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KIPM- College of Management

GIDA, Gorakhpur



E-NEWS LETTER

GAMBIT (A QUARTERLY RELESED NEWS LETTER)

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MESSAGE FROM CHAIRMAN -Er. R. D. SINGH

Dear Students, Faculty, and Esteemed Readers,

It gives me immense pleasure to extend my heartfelt greetings to all the students of KIPM- College of Management through this edition of our college's- newsletter. This publication is a reflection of our vibrant academic community and the diverse talents that thrive within our campus.

At KIPM- College of Management, we are committed to providing a holistic education that not only imparts knowledge but also fosters critical thinking, creativity, and leadership skills. We aim to prepare you for the dynamic and challenging business environment, equipping you with the tools to succeed and make meaningful contributions to society,

As you navigate through your academic journey, encourage you to take full advantage of the opportunities provided by our institution. Engage actively in your studies, participate in extracurricular activities, and seek out experiences that will broaden your horizons. Remember, the learning process extends beyond the classroom, and the skills you develop here will serve as the foundation for your future endeavors.

I would like to take this opportunity to thank the editorial team for their hard work and dedication in bringing out this magazine. It is a testament to the creativity, enthusiasm, and collaborative spirit of our students.

To all our students, wish you continued success in your academic and personal pursuits. May you strive for excellence in all that you do and carryforward the values and knowledge acquired at KIPM- College of Management.

With best wishes,

Er. R.D. Singh

Chairman, KIPM- College of Management

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MESSAGE FROM SECRETARY- Mrs. RITA SINGH

Dear Students, Faculty, and Esteemed Readers,

It gives me great pleasure to connect with you through the pages of our esteemed college quarterly E-Newsletter. As a secretary-College of Management, I am delighted to share my thoughts with our vibrant and dynamic community.

Our college stands as a testament to academic excellence and innovation in the field of management. It is inspiring to see how our students are not only excelling in their studies but also actively participating in various extracurricular and co-curricular activities, showcasing their multifaceted talents and leadership qualities.

As we move forward, I encourage all students to continue striving for excellence. Management education is not just about acquiring knowledge but also about developing critical thinking, problem-solving abilities, and leadership skills. Engage deeply with your studies, seek out new experiences, and embrace the challenges that come your way. Remember, the skills and insights you gain here will shape your professional journeys and contribute to your overall growth as responsible and innovative leaders.

Our faculty members are committed to providing you with a comprehensive education that blends theoretical knowledge with practical applications. We continually update our curriculum, incorporate the latest industry trends, and provide opportunities for experiential learning to ensure you are well-prepared for the dynamic business environment.

Implore every one of you to never lose your curiosity, passion, and drive to be the best at everything you do. Let's keep KIPM-College of Management a hub for innovation and excellence together.

With sincere gratitude and best wishes,

Mrs. Rita Singh

Secretary, KIPM-College of Management

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MESSAGE FROM MANAGER- Mrs. SUNITA SINGH

I am delighted to write these words for the quarterly E-News letter of KIPM- College of Management. It is big platform which provides an opportunity for students and faculty to share their views, ideas and experiences.

A College News letter is a repository of the heart and soul of the college. It reflects the life and times of the college at various periods in its history and is something that students cherish and treasure in their later years.

I would like to congratulate the team Confluence for their efforts of providing a platform for the students and teachers to share their views and talents. It is providing an opportunity for our students to develop their writing skills.

Lastly, I would like to express my best wishes to in all the future endeavors.

With sincere gratitude and best wishes,

Mrs. Sunita Singh

Manager, KIPM-College of Management

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MESSAGE FROM MANAGING DIRECTOR- Mr. VINOD KUMAR SINGH

Dear Students, Faculty, and Esteemed Readers,

It is with immense pride and joy that I address you through the pages of our cherished college quarterly E-News letter. As the Managing Director of KIPM-College of Management, I am honored to share my thoughts with the brilliant and dynamic community that makes up our institution.

Our college has always stood as a pillar of academic excellence and innovative thinking. The field of Management is ever-evolving, and it is heartening to see our students rise to the challenges with creativity, dedication, and an unyielding spirit. This past year has been marked by extraordinary achievements. Our students have not only excelled academically but have also showcased their talents in various national and international arenas. From winning prestigious competitions to contributing to impactful community projects, your accomplishments have made us all proud.

As we look forward to the future, I encourage each one of you to continue striving for excellence. Embrace every opportunity that comes your way-whether it be internships, research projects, or extracurricular activities. The knowledge and skills you gain here will be the foundation of your future careers and your contributions to society.

I urge all of you to keep pushing the boundaries of your knowledge and to always remain curious and passionate. Together, let us continue to make KIPM-College of Management a beacon of excellence and innovation.

