मानती।
वो जानती है –
जो दुनिया उसे समझ नहीं पाई,
वो शायद बदल सकती है।

WORKSHOP



On 14 February 2026, an insightful workshop on Finance and Chartered Accountancy as a Career was conducted at Buddha Institute of Management by CA Abhijeet Sharma.



During the session, CA Abhijeet Sharma shared valuable knowledge about the fundamentals of finance, financial planning, taxation, auditing, and the diverse career opportunities available in the Chartered Accountancy profession. He explained the journey of becoming a CA, the skills required, challenges faced during preparation, and the professional growth opportunities in the finance sector.





FUSION SOCIETY

"Together We Learn, Together We Lead"
Department Of Business Administration



The Fusion Society of Buddha Institute of Management – a vibrant platform where cultures, talents, and ideas converge to create something truly powerful. At Fusion Society, we believe that collaboration across diverse backgrounds leads to innovation, growth, and mutual respect. Our mission is to promote inclusivity, creativity, and a spirit of togetherness among students through events, workshops, cultural fests, and interactive sessions. Whether you are passionate about the arts, technology, entrepreneurship, social change, or simply eager to connect with new people – Fusion Society is your space to shine. Here, your voice is valued, your ideas matter, and your individuality is celebrated.

CORE TEAM

NAME	POSITION	YEAR
Aditya Tiwari	president	2nd year
Satyam	secretary	1st year
Ansh Shahi	Sd Student coordinator	2nd year
Mohd. Saddique Hussain	Sd Student coordinator	2nd year
Chandan kumar gupta	Research Student coordinator	2nd year
Sushil Chaurasiya	Research Student coordinator	2nd year
Aditya Yadav	Placement Student coordinator	2nd year
Shaikh Danish Firoz	Placement Student coordinator	2nd year

1. Biz-fest 2k26

Highlights: Experience innovation, creativity, and Intellect at BIZ-FEST 2K26 with events like BIZ PLAN, AD MANIA, DEBATE, and BIZ-QUIZ!



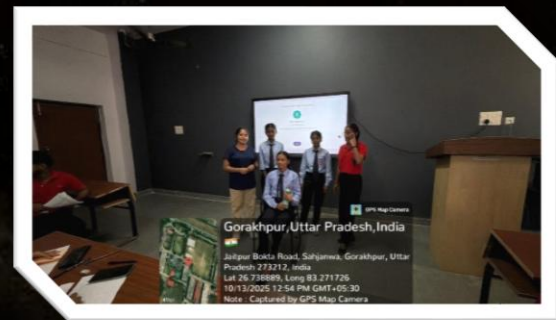
2. TECHUVA 2K26

Highlights: PPT Presentations – Show Your Ideas, Inspire the future



3. TECHWIZARD 2K26

Highlights: Presents a power-packed fusion of business acumen and creative flair with the Business Quiz and Ad-MAD showdown!"



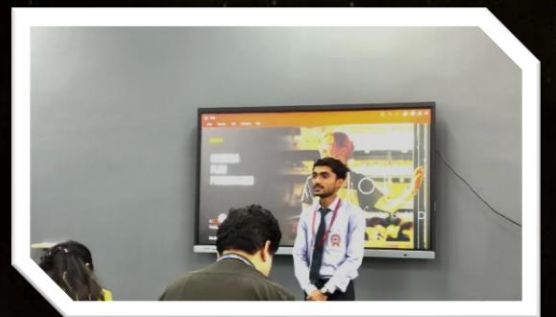
4. NATIONAL CONFERENCE 2K26

Highlights: Showcase your ideas and insights at the National Conference 2K26 through impactful research paper writing and presentation.



5. MUKABLA 2K26

Highlights: MUKABLA 2K26 ignites young entrepreneurial minds through its flagship Business Plan and Business Quiz events, offering a dynamic platform for students to pitch innovative business ideas and showcase their business acumen in a high-stakes quiz battle.



