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MINDBUZZ





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From Editor's Pen

Mrs. Shweta Srivastava
Assistant Professor, MBA

“The beautiful thing about learning is that nobody can take it away from you”.

-A warm welcome to this January-February edition! We are glad to present this edition which is both lively and unique. We made the statement, so now the onus is on us to explain how this edition is lively and unique. The name of the magazine, “MINDBUZZ” may seem difficult, but it just means “Brainstorming by great brains”, a clear vision. This magazine gives an insight into the way of life, their creativity and activities. This magazine is a platform that exhibits the literary skills and innovative ideas of teachers and students. “MINDBUZZ” presents the hard work and dedication of students and contributions of teachers.

I would like to thank all my editorial team members for helping me pull this through. I express my considerable appreciation to all the authors of the articles in this magazine. These contributions have required a generous amount of time and effort. It is this willingness to share knowledge, concerns and special insights with fellow beings that has made this magazine possible.

Thank you all!!



Marketing in rural India

Most rural marketing in India falls into one of the following two categories: Both durable and non-durable products are sold on the markets for consumer durables. The marketplaces for agricultural items, such as seeds, insecticides, and fertilizers. People who believe rural marketing in India to be exclusively about agriculture marketing occasionally make this error. Rural marketing influences how economic operations are transported from metropolitan areas to rural areas as well as how different products made by non-agricultural employees are marketed from rural to urban areas.

The characteristics of rural marketplaces include the following:

The primary industry and source of revenue in this area is agriculture.

Due to its seasonality and reliance on crop output, this income varies.

The rural market is big but geographically dispersed.

Disparities in religion, culture, and economic status are evident.

Because the locals have enough purchasing power, the market is not very established.

These markets are agriculturally oriented, have a low standard of living, a low per capital income, and are developing slowly.

With specific predictions, habit patterns, and behavioral features, it demonstrates more pronounced and diverse geographical preferences. The overall rural development process leads to the rural marketing process. The core of the rural marketing process is the inception and management of social and economic change in the rural sector.

Obstacles in the Rural Market

Various obstacles prevent the rural market from developing. When marketing to rural areas, marketers confront a variety of issues including physical distribution, logistics, a lack of a proper and effective sales staff, and a lack of an effective marketing communication system.



The following are the main issues that rural markets face:

Quality of Life

In rural areas, a sizable portion of the population lives in poverty. Due to the underdeveloped nature of the rural market, different marketing approaches are required from those employed in metropolitan markets.

Low levels of literacy

The lack of literacy in rural areas makes it difficult to communicate with the market, and print media is less useful than other forms of communication.

Low income per capita

Agriculture is the primary source of income in rural areas, hence agricultural output determines how much money can be spent there. Whether demand is stable is debatable.

and storing things Moving

The largest problems in rural markets are those related to transportation and supply chain management. In terms of road transportation, around 50% of Indian villages have a road connection to the closest large cities. The lack of adequate road connections to other cities results in issues with physical distribution for the remaining rural markets.

inefficient channels of distribution

The unorganized distribution system necessitates a large number of intermediaries, which raises the cost. The lack of the necessary infrastructure is preventing manufacturers from opening stores in these regions. Because of this, they must rely on dealers, who are infrequently accessible in remote areas, which makes marketing more difficult.

Numerous Languages and Cultural Diversity is more difficult to manage clients when there are factors like diverse language and conduct in each place. According to their culture, the sales staff must adhere to the unique criteria of the particular regions.

Mr. Gaurav Shukla

Assistant Professor



Personality Development

Personality development is defined as a process of developing and enhancing one's personality. Personality development helps an individual to gain confidence and high self esteem. Personality development also is said to have a positive impact to one's communication skills and the way he sees the world. Personality is nothing but the aggregate conglomeration of memories and incidents in an individual's life span.

Determinants of personality are heredity ,environment and situation.

Importance of personality development are personality development grooms an individual and helps him to make a mark of his, personality development goes a long way in reducing stress and conflicts, Personality development helps you develop a positive attitude in life ,Personality development helps an individual to inculcate positive qualities like punctuality, flexible attitude , willingness to learn, friendly nature etc.

Tips for the personality development- Think positively , dress sensibly, be soft spoken , leave your ego behind, help others, confidence, a patient listener.

Broadly there are five parameters which describe an individual's personality. These five dimensions are called as “ BIG FIVE” factors and the model is referred as five factor model . This model proposed by Costa and McCrae in year 1992.

Following five personality traits of an individual are –

1. Openness to experience means individuals are generally open to new learnings.
1. Conscientiousness means individuals are extremely cautious and self disciplined.
2. Extraversions and introversions means extrovert individuals show more concern toward what happening outside. Whereas introverts are individuals who concerns only with his own life.
3. Agreeableness means individuals who adapt changes with a smile.
4. Neuroticism means such individuals are often in a state of depression and do not know how to enjoy life.