Warm regards and best wishes to you all,

Mr. Vinod Kumar Singh

Managing Director, KIPM-College of Management

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MESSAGE FROM DIRECTOR-Dr. JAIBEER PRATAP SINGH

Dear Students, Faculty, and Esteemed Readers,

It is with great pride and enthusiasm that I address you through this edition of our esteemed E- news letter. At KIPM- College of Management, we are dedicated to nurturing the minds of future leaders and innovators in the field of management .The journey of education is a transformative one, and it is our mission to provide you with a comprehensive learning experience that encompasses academic excellence, personal growth, and professional development. We strive to create a environment that encourages curiosity, fosters creativity, and cultivates a spirit of inquiry and lifelong learning

Our curriculum is designed to blend theoretical knowledge with practical applications, ensuring that you are well-prepared to meet the challenges of the modern business world. We emphasize the importance of critical thinking, ethical leadership, and effective communication, which are essential skills for any successful manager.

I encourage you to immerse yourselves fully in the diverse opportunities offered by our institution. Participate actively in classroom discussions, engage in co-curricular and extracurricular activities, and seek internships and projects to enhance your practical understanding of management concepts

I would like to extend my heartfelt appreciation to the editorial team and all contributors who have worked diligently to bring this magazine to life. Your creativity and dedication are commendable; this publication is a testament to the vibrant and dynamic community at KIPM- College of Management

As you continue your educational journey, I urge you to remain committed to s goals, embrace challenges with resilience, and strive for excellence in all your endeavors. Remember, the knowledge and values you acquire here will be the cornerstone of your future success.

With warm regards and best wishes,

Dr. JaibeerPratap Singh

Director, KIPM- College of Management



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2. *Featured Articles*

Amrita Rai – MBA 1st year

Bridging the Digital Era: How College Students Are Making Technology Accessible for All

In a world where digital technology is crucial for education, work, and communication, the gap between those with access to technology and those without is widening. College students are stepping up to bridge this digital divide, using their skills and passion to ensure that technology serves everyone, not just a privileged few.



The digital divide, a disparity in access to technology and internet connectivity, significantly impacts education, employment, and daily life, particularly in underserved communities. College students are actively addressing this issue through various initiatives, such as organizing tech donation drives, establishing community internet hotspots, and developing low-cost technological solutions. They are also leading digital literacy programs, teaching essential tech skills to individuals who lack access to these resources. Innovative student projects, like apps designed for low-bandwidth environments and open-source educational tools, are making a significant impact. Collaborations with local organizations, businesses, and non-profits further amplify these efforts, reaching more people and enhancing their effectiveness. Personal stories of individuals who have gained new opportunities and improved their quality of life through these initiatives underscore the importance of these efforts. As technology continues to evolve, the work of college students highlights a crucial path forward in achieving digital equity and ensuring that everyone has the opportunity to thrive in the digital age.

Conclusion:

As technology continues to shape our world, addressing the digital divide is more important than ever. College students are proving that with creativity, dedication, and collaboration, it's possible to make technology accessible to everyone. By championing these efforts, we can all contribute to a more inclusive digital future where no one is left behind

ShashikantPandey



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MBA 1ST YEAR

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Ignite and Achieve

When dreams ignite and doubts collide,
Let passion be your guiding light.
Through every test and every strife,
Forge your path and shape your life.
With courage fierce and heart ablaze,
Turn obstacles to stepping stones.
Success is yours if you believe—
Rise up, shine bright, and dare to achieve.



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KritikaSrivastava

MBA 2nd Year

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Bases of Employee Retention in an Organization

Employee retention is a critical aspect of human resource management that focuses on keeping talented and valuable employees within an organization for an extended period. In a competitive business environment, retaining skilled employees is essential for maintaining productivity, ensuring business continuity, and reducing the costs associated with turnover. Effective employee retention strategies not only enhance organizational performance but also contribute to a positive work culture and employee satisfaction. This essay explores the key bases of employee retention, its importance, and strategies for fostering a committed and engaged workforce.

Importance of Employee Retention

1. **Cost Reduction:** High employee turnover can be costly for organizations due to expenses related to recruitment, training, and onboarding new employees. Retaining employees helps reduce these costs and ensures a stable workforce.
2. **Increased Productivity:** Experienced employees possess valuable knowledge and skills that contribute to organizational efficiency. Retaining them ensures continuity and minimizes disruptions to workflows and productivity.
3. **Enhanced Employee Morale:** A stable work environment with low turnover rates fosters a sense of security and belonging among employees. This can lead to higher morale, job satisfaction, and overall engagement.
4. **Strengthened Company Culture:** Long-term employees contribute to a strong organizational culture by embodying the company's values and mission. Retention helps maintain cultural consistency and reinforces a sense of community within the workplace.

