



ST XAVIER'S COLLEGE-JAIPUR



DEPARTMENT OF BUSINESS ADMINISTRATION

E-SPIRE

THE E-CELL YEARBOOK

2021-22



Behind the Name

E-SPIRE

Since the dawn of civilization, we humans have tended to do things that lead and show us the way to reach the pinnacles of glory. Throughout our life in this social world, we continuously yearn to be the best and attain top-notch positions in society. Working day and night, morally competing with the people around has become the need of the hour. Aspiring to be the best has become an integral part of our lives.

Literally, "E-Spire" is a combination of "E" standing for Entrepreneurs, and "Spire" which means Conical or Pyramidal structure at the top of a building. Hence, E-SPIRE means and depicts a medium, a bridge to help the nation's budding entrepreneurs achieve the zenith of success and reach their terminus. E-Spire is a vision that means how Entrepreneurs Aspire to rejoice and mandate the world. It will be a podium to make them socially upright, enable them to ameliorate their management skills, chisel their decision-making power, and aid them in being the better version of themselves.



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OUR GUIDING LIGHTS



FROM THE MANAGER'S DESK

"Educating the mind without educating the heart is no education at all"

-Aristotle

Xavier's, a Jesuit institute, endeavoring to sculpt characters with compassion and competence through its excellent and virtuous education, realizes the essence of what Aristotle meant by the education of the heart. Here at Xavier's, we take responsibility for teaching the young minds of today, as a matter of utmost concern. We aim to provide holistic development to the young men and women who will become the shining future of society and work towards the overall well-being of all people.

With this vision in mind, we are proud to host the Entrepreneurship- Cell of our Department of Management. We empower every individual to be his/her unique self and build a successful career for themselves. The E- Cell fosters the ability of independence, resilience, and benevolence in the very core of all those a part of it.

We help the students, widen their scope of judgment and evaluation by facilitating a global perspective and a broader meaning of accomplishment. We intend to create an environment wherein our students, evolve into compassionate human beings with strong character which makes them competent to face and overcome challenges.

Nationally and globally, our institution and the E-Cell inspire and enable the students to meet the needs of the constantly changing world. Inspired students become inspiring Alumni, maintaining the legacy of brilliance, making it bigger and better with every passing year.

I welcome you all to witness and bequest the excellence and be a part of the E- Cell.

Rev Fr Dr S Arokya Swamy SJ

Manager , St Xavier's College - Jaipur

OUR GUIDING LIGHTS



FROM THE PRINCIPAL'S DESK

*"The function of education is to teach one to think intensively and to think critically.
Intelligence plus character – that is the goal of true education."*

- Martin Luther King Jr.

Since 2010, St. Xavier's College have been incessantly striving towards its goal of providing quality higher education to the fledglings, mentoring them into young individuals who are critical but empathetic, who can think intelligently and work passionately towards the fulfillment of their dreams and towards a better future.

We are living in times that are extraordinary for higher education, making it imperative for us to provide the best and constantly uphold that brilliance. Xavier's' National reputation of excellence is buttressed by a vibrant community of faculty members, administrators and support staff whose aim is to take the institute and its scholars to newer heights.

We have grown from a sapling to a huge oak, from around 350 pupils to over 2000 students, from just five streams -B.A. (Hons.)- English, Economics, Psychology and Political Science, BBA, BCA and B.Com. to Programmes in M.A. (English), M.A.(Economics), M.Sc. (IT), M.Com. (EAFM) and M.H.R.M. Moreover, the college is also included in the list of colleges approved under 2(f) &12(B) of UGC Act 1956. The constant success of our students in University exams adds the golden feather in our plume. At Xavier's, students receive a constant impetus to advance by research which makes them more

competitive and prepares them for the bigger picture. We give them the requisite platform for developing research instinct by holding seminars and conferences and simultaneously making available to them a plethora of online and offline journals. In addition, we also have in house publication of journals and magazines, which adds to their opportunities. In today's world, to have an edge above the others, we need to inculcate a different approach, and to this end we focus at holistic development of our students, giving them exposure through various co-curricular as well extracurricular activities. And like its various endeavours the BBA department of SXC founded the E-Cell or the Entrepreneurship Cell on 2012 with the motto of promoting entrepreneurship inside as well as beyond the walls of the Xavier's campus. Xavierites endeavour for encouraging success in their careers, representing not just the college but also community and nation at large.

Rev Fr Dr A Rex Angelo SJ
Principal , St Xavier's College - Jaipur

OUR GUIDING LIGHTS



FROM THE VICE-PRINCIPAL'S DESK

"Every vision needs rudimentary sustenance to become a success."

In our sincerity towards providing a global experience and exposure to our students, in the classrooms, and beyond, we make sure that the facilities and infrastructure are up to the mark. Right from our well-equipped Computer Science Labs, to our plush Auditorium, from large hi-tech classrooms to vast sports grounds, we give our students an enriching environment to thrive in.

Xavier's can humbly boast of various societies be it photography, music, dance, or theatre, and in each, we offer our students the finest of implements to learn, practice and perfect their art. Entrepreneurship Cell is one such initiative that provides the students a platform to ameliorate their managerial skills, polish up their leadership competence and revamp their innovative entrepreneurial ideas by which they can mandate the world.

E-Cell aims towards creating a student-oriented society to create a healthy managerial environment on the campus through various activities, workshops, and seminars. SXC is a foremost educational establishment that aims at providing an all-inclusive learning experience to its apprentices, power-packed with the best amenities that help them to live their dream, no matter what contour and substance it is made up of.

Rev Fr Dr Raymond Cherubin
Vice-Principal, St Xavier's College - Jaipur

ANNUAL REPORT



DR. LEENA SHARMA
HEAD OF THE DEPARTMENT

Department of Business Administration is committed to providing a well-rounded, broad-based education that equips students with the skills that are always in demand in the business world. The intent is to encourage intellectual curiosity and open minds to the adventure of ideas. The work-integrated learning experience at the department is supported by various internship programs and industry attachments, which leads our students to the world's major academic institutions. The Department provides a holistic learning experience focusing on academic excellence, generic soft skills and communication proficiency, and, professional and technical competence. In spite of the Pandemic situation, the department organized a blend of offline and online activities to develop the management and business aptitudes of the students. The approach to pedagogy combines industry visits, industry expert sessions, research projects based on fieldwork, internship opportunities, case studies, and business education-related events with a strong emphasis on concepts and theory.

STUDENT INDUCTION PROGRAMME

A Seven day Student Induction Programme – Deeksharambh was organized online through Google Meet from 10 August to 18 August. Besides drawing the attention of the student to the issues of life and their role in the larger society, this program aimed to build relationships between teachers and students which last for their upcoming 3 years and possibly beyond. Therefore, this program was conducted by faculty members of the department, the ones who would teach them. The faculty members discussed with students about topics like Student aspirations, family expectations, Gratitude towards people helping me, Human needs of self and body, Peer pressure, Prosperity, and Values in relationships. The sessions were well taken by the students.

VIRTUAL INDUSTRIAL VISIT

A Virtual Industrial Visit was conducted to Universal Auto Foundry Ltd. on the 3rd of September 2021 for the second-and third-year students. It was incepted to explore the working of different sections of industry. The area of focus was to observe the working of different sections of an industry where students virtually visited various sections one by one like the Foundry Shop, Toolroom, machining shop, testing room (UTM, Hardness testing machine, etc.), Sand Casting, Dispatch department.

BUSINESS CASE STUDY

To make the students learn about the Business Case Studies, the Department organized a three-day workshop on Business Case Study through a virtual platform in which students learned about how to solve and form Business Case Studies. The workshop was conducted from 30th Sept to 1st October 2021. Dr.Kapil Shrimal from Symbiosis University of Applied Sciences, Indore was the resource person of the workshop. It was an interactive workshop where students came to know various aspects related to case study like understanding the



case, identifying the problem, how to deliver a topic using a case, how to frame a case study, how to conclude a case, etc.

DIGITAL MARKETING COURSE

In collaboration with Internshala, we offered a three months (30 contact hours) Add-On Course on Digital marketing. 28 students have enrolled for the course and completed the same. The course featured topics related to search engine optimization, social media, pay-per-click, conversion optimization, digital analytics, content, mobile, email marketing, and more. The course was open for students of all the streams with minimum eligibility of attendance and satisfactory performance during the course. Successful students were awarded a certificate.

POWER DRESSING BY CII YI YUVA

An Orientation Session by CII YI Yuva on Power Dressing was organized on October 18, 2021. The Department has an MoU with the Confederation of Indian Industry Jaipur Yuva Chapter. The session was conducted in-person mode in the college auditorium. Mr. Arpit Patni chairing Jaipur Chapter and a Vice President, Business Development and planning for Prem Cargo Movers Pvt. Ltd., and Ms. Richa Tiwari, a corporate trainer and a consultant for human skills and business communication were invited as a speaker for the induction of CII YI Yuva and on the topic "Power Dressing" respectively. Mr. Arpit Patni briefed the students about the meaning and the traits of leadership and how CII is enhancing the leadership traits in the youth of India. The second speaker Ms. Richa Tiwari guided the students about power dressing. The session was taken by her and consisted of various interactive activities with the students. The session concluded with a group photograph.