Mrs. Shilpika Pandey

Assistant Professor



Women Empowerment

When women have the autonomy and choice to make their own decisions, they are empowered. They are in the best position to determine what is right and wrong for themselves. Because they have no rights, women have endured hardship over the years. They were treated poorly by their male counterparts. They were considered to be practically nonexistent in prior eras. As though voting, one of the most fundamental rights, belonged exclusively to men. Women became more aware of their power as times changed. The movement for women's emancipation got underway then. Women's empowerment entered the scene like a breath of fresh air because women were not permitted to make decisions for them. Almost all nations, regardless of how progressive, have a history of mistreating women. In other words, women have been rebellious throughout history to achieve the standing they do today. Third-world nations like India still lag behind in terms of women's empowerment while western nations continue to advance. Women's empowerment is more important than ever in India. India is one of the nations where women are not safe. This is due to a number of factors. Firstly, honour killings pose a threat to women in India. If they damage the legacy of their family, their family believes it is appropriate to have them killed. There are many different ways to empower women. To make it happen, the people and the government must work together. Girls' education must be made mandatory so that they can become illiterate and support themselves. Regardless of gender, women must be offered equal chances in all fields. Additionally, they must receive equal compensation. By outlawing child marriage, we can empower women. Different courses must be offered so students can learn how to support themselves in the event of a financial emergency.

Some initiatives taken by Uttar Pradesh government

The annual income per household from all sources has been set at Rs. 2,50,000 for Scheduled Castes/General Category students (Classes 9 and 10) to be eligible under the Pre-Matric Scholarship Program (Rupees Two Lakh Fifty Thousands only).

The total annual income per household under the post-matriculation scholarship programme for scheduled castes has been set at Rs. 2,50,000/- (Rupees Two Lakh Fifty Thousand Only) and Rs. 2,000,000/- for the general category (Rupees Two lakh only).

Students can apply for scholarships online through <http://scholarship.up.gov.in> for the entire process from beginning to end. Scholarship money is deposited into students' bank accounts via P.F.M.S.



Time Management

We all have 24 hours but still people are not able to complete tasks on time . This is due to poor time management. It is very crucial to manage your time efficiently. Life becomes easy while you know how to arrange tasks properly or how to manage your time. We all know time is priceless and once the time has gone , you can't catch it again and manage it. So it is important to know the value of time at the right time. Once you know its value, you automatically try to manage it . There is no single technique to manage time properly . There are many time management techniques and it depends on person to person which technique works for him/ her. I personally prefer to check my mails during travel time. But some people want to listen to songs and try to relax their mind during travel. One important thing that we all can do is prepare a To Do List on a daily basis in the morning. Arrange the whole day or do all tasks according to that list and at the end of day put a tick on all tasks that you have done and appreciate yourself for that. One more thing is try to arrange tasks priority wise and time consuming wise. Have you heard about Eat the Frog first ? It means do the big tasks first and mention these tasks above in the priority list. Once you know the exact meaning of planning ,doing and controlling and know how to use it properly then you are able to manage your time .

Let's discuss some Time Management Techniques:

Complete your assignments within the stipulated time frame = Tick the tasks you have already finished. Treat yourself with a chocolate if you finish your assignments ahead of deadlines.

Set your Priorities = Recognise what all tasks to be performed. Prepare a "TO DO" listing or an "undertaking Plan" to write down duties you need to finish against the time slot assigned to each pastime. Excessive precedence responsibilities must be written on top observed by duties which may be executed a little later. Make sure you persist with your assignment list.

Understand the difference between urgent and important work = Control your work well. Do not begin your day with something that isn't always so vital and can be accomplished a touch later. First, finish off what's pressing and critical. Do not look ahead to your Boss's reminders.

Stay focused = Do not leave your workstation if some urgent work needs to be done. Going strolls in the middle of an urgent work breaks continuity and an individual tends to lose his focus. Individuals who kill time at work find it difficult to survive workplace stress.



Do include time for your tea breaks, net surfing, personal calls and so on in your daily schedule = It is important. Human being is not a machine who can work at a stretch for eight to nine hours. Assign half an hour to 45 minutes to check updates on social networking sites, call your friends or family or go for smoke breaks etc.

Set realistic and achievable targets for yourself = Know what you need to achieve and in what duration? Do not lie to yourself. Assigning one hour to a task which you yourself know would require much more time does not make sense.

Do not overburden yourself = Say a firm no to your boss if you feel you would not be able to complete a certain assignment within the assigned deadline. Don't worry, he will not feel bad. Probably he can assign the same to any of your fellow workers. Accept tasks which you are really confident about.