Bases of Employee Retention:

1. **Competitive Compensation and Benefits:** Offering competitive salaries and benefits is a fundamental factor in employee retention. Compensation packages that include health benefits, retirement plans, bonuses, and other incentives demonstrate an organization's commitment to its employees' well-being.



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2. **Career Development Opportunities:** Employees are more likely to stay with an organization that invests in their professional growth. Providing opportunities for skill development, training, and career advancement helps employees feel valued and motivated.
3. **Work-Life Balance:** Promoting a healthy work-life balance is crucial for employee retention. Flexible work arrangements, remote work options, and policies that support personal well-being contribute to a positive work environment.
4. **Positive Work Culture:** A supportive and inclusive work culture fosters employee loyalty and engagement. Organizations that prioritize diversity, equity, and inclusion create an environment where employees feel respected and valued.
5. **Recognition and Appreciation:** Regularly recognizing and appreciating employees for their contributions can boost morale and motivation. Acknowledging achievements and providing feedback fosters a sense of accomplishment and belonging.
6. **Effective Leadership and Management:** Strong leadership and effective management are critical for employee retention. Leaders who communicate clearly, provide guidance, and inspire trust can significantly impact employee satisfaction and loyalty.
7. **Employee Engagement:** Engaged employees are more likely to remain with an organization. Encouraging open communication, involving employees in decision-making, and fostering a sense of purpose contribute to higher levels of engagement.
8. **Job Security:** Employees value job stability and security. Organizations that demonstrate long-term planning and financial stability instill confidence in their workforce, reducing anxiety about future employment prospects.

Strategies for Employee Retention

1. **Implement Regular Feedback Mechanisms:** Conduct regular performance reviews and feedback sessions to understand employees' needs and concerns. This allows for timely interventions and demonstrates a commitment to employee development.



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2. **Develop Tailored Retention Plans:** Customize retention strategies to address the specific needs and preferences of different employee groups. This can include personalized development plans, mentorship programs, or targeted incentives.
3. **Promote Internal Mobility:** Encourage employees to explore different roles within the organization. Internal mobility not only enhances skill diversity but also provides employees with new challenges and opportunities for growth.
4. **Foster a Culture of Learning:** Create a learning-oriented environment where employees are encouraged to acquire new skills and knowledge. Offering access to workshops, courses, and conferences can enhance employee satisfaction and loyalty.
5. **Strengthen Onboarding Processes:** A comprehensive onboarding program helps new employees integrate smoothly into the organization. Providing clear expectations, resources, and support during the onboarding process sets a positive tone for their tenure.

Conclusion:

Employee retention is a vital component of organizational success. By understanding the bases of employee retention and implementing effective strategies, organizations can create a work environment that attracts and retains talented individuals. A focus on competitive compensation, career development, work-life balance, and positive work culture not only enhances employee satisfaction but also contributes to overall business performance. In a rapidly changing business landscape, prioritizing employee retention is essential for building a resilient and thriving organization.



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**ANSHIKA SINGH
MBA 1ST YEAR**

ये वक़्त भी गुज़र जाएगा

वक़्त की बात है ये वक़्त भी गुज़र जाएगा

आज बुरा है तो क्या कल अच्छा भी आएगा

कभी बुजुर्ग बनकर अनुभव बताएगा

कभी मित्र बन कर साथ चलेगा

चलते-चलते ये वक़्त भी गुज़र जाएगा।

ये वक़्त कभी लोगों को ठुकराएगा

तो भी अपनाएगा।

अभी हार का वक़्त है तो कभी जीत का भी आएगा।



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Akshit Singh
MBA 1st Year

प्रणाम उन वीरों को

वो वीर जवान जो हो गए अपनी
धरती माँ की रक्षा के खातिर हो गए कुर्बान,
मैं करती हूँ उनवीरों को कोटि-कोटि प्रणाम।

जिन वीरों ने किया अपना सर्वस्व न्योछावर अपना देश के नाम,
मैं करती हूँ उन वीरों को कोटि-कोटि प्रणाम।

अपना खुद मर मिट गए
मिटने नहीं दिया अपने देश का नाम,
मैं करती हूँ उन वीरों को कोटि-कोटि प्रणाम।

झुका दिया जिसने दुश्मन,
झुकने न दिया तिरंगे को,
लुटा दी अपनी जान,
लगा दी प्राणों की बाजी,

भारत माता की जय कह कर,
चले गए परमधाम,
मैं करती हूँ उन वीरों को कोटि-कोटि प्रणाम।



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Events and Celebrations



One Day Workshop on 21st Century Skills for Teachers and Learners.
Keynote Speakers of the Session & our Chief Guest- Prof. S.P. Pandey (Pro-Vice-Chancellor, CDER University, Roorkee, Uttarakhand),
Special Guest- Dr. Manoj Shukla (Director, REC Kannauj, Uttar Pradesh),
Guest of Honour- Dr. Archana Pandey (Dean, Maharishi University of Information Technology, Noida)



Sports meet 2023-24

Organizing a sports meet in college is a significant event that promotes physical activity, teamwork, and integrity with spirit among students. In the month of March-2024 a sports meet has been hosted by the college for the overall physical and mental development has been organized consecutively the students keenly participated with full enthusiasm and energy the college organized various events related to Race, Badminton, Cricket, volleyball and lots more internal games.



