



MINDBUZZ

**Ambalika Institute Of
Management And Technology**

**DEPARTMENT OF MBA
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From Editor's Pen

Dr. K.K Pandey
Associate Professor

'Every experience, no matter how bad it seems, holds within it a blessing of some kind; the goal should be to find it.

A warm and hearty welcome to this June-July edition. It is our immense pleasure to present before you this edition which is characterized by both ebullience and singularity. 'MINDBUZZ', the name of the magazine, not only suggests, but also aptly justifies its distinctive, unique and exceptional contents. Mind buzz means Brainstorming by great brains', and what better way of brainstorming other than the literary association of highly experienced Teachers and hardworking students? The highest level of creativity occurs when inspiration is accompanied by right action and proper implementation of ideas. Inspiration of a teacher and right action by a student always works wonders. This magazine delves into the nuances of life, and the creations or wonders that fill it with awe. My heartiest appreciation goes out to all the authors of the articles in this magazine. The ingenuity and fecundity of these budding authors in the literary field combined with the revamping and customization provided by the highly efficient editorial team has made this magazine possible.

'MINDBUZZ', a magazine extraordinaire, to fruition. I hope you relish its company, and soak in its informative content.

Thank You All!



Maximizing

Internship

Experience

An internship is a temporary, often short-term job opportunity provided by companies to students or recent graduates to help them gain practical experience in a particular industry or profession. People can apply the knowledge they have gained in the classroom to real-world situations through internships, which can last from a few weeks to several months. Internships are available in many different industries and sectors, including business, technology, healthcare, and the arts.

Importance of Internships

1. **Skill Development**: Internships offer practical experience that allows people to acquire talents that are frequently not taught in school. Communication, problem-solving, time management, and technical expertise particular to an industry are a few examples of these abilities.
2. **Exposure to the business**: Internships give people an inside look at a particular business or field, enabling them to comprehend daily operations, market trends, and the general working environment.
3. **Networking Possibilities**: By connecting with coworkers, managers, and other professionals in the field, internships offer the possibility to develop a professional network. These relationships may be useful for upcoming employment or business partnerships.
4. **Learning Workplace Dynamics**: Interns gain



Maximizing Internship

Overall, internships play a crucial role in bridging the gap between academia and the professional world. They offer a valuable opportunity for personal and professional growth while helping individuals transition from students to competent professionals.

How to maximize internship outcomes?

John Coleman, the author of the HBR Guide to Crafting Your Purpose, enlists six ways to make the most of the internship.

Way 1: Start with relentless punctuality

Punctuality is a critical success factor. Interns should arrive on time or before time and stay late. They should complete tasks by their deadlines. This is because interns are guests as well as valued workers.

Way 2 Complete each work to the highest standard

Coleman says that the interns should, no matter how simple or difficult the task is, pursue it with a tireless desire and a commitment to excel. Whether it is making tea or using the excel model, interns should be ready to give 100 percent of their commitment and efforts. They should never say "No" to small opportunities. This is because the cornerstone around which the internship is built is the consistent, zealous, and excellent performance of tasks that have been allocated to interns.

Way 3: Take on more work without being asked

The interns should work on assignments others don't want. When they see something they can

Dr. Om Prakash,

Assistant Professor, MBA

Ambalika Institute Of Management And

Technology



Exploring the Boundless Scope of Artificial Intelligence

Artificial Intelligence (AI) is a transformative technology that has rapidly evolved over the past few decades, offering a wide range of applications across various industries.

1. Automation and Efficiency

One of the primary applications of AI is automation. AI-powered systems and robots are revolutionizing industries by taking over repetitive tasks. In manufacturing, for example, robots can assemble products with precision and consistency. In the service industry, chatbots provide customer support 24/7. These applications not only increase efficiency but also reduce human error.

2. Healthcare Advancements

AI is making significant strides in healthcare. It can analyze vast amounts of medical data to assist in disease diagnosis and treatment recommendations. Machine learning models are used to predict disease outbreaks, and robots are being employed for surgeries, enhancing precision and reducing recovery times.

3. AI in Finance

Financial institutions use AI for fraud detection, algorithmic trading, and credit risk assessment. AI can analyze vast datasets and identify subtle patterns that might escape human detection. This has the potential to make financial systems more secure and efficient..