Be disciplined and punctual = Avoid taking unnecessary leaves from work unless there is an emergency. Reach work on time as it helps you to plan your day better.

Keep things at their proper places = Files must be kept at their respective drawers. Staple important documents and put them in a proper folder. Learn to be a little more organized. It will save your time which goes on unnecessary searching.

Mrs. Shweta Singh

Assistant Professor

AIMT



Imagination: the workshop of the mind

The imagination is literally the workshop wherein are fashioned all plans created by man. The impulse, the desire, is given shape, form, and action through the aid of the imagination faculty of the mind.

It has been said that man create anything that we can imagine.

Of all the ages of civilization, this is the most favorable for the development of the imagination, because it is an age of rapid change. On every hand, one may encounter stimuli which develop the imagination.

Through the aid of his imaginative faculty, man has discovered, and harnessed, more of Nature's forces during the past fifty years than during the entire history of the human race, previous to that time. He has conquered the air so completely, that the birds are a poor match for him in flying. He has harnessed the ether and made it serve as a means of instantaneous communication with any part of the world. He has analyzed and weighed the sun at a distance of millions of miles, and has determined, through the aid of imagination, the elements of which it consists. He has discovered that his own brain is both a broadcasting, and a receiving station for the vibration of thought, and he is beginning now to learn how to make practical use of the discovery. He has increased the speed of locomotion, until he may now travel at a speed of more than three hundred miles an hour.

The time will soon come when a man may breakfast in Delhi, and lunch in Mumbai.

Man's only limitation, within reason, lies in his development and use of his imagination. He has not yet reached the apex of development in the use of imaginative faculty. He has merely discovered that he has an imagination, and has commenced to use it in a very elementary way.

Two forms of imagination

1- **Synthetic Imagination:** Through this faculty, one may arrange old concepts, ideas, or plans into new combination. This faculty creates nothing. It merely works with the material of experience, education, and observation with which it is fed. It is the faculty used most by the inventor, with the exception of the who draws upon the creative imagination, when he cannot solve his problem through synthetic imagination.



2- **Creative imagination:** Through the faculty of creative imagination, the finite mind of man has directed communication with infinite intelligence. It is the faculty through which hunches and inspirations are received. It is by this faculty that all basic, or new ideas are handed over to man.

Mr. Md Mahmood Alam Siddiqui

MBA 1st year AIMT , LUCKNOW



Growing Business through Customer Funnels

Marketing has an important role to play in ensuring that the business is driven aggressively yet with the minimum expenditure. It is extremely important that the company identifies the correct set of customers for whom selling the products or services is utmost important. Companies try to identify the most relevant target audience, who will buy the products as they have the maximum need for the same. Though there are several methods of identifying customers, catching & targeting “interested” customers can generate easy revenue for companies. This can be done by evaluating and studying customer funnels.

Customer funnels are an important way of identifying consumer behaviour at every step before purchase. Companies can maximise their revenues by understanding customer funnels, and then targeting & pitching them products personally. Customer funnels give the target audience who are interested in making a purchase but for some reason opted out. Since the need is there, these customers can be contacted and can be addressed at a personal level.

Let us understand the customer funnel journey and how it can be beneficial. Consider an e-commerce platform selling digital cameras. Assume that close to 1000 customers visit the camera page every day out of which 200 customers read all the product details. We can clearly see that these 20% customers have shown an inclination of knowing more about the product. Off these 200, 50 customers select the purchase or add to cart option. Hence, the 150 customers who dropped out, despite understanding all product specifications, chose not to select this camera. But still are prospects and are considering buying a camera. Eventually out of the 50 customers, 20 purchase the camera. Hence, overall only 2% customers bought the camera. But the dropout customers in the journey are prospects and hence can be targeted proactively.

While customer funnel approach is efficient in generating additional revenues, it is important to track the right parameters as well as have a short turn aroundtime, else either the customer will lose interest or purchase another product.



. For this companies must have real time data available which can be actioned upon proactively. This is where big data analytics can play an important role in following a customer journey and identify the customers dropping out from the customer funnel. Identifying dropout customers proactively through a customer funnel journey can give a ready base of customers who can be targeted for a quick sales.

Customer funnel also filters out the audience which are less interested in buying a product or service. This enables companies to focus on important customers and channelize their energy on converting dropout customers to buyers, rather than approaching each & every individual. A selective approach to target a filtered audience not only helps in better conversions but also reduces unwanted costs. Hence this increases the ROI through more sales at lesser costs.