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ABHIVYAKTI- A DEBATE 2023-24

Organizing a debate program in college can be an enriching experience for students, enhancing their critical thinking, public speaking, and research skills. In relation to that the KIPM-CM organized the debate completion in the month of January 2024. It creates a stimulating and educational experience that enhances students' skills and fosters a culture of intellectual engagement and respectful discourse.

The key themes/ topics covered in ABHIVYAKTI 2023-24 are:-

1. Is Corporate Social Responsibility (CSR) a Necessity or a Choice?
2. Is Transformational Leadership More Effective Than Transactional Leadership in Modern Business?
3. Are Free Trade Agreements Beneficial for Developing Countries?
4. Should Companies Prioritize Short-Term Profits Over Long-Term Growth?
5. Are Performance Reviews Effective in Managing Employee Productivity?



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WORKSHOPS/SEMINARS/ INDUSTRIAL VISIT/MDP



A bunch of various guest lectures , workshops, industrial visits has been organised to develop insights of business and society among students which will certainly assist the students in smart decision making and thus turnup them not only eligible students but employable mangers of the future industries . We organized the guest lecture on ipr in collaboration with ASSOCHAM, industrial visit in april month to Yash paper mill Ayodhya, one day workshop by Prof. S P Pandey (PRO VC COER University Roorkee)on the topic “quality assurance in higher education”. Guest lecture by CPO-NERM Mr. Pankaj Kumar Singh and Guest lecture IPR expert Dr. Alok Gupta – patent advisor was held in June month of 2024 respectively.



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Industrial Visit at Campus Shoes & Philliphs Appliances

(Chandigarh, Baddi, Manali)



MBA(2020-21batch)

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ALMUNI MEET- A GLOURIOUS HISTORY

Organizing an alumni meet can be highly beneficial for both the alumni and the institution. Here are some key aspects and utilities of organizing an alumni meet:, so in KIPM-CM we cherish and nourish both through periodic fresher's and alumni meet celebrations. By organizing a well-planned alumni meet, we can create a valuable experience for attendees and strengthen the relationship between the alumni and the institution The key benefits we can yield are as Networking Opportunities: Institutional Support: Career Development, Community Building, Community Building





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CORPORATE SOCIAL RESPONSIBILITIES

In KIPM –CM the corporate social responsibility is taken as core in all the spheres of our activities , in this connection the KIPM-CM aims to fulfill the social needs by organizing various related to public awareness

School Sanitation Program

Implementing a sanitation program in schools is crucial for ensuring a clean and healthy environment, which promotes better learning outcomes and reduces the incidence of diseases among students. The key components and steps for developing an effective school sanitation program has been taught by students and staff in nearby Government Primary Schools the key highlights are as follows:-

Clean Drinking Water, Handwash Facilities, Toilets and Restrooms, Waste Management, Hygiene Education, Sanitation Supplies, Health Monitoring. So by these awareness programs in the society can ensure healthy and vibrant India By prioritizing sanitation, schools can create a safer and healthier environment that supports the well-being and academic success of their students.





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UPCOMING ACADEMIC AND EXTRA-CURRICULAR ACTIVITIES

As in the quest of excellence our IQAC takes various measures to reform the teaching and learning experience by adopting and exploring the innovative methodology and pedagogy in education system, in connection to achieve excellence, previously our IQAC suggested different measures for quality improvement like make tie-up's with nearby industries , employer MOU's, guest sessions, seminars, conference etc, in the same manner our this year again our IQAC team is on the way to frame the action plan for year 2024-25 and certainly from this quarter i.e;April - June we start cluster training programs, national conference with Madan Mohan Malviya University of Technology is proposed in May/June month of the same year.

PROPOSED ACTIVITIES IN QUARTER April- June 2024

Sr. No.	Activity/Topic Name	Proposed month
1.	IPR workshops	April-24
2.	Management Development programs	May -24
3.	National conference in collaboration to MMMUT Gorakhpur	May to June-24
4.	World Environment Day and plantation Activity	June-24
5.	Expert lectures / Seminars / EDPs/	Entire quarter April to June 2024
6.	Quiz, extempore, Farewell of senior students	June-2024