VALUES, ETHICS, AND LEADERSHIP WORKSHOP

A two-day offline Workshop on "Values, Ethics and Leadership- Steps to Level Five Leadership" was organized on 21st and 22nd October 2021, under the leadership of our Principal, Rev. Fr. Dr. A. Rex Angelo, coordinated by Dr. Shikha Arora Bakshi & Ms Rose Martin, Assistant professors of the department. The two days of the workshop were curated by an eminent resource person Rev. Fr. Dr. Nelson D'Silva S.J., Vice president and Treasurer of JXEA and former academician, XLRI Jamshedpur. The key highlight of the workshop was activity-based learning through "A CORE VALUES CLARIFICATION EXERCISE" in which students were able to learn and understand themselves and their values, prioritize their values, etc. The workshop concluded with the raging outflow of knowledge and information. Students found the workshop interactive and interesting.

ENVISION X VENDESTO

Envision X Vendesto was conducted by the Department of Management and the Department of Commerce of St. Xavier's College, Jaipur, with great zeal in a hybrid model on the 17th and 18th of November, 2021. The events were based on management theories with so much fun and laughter. The ten events which were held, included, Corporate Roadies, Xavier's Premier League, Mad Over Marketing, and On Spot Entrepreneur as the offline events, and, Over the Counter, Banter on Bow, Recruitedia, My Vyavsay, Squiz Games, and Ad-Addict as the online events. Along with these events, the departments also organized a very-informative talk show on "Entrepreneurship; Reassessment of Success" which included, Ms Amrita Gupta (Director of

Manglam Builders) and CA Himanshu Goyal (Managing Partner at Ramanand Goyal and Co.). After the closing ceremony, we had a music festival evening with the "DUNES" and a melodious singer, Mr Navjot Ahuja. The evening was full of enthusiasm and the audience had a great time. Envision X Vendesto'21 was a huge success and we hope the same for the coming years.

HEALTH CARE MANAGEMENT

A Two-day workshop on Health Care Management on 26th & 27th November 2021. The resource person for day one was Col (Dr) Pramod Kumar, Professor, and Head, Dept of Hospital Administration, Mahatma Gandhi University of Medical Sciences and Technology (MGUMST), Jaipur. Dr. Pramod Kumar briefed the students about the Quality of Healthcare in India: Challenges and Priorities. On the second day of the workshop, the session was taken over by Dr.Saurabh Kumar Banerjee, Dean & Associate Professor, School of Pharmaceutical Management, The IIHMR University, Jaipur, Rajasthan. He briefed the students on their career prospects in healthcare and pharma management.

ALUMNI INTERACTION SESSION

On 6th December 2021, an alumni interaction was organized on the theme "Exploring the Unconventional Paths: Career Options after Graduation" to acquaint students with the career options available other than the most sought-after course MBA. The speaker of the session was Mr. Vinay Pratap Singh, an alumnus of batch 2014-17 and currently working as a restaurant supervisor in USA West Virginia. He talked enthusiastically about the career paths he has opted for and thrown light on the options which are a little less explored but have immense scope to build a career after pursuing BBA as a bachelor's degree.

INYOUTH'22

The most awaited fest of the year, INYOUTH'22: Let Your Voice Be Heard, was held open on the 8th of January, 2022 with a warm welcome for the speakers and the audience, which included an introduction about the event and the speakers. Starting with the ever-awaited sessions, the first session included Mr. Jayant Kandoi talking about his struggle facing cancer, 3 times in a row and the strength he held during all those difficult times. The second session was by the profound entrepreneur, Shriyans Bhandari. He talked about his entrepreneurial experiences and the struggles he faced at the start of his career. The third session by Mr. Devendra Raj Mehta was a phenomenal one. He talked about how he was inspired by a road accident and ended up providing artificial limbs to a million people. The fourth session showcased the ever-enthusiastic Annu Rani, the first and the only lady to play the Javelin for India. Emerging from all the difficulties, she managed to be the lady she is today. After all the stimulating sessions and beautiful ad videos, the results of the Brandism Event were announced.

BUSINESS CONCLAVE '22

Business Conclave'22: Ethical Recreation and Re-Innovation of Business Tactics commenced on 15th February 2022 with a warm welcome to the Speaker Mr T.V. Rao and the audience which included an introduction about events. A lot of great academic events of different genres organized by different verticals, marketing maestros, Talent Recruiters, Case study competition, Book review presentations, and Mock Parliament took place. After all the stimulating events, a session THE NEW YOU by HG Amogh Lila Das took place. The most awaited part of the day began with the announcement of the winners of the respective events.



"You cannot change your destination overnight, but you can change your direction overnight"



BUSINESS ANALYTICS SESSION

In association with Upgrad organized an informative session on "Business Analytics" on Thursday, 25 January 2021. The session was taken over by the renowned and extremely knowledgeable guest speaker Ms Shayari Purkayastha. She addressed the virtual gathering with an informative presentation on Business Analytics. The upgrad team also announced their Online Course on Business Analytics, offering all the skills required to practice Business Analytics in a real sense.

STRATEGIC FINANCIAL DECISIONS

The Short Term Training Program on Strategic financial decisions took place between 18th January to 22nd January 2022 on the Google Meet platform. The program was resourced by CA Nikhil Nainani who is a known face in the world of Finance. The program successfully harnessed the Enthusiasm and experience of participants. This Five Day Training Program commenced by covering all the Basics of Stock Management and Crypto Trading.

CAREER COUNSELLING SESSION

Department of Commerce & Management organized a career counseling session on 9th October 2021 titled "MBA as a Career Option" in the college auditorium. The session was addressed by Mr. Kapil Dixit Trainer, Mentor & Career Counsellor at T.I.M.E. Institute, Jaipur. Mr. Kapil briefed all the students about the various career options in the field of Commerce & Management. He also talked about the wider aspects of pursuing an MBA and how one has to be on his/her toes to understand and analyze the intricacies of this field. All the factors affecting the choice of the

students were addressed and the myths and superstitions regarding the choices were removed to a large extent. Credibility and vetting of resources are an integral part of any field and more so for the MBA professional sector. The session was very fruitful and helped students in getting a clear picture of what career path they might pursue in the near future.

ALUMNI INTERACTION

An Online Alumni Interaction was organized on the theme "Career Opportunities: The Essence of Future Readiness" on 21st March 2022 through Google Meet. The speaker of this program was Ms. Ridhi Sharma, Sales & Marketing Executive at Liaigre, Singapore an alumnus (Batch 2015-18) of the college. The interaction was designed to guide and motivate the students for them to take up correct and desired career decisions. Some of the topics which were discussed during the interaction were Career Guidance, and Preparing for the Corporate Challenges. The program was successfully coordinated and conducted by Dr. Renu Jadon.

UBA: VILLAGE SURVEY

From the Department of Business Administration, a group of 36 students went to Jaisinghpura for a survey. It is a village panchayat located in the Jaipur district of Rajasthan. Students covered 250+ houses to know about the situations and the problems the people living there are facing. It took five days for the survey to be called a success.

WORDS OF ZEAL

From Our Motivating Forces...



HEAD OF THE DEPARTMENT

DR. LEENA SHARMA

Young innovative minds and students, in particular, are a quintessential part of developing an entrepreneurship ecosystem, and hence utilizing their resources is of paramount importance. In order to provide a conducive environment for student entrepreneurs, the Department of management initiated the Entrepreneurship Cell (E-Cell) at St. Xavier's college, Jaipur. We believe that entrepreneurship is not just about starting companies, but a pathway toward India's socio-economic development.

Our vision is to make students 'entrepreneurial' in every work that they do. We hope to enable them to solve global challenges as we see students as the greatest capital and intend to nurture them, and provide them with opportunities for excellence. The basic aim of Cell is to encourage college-level students throughout the nation to start their own enterprises. There is a strong vision and dedication of our faculties working as a team with students to achieve this aim since its inception over a decade.



ASSISTANT PROFESSORS

DR. SHIKHA ARORA BAKSHI

Department of Business Management, St Xavier's College-Jaipur Creates Business Leaders by Providing Direction, Coaching, Mentoring, Training, Inspiring, Supporting, Motivating and Leading the Youth of Today. We Empower the Youth to Become High Performing Business Leaders, Managers, Entrepreneurs and Ethical Social Human Beings Serving the Society and the Nation at Large.



DR. SALIM KHAN

The Department of Business Administration, St Xavier's College-Jaipur works comprehensively to create world-class managers. We enlighten the budding young minds of the nation to foster their managerial and leadership competence by which they can reach the pinnacles of glory and wisdom. We believe in the holistic development of the students, hence focussing on both Curricular and Co-Curricular advancement.