4. Transportation and Autonomous Vehicles



Exploring the Boundless Scope of Artificial Intelligence

6. Environmental Impact

AI is aiding in environmental sustainability efforts. It can optimize energy consumption in buildings, predict weather patterns for better resource management, and analyze data to identify environmental threats. AI-driven solutions are vital in addressing climate change.

7. Creative Fields

AI is not limited to logical tasks; it can also be creative. Generative Adversarial Networks (GANs) can produce art, music, and even literature. This opens up new possibilities in the creative industries and challenges our understanding of creativity.

**Mr . Vineet Pathak⁸
Assistant Professor
Ambalika Institute Of Management And
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Importance of Rural Development in Indian Economy

It is playing a vital role in development of overall development of country, especially country like India which has largest population in world and large dependency on agriculture and agriculture related activities, so without development of rural department in India, it is a difficult to grow economy of country.

Even today India is facing hidden unemployment that is seeing in agriculture department of our country, there are certain major issues which should have short out for betterment of agriculture and enhance contribution of agriculture in Indian economy, proper facilitations are not available for farmers, farmers are depending on traditional cultivation, lack of premium seeds, manure and lack of infrastructure facilities, agriculture sector was contributing maximum when India got independence, if we see contribution of agriculture in first five year plan, which was (1951-1956), that sector contributed (17.7%). Agriculture sector (primary sector) was contributing more than other and was given maximum employment in the country, so at any cost we cannot ignore our primary sector on the reason of both for contribution in employment generation and production of cereals, lack of infrastructure, and not advancement of technology.

MDr .Dharmendra Varshaney

Professor

Rural development typically refers to a strategy for improving peoples quality of life and financial security, particularly those who reside in inhabited

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AI's IMPACT ON SOCIETY

Imagine having a friend who knows you so well that they can predict what do you want to do or what you'll like. Well, AI is that kind of smart friend for computers. It helps them learn and make decisions just like we do, but much faster and without getting tired.

Artificial intelligence is a technology that evolving day by day. It processes the data from the Internet regarding the past and future. It understands the scenario and generates the new data that is not exist anywhere. AI is evolving and understanding humans and data as it is being used by the people. It can give you a new idea, make projects, generate images, create audio and videos by using his intelligence. We can perform these tasks by using Chat GPT, Mid journey and many more tools. The Meta is also launching its tool named LAMA as per they're saying it will be as powerful as Chat GPT. AI is going to change the business/industry as it operates now-a-days. It will impact a large layoff in the jobs of human resource and will create the new opportunities of the job at the same time. One way AI shows up is in our smart phones. You know how your phone suggests words as you type? That's AI at work, trying to guess what you want to say. And when you're scrolling through social media, AI helps decide what posts to show you based on what you usually like.

Mr Shivam Mishra

Student, MBA-2nd semester

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Time is ticking

**If this is ever felt that the life is out of control?
As if it's slipping away from the hands?**

Always remember that nobody is going to save us; our life is within our control. We all have to be our own superhero. We all must suffer from one of the two pains either pain of regret or pain of discipline. Time management is the coordination of tasks and activities to maximize the effectiveness of an individual's efforts. Essentially, the purpose of time management is to enable people to get more and better work done in less time. The importance of time management is in its ability to assign meaning to time, letting people make the most of their time. In a business context, it is used to set goals and expectations for companies and their employees.

Good time management skills help employees deliver quality work and meet their goals effectively. Time management also helps managers to understand what employees are capable of and to set realistic goals.

Poor time management skills cause employees to miss goals and deliver poor work, become overly stressed out and anxious, and run short of time.

When time is used inefficiently, it has deleterious effects on employees, management and the company.

Time poverty is a result of poor or nonexistent time management. People find themselves in this state when they have too much to do and too little time



Time is ticking

Time is a very elusive quality. We each have the same amount of time and yet how we use it is very different. How successfully we use the time we have determines our level of success – whether financial, spiritual or emotional.

Time has the ability to either make somebody or break somebody.

So rather than seeing the time ticking and slipping out of our hand, we must do something that will help utilize it in better and productive manner. Just think where we want to be in the future and what skills and capabilities are required to achieve that.