STUDENT'S ACHIEVEMENTS (OUT CAMPUS)

Year	TEAM MEMBER	PARTICIPATION	REMARKS
1 st	1. Chandan Kumar Gupta 2. Kushagra Shukla	AD-MAD	Won 3 rd place in AKTU Zonal Fest


Year	TEAM MEMBER	MODEL PRESENTATION And PARTICIPATION	REMARKS
2 nd	1.Vivek Kumar 2.Sumit Prajapati	KABADDI	Won 2 nd Place In DDU Hirak Jayanti
2 nd	1.Vivek Kumar 2.Sumit Prajapati	KHO-KHO	Won 1 st Place In DDU Hirak Jayanti
1 st	1.Om Pratap Singh	CARROM	Won 1 st Place In BSF Spardha
1 st	1.Sadhana Yadav	CARROM	Won 1 st Place in BIT Carrom Tournament
2 nd	1.Vivek Kumar 2.Sumit Prajapati	KHO-KHO	WON 1 st Place in BABULAL JI MAHAVIDLAYA, Gorakhpur
1 st	1.Saumya Dubey	Table tennis	Won 2 nd Place in ITM Gida

STUDENT'S ACHIEVEMENT (IN CAMPUS)


Year	TEAM MEMBER	MODEL PRESENTATION and PARTICIPATION	REMARKS
1 st	1.Sushil Chaurasiya 2.Priyanshu Mishra 3. Nandani 4.Saumya Dubey 5.Abhishek Rawat	AD-MAD	Won 2 nd Place in BIZFEST 2024
1 st	1. Kushagra Shukla	Debate	Won 1 st Place in BIZFEST 2024
1 st	1. Kinza Shubhan	Poster Presentation	Won 1 st Place in TechYuva 2024
1 st	1. Vaibhav Shukla	Poster Presentation	Won 2 nd Place in TechYuva 2024
3 rd	1. Naveen Gupta	Research paper presentation	Won 1 st Place in National Conference 2025
2 nd	1. Shreyansh Shukla	Research paper presentation	Won 1 st Place in National Conference 2025
1 st	1. Om Pratap Singh	Research paper presentation	Won 1 st Place in National Conference 2025
2 nd	1. Priyanshu Gautam	BIZ-QUIZ	Won 1 st Place in Mukabala 2025
2 nd	1. Shashank Kumar	BIZ-QUIZ	Won 2 nd Place in Mukabala 2025
1 st	1. Chandan Kumar Gupta	Business Plan	Won 1 st Place in Mukabala 2025
1 st	1. Kushagra Shukla	Business Plan	Won 3 rd Place in Mukabala

PLACEMENTS

"Congratulations"
ON
Getting Placed in




**CTC:
2.4 LPA**





Ankit Sharma
BBA

BATCH-2021-24

Congratulations
on
Getting Selected in





Siddhi Singh


Naveen Kumar Gupta



Meenakshi Chaudhary

BBA
BATCH-2025


CTC : 2.5 LPA



"Congratulations"
ON
Getting Placed in



**CTC:
5.82 LPA**



JAGRITI MISHRA
BBA

BATCH-2021-24



SHRIRAM
Commercial Vehicle Finance
GETS YOU GOING



ALUMNI'S MESSAGE

"As I look back on my time at Buddha Institute of Management, I am filled with gratitude for the experiences, knowledge, and connections that have shaped my journey. I encourage current students to seize every opportunity, build meaningful relationships, and stay true to their passions."

I am Vishal Prajapati.

Bachelor of Business Administration (Batch 2021-24)

"As a BIM alumna, I'm committed to upholding the values of excellence, innovation, and social responsibility that the institute embodies. I encourage current students to strive for greatness and make a positive impact."

"BIM has not only equipped me with technical skills but also instilled in me a sense of purpose and responsibility. I'm grateful for the transformative experience and look forward to staying connected."

I am Shalu Tripathi.

Bachelor of Business Administration (Batch 2021-24)

"As I reflect on my time at Buddha institute of management, I am filled with gratitude for the experiences, friendships, and lessons that have shaped my journey. I encourage current students to cherish the moments, build lasting relationships, and make the most of the opportunities available to them. Thank you to Buddha institute of management for laying the foundation for my success. I look forward to seeing the amazing things that current and future students will achieve."

I am Sakshi Singh

Bachelor of Business Administration (Batch 2021-24)

"As an alumna of Buddha Institute of Management, I am proud to be part of a community that values excellence, innovation, and social responsibility. My time at BIM has been transformative, shaping my perspective and skill. Thank you, Buddha Institute of Management, for the foundation you've laid for my success. I look forward to seeing the impact that current and future students will make in the world."

I am Vishal Kumar Gautam

Bachelor of Business Administration (Batch 2022-25)

I am proud to have been a part of this esteemed institution. The knowledge, skills, and values I gained during my time here have been instrumental in shaping my career and personal growth. I encourage current students to make the most of the opportunities available to them, to engage with their peers and faculty, and to develop a strong foundation in management principles and practices. As you embark on your own journey, I wish you all the best in achieving your goals and making a positive impact in the world."