MS. ANJALI PAREEK

In our goal of providing a global experience and exposure to our students, the Department of Business Administration focuses on providing the foremost education to our students. The E-Cell of the department was established to give on-campus corporate exhibition and entrepreneurial knowledge to the scholars of this premier institution. We intend to impart value education which will help them to become the shining future of society and work towards the overall well-being of all people.



DR. ANKITA RATHORE

The Department of Management, St Xavier's College aims at making the students adaptive to every habitat to which they go. To succeed in life it is important to pace up with the changes around the globe. Being innovative makes you to see the change as an opportunity, and not as a threat. We are focused at incorporating the students with innovative ideas, which helps them in initiating a quick thought process, and ultimately reach the epitome of success.



DR. HAPPY AGRAWAL

The Entrepreneurship Cell of the Department of Business Administration aims at providing real-life corporate knowledge to the students. We aim at developing the students holistically and making them competent enough to win against all the odds. The work-integrated learning experience at the department is supported by time to time mentoring and guidance helps the students to achieve a bright and successful future.



DR. MANISHA SHARMA

The E-Cell of the Department of Business Administration uses meticulous and extensive training techniques which help our apprentices to be their solitary selves and mold a bright future ahead for them. Our vision is to create an ecosystem wherein our students, evolve into cultured personage with a bold character and make them competent to face and overcome challenges.



DR. RENU JADON



E-Cell of Department of BBA St. Xavier's College, Jaipur was started with the aim to bring together the entrepreneurial passions to converge on a common platform. E-Cell has been organizing an array of events like ENVISION X VENDESTO, IN-YOUTH, BUSINESS CONCLAVE, Alumni Interactions etc. I wish E-Cell keeps up the momentum in the coming years and keeps on encouraging students to tap into their entrepreneurial spirit.

DR. GURNEET KAUR SURI

I as a person truly believe that learning is a never ending process, and we at E-Cell thrive to provide a lot of learning opportunities to our students.

You must utilize every moment to prepare your mind and body for future endeavors! Do not give up no matter what, always try just one more time, and eventually you will be successful.



MS. ROSE MARTIN



E-Cell is our department's endeavor to enhance entrepreneurial skills in our students. Its aim is to enable students to seek and find opportunities around them that could be developed into business ideas, leading to innovation and social change. It equips them with the practical knowledge of how to procure resources, capital, the right skills and people for their ideas to take shape. We hope, all who associate with E-Cell find success in whatever venture they undertake.

ZENITH OF SUCCESS

UNIVERSITY TOPPERS

GOLD MEDALIST



MHRM 20-21

ANUPRIYA SHARMA



BBA 18-19

TANISHA AGARWAL



BBA 18-19

AKSHITA RANA



BBA 17-18

HARSH BAJAJ



7 GAURI KHANDELWAL
BBA



5 KRITI GUPTA
BBA-III



8 MANVI AGARWAL
BBA-I



1 LOKESH VASWANI
BBA-I



10 KAREENA TEKWANI
BBA-I



8 ANSHIKA GOYAL
BBA-II



7 JYOTI AGARWAL
BBA-I



6 KHUSHBU TOLANI
BBA-I



4 KAJAL MOONDRA
BBA-I



3 PRANAV MEHTA
BBA-II



9 TANAY AGARWAL
BBA-II



2 MAHIMA AGARWAL
BBA-III



4 MEGHNA MAHESHWARI
BBA-III



5 SAKSHI GUPTA
BBA-I



5 NIDHI JAIN
BBA-II



8 PALLAVI PARAKH
BBA-III

"Some people dream of success, while others wake up and work hard for it"

ZENITH OF SUCCESS

SPECIAL ACHIEVEMENTS

AKAKSHA SINGH



EXPEDITION TO MT. FRIENDSHIP PEAK

Created a record in Indian history of hoisting a 50 feet tricolour, along with 4 other mountaineers selected as a Team Leader for the expedition in Pir Panjal Range, Himachal Pradesh by Indian Mountaineering Foundation.

DHAIRYA JAIN



NATIONAL AND INTERNATIONAL ACCLAIMED GOLFER

He is a national and an international acclaimed Golfer who has won several state, national championships and has also represented India at the World Junior Golf Championship 2018, 2019

DARSHNA RATHORE



INTERNATIONAL SHOOTER IN SHOTGUN

Bronze Medalist in Asian Shotgun Championship Doha'19, World championship Italy'19 (7th position), Junior Asian Shotgun Championship (silver medalist), Khelo India (gold medalist)

HARSHITA BHAMBHANI



INDIA'S MISS ECO

1 titled as India's Miss ECO for positioning at top 20 in the Miss Eco International 2021, an initiative by the United Nations held in Egypt on 2nd April 2021.

VEDANT LODHA



NPTEL INTERNATIONAL BUSINESS COURSE (IIT ROORKEE): TOP 2%

He scored 82% in the 12 week online certification course of NPTEL International Business Course among 350 candidates and topped in the college in December 2020.

ISHA VIJAY



CAT PERCENTILE 96.18

She secured 96.18% in CAT 2021 examination among 1.21 lakh candidates and secured her seat in top colleges of MBA in India.

ACHIEVERS ARCADE

PRIDE OF THE DEPARTMENT
(2019-22)

GARGI JAIN



EXCELLENCE AWARDS



DISHA JAIN



DIVYANSHI AGARWAL

ACADEMIC

PUBLIC RELATION



PRACHI MOHNOT



HARSH SACHDEVA



RIDHI AGARWAL



MOHIT SINGH SISODIA

SOCIAL
RESPONSIBILITY

MARKETING



SHUBHAM HALDIA



TUSHAR DAGA



MOHIT BAHETI



ASHISH SHARMA

REGULARITY

TECHNICAL



GARGI JAIN



PARAS GARG

"Success does not come at a stretch, it is the amalgamation of devotion and dedication"



RIDHI AGARWAL



MOHIT SINGH SISODIA

RESEARCH

LEADERSHIP
& ORGANISATIONAL SKILLS

TANYA SHARMA



RIYA SINGHAL



RAHUL BASANDANI



JAYANT VARANDANI

DRAMA

ENTREPRENEURSHIP



GARGI JAIN



VRINDA MAHESHWARI

FASHION



HARSHITA BHAMBHANI



LORISHA SONI

ASHISH SHARMA



ISREAC AND UBA

AYUSH JOB



MUSIC

ANJANA NAIR



DANCE

HIMANSHU SINGH MANDHATA



PHOTOGRAPHY

ASHISH SHARMA



AICUF

TRANSGRESSING BOUNDARIES

At Xavier's we believe that to grow in this competitive world & to work with a broader perspective, we need a collaboration of ideas & management in a way that it is beneficial to all. It is in our stride to provide better educational solutions & services in the field of management.

T.I.M.E



Triumphant Institute of Management Education (TIME), Jaipur for CAT/GRE/GMAT/MCA Entrance Examination Preparation in College Premises.

CII -YUVA

Young Indians (Yi) is a movement for Indian Youth to converge, lead, co-create and influence India's future. As an integral part of the Confederation of Indian Industry (CII), a non-government, not-for-profit, industry led and industry managed organisation playing a proactive role in India's development process.



ISDC

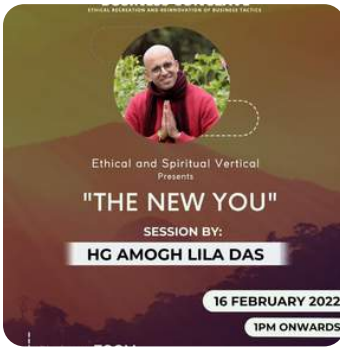


USCMA, a professional certification in Management Accounting from IMA US, an apex management accounting professional skills imparting body.

INTERNSHALA

Internshala offers Training, Projects and Internships with corporate organizations, so that the students may get a comprehensive industry orientation, helpful in polishing their skills before they start their actual careers.





