




R.A. PODAR INSTITUTE OF MANAGEMENT
(FACULTY OF MANAGEMENT STUDIES)
UNIVERSITY OF RAJASTHAN, JAIPUR

ELOQUENTIA

JANUARY 2025 Issue -II





**RAMNATH ANANDILAL
PODAR INSTITUTE OF MANAGEMENT**

RAPIM is pleased to present the newsletter 'Eloquentia'. A brief of all the events, achievements, initiatives.

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About Us

R.A. Podar Institute of Management (RAPIM), a constituent unit of the University of Rajasthan, Jaipur, stands as a premier institution since 1974, as the 6th business School of the country. The institute is a beacon of academic rigor and professional development, dedicated to nurturing future leaders who are equipped to meet the dynamic challenges of the corporate world.



Prof. Alpana Kateja

Hon'ble Vice Chancellor

University of Rajasthan, Jaipur

Dear Students,

Education is more than acquiring knowledge - it is about growth, innovation, and impact. Eloquentia embodies the intellectual and creative spirit of our University, highlighting your voices, ideas, and aspirations. I urge you to embrace challenges, seek new perspectives, and contribute meaningfully to society. Your time here is a journey of discovery - make it count. Engage in learning, foster collaboration, and strive for excellence. The University is committed to supporting you every step of the way. Keep pushing boundaries, and never stop growing.

Wishing you success in all your endeavors.

Prof. Alpana Kateja

Hon'ble Vice Chancellor University of Rajasthan, Jaipur



Dr. Anurag Sharma

Director , RAPIM

Dear Readers,

I'm delighted to present Eloquentia, RAPIM's annual newsletter, showcasing our dedication, progress, and accomplishments. This edition highlights our research initiatives, academic accolades, cultural events, and milestones.

As we approach our Golden Jubilee Year in 2025, I express gratitude to our faculty, students, and staff for their tireless efforts. I hope Eloquentia inspires you and serves as a reminder of our achievements.

Happy reading!

Prof. Anurag Sharma
Director, RAPIM

Message from PIMAA



Ram Gopal Choudhary
President of PIMAA

It gives me immense pleasure to learn about the PIM Newsletter 2024-25. It is an apt medium for making a connect with all.

As an alumnus of the institute, I rejoice my time spent here and cherish the memories. Some very important lessons were learnt here. As a member of the alumni Association, I am connected to the institute. The Alumni association has been tirelessly working for betterment of the institute and its students. Certain infra structure developments have been accomplished by the Alumni Association and financial scholarships are being awarded to needy students annually.

I wish that all present students who will be alumni someday, must at present work hard to accomplish their goals in the corporate world and later on they must work for betterment of the institute throughout their life. The Alumni Association will welcome all those who can contribute in some or the other way to the institute.

I wish you all best of luck in all your endeavors.
Thanks

Ram Gopal Choudhary
MBA Batch 1989
President of PIMAA



Dr. Anubandh Rai
(Sr Vice President, PIMAA)

It is indeed a pleasure to know that the Institute is coming out with a Newsletter and heartening to take note that the students have put in their best efforts for the same. This is the Golden Jubilee year of the Institute, let us all come together and resolve to get all the sheen and glory back to the Institute.

The Institute has a very rich legacy and has to its credit a list of illustrious graduates who have given their best to the corporate world, business, political arena, bureaucracy and as entrepreneurs.

I, on behalf of PIMAA (Podar Institute of Alumni Association) extend the offer to get the best of alumni from the above domains for active interaction with the existing batches.

For the Alumni, it is time to give back! Long live PIM, long live PIMAA!

Dr Anubandh Rai
Sr Vice President
PIMAA

Faculty Speaks



Dr. Shikha Nainawat

R.A. Podar Institute of Management, established in 1974 under the University of Rajasthan, Jaipur, is a premier B-School offering MBA programs tailored to aspiring professionals. Renowned for its expert faculty and supportive staff, RAPIM fosters critical thinking and transformative learning,



Dr. Shivam Singh

Student of R.A Podar Institute of Management, Each one of you are gifts from God, blessed with many unique talents, and worthy of success in all that you hope to achieve. Always Strive for excellence, but never compare yourself to others.



K Shipra Jain

It's a proud moment to know that RAPIM is going to publish students Newsletter. This Institute has managed to maintain this epitome of versatility to imbibe rational thinking among the students. To nurture these qualities and provide a full-fledged development of students, the institute offers



**Dr. Chandrani
sen**

R.A. Podar Institute of Management is a prestigious institute of high standard mainly engaged in developing future business leaders. As a constituent part of the University of Rajasthan , this institution is actively promoting confident and skillful professionals in the area of business management



Prof. Anil mehta

I am delighted to see the publication of the Podar Institute of Management's student newsletter. This initiative reflects the dedication, creativity, and intellectual spirit of its contributors. Kudos to the editorial team and everyone involved. May this endeavor inspire excellence and serve as a proud milestone for all. Best wishes!

Faculty Speaks



Prof. BL Gupta

R.A. Podar Institute of Management, a prestigious constituent of the University of Rajasthan, fosters the development of confident, skilled business leaders. Its rigorous curriculum and practical approach prepare students to excel in the dynamic global business environment.



Prof. AK Sharma

It's a proud moment as RAPIM prepares to launch its student newsletter. The institute consistently fosters critical thinking and innovation, offering a well-rounded development through a blend of academic excellence and extracurricular activities, preparing students for success in all aspects.



Dr. Arvind Kalia

Hearty welcome to one of the oldest Institutions for management education in India. Basic aim of management education is to equip the future managers to face the challenges of change taking place in the era of globalization. It is believed that your stay