Use the time in learning that skills. Time management is an arduous work. That's why multiple techniques such as Pomodoro Technique, Eisenhower matrix, Pareto Analysis, The 70% rule etc. are made to manage the time. Time is limited, so do the task while there is still TIME, because **Time and tide wait for none.**



Marketing challenges

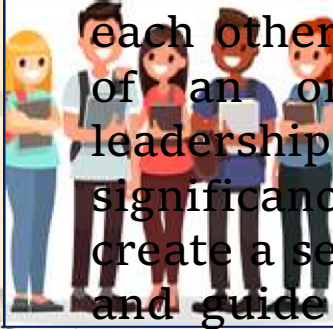
Marketing is an essential function for any business, as it is the process of identifying and fulfilling customer needs through the creation, promotion, and distribution of products or services.

However, marketing is not without its challenges, and businesses must be prepared to address these challenges in order to succeed. One of the biggest challenges in marketing is keeping up with the constantly changing digital landscape. Consumers are using an increasing number of digital channels to research and purchase products and services, and businesses must adapt to these changes in order to remain relevant. This can include using social media, search engine optimization, email marketing, and mobile marketing, among other strategies. Another challenge is the increasing competition in many industries. With so many businesses offering similar products or services, it can be difficult to differentiate oneself from the competition. This can be addressed through effective branding and positioning, as well as developing unique selling propositions that set a business apart from its competitors. The rise of ad-blocking software and increasing consumer skepticism towards traditional advertising methods is also a challenge for marketers. Businesses must find creative ways to reach consumers and build trust, such as through influencer marketing, content marketing, and customer reviews and testimonials. Marketing is also subject to legal and regulatory challenges, such as data privacy laws, advertising regulations, and intellectual property laws. Businesses must ensure that their



Economic Crisis - A Real Fear Factor?

A good friend of mine after visiting the blog wrote to me yesterday to write something about the present "Economic Crisis". Well, I am not an Economist or Financial Expert to write authentically about Recession or the so called "Economic Crisis". But let me pen down something which I feel is catching up like an epidemic - The Fear Factor About Economic Crisis! Fear can be driven by external forces ("something has happened and I'm fearful of what will happen next") or internal forces, such as limiting beliefs or a sense of inadequacy. Fears of this nature relate to very basic human concerns, such as the desire to be respected and valued by other people. This is a powerful driver that can influence our behaviour. I believe the real problem isn't usually the fear itself but the consequences of being fearful. The crisis can be defined as a period in the dynamics of a system, and it is described as a multitude of difficulties, as a conflict or tensions, fact that makes difficult its normal work or functioning and this can lead to powerful pressures towards changing, and „The crisis period represents the stage in which the changes within the system are determined by the actions of a system”. During the period of crisis, the threats changes into dangers which are at the basis of defining the insecure state of any system. The economic crisis represents a situation in which the economy of a country passes through a sudden decrease of its force, ¹⁴ decrease usually brought about by a financial crisis. The economic crisis may have the shape of a stagflation, of a recession or of an economic depression. Markets have had a tough week. Stock markets, bond markets and



each other, and with external stakeholders. The culture of an organization is influenced by its history, leadership, and the industry it operates in. The significance of organizational culture lies in its ability to create a sense of identity and purpose among employees, and guide their actions and decision-making. A strong

and positive culture can enhance employee engagement, creativity, and innovation, as well as promote a healthy work environment and foster the retention of talented employees. On the other hand, a negative culture can lead to a range of issues, including low morale, high turnover rates, poor communication, and resistance to change. Therefore, it is essential for organizations to cultivate a culture that aligns with their mission, vision, and values, and to constantly monitor and adapt it as necessary. One way to develop a positive culture is by focusing on the hiring process. Organizations should hire individuals whose values and personality traits align with the company's culture, and provide them with training and development opportunities to reinforce the desired behaviors and practices. Leadership also plays a crucial role in shaping the culture of an organization. Leaders should model the behaviors and values they want to see in their employees, and actively promote a culture of transparency, accountability, and collaboration. They should also encourage feedback from employees, and use it to make informed decisions and adjust the organization culture accordingly. In addition, organizations can promote a positive culture by recognizing and rewarding employees who embody the desired values and behaviors, and by creating a sense of community through team-building activities, social events, and volunteer opportunities. In conclusion, organizational culture is a fundamental aspect of any successful business. By cultivating a positive culture that aligns with the company mission, values, and vision, organizations can enhance employee engagement.



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