ENVISION X VENDESTO

INYOUTH

BUSINESS CONCLAVE

INDUSTRIAL VISITS

WEBINARS & SEMINARS

BRIDGE AND CERTIFICATE COURSES

ALUMNI INTERACTIONS

WORKSHOPS

SOCIAL RESPONSIBILITY DRIVES

SPEAKER SESSION

Beyond the Classroom -



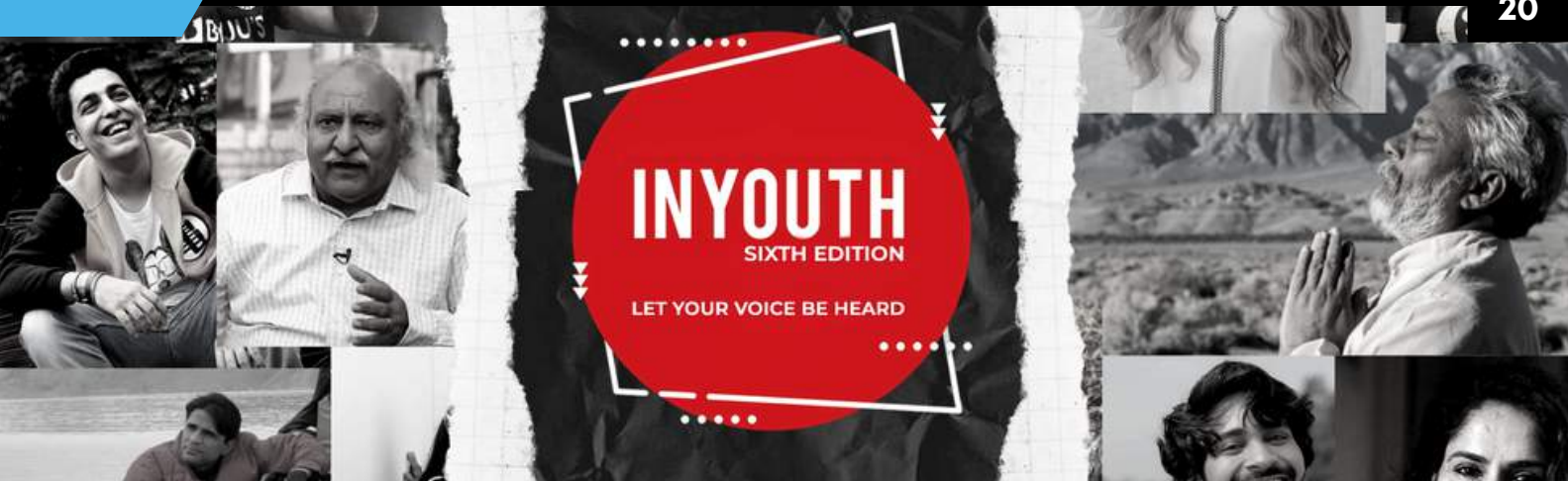
ENVISION X VENDESTO' 22

The Envision X Vendesto is conducted by the Department of Management and the Department of Commerce of St. Xavier's College, Jaipur. The third edition of EXV commenced with great zeal in a hybrid model on the 17th and 18th of November, 2021, with six online events and four offline events.

The events were based on management theories with so much exuberance and laughter. The ten events which were held, included, Corporate Roadies, Xavier's Premier League, Mad Over Marketing, and On Spot Entrepreneur as the offline events, and, Over the Counter, Banter on Bow, Recruitedia, My Vyavsay, Squiz Games and Ad-Addict as the online events. Along with these events, the departments also organized a very-informative talk show on "Entrepreneurship; Reassessment of Success" which included, Ms. Amrita Gupta (Director of Manglam Builders) and CA Himanshu Goyal (Managing Partner at Ramanand Goyal and Co.).

After the closing ceremony, we had a music festival evening with the "DUNES" and a melodious singer, Mr. Navjot Ahuja. The evening was full of enthusiasm and the audience had a great time. EXV' 2021 was a huge success and we hope the same for the coming years.





INYOUTH' 22

The sixth edition of INYOUTH upholds the idea of “Let Your Voice Be Heard” which tends to encourage and coax the people to speak up for themselves and contribute to doing good for the world around them.

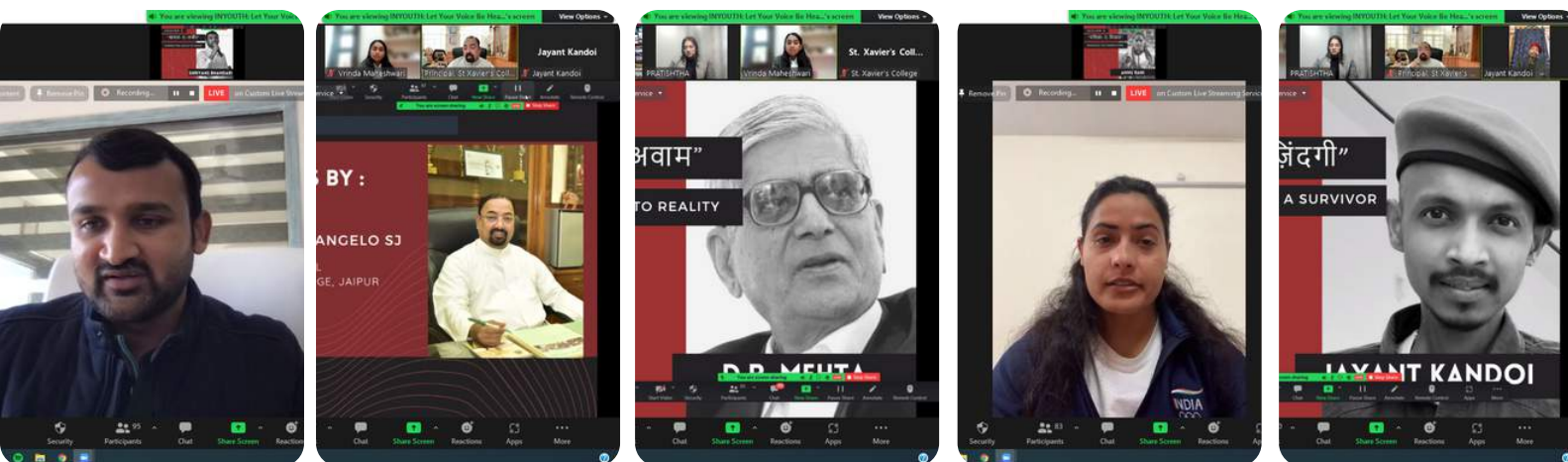
Inyouth'22 commenced opening on the 8th of January, 2022. The fest included four enlightening sessions with four inspiring speakers along with an Ad-making Competition, BRANDISM, which includes creative ad making.

The first session: “Jazba-e-Zindagi: Once a Victim, Now a Survivor” included Mr. Jayant Kandoi as a speaker. He talked about his struggle facing deadly cancer, 3 times in a row and the strength he held during all those difficult times. It was indeed an inspiring session, teaching us to never give up, whatever happens.

The second session was “Khayal-e-Tabeer: From Connecting Souls to Soles” by the profound entrepreneur, Shriyans Bhandari. He talked about his entrepreneurial experiences and the struggles he faced at the start of his career.

The third session, “Kadam-e-Aiwam: Turning Dreams to Reality” by the most inspiring, Mr. Devendra Raj Mehta was a phenomenal one. He talked about how he was inspired by a road accident and ended up providing artificial limbs to a million people. He acted as a true inspiration for all.

The fourth and the most awaited session, “Malika-e-Missal: Smashing the Stereotypes” showcased the ever-enthusiastic Annu Rani, the first and the only lady to play Javelin for India. It was indeed a mind-blowing and galvanizing session with her talking about the family problems and the stereotypes she faced. Emerging from all these difficulties, she managed to be the lady she is today.



"Plan for what is difficult while it is easy, do what is great while it is small."



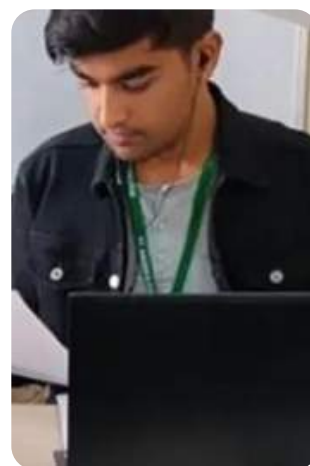
BUSINESS CONCLAVE' 22

The second edition of Business Conclave, promoted the theory of Ethical Re-Creation and Re-Innovation of Business Tactics, challenging the participants to be able to run through the ever-dynamic nature of business in today's world.

Business Conclave'22 commenced opening on 15th February 2022. The program began with the ever-awaited session on "OCTAPACE Values and Business Success: A Point of View" by TV Rao sir, where he talked about the importance of building a good working environment for your employees. The session was as amazing as it sounds.

Business Conclave'22 was a miscellany of great academic events of different genres organized by different verticals. Marketing Maestros by the Marketing Vertical included the idea of testing the present date marketing techniques of the participants through a fun event. Talent Recruiters by the Human Resource Vertical made the hiring experience a thrilling one for all the participants and the Mock Parliament by the Finance Vertical was a fun debating session, highlighting real-time issues. A Case study competition analyzing the problems faced by a dissolved company and providing their solutions and a Book review presentation, including famous management books was also held, and the participants had a great learning experience.

After all the events concluded in those amazing two days, a session "THE NEW YOU" by HG Amogh Lila Das Prabhu was arranged in the closing ceremony of Conclave'22 on the 16th of February, 2022, which called attention to the basics of dealing with the day-to-day problems of a human's life, physically, mentally and emotionally.





SPEAKER SESSIONS

"The best way to predict the future is to create it".

The Department of Business Administration, St Xavier's College-Jaipur believes in creating a bright future for all the students. We take special efforts for arranging Speaker Sessions frequently to give the real-life training by the masters of the field.