I am Suruchi Yadav

Bachelor of Business Administration (Batch 2021-24)

EDITORIAL TEAM MESSAGE

CHANDAN KUMAR GUPTA

As a student and a proud member of the editorial team, it is both an honor and a privilege to be part of this creative endeavor. This magazine BIMMAX serves as a platform for expression, exploration, and inspiration, bringing together diverse ideas and perspectives from our student community.

Through these pages, we aspire to highlight achievements, share knowledge, and spark meaningful discussions that enrich our academic journey. This edition is a statement to the dedication, creativity, and passion of students who strive for excellence in all they do.

A heartfelt thank you to all contributors, mentors, and readers who support and inspire us to keep learning and growing. Let us continue to celebrate knowledge and creativity through this magazine BIMMAX.



ADITYA TIWARI

As a student and a proud member of the editorial team, I feel truly honored to contribute to this creative journey. BIMMAX is more than a magazine—it is a vibrant platform for expression, exploration, and inspiration, uniting diverse voices and perspectives from our student community.

Through these pages, we aim to celebrate achievements, share knowledge, and ignite meaningful conversations that enrich our academic experience. This edition stands as a testament to the dedication, creativity, and passion of students who consistently strive for excellence.

A heartfelt thank you goes out to all contributors, mentors, and readers whose support and encouragement inspire us to keep learning and growing. Together, let us continue to celebrate knowledge and creativity through BIMMAX.



ANSH SHAHI

Being part of the editorial team is a journey of learning, collaboration, and discovery. As students, I witness the dynamic exchange of ideas, creativity, and ambitions that shape academic world. This magazine BIMMAX is more than just pages; it is a collection of thoughts, perspectives, and voices that deserve to be heard.

With this edition, we celebrate the relentless curiosity and dedication of students who strive to make an impact—whether through academic excellence, artistic expression, or thought-provoking discussions. Each contribution adds value, inspiring us to think bigger and reach further.

I extend my gratitude to all contributors and urge fellow students to actively participate in future additions, landing their voices and vision to this vibrant platform.



SOCIAL MEDIA GLIMPSE



GLIMPSE



BUDDHA
Gorakhpur, Uttar Pradesh, India
Jaitpur Bokta Road, Sahjanwa, Gorakhpur, Uttar Pradesh 273212, India
Lat 26.738896, Long 83.271660
09/13/2025 01:35 PM GMT+05:30
Note: Captured by GPS Map Camera



BUDDHA
Gorakhpur, Uttar Pradesh, India
Jaitpur Bokta Road, Sahjanwa, Gorakhpur, Uttar Pradesh 273212, India
Lat 26.738896, Long 83.271660
09/13/2025 01:35 PM GMT+05:30
Note: Captured by GPS Map Camera



BUDDHA
Gorakhpur, Uttar Pradesh, India
Maharaja Bahadur Tibaria Road, Sahjanwa, Gorakhpur, Uttar Pradesh 273212, India
Lat 26.738865, Long 83.272042
Monday, 02/03/2026 01:22 PM GMT+05:30
Note: Captured by GPS Map Camera



BUDDHA
Gorakhpur, Uttar Pradesh, India
Jaitpur Bokta Road, Sahjanwa, Gorakhpur, Uttar Pradesh 273212, India
Lat 26.738640, Long 83.272119
09/13/2025 02:04 PM GMT+05:30
Note: Captured by GPS Map Camera



BUDDHA
Gorakhpur, Uttar Pradesh, India
Jaitpur Bokta Road, Sahjanwa, Gorakhpur, Uttar Pradesh 273212, India
Lat 26.738896, Long 83.271660
09/13/2025 01:35 PM GMT+05:30
Note: Captured by GPS Map Camera



BUDDHA
Gorakhpur, Uttar Pradesh, India
Jaitpur Bokta Road, Sahjanwa, Gorakhpur, Uttar Pradesh 273212, India
Lat 26.738896, Long 83.271660
09/13/2025 01:35 PM GMT+05:30
Note: Captured by GPS Map Camera



BUDDHA
INSTITUTE OF MANAGEMENT
Affiliated to Dr. A. P. J. Abdul Kalam Technical University, Lucknow
CL, SECTOR - GIDA, JAITPUR BOKTA ROAD, SAHJANWA, GORAKHPUR, UTTAR PRADESH, INDIA



BUDDHA
Gorakhpur, Uttar Pradesh, India
Jaitpur Bokta Road, Sahjanwa, Gorakhpur, Uttar Pradesh 273212, India
Lat 26.739336, Long 83.271386
10/13/2025 12:54 PM GMT+05:30
Note: Captured by GPS Map Camera

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