

APEXIUM



**DEPARTMENT OF
BUSINESS
ADMINISTRATION-MBA**

BUDDHA INSTITUTE OF MANAGEMENT

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About Us



Buddha Institute of Management is approved by A.I.C.T.E. and affiliated to Abdul Kalam Technical University (AKTU), Lucknow, Uttar Pradesh, India. The programs of the institute are recognized all over India and abroad. It boasts of a strong Academic- Industrial interaction with high quality of research and consultancy and has close collaborative links with industries in the field of Marketing, Human Resources, Finance, International Business and Operation research etc.

Buddha Institute of Management is situated along Gorakhpur-Lucknow National Highway (NH28) at a distance of 10 kms from Gorakhpur railway station, and 12 kms from airport. The Institute is spread over 14 acres of eco-friendly land. Life at BIM is a blend of fun and hard work. Campus life is vibrant and full of enthusiasm.

The environment at BIM's Business Administration department is a harmonious combination of intense academic challenges and lively extracurricular activities. Our faculty comprises renowned specialists in their various domains, who possess a strong dedication to fostering the intellectual inquisitiveness of our students and equipping them for the next trials.

The Business Administration department at BIM is committed to developing future managers and entrepreneurs who can have a significant influence on the world. This is achieved via advanced research, partnerships with industries, and hands-on learning experiences.



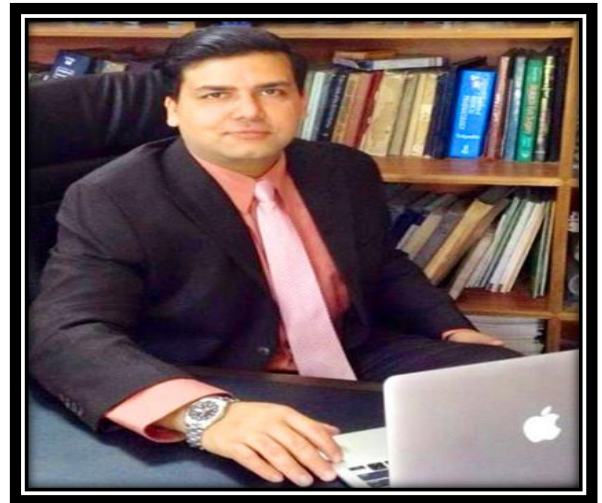
CEO's Message

WARM GREETINGS!!

The achievements of an organization are the outcome of the collective efforts of its each individual and department. It is the collective efforts of all the members of Buddha Institute of Management that has made the institute an epitome of quality education and effective mentoring. The Department of Business Administration is also creating new milestones by way of its innovative achievements and academic excellence. The department is coming up with its new edition of the annual magazine, **APEXIUM**, showcasing the myriad achievements of the department.

I extend my best wishes to the department for their excellence.

Dr. Rajat Agrawal
CEO
Buddha Group Of Institutions



Director's Message



WARM GREETINGS!!

It is with immense pride and pleasure that I present the very Second issue of **APEXIUM** magazine. This publication marks a significant milestone for our department, 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 a few 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.

Best Wishes for the success and bright future of “**APEXIUM**”.

Dr. Abhishek Kumar Tripathi
Director
Buddha Institute of Management



HOD's Message

WARM GREETINGS!!

I am happy to release 2026-27 issue of MBA Department Magazine "APEXIUM".

It is with great pride and enthusiasm that I share my reflections as the Head of the Department in this year's Annual Magazine. As we look back on another remarkable year, it is inspiring to witness the growth, resilience, and accomplishments of our students and faculty, and to reflect on the continued evolution of our MBA program.

I extend my gratitude to our dedicated faculty, supportive administration, and inspiring students for making this year a success. Together, we continue to strengthen the legacy of our MBA program, and I look forward to the exciting opportunities that the future holds for us all.

Thank you for your continued support, and I wish you all great success in your personal and professional endeavors.

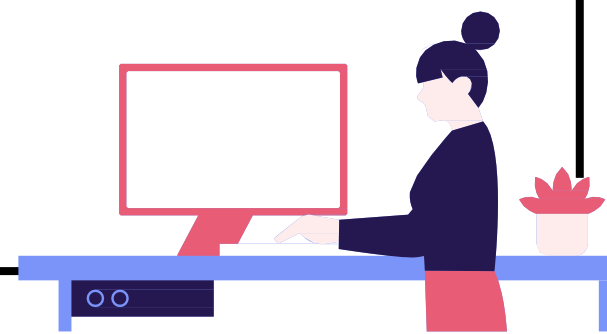
I wish the BEST OF LUCK to all the team members for the publication of "APEXIUM".