An Orientation Session by CII YI Yuva on Power Dressing was organized on October 18, 2021. The Department has an MoU with the Confederation of Indian Industry Jaipur Yuva Chapter. The session was conducted in-person mode in the college auditorium. Mr. Arpit Patni chairing Jaipur Chapter and a Vice President, Business Development and planning for Prem Cargo Movers Pvt. Ltd., and Ms. Richa Tiwari, a corporate trainer and a consultant for human skills and business communication were invited as a speaker for the induction of CII YI Yuva and on the topic "Power Dressing" respectively. Mr. Arpit Patni briefed the students about the meaning and the traits of leadership and how CII is enhancing the leadership traits in the youth of India. The second speaker Ms. Richa Tiwari guided the students about power dressing. The session was taken by her and consisted of various interactive activities with the students. The session concluded with a group photograph.



"Realize deeply that the present moment is all you ever have."



SOCIAL RESPONSIBILITY DRIVES

Social responsibility describes the way we're making a difference in the social and economic wellbeing of our communities through our teaching, research, and public events and activities. It is a sense of duty to society and everything that is a part of it. In other words, "social responsibility" means managers are accountable to society at large, not just their shareholders.

UBA: VILLAGE SURVEY

तकनीकी संस्थाओं का ज्ञान - स्वैच्छिक संगठनों का अनुभव - सरकार के संसाधन
सभी को मिलाकर गांवों के विकास के लिए

Unnat Bharat Abhiyan is inspired by the vision of transformational change in rural development processes by leveraging knowledge institutions to help build the architecture of an Inclusive India.

From the Department of Business Administration, a group of 36 students went to Jaisinghpura for a survey. It is a village panchayat located in the Jaipur district of Rajasthan. Students covered 250+ houses to know about the situations and the problems the people living there are facing. It took five days for the survey to be called a success.



" Opportunity has a sly habit of slipping in by the back door, and often it comes disguised in the form of misfortune, or temporary defeat."

ST. XAVIER'S COLLEGE, JAIPUR
 Affiliated to the University of Rajasthan
 Approved under Section 2(f) and 12(B) of UGC Act, 1956
 A Christian Minority Inhabited Educational Institution under Section 19(1) of NCMA Act 2004

Department of Business Administration
 organises

Deeksharambh
7 DAY STUDENT INDUCTION PROGRAM

Tuesday, 10 August 2021, 10:45 am
 Platform: Google Meet

Organised by:
 Rev. Fr. Dr. A. Rex Angelo S.J.
 Principal

Dr. Leena Sharma
 Head of the Department

Coordinators:
 Dr. Gurmeet Kaur Suri
 Ms. Rose Martin

Dr. Leena Sharma
 Anjali Pareek
 Happy Agrawal
 Dr. Shikha Bakshi
 128 others
 You

WORKSHOPS

Learning is something to be enjoyed, not endured. By getting hands-on from the start, the Workshop lets you learn through experience and do more of what you love.

To make the students learn about the Business Case Studies, the Department organized a three-day workshop on Business Case studies through a virtual platform in which students learned about how to solve and form Business Case Studies. The workshop was conducted from 30th Sept to 1st October 2021. Dr. Kapil Shrimal from Symbiosis University of Applied Sciences, Indore was the resource person of the workshop. It was an interactive workshop where students came to know various aspects related to the case study like understanding the

A two-day offline Workshop on "Values, Ethics and Leadership- Steps to Level Five Leadership" was organized on 21st and 22nd October 2021, under the leadership of our Principal, Rev. Fr. Dr. A. Rex Angelo, coordinated by Dr. Shikha Arora Bakshi & Ms. Rose Martin, Assistant professors of the department. The two days of the workshop were curated by an eminent resource person Rev. Fr. Dr. Nelson D'Silva S.J., Vice president and Treasurer of JXEA and former academician, XLRI Jamshedpur. The key highlight of the workshop was activity-based learning through "A CORE VALUES CLARIFICATION EXERCISE" in which students were able to learn and understand themselves and their values, prioritize their values, etc. The workshop concluded with the raging outflow of knowledge and information. Students found the workshop interactive and interesting.



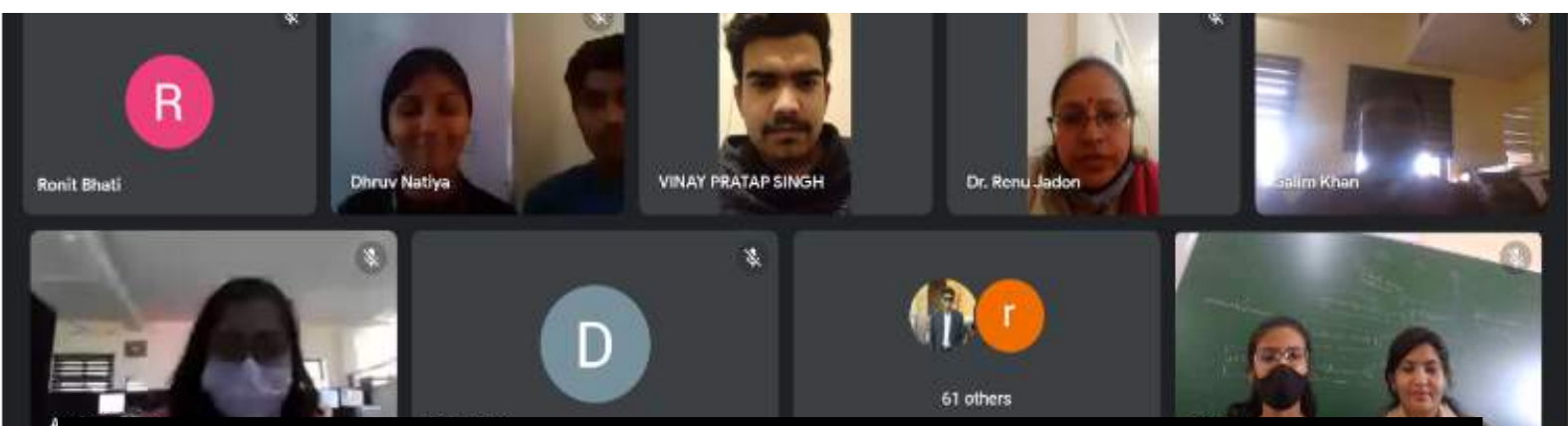
ALUMNI INTERACTIONS

ALUMNI CONNECT is a significant platform that gives students the opportunity to hear from their seniors about their journey and experiences from college to the corporate world.

Alumni Interactions pave the way for an inclusive and brighter future for the youth. Our alumni interactions prioritize transformative dialogues between students and alumni of the College. Every year, the e-cell hosts interactive sessions where students can learn about college in a commercial environment. The Institute has substantial assistance from past students who have been excellent mentors and guides over the years. It provides a space for students to hone their skills and abilities. In addition, they receive constructive feedback from our network of seasoned alumni.

On 6th December 2021, an alumni interaction was organized on the theme "Exploring the Unconventional Paths: Career Options after Graduation" to acquaint students with the career options available other than the most sought-after course MBA. The speaker of the session was Mr. Vinay Pratap Singh, an alumnus of batch 2014-17 and currently working as a restaurant supervisor in USA West Virginia. He talked enthusiastically about the career paths he has opted for and thrown light on the options which are a little less explored but have immense scope to build a career after pursuing BBA as a bachelor's degree.

An Online Alumni Interaction was organized on the theme "Career Opportunities: The Essence of Future Readiness" on 21st March 2022 through Google Meet. The speaker of this program was Ms. Ridhi Sharma, Sales & Marketing Executive at Liaigre, Singapore an alumnus (Batch 2015-18) of the college. The interaction was designed to guide and motivate the students for them to take up correct and desired career decisions. Some of the topics which were discussed during the interaction were Career Guidance, and Preparing for the Corporate Challenges. The program was successfully coordinated and conducted by Dr. Renu Jadon.



"Greatness, it turns out, is largely a matter of conscious choice."

WEBINARS & SEMINARS

Webinars are really useful in engaging the listeners through live presentations and interactive multimedia which can make the distance feel less of a hurdle.

In association with Upgrad organized an informative session on "Business Analytics" on Thursday, 25 January 2021. The session was taken over by the renowned and extremely knowledgeable guest speaker Ms. Shayari Purkayastha. She addressed the virtual gathering with an informative presentation on Business Analytics. The upgrad team also announced their Online Course on Business Analytics, offering all the skills required to practice Business Analytics in a real sense.

Department of Commerce & Management organized a career counseling session on 9th October 2021 titled "MBA as a Career Option" in the college auditorium. The session was addressed by Mr. Kapil Dixit Trainer, Mentor & Career Counsellor at T.I.M.E. Institute, Jaipur. Mr. Kapil briefed all the students about the various career options in the field of Commerce & Management. He also talked about the wider aspects of pursuing an MBA and how one has to be on his/her toes to understand and analyze the intricacies of this field. All the factors affecting the choice of the

INDUSTRIAL VISIT

Main aim of industrial visit is to provide an exposure to students about practical working environment. They also provide students a good opportunity to gain full awareness about industrial practices.