Hence customer funnel is an efficient approach is evaluating the customer journey & identifying prospective customers who have dropped out of the customer journey. This way is extremely effective & can help generate incremental sales and help grow business

Jyotisna Bajpai

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PROMISING DIGITAL MARKETING TIPS TO BOOST SALES IN 2023

In the modern era of advancement of technology, every person uses digital media to grow their business whether it's a small business or a very huge business. Putting your business on digital platforms has become a need of the hour. No one is left behind in using digital media to boost their sales and business. The digital market is the new trend to introduce your business to people. Realtors are not behind in this. They have also joined the race of running their business on digital platforms and bringing more potential customers to them. Most people tend to use online websites to find the right property for themselves. Over 93% of people were dependent on online websites in 2018, this number has increased to 97% in 2020. About 44% of realtors gained success in 2020 whereas 82% still practice improving their online presence. Using the right way to grow your business and boost your sales digitally can only be achieved if you make a statement in the market and this can be done by following these tips:

Keep Knowledge Of Your Audience

Before investing in any marketing strategy, try to know your audience. If your campaigns reach the wrong audience, they will be of no use and even will not help your business. Your marketing campaigns will be most valuable when it reaches the right audience.

E-Mail Marketing -

E-mail marketing is emerging as a new and good way of promoting your business and work. A good e-mail marketing strategy shows the realtors have a high lead and keep following up with their potential leads and customers. Building an email list is the foremost thing that will legit help in increasing their database and converting leads. Mention all the important information that your customers need to know.

Maintain A Good Website - The first time a client comes to know about you is by internet searching and once your website comes to notice they will definitely visit your website. Maintain eye-pleasing website. Add necessary information and contact details about you so that customers can easily reach you. Your website should be mobile-friendly and with easy navigation rather than a very confusing one.



Ladder of Success

Imagine that you have an ice cube sitting on the table in front of you. The room is cold and you can see your breath. It is currently twenty-five degrees. Ever so slowly, the room begins to heat up. Twenty-six degrees. Twenty-seven. Thirty-one. Still nothing happened. Then, thirty-two degrees. The ice begins to melt gradually. A one-degree shift, seemingly no different from the temperature increases before it, but has unlocked a huge change. Also, there's a plant called Chinese Bamboo, plant it in the ground, give it water, sunlight nurture it. There won't be a single sprout for 5 years, but then a tiny sprout will spring out of the ground and within the next six weeks it will explode up to ninety feet tall. It can grow 39 inches in 24 hours. We can literally watch the plant grow.

So what was the plant doing for the past 5 years? It was growing its root for a rapid massive growth. Without this roots structure this plant just cannot support for itself for the future growth.

Breakthrough moments are often the result of so many previous actions. All these things build up the potential required to unleash a major change.

Some people might say that the plant grows ninety feet in six weeks but the reality is that the plant took 5 years and 6 weeks to grow.

It means that you have to work on your root structure.

People say success comes overnight, but NO.

That one night comes after so many nights of hard work, self-doubt and patience.

No matter how amazing job you are doing, there always somebody who will be unhappy.

You can't please everybody. So, no matter how many times you fall, what matters is how many times you get up and come back stronger.

Isha Gupta

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Future of Electric Vehicle

It is the future of electric vehicles. The automobile industry continues to grow at a rapid pace. And in coming years, consumer demand will emerge all the more, as seen by recent technological and industrial advancements. For example, Tesla, the world's most valued electric vehicle company, is all set with its vehicles in India. Even though the EV sector had hoped for a budget that would be as revolutionary, but practically it fell short on several fronts. This has elicited conflicting reactions from the sector. The government recently declared an increase in customs duties on some automotive components, which might affect the e-mobility industry. The government, on the other hand, has proposed launching a voluntary automobile scrappage program this year in the hopes of encouraging people to buy more ecologically friendly automobiles. Its goal is to phase out all commercial vehicles that are more than 15-20 years old. These announcements fell far short of the EV industry's three primary assumptions, notably: Reducing the GST and import tariff, Developing EV financing solutions, and increasing awareness. The introduction of the tech giant is likely to increase the nation's EV adoption. This debut also demonstrates that there is still a lot to be gained from wide adoption of EV's. In addition, the Make in India program can help with the production of electric vehicles and their components. According to some estimates, this might boost the country's GDP by approximately 25% in the next years.

Different cities like Jaipur, Delhi and Kolkata have also witnessed the introduction and wide use of e-rickshaws. These cities encouraged the adoption of e-rickshaws in order to reduce operating and financial costs. Above one lakh e-rickshaws are said to be on the roads of Delhi, with Jaipur and Kolkata getting on board. This trend is also supporting an increase in EV sales for personal use. The lately announced 'Switch Delhi' campaign has gotten a lot of attention, which is good news for the EV business. The promotion was launched to encourage people to buy electric vehicles. As a result of its popularity, some of the country's biggest two-wheeler manufacturers have announced that new EV variants will be introduced in the country's capita.

SANJAY KUMAR

MBA 1st year



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