Best Wishes,

Dr. DEEPIKA SETH

HOD

Department of Business Administration (MBA)



Editorial Board

Greetings from the Editorial Board!!!

It is with immense pride and joy that I present to you the latest edition of our departmental magazine, **APEXIUM**. This magazine is not just a collection of articles and images—it reflects the vibrant spirit, creativity, and intellectual curiosity that define our department.

Over the past months, our team has worked tirelessly to compile a publication that celebrates the diverse talents of our students and faculty. From insightful articles and academic contributions to poems, artwork, and event highlights, this edition showcases the depth and dynamism of our academic community.

This magazine encouraging contributors to explore new ideas and perspectives that inspire thought and dialogue. We are especially proud of the student voices featured here, as they represent the emerging thinkers and leaders of tomorrow.

I would like to express my heartfelt gratitude to all the contributors, editorial team members, and faculty mentors who made this issue possible. Your dedication and enthusiasm have brought this magazine to life.

We hope you enjoy reading it as much as we enjoyed creating it.

I am pleased that 2026-27 issue of the Departmental magazine

Warm regards,

Sincerely

Miss. Shreya Srivastava

Assistant Professor

Department of Business Administration (MBA)



Editorial Team



Himanshu Gupta
2nd Year



Ankita Gupta
2nd year



Institute Vision & Mission

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.

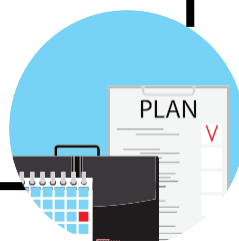
Department Vision & Mission

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 become socially responsible individuals.



Department Activities

Interaction of senior-junior

The junior-senior interaction organized by our MBA senior students was a meaningful and engaging experience. The event aimed to welcome the new batch, share academic and career-related insights, and foster a sense of unity within the department. Seniors shared their experiences related to internships, specializations, placements, and classroom strategies. Interactive activities, ice-breaker games, and informal discussions helped create a friendly and comfortable environment. The initiative not only built a strong rapport between the batches but also motivated juniors to approach their MBA journey with confidence and clarity.



BIZ Fest

The Business Fest organized by Buddha Institute of Management was a dynamic event aimed at fostering innovation, entrepreneurship, and leadership among students. The fest brought together aspiring business minds from various colleges, providing them a platform to showcase their talents and ideas.

The event featured a series of competitions such as business plan presentations and business quiz. Each event was designed to challenge participants' strategic thinking and problem-solving skills in real-world business scenarios.

Overall, the Business Fest was a grand success, combining fun, learning, and inspiration, and it left participants with valuable experiences and unforgettable memories.



Department Activities

National Conference–

The National Conference on “**AI-Powered HR: Transforming the Future of Work**” dated 13th & 14th April 2026 was inaugurated at Buddha Institute of Management, Gorakhpur, marking the commencement of a two-day academic event dedicated to research, innovation, and interdisciplinary collaboration. The conference aimed to explore contemporary trends in integrated management, including the effective use of digital technologies and social media platforms in organizational decision-making and communication. The first day witnessed the presentation of around 45 in-campus students, reflecting enthusiastic academic participation.

The inaugural session was addressed by **Dr. Abhishek Kumar Tripathi**, Director of BIM, who welcomed the dignitaries and participants, emphasizing the growing importance of integrated management practices in a rapidly evolving business environment.

The keynote address was delivered by **Prof. (Dr.) Anubhuti Dubey**, a distinguished academician and Professor in the Department of Psychology with over 25 years of rich teaching and research experience. Having served as Lecturer, Reader, Associate Professor, and currently Professor at Deen Dayal Upadhyaya Gorakhpur University, she brings deep expertise in human behavior, mental health, and organizational psychology.

She has made significant scholarly contributions with numerous research publications in reputed national and international journals, including recent works on stress, resilience, psychological well-being, and coping mechanisms in contemporary contexts. Her research extensively explores human adaptability, emotional intelligence, and psychosocial dynamics—core elements influencing workforce transformation in the digital age. Her interdisciplinary insights into human cognition, behavior, and well-being make her an ideal keynote speaker for the theme “AI-Powered HR: Transforming the Future of Work.” She offered a unique perspective on how psychological principles can complement artificial intelligence to create more human-centric, adaptive, and resilient organizational ecosystems.