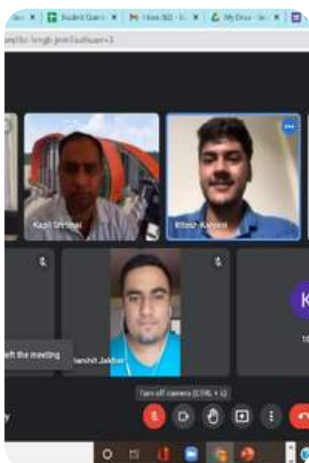
A Virtual Industrial Visit was conducted to Universal Auto Foundry Ltd. on the 3rd of September 2021 for the second-and third-year students. It was incepted to explore the working of different sections of industry. The area of focus was to observe the working of different sections of an industry where students virtually visited various sections one by one like the Foundry Shop, Toolroom, machining shop, testing room (UTM, Hardness testing machine, etc.), Sand Casting, Dispatch department.

BRIDGE & CERTIFIED COURSES

A continuous thirst for knowledge is a key element in building a growing, thriving business. And although continuing education and certification programs can be an investment of time and resources, they help provide recognition for your specialized knowledge or skill set.

In collaboration with Internshala, we offered a three months (30 contact hours) Add-On Course on Digital marketing. 28 students have enrolled for the course and completed the same. The course featured topics related to search engine optimization, social media, pay-per-click, conversion optimization, digital analytics, content, mobile, email marketing, and more. The course was open for students of all the streams with minimum eligibility of attendance and satisfactory performance during the course. Successful students were awarded a certificate.

The Short Term Training Program on Strategic financial decisions took place between 18th January to 22nd January 2022 on the Google Meet platform. The program was resourced by CA Nikhil Nainani who is a known face in the world of Finance. The program successfully harnessed the Enthusiasm and experience of participants. This Five Day Training Program commenced by covering all the Basics of Stock Management and Crypto Trading.



ST XAVIER'S COLLEGE-JAIPUR
NEVTA, MAHAPURA ROAD, JAIPUR, RAJASTHAN

E-CELL & DEPARTMENT OF BUSINESS ADMINISTRATION
ORGANIZES

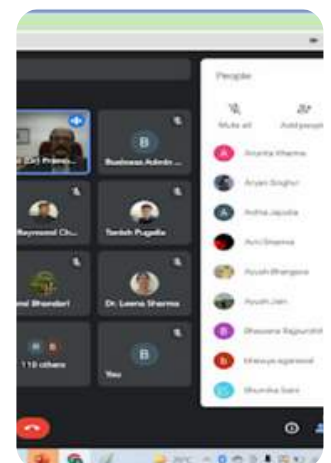
DIGITAL MARKETING COURSE
in collaboration with
INTERNSHALA

OPEN FOR ALL
FEE - 2000/-
12 OCTOBER 2021 ONWARDS

ORGANISER:
REV FR DR A REX ANGELO SJ
PROVINCIAL, ST XAVIER'S COLLEGE, JAIPUR

COORDINATOR:
DR SALIM KHAN
+91 9982741986

DR LEENA SHARMA, HEAD
+91 99297 04543



ABOUT ECELL

***"Igniting the Spirits and Ethics with the Purview of Directing,
Heading towards the Zenith with the Purview of Managing"***

The Department of Business Administration, St Xavier's College-Jaipur, founded the E-Cell or the Entrepreneurship Cell in 2012 with the motto of promoting entrepreneurship inside as well as beyond the walls of Xavier's campus. The Entrepreneurship Cell (E-CELL), encourages, promotes, and supports entrepreneurship and innovation among the budding young minds of the college. It aims to promote and sustain the entrepreneurial spirit and facilitate ideas and networking through events, workshops, and training. The beneficiaries include students, faculty, research staff, and associates.

The E-Cell solely focuses on the ever-dynamic business environment around us. It is further divided into various segments such as the Finance Management Vertical, the Human Resource Management Vertical, the Marketing Management Vertical, and the Ethical & Spiritual Vertical. These four verticals along with the Editorial and the Technical Assistance make up for the E-Cell and its phenomenal activities throughout the year, including all the departmental fests, E-learning programs, and the Management Executive Tribunal (MET). Under the able guidance of the Faculty mentors and the aegis of E-Cell, three departmental fests are conducted every year, which are an amalgamation of curricular and extracurricular activities; ENVISION X VENDESTO (Annual Cultural Extravaganza), INYOUTH (Annual Youth Summit) and BUSINESS CONCLAVE (Annual Academic Extravaganza).

To expose the students to the fast-growing world, and to give them an experience of the Corporate World, the students are given various positions in the E-Cell and to be the torchbearers of the Cell. It is a podium where the students learn to ameliorate their managerial skills, polish up their leadership competence, and hoist their scrutiny in the field of Management. The Entrepreneurship Cell encourages, promotes, and supports entrepreneurship and innovation.





CONNOISSEUR'S THREAD



EDITORIAL ASSISTANCE

TECHNICAL ASSISTANCE

MARKETING VERTICAL

FINANCE VERTICAL

HUMAN RESOURCE
VERTICAL

ETHICAL AND SPIRITUAL
VERTICAL

E-CELL CORE TEAM

COORDINATORS



GARGI JAIN



TANYA SHARMA

"A leader is the one who knows the way, goes the way and shows the way." The team of our glorious Coordinators is blessed with the capacity to translate Vision into Reality along with inculcating a sense of cooperation within the team.

"He who has never learned to obey cannot be a good commander."

EDITORIAL ASSISTANCE

ASSISTANT COORDINATOR



AKRITI AGARWAL



RIYA SINGHAL

COORDINATOR

ASSISTANT COORDINATOR



SRISHTI DAGA

Our ventures are an output of our fervour and our dedication, which cannot be expressed, but are put to words by this phenomenal team of writers with us.

TECHNICAL ASSISTANCE

ASSISTANT COORDINATOR



KAUSTUBH GAURAV



MARC KULSHRESTH

COORDINATOR

ASSISTANT COORDINATOR



SIDDHARTH SHARMA

The team which give its best to portray the overall spirit of the cell through its work on the technical sphere.

MARKETING VERTICAL

ASSISTANT COORDINATOR



MANISH PINCHA



TUSHAR DAGA

COORDINATOR

ASSISTANT COORDINATOR



BHAVYA SONKHIYA

Our marketers do know marketing in such a way, that it doesn't feel like marketing because this is how the best kind of marketing is done.

FINANCE VERTICAL

ASSISTANT COORDINATOR



KESHAV GUPTA



JAYANT VARANDANI

COORDINATOR

ASSISTANT COORDINATOR



RITESH KALYANI

A budget is telling your money where to go instead of where it went, and our finance team surely does know how to manage all the finances.

HUMAN RESOURCE VERTICAL

ASSISTANT COORDINATOR



AARYAN MITTAL



VRINDA MAHESHWARI

COORDINATOR

ASSISTANT COORDINATOR



KASHISH RAMNANI

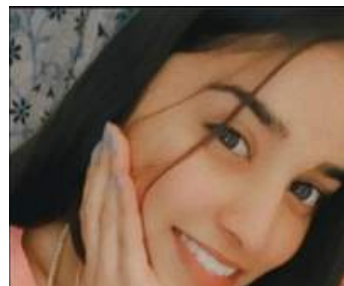
Human resources are actually just like natural resources, you have to go looking for them but our Human Resource Managers of E-CELL surely do know to bury deep and find the best.

ETHICAL AND SPIRITUAL VERTICAL

ASSISTANT COORDINATOR



PARUL MALIK



MEENAL PARSHAR

COORDINATOR

ASSISTANT COORDINATOR



NAKSHITA ARORA

Our team with Ethics and Good Spirits knows how to have the courage to follow it and make disappointment, defeat, and despair the tools to know God more.

"Do not allow people to dim your shine because they are blinded. Tell them to put some sunglasses on."

OUR ALUMNI



St. Xavier's College, Jaipur holds a special place in my heart, it has taught me to maintain lifelong relationships and learn from everyone you meet on your journey. The supportive faculty members, who were always there for us, motivated us to take charge of things, which in turn helped us to become better Managers and leaders in our life.

ARMAN BALWADA
BBA BATCH 2013-16

My experience at St. Xavier's College has taught me numerous things inclusive of resilience, patience, empathy, and management of multiple roles at once. The experience I've gained from Xavier's has left me with the skill set required to successfully lead, manage and collaborate the national level student associations and organizations across Australia.

DEVENDRA SINGH
BBA BATCH 2013-16



St. Xavier's is an epicenter of opportunities. I've got a lot of opportunities to learn a lot of new skills, to be professionally envibed and envisioned, to communicate and approach new and bigger brands, while having a brand name at your back. It provided me not just the bookish knowledge, but the practical one, indeed.

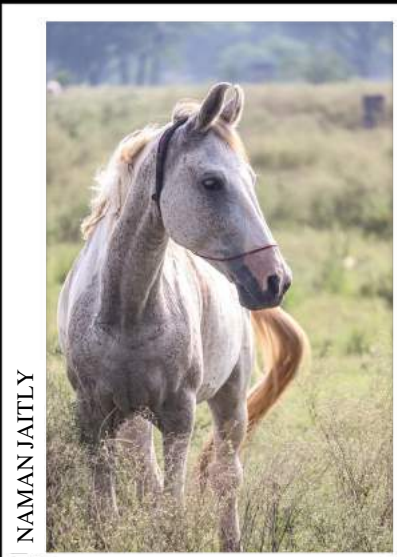
KEVIN K. SABU
BBA BATCH 2015-18

My journey at Xavier's had been great. It has changed me as a person, helping me throughout the college life and in my career as well. I got great opportunities, handling Inyouth, E-Cell, and Zest 2017, as the president of the student's council. Balance your academics with extra-curricular activities, and Xavier's will give you a lot of opportunities.

VINAY PRATAP SINGH
BBA BATCH 2014-17



DISPLAYING DEXTERITY



NAMAN JAITLEY



MOHIT YADAV



NAMAN JAITLEY



NAKSHITA ARORA



KHUSHI SACHDEVA



MITALI BHATIA



RITESH KALYANI



POOJA SAINI



REYANSH AGARWAL



HIMANSHU SINGH MANDATA



KARTAVYA GUPTA



GIRIRAJ MOHTA



MADHU FATAK



POOJA SAINI



KARTAVYA GUPTA



PARUL MALIK



POOJA SAINI



INVA ADWAJ DESHPANDE



POOJA SAINI



REYANSH AGARWAL



MITALI BHATIA



GIRIRAJ MOHTA



AKSHAT GUPTA



MADHU FATAK



PARUL MALIK



KARTAVYA GUPTA

Budding Wordsworth



Coca-Cola Sharing Campaign

If you're going to spotlight a historic company with tons of great marketing to learn from, who is better than Coca-Cola? This classic brand has been reminding us to "Drink Coca-Cola" since 1886 and now encourages millions around the world to "Open Happiness" every day. The 'share a Coke' campaign first launched in Australia in 2011 and involved changing the traditional wrapping around the Coca-Cola bottle to say 'Share a coke with ...' and a popular name. It is one of the most effective marketing campaigns in the world. According to the Wall Street Journal, not only did more than 18 million social media posts reference the "Share A Coke" campaign but more than 5 million virtual bottles of coke have been shared via Coke's campaign-specific website. The campaign's impact through the sudden appearance of terms like "coke names" and "coke with names." created a willingness to seek out information about the share a coke" campaign which is a good indicator of their likelihood to interact with the brand in the future.

Written by - Nikhil Gupta

SAMSUNG

FROM FOOD TRUCKS TO GLOBAL LEADERS

Success doesn't come only from hard work, but from smart work as well. Maybe Samsung took it seriously and that's how it went from a food exporter to one of the biggest tech companies. Who knew after the failure of the first phone in the market it would create such a big success. From having its inventory burned after the initial slip-up, Samsung began to take mobile phones more seriously by the late 90s and launched its first internet-ready phone in 1999, it grew into the most profitable business of Samsung. After Samsung took its success pace and tried its hand at televisions, as a outcome producing the world's first mass digital tv. After that Samsung never looked back and kept the track of new technologies launching every one of them in it's devices. As it is said Samsung took the mantra of working smart too sincerely and became one of the biggest tech companies.



Written by - Akriti Agarwal



"Success is walking from failure to failure with no loss of enthusiasm." Colonel Sanders, the founder of the world-famous and very prominent food chain "Kentucky Fried Chicken" generally admired as KFC retained this in his heart and mind. KFC is a marque whose success and prosperity we all know, but the struggle we don't. In 1939, he found his special recipe for Chicken. His recipe was rejected 1,009 times before anyone accepted it. Sander's "secret recipe" was baptized "Kentucky Fried Chicken", and quickly became a hit. At the age of 62, after years of failures and misfortunes. sanders finally hit it big. KFC expanded internationally and he sold the company for two million dollars. Even today, Sanders remains central in KFC's branding and his face still appears in their logo.

Written by - Aaryan Mittal

Red Bull

GIVES YOU WIIINGS

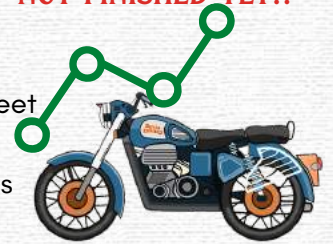


"Red Bull gives you wiiings" such a tremendous tagline for an energy drink but the fact that Red Bull doesn't actually give Wings' lead so individuals from America sue Red Bull for spreading misconception and false advertising. Red Bull in response agreed to the compensation without any reluctance and signed a colossal 13 million dollar settlement. Red Bull Still Believed in Its Wings and never pled guilty as in their opinion their marketing and labeling have always been truthful and accurate.

Written by - Riddhi Agarwal

Do you know, your favorite Royal Enfield was about to close in 1994 due to high losses and fewer sales but now it has almost 90% of the market share of mid-sized segment bikes. so, how was it all possible? How are Royal Enfield again able to stand on their feet again? Siddhartha Vikram Lal, 26 years old. He understands the need of the current generation (like Power, Looks, Feel, Etc) and modified bikes according to them. He uses the bike not as the CEO of the Company, but as the Customer of the Company. He himself has Driven every model of the bike approximately 4500 Kms and then tried to understand the problems with the bikes. He marketed the Bike as an adventurous and powerful machine. Also, he had done many major changes, all of this resulted in an increment in their sales from 2000 bikes per year to approximately 2000 bikes per day.

ROYAL ENFIELD NOT FINISHED YET!!



Written by - Manish Pincha

Apple's siri



Apple got sued because Siri was not working properly. Frank M Fazio filed a class-action suit against Apple, asserting that the company's advertisements regarding the Siri feature are "fundamentally and designedly false and misleading." Later in the suit, he calls the advertisement "a fiction." Fazio had bought an iPhone 4S and he asked Siri to show him directions, Unfortunately, Siri replied that it did not understand. Fazio claimed that Apple showed otherwise in its commercial because of which he was attracted to buy an iPhone. This case was filed in 2012. Apple then responded to this lawsuit on May 10th, 2012, claiming that they have been upfront about the fact that Siri was still a work-in-progress on their website and that the plaintiffs could have used Apple's 30-day return policy if they found the product to be as unsatisfying as they claimed.

Written by - Mitali Bhatia

vodafone #SaluteOurFarmers

The advertising field never fails to astonish. From cashing on different occasions to spreading an awareness message, some brands always rock. Vodafone took my heart with its Republic Day advertisement.

Four-minute-long musical video shot over 12 days in 5 different states

was a collaboration between folk artists of different states. #SaluteOurFarmers was a tribute to the heroes of the soil, with the objective to urge people to explore the great Republic of India. Bringing us back to the honesty and simplicity of our roots, the video was an initiative by Vodafone's Kisan Mitra service, through which the brand claims to engage and enable more than 15 lakh farmers in the past year.



Written by - Gargi Jain

EXPLORE

BIKANER

On the Land of Sand Dunes, lies the city of Bikaner, famous for its beautiful heritage and mesmerizing Havelis. You can take an hour's drive from Bikaner to reach Gajner. On the route to Gajner, you come across a lake so serene that it is very difficult to keep your eyes off it! Darbari Lake This heavenly lake was a treasured game hunting spot for the maharajas of Bikaner. It can be reached after about a 40-minute drive from the city of Bikaner and you can spend some quality time with your friends and family looking at the calm bottomless water. In the middle of tall bushy trees with a flock of large white ducks, the lake offers scenic beauty to its visitors. When to visit? You can find the weather pleasing during the months of monsoon that is July-ending and August. The winter season, including the months of November, December and January can also prove to be a great time for visiting the lake. Avoid the summer season as it can get all drippy, wrecking your pictures. The hours of sunset and sunrise are the best time to visit Darbari. You can find the perpetual murky sky submerged in the shades of yon orange and bright golden with tranquil waters below it. The cheerful emerald trees act as a parting line between the sky and the lake as if restricting them to fall in love, while the ducks swim peacefully in the serene waters. How to visit? Darbari Lake is situated in the Gajner village which is about 30-kilometers away from Bikaner. You can directly take an Air India flight from Delhi to Bikaner or you can take a flight to Jaipur or Jodhpur and drive to reach Bikaner. During your stay at Bikaner, you can plan a visit to Darbari at a time that suits you.



You will have to drive for about 40 minutes from Bikaner to end up at the lake. It may sound exhausting, but the journey is all worth when you finally reach the destination.

Things to do? Lake darbari acts as a wonderful weekend getaway from all your stress and anxiety. You can enjoy a day outing (with the right weather of course) with your friends or a sweet picnic with your family or you can just stop by while you're on a drive. You can also try camping if that interests you. It is suggested not to go by yourself, instead, take a group as you may encounter some local goons. You can be a part of the famous sundowner party arranged at the lake by the well-known boutique hotel, Narendra Bhawan Palace of Bikaner. You can simply opt for the event during your stay at the hotel. A snow-white shamiana is stationed-up on the lakeside with comfy couches and mattresses laid out for you. You can choose from the food menu prepared just for you and sit by the water under the starry sky with your favorite drink in your hands. You just have to relax and enjoy the soothing music played for you. The hotel takes full responsibility for traveling to the lake and coming back to the property. Doesn't it sound like a perfect getaway? So, what are you waiting for? Add Darbari Lake Bikaner to your bucket list, for the next time you visit Rajasthan. Happy Exploring.