Buddha Star Award



Geetanjali
MBA Ist year
79.5%



Ankita Kumari
MBA IInd year
77.52%



Industrial Interactions

Industrial Visit to Amar Ujala, Gida, Gorakhpur (23/01/25)

Industrial visit organized by Training & Placement Cell in association with MBA Department for the students of first year in order to get the practical knowledge carried out by manufacturing of newspaper and working of Amar Ujala printing press.



Industrial Visit to CP Milk and Food Product Pvt. Ltd. (Gyan Dairy), Gida, Gorakhpur (28/02/2026)

The objective of the visit was to provide students with practical exposure to understand dairy processing operations, knowledge about supply chain, study the quality control measures, marketing and branding strategies. The industry officials explained various processes, operations, and technologies used in the field. Students observed real-time applications of the concepts studied in the classroom and interacted with experts to gain deeper insights.

The visit enhanced students' understanding of milk processing processes, cold chain management, quality control measures, role of technology and motivated them to connect academic knowledge with industrial practices. Overall, the program was highly informative and beneficial for bridging the gap between theory and practice.



Skill Development

Business Plan 2k26



The **PINNEXIS SD CLUB** of Business Administration Department has successfully organized a SD competition **BUSINESS PLAN** on **04 April 2026**.

Objectives:

The objective of a **BUSINESS PLAN** for MBA students is to evaluate the feasibility of a business idea and develop a clear strategy for its implementation and growth. It helps students apply theoretical knowledge to real-world situations, analyse market opportunities, assess financial viability, and plan operations effectively.

Additionally, it enhances decision-making, problem-solving, and communication skills while preparing them to present business ideas to potential investors or stakeholders.



Outcomes:

Demonstrated strategic thinking abilities among participants.
Improved communication and presentation skills.
Enhanced understanding of risk analysis and management.
Strengthened the ability to evaluate business feasibility.



Skill Development

Buzzer BIZ- Saturday Skill Activity

The PINNEXIS SD CLUB of Business Administration Department has successfully organized a SD competition "BUZZER BIZ" on 20th September, 2025.



Objectives:

The primary aim of the BUZZER BIZ was to enhance participants' understanding of business concepts, current affairs, and market trends and to motivate participants to learn actively and engage with business topics in a fun, competitive environment.

Outcomes:

- Improved Business Knowledge.
- Enhanced Analytical and Critical Thinking
- Teams learn to pool their strengths, communicate effectively, and support each other.

other.

provided a spirited platform for students to engage in strategic thinking, teamwork, and innovation.

One of the main attractions of the event was the Buzzer Biz Competition, where participants presented innovative startup ideas and strategic plans before a panel of judges. Students impressed the audience with their well-researched proposals, financial models, and clear visions for execution, proving their potential as future entrepreneurs.

The quiz ignited competitive energy, encouraging students to think on their feet and apply their classroom learning in a real-time scenario.

This competition was more than just a competition—it was a celebration of ideas, initiative, and intellectual agility. Events like these not only hone the professional competencies of students but also prepare them to meet the demands of today's rapidly evolving business world.



Workshops



Expert Talk on "Soft Skills" on (22 February 2026)

The primary aim of the workshop was to enable students to enhance participants' interpersonal, communication, and professional skills to improve workplace effectiveness and personal growth.

The speaker was Er. Veer Shankar Director of Scortex India Pvt. Ltd. The workshop was very insightful



Expert Talk on "Financial Literacy For Managers" on 12th December, 2025

The primary aim of the workshop was to enable students to effectively present and discuss financial information with stakeholders, investors, and cross-functional teams and to understand core financial principles such as financial statements, cash flows, budgeting, and capital structure. The session was extremely interactive and skill-building. The participants were students of MBA 1st year and MBA 2nd year. The speaker of this workshop is Dr. Purnima Mishra Assistant Professor in Deen Dayal Upadhyay Gorakhpur University.

Expert Talk on "Demystifying AI and Machine Learning for business leaders" (17 may 2025)

The Department of Business Administration of Buddha Institute of Management Organized an expert talk on "Demystifying AI and Machine learning". The speaker was Mr. Ranjeet Singh, Assistant Professor, Buddha institute of technology.

The session was extremely informative and skill-building. The participants were students of MBA 1st year.



Research

TECHYUVA 2k25

Techyuva - 17 October 2025

The Research Cell of our college organized TechYuva, an insightful event aimed at nurturing research-oriented thinking among MBA students. As the name suggests, TechYuva—a blend of "technology" and "youth"—focused on empowering young minds to explore, analyze, and present ideas relevant to their field of study.

The centerpiece of the event was a PowerPoint Presentation competition, where students showcased their research on various business and management topics. Participants presented well-structured analyses, case studies, and innovative solutions to real-world problems, reflecting the depth of their understanding and academic rigor.



The event provided students with a platform to not only display their knowledge but also to refine essential skills

such as public speaking, data interpretation, and professional presentation. Faculty members applauded the clarity, confidence, and originality demonstrated by the participants.

TechYuva successfully fostered a culture of inquiry and innovation among MBA students, encouraging them to view learning not just as a classroom activity, but as a continuous and explorative journey. Events like these underline the importance of research in shaping well-rounded, forward-thinking professionals.



Research

International Seminar – 2025 Takes Off!

Theme: Vision Viksit Bharat @ 2047 – Unlocking Human Potential & Innovation

The Research Cell of Buddha Institute of Management, Gorakhpur, successfully hosted a prestigious National Conference as part of the International Seminar – 2025. Spanning across two insightful days, the event focused on the theme “Vision Viksit Bharat @ 2047: Unlocking Human Potential & Innovation”, drawing participation from students, faculty, and esteemed academicians.

The Inaugural Ceremony was a grand affair, graced by distinguished guests and scholars from renowned institutions.

The Chief Guest, Prof. Shri Vardhan Pathak (Dean & Head, Department of Commerce, DDU Gorakhpur University), delivered a compelling keynote address, highlighting the importance of entrepreneurship, innovation, and the role of interdisciplinary research in shaping India’s development journey toward 2047.



A major highlight of the day was the official release of the institute’s journal, “Journal of Management Studies & Computer Application”, marking a proud moment for the academic community.

The Guest of Honour, Dr. Upendra Nath Tripathi (Head, Department of Computer Science, DDU Gorakhpur University), also shared valuable insights on integrating technology with management research.

International Seminar – 2025 Takes Off!

Theme: Vision Viksit Bharat @ 2047 – Unlocking Human

Potential & Innovation

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The Guest of Honor, Dr. Upendra Nath Tripathi (Head, Department of Computer Science, DDU Gorakhpur University), also shared valuable insights on integrating technology with management research.



Convocation

1st Convocation

The Buddha Institute of Management (BIM), under Buddha Group of Institutions, successfully organized its Convocation Ceremony on 2 March 2026. The ceremony was a proud moment for the graduating students as they received their degrees in the presence of distinguished guests and faculty members.

The Chairman, Mr. R. A. Aggarwal, attended the ceremony as the chief guest. He distributed degrees to the graduating students and congratulated them on their achievements. In his address, he encouraged students to work hard, remain dedicated to their goals,



contribute

positively to society and their professional fields.

The program was also graced by Institute Director Dr. Abhishek Kumar Tripathi, who addressed the students and faculty members. In his speech, he motivated the students to use their knowledge and skills for building a successful future and wished them the very best for their careers.

The convocation ceremony concluded with appreciation for the efforts of the students, faculty members, and the institution in achieving academic excellence. It was a memorable and inspiring occasion for all present.



Students Speak

The Rise and Fall of Kingfisher Airlines: A Cautionary Tale

*Ujala Mishra, MBA 1st year,
Department of Business Administration
Buddha Institute of Management, Gida, Gorakhpur*

- **The Rise and Fall of Kingfisher Airlines: A Cautionary Tale**

Kingfisher Airlines, once India's second-largest airline, was known for its luxurious amenities and stylish branding. However, behind the glitz and glamour, the airline was struggling with financial woes and operational inefficiencies. In this article, we'll explore the reasons behind Kingfisher Airlines' decline and the lessons that can be learned from its story.

- **The Golden Years**

Kingfisher Airlines was launched in 2005 by Vijay Mallya, a prominent Indian businessman. The airline quickly gained popularity for its high-quality service, modern aircraft, and stylish branding. Kingfisher Airlines expanded rapidly, both domestically and internationally, and became a major player in the Indian aviation market.

- **The Decline**

Despite its initial success, Kingfisher Airlines began to face significant challenges. Some of the key factors contributing to its decline include:

1. **Financial Mismanagement:** Kingfisher Airlines accumulated massive debts due to high operating costs, expensive expansion plans, and poor financial management.
2. **Rising Fuel Costs:** The airline struggled to cope with increasing fuel prices, which further exacerbated its financial woes.
3. **Intense Competition:** The Indian aviation market became increasingly competitive, with other airlines offering similar services at lower prices.
4. **Operational Inefficiencies:** Kingfisher Airlines faced issues with flight delays, cancellations, and poor customer service.

- **The Grounding**

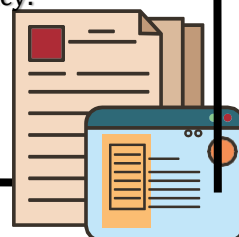
In 2012, Kingfisher Airlines' financial situation became unsustainable, and the airline was grounded. The carrier's pilots and staff went unpaid, and the airline's licenses were revoked. The collapse of Kingfisher Airlines had a significant impact on the Indian aviation industry and left thousands of passengers stranded.

- **Lessons Learned**

The story of Kingfisher Airlines serves as a cautionary tale for businesses and entrepreneurs. Some key takeaways include:

1. **Financial Prudence:** Effective financial management is crucial for any business.
2. **Adaptability:** Companies must be able to adapt to changing market conditions and consumer needs.
3. **Operational Efficiency:** Streamlining operations and improving customer service can help businesses stay competitive.

The rise and fall of Kingfisher Airlines is a reminder that even the most successful companies can falter if they fail to manage their finances, adapt to changing market conditions, and prioritize operational efficiency.



Students Speak

Title: Tesla – Redefining Management in the Age of Innovation

Anjali Vishwakarma, MBA1st year,

Department of Business Administration,

Buddha Institute of Management GIDA, Gorakhpur, UP, India

“When something is important enough, you do it even if the odds are not in your favor.” – Elon Musk

In the modern business world, few names stir as much curiosity, admiration, and debate as Tesla. What started as a bold startup challenging the century-old auto industry has now become a global symbol of innovation, sustainability, and visionary leadership. But beyond the buzz of electric cars and rockets lies a deeper story—a masterclass in how modern management can break boundaries.

The Birth of a Bold Vision

Tesla was founded in 2003 with a mission most thought unachievable: to accelerate the world’s transition to sustainable energy. Unlike conventional car manufacturers, Tesla didn’t chase market trends—it created them. Central to this transformation is Elon Musk, a CEO who isn’t afraid to take risks, set impossible goals, or sleep on the factory floor when needed.

At Tesla, leadership isn’t about hierarchy—it’s about **vision**. Musk’s style reflects **transformational leadership**, where employees are inspired to think big, take ownership, and push boundaries.

Breaking the Mold: Tesla’s Management Style

Tesla operates with a **flat organizational structure** that allows decisions to move quickly. Traditional corporate bureaucracy is replaced with **open communication**—a system where even entry-level engineers can approach senior executives directly.

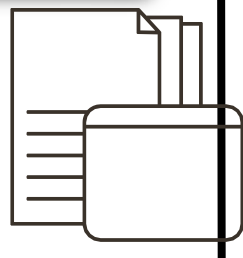
The culture is intense, fast-paced, and laser-focused on innovation. Tesla encourages a **“fail fast, learn faster”** mindset, creating an environment where mistakes are seen as stepping stones toward breakthrough success.

Vertical Integration: Control is Power

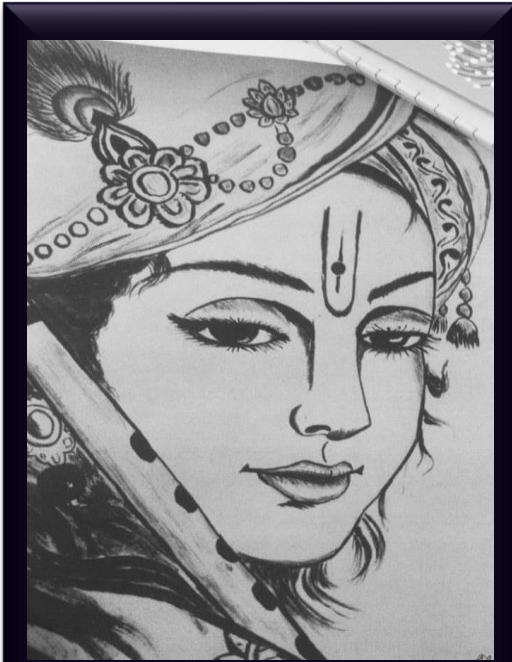
While most auto companies outsource major parts of their supply chain, Tesla does the opposite. From battery production in its Giga factories to direct-to-consumer sales, Tesla manages almost everything in-house. This **vertical integration** allows it to innovate faster, reduce costs, and maintain unmatched quality control.

The Human Side: Passion Meets Pressure

Tesla’s workforce is driven by passion. Employees often describe a sense of purpose in working for a company that’s changing the world. However, this comes with a price. Reports of long hours, high expectations, and workplace pressure raise valid concerns about work-life balance. This duality—where **intensity fuels excellence but risks burnout**—makes Tesla a fascinating case study in modern HR management.



Artistic View



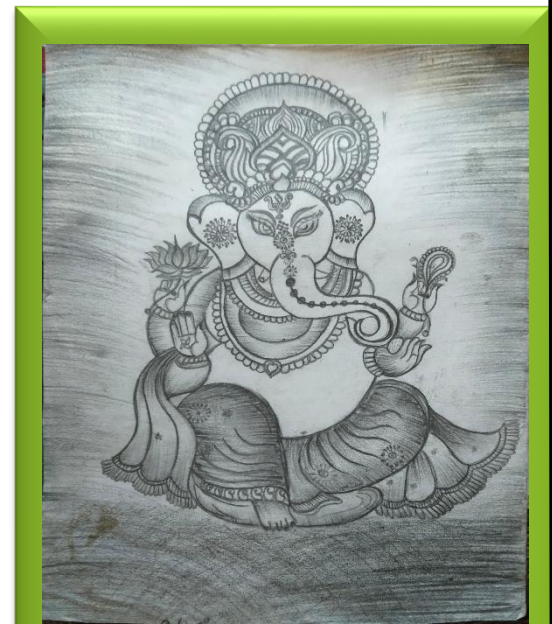
Kunal Kumar
1st Year



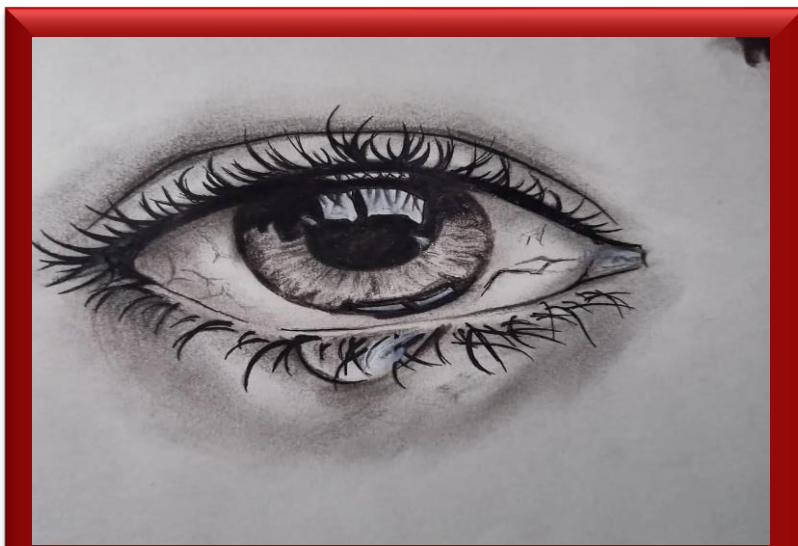
Kavi Srivastava 1st year

“Art must be an expression of love or it is nothing”

-Marc Chagall



Himanshu Gupta
1st YEAR



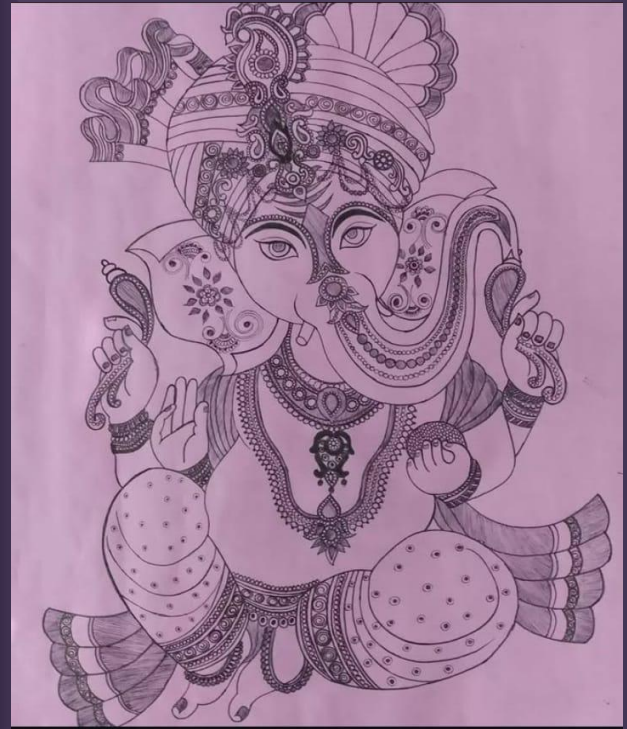
Mohammad Ayan
1st YEAR



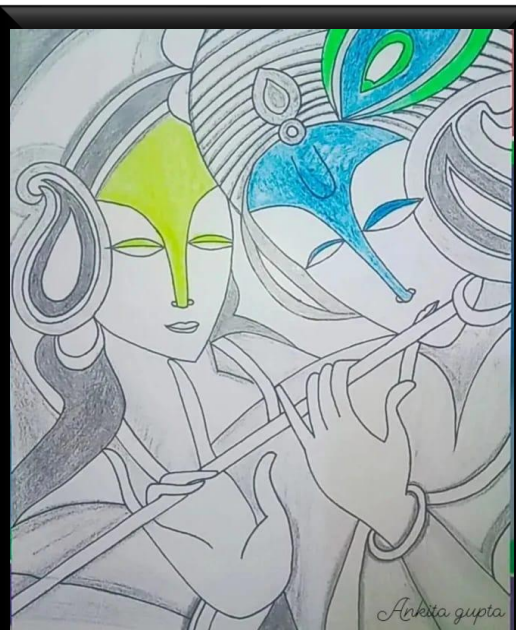
Artistic View



JAGRITI SINGH
1ST YEAR



ANKITA GUPTA
1ST YEAR



ANKITA GUPTA
1ST YEAR



ANKITA GUP
1ST YE



Piece of Poetry

🌿 😊 HOPE 😊 🌿

I hope somewhere, will find a way
to happiness that comes with a gentle day;

A price to pay but small and true
For the heart that's full of spirit as new;
I hope somewhere, she pays a small price for being
happy ... ✨

A place where she finds her smile and her smile will
shine like the rising sun ... 🌄 😊
Her Nature is divine like a joyful fun... 🌸 😊 ✨ 🦋

I hope someday she walks on the aisle
A place where she finds her Smile 😊 ✨

I hope somewhere.
I hope

-Ujala Mishra
1st year



Piece of Poetry

FACES CHALLENGES IN LIFE GOOD THINGS DESPITE OVERTHINKING

*Overthinking core is a weakness of a person
Make you stress more & more, I know life is
So hard, it's not an easy it's happened
Sometime, it's make you fall, think to give up
Easily but you have to be daring by your self
You never would be wrong choose of your
career path, it's ok sometimes it's not given
you no success but you really love do things
whichever make you happy do not let the
things, the people who make you leave the
path you choose which belongs to you make
you happy, never heard them.
Just be an easy positive person, tough times
Comes & go because it's forced live with you
For a short time.
But make you capable to learned or make
You strong & more independent to handle the
Situation for long term purpose
don't blame the God!!! Believe in yourself. ☺✦✦*

Thought by
Pooja Gupta
M.B.A. 1st year



Piece of Poetry

शीषक:- एक लड़की होना पाप क्यूं हैं।।।।।।।।

मन में मेरे सवालियों की बौछार सी क्यूं है
एक लड़की होना पाप क्यूं हैं ।।।।।।।।

गूँजती है आज भी फिज़ा में हजारों सिसकियां,
घुट घुट कर तड़पती है इस समाज में बेटियां,।।
किस्सा बलात्कार का आज फिर अखबार में दिखा है,
एक बेटी के खून से आज फिर अखबार सना है,
क्या था कसूर उसका,
क्या बेटी होना ही कसूर था उसका,।।
गूँजती है आज भी फिज़ा में हजारों सिसकियां,
घुट घुट कर तड़पती है इस समाज में बेटियां,।।
कैसे जिए इस समाज में नारी जहां दरिंदे बस्ते हो,
भेड़ियों ने जहा इंसान के चहरे पहने हो,
आखिर कब तक नारी की इज्जत यूं तार तार होगी,
आखिर कब इस समाज की गलियां बेटियों के लिए सुरक्षित होगी,।।

गूँजती है आज भी
फिज़ा में हजारों सिसकियां ,
घुट घुट कर तड़पती हैं समाज की बेटियां।
एक बेटी की चीख न जाने कहा खो जाती है,
क्यों बलात्कार की खबरें बस खबर बन के रह जाती हैं।।
सह कर हर दर्द उसने भी दम तोड़ दिया,
कालिख से भरी इस दुनियां को एक बेटी ने अलविदा कह दिया।
गूँजते हैं आज भी फिज़ा में हजारे सिसकियां,
घुट घुट कर तड़पती है इस समाज की बेटियां।।
लोक लाज की हर सीख एक बेटी को दी गई,
जरा संभल के चलने की सीख आखिर उसे ही क्यूं दी गई,
बेटों को समाज क्यूं कोई सीख नह देता,
नारी का सम्मान करना आखिर बेटों को क्यूं नहीं सिखाता है

-Amrita Pandey
MBA 1st year



Society of MBA



Pinnacle MBA Society

The Pinnacle MBA Society is the premier student-led organization dedicated to enriching the academic and professional journey of MBA students. Founded with the vision of nurturing leadership, innovation, and strategic thinking, Pinnacle serves as a dynamic platform for future business leaders to connect, collaborate, and excel.

Through a wide range of activities—workshops, speaker sessions, industry interactions, case competitions, and networking events—Pinnacle aims to bridge the gap between classroom learning and real-world business challenges. We believe in empowering our members to reach the pinnacle of their potential, fostering not only career growth but also personal development and lifelong connections.



President
Ujjwal Pandey
MBA I year



Secretary
Tabrez Ali
MBA I Year



Students Achievements

(In Campus)

Year	TEAM MEMBER	PARTICIPATION	REMARKS
2 nd	1. Sneha Pandey	PPT Presentation	Winner in 8 th TechYuva
2 nd	1. Atrish Shukla	PPT Presentation	Runner Up in 8 th TechYuva
1 st	1. Jaiswar Rohit 2. Sadhana Sahani, 3. Shweta, 4. Radheshyam and 5. Anurag Singh	Ad mad show	Won a 1 st Place in 8 th TechYuva
1 st	1. Arya Singh	Business Quiz	Won 1 st Place in 8 th Tech wizard
1 st	1. Ujala Mishra	Business Quiz	Won 2 nd Place in 8 th Tech wizard
1 st	1. Ankita Gupta	Business Quiz	Won 3 rd Place in 8 th Tech wizard
1 st	1. Himanshu Gupta 2. Apriksha Chaudhary, 3. Anurag Singh, 4. Radheshyam Sahani	Business Plan	Won a 2 nd Place in Mukabala 2025
1 st	1. Geetanjali	Business Quiz	Won a 3 rd Place in Mukabala 2025



Students Achievements (Out Campus)

NAME	COURSE	YEAR	EVENT	COMPETITION NAME	POSITION	PHOTO
Kavi Srivastava	MBA	1 st	Dr. Abdul Kalam Inter-Technical University Literary, Management and Technical Fest 2024-25	Business Plan	3 rd	
Riddhi Yadav	MBA	1 st	Dr. Abdul Kalam Inter-Technical University Literary, Management and Technical Fest 2024-25	Ad mad	3 rd	
Jaiswar Rohit Ramashish	MBA	1 st	Dr. Abdul Kalam Inter-Technical University Literary, Management and Technical Fest 2024-25	Ad mad	3 rd	
Ratan Yadav	MBA	1st	Dr. Abdul Kalam Inter-Technical University Literary, Management and Technical Fest 2024-25	Athletics 800m	2nd	



Placement

HIGHEST PACKAGE



Harshita Srivastava
18 LPA

Deloitte.



Vachaspati Ojha



Atrish Shukla



Ratnesh Kumar

Placed in Seeds Fincap PVT LTD
4.49LPA



OFFERSFORECE 100+ STUDENTS

COMPANIESVISITED:



And More.....



Editorial Team Message

Dear Esteemed MBA Department Members,

It gives me immense pleasure to present to you the latest edition of our Department Magazine, a vibrant reflection of the creativity, curiosity, and dedication that defines our academic community.

As the student editor, this journey has been incredibly enriching. Collaborating with passionate writers, artists, and thinkers from our department has not only been inspiring but also a powerful reminder of the talent that surrounds us every day. Each article, poem, and piece of artwork featured here is a testament to the intellectual vigor and diverse perspectives that make our department truly special.



HIMANSHU GUPTA
Editorial Member

Greetings, Esteemed Members,

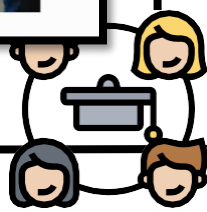
As we gather together to contribute to our department magazine, let's embrace the chance to display the wonderful work being done within our sector. Your unique ideas and insights will definitely add depth and complexity to our journal, motivating readers and displaying the greatness of our department. Let's make every word count and create something genuinely unforgettable. We hope you enjoy reading it as much as we enjoyed creating it.



Ankita Gupta
Editorial Member



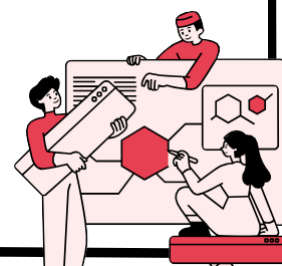
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