Written by: Srishti Daga

EXPLORE

SHADES OF RED



Red is a symbol of life – a new life, the red sindoor on her forehead, symbolizes her entry into marital life. It marks the bond formed by the two souls and the beginning of her new life. She wears a red lehenga at her wedding, symbolizing good luck, happiness, and wishes. Her bindi, her mehendi, her sindoor, and her chooda are all red. It gives her the strength to overcome anxiety and gleam on this auspicious day.

In the final stages of her life, she is clothed in red as she ascends to heaven.

The journey of that girl began and concluded with the color red. Different phases of her life depicted different shades of it. It's not just a color, it's a story, it's a mark of love, it's an art that not everyone can understand.

"There is a shade of red in every woman"

What is red? Is it a color? Or does it symbolizes something more?

Red is the paradox of the human heart. It exhibits the most profound betrayal and hatred yet unveils our most beautiful faithfulness, love...

A girl discovers different shades of red during her life. The first shade of red that she finds is rose-red, which conveys devotion, admiration, and respect...

From childhood, this girl was taught that red portrays happiness and love. She didn't know that she would unveil more secrets about it during her life.

As she grew older, she dealt with the stabbing pain in her stomach. She starts bleeding out. She experiences cramps, stomach pain, and mood swings. She got to know that there would be various restrictions that she would have to face during her menstrual cycle. Those red stains on her clothes transformed that little girl into a woman. She discovered another shade of red that day.

Growing up as a teenager, she found her first love – a new and deeper shade of red in her partner's eyes. Love is evolving in that stage. She experiences hormonal changes that lead to an overflow of emotions and desires to be loved. It is a beautiful experience. Sometimes, the feeling fades, other times, it becomes deeper and more profound.



Written by: Nakshita Arora

Contrast Between MANAGERS AND LEADERS



What it takes to ensure a supply of people who will assume practical responsibility may inhibit the development of great leaders. On the other hand, the presence of great leaders may undermine the development of managers who typically become very anxious in the relative disorder that leaders seem to generate.

It is easy enough to dismiss the dilemma of training managers, though we may need new leaders or leaders at the expense of managers, by saying that the need is for people who can be both. But just as a managerial culture differs from the entrepreneurial culture that develops when leaders appear in organizations, managers and leaders are very different kinds of people. They differ in motivation, personal history, and how they think and act.

The difference between managers and leaders lies in the conceptions they hold, deep in their psyches, of chaos and order. Managerial instinct is to embrace the process, seek stability, and try and resolve problems quickly, sometimes even before they fully understand the problem. Whereas leaders tend to tolerate chaos and lack of structure and are patient enough to delay the closure in order to understand the issues more fully.

Business leaders have much more in common with artists, scientists, and other creative thinkers than they do with managers. Organizations provide succession to power through the development of managers rather than individual leaders.

Ironically, this ethic fosters a bureaucratic culture in business, supposedly the last bastion protecting us from the encroachments and controls of bureaucracy in government and education.

If indeed problems demand greatness, then judging by past performance, the selection and development of leaders leave a great deal to chance. There are no known ways to train "great" leaders. Further, beyond what we leave to chance, there is a deeper issue in the relationship between the need for competent managers and the longing for great leaders.



Written by: Pratishtha Pandey

ANDAMAN ISLANDS



The never-ending beaches depict the most beautiful form of nature with its pretty tangled waves hopping up the aquamarine and turquoise shades, producing the calmest music to human ears. I love beaches and I just hope you do too, if not, just go out on a beach and relax, your brain is really tired, and affecting your choices!

Andaman Islands

Two years back, when Covid-19 jabbed us before the vaccine did, I went for a trip to the Andaman Islands. Although there are about 15 islands which are limited to tourists, but the three of them are worth visiting: firstly, Port Blair, the capital of Andaman, secondly, Swaraj Dweep, previously known as the Havelock Island, and lastly, Shaheed Dweep, formerly known as the Neil Island. Andaman is famous for its palm-lined, white-sand beaches, mangroves and tropical rainforests. Coral reefs supporting the marine life such as sharks and rays makes it a popular diving and snorkeling site. I went for an eight-day trip to the Andamans and was devastated the first day when I realized that the mobile sim works at a 2G speed here, or sometimes (most of the times) doesn't work at all, so Andaman can work great for you, if you want a temporary getaway from all the things in your life which are keeping you from the actual relaxation! Anyways, take an Airtel sim with you, because it has a chance of working at 2G compared to the other networks

Heart of Andaman

Swaraj Dweep (Havelock Island), located at a distance of 41 kms northeast of the capital city, Port Blair, is the heart of the Andamans. You can take a flight to the Veer Savarkar International Airport at Port Blair and reach the island by a government-operated ferry or a private cruise. Helicopter services are also available. I enjoyed a stay at the Taj Exotica Resort and Spa, one of the best hotels in Havelock. The resort has a private access to the best beach of Asia and the 8th best beach in the world, the Radhanagar beach. It is a blue flag beach with bright blue emerald water rolling up on its white silky sand. The guests can visit the beach any time they want without any charges.

Star Gazing

The resort offers many paid and unpaid activities for its guests, including swan feeding, cycling, forest trekking, snorkelling, deep sea fishing, evening games and many more. Star gazing was an activity which attracted me the most, and so, I decided to join the group for the following night. What I realised the following night, was that the beauty of a beach at night is way too underrated. That was one magical night with an experience so beautiful, that can never be matched! The sun sets at around 6 o'clock in the evening and Andaman is covered in the blanket of darkness within the next 15-20 minutes. The star gazing session begins at 8 after dinner, and you need to cross a beautiful pathway from your room to the beach covered with coconut and palm trees. You can find hundreds of different crabs with marvellous shells along your way. Once you reach the beach side, you can find your guide there, and now, you are not allowed to use any electronic devices and their screens for a mind-blowing experience. Once you turn off all the digital things around you, and start to explore the sky, you find the stars winking at you, you notice there is a star, you feel happy, then you notice another star, you feel happier, and then eventually, you find yourself immersed in a galaxy of twinkling stars smiling at you. Small and big stars were adjusting themselves in the wide-open sky and there was no space left. No words can describe this experience to its true essence. The guide begins to explain you about the different constellations and their meaning, he makes you see the constellation and that elated me. I saw the Big Dipper, the Small Dipper, the Capricorn, the Cancer, the Libra and the Bull.

After the constellations, he explained about the shooting stars and made us known to the fact that every 3 minutes, you can see a shooting star. Just after he concluded his explanation, he asked us to look for a shooting star in that dazzling sky. As we looked up, we saw three shooting stars parallel to each other and that is one big happy memory of mine from Andaman.

Wind-up

I was awestruck and it was not possible for me to move from that mystical spot and go back to my room, I could just stay at the beach for that whole night, but sadly, it was not allowed. I had to go back. That night was a wonderful experience for me, and I just wish to visit Swaraj Dweep and create beautiful memories once again. Do let me know about your experiences on the beach and about your trip to the Havelock. Happy Exploring 💎

Written by: Srishti Daga

EDITORS NOTE



GARGI JAIN

Success ensues and flows into your life as the unintended yet inevitable product of a life spent enriching the lives of other people. It is said that what really counts in life is a "life of purpose". That adds value to this world. What truly matters most are the lives that we have touched and the legacy we have left. Tolstoy put it so well when he wrote: "We live for ourselves only when we live for others." Be a person who is resolute enough to choose to 'walk the road less traveled!'



AARYAN MITTAL



RIYA SINGHAL

'E-SPIRE' is the voice of our department; endeavoring to provide a series of windows of opportunity strung together to form a whole. The 1st Edition of this yearbook is a launchpad for our 'young creative ambassadors' of the nation 'to grow and bloom' naturally. It is a platform for our vibrant Xavierites to move from the cocoon of the ordinary into the realm of the extraordinary. Xavierites endeavor for encouraging success in their careers, representing not just the college but also the community and nation at large. 'E-SPIRE: The E-Cell Yearbook' is an exhilarating flashback of the events and achievements during the session 2021-22. E-Spire is all set to reflect the versatility of the Xavierites and their achievements on a canvas that is constantly changing as the world becomes a global village. Immerse yourself in this 'flashback' of memories!



GIRIRAJ MOHTA



VRINDA MAHESHWARI



NAMAN JAITLEY



KASHISH RAMNANI

With Best Wishes
Team E-Spire



SRISHTI DAGA



AKRITI AGARWAL



NAKSHITA ARORA




SAMIKSHA JAIN



PRATISHTHA PANDEY





"In the world of Business,
the people who are most
successful are those who
are doing what they
Love."

WARREN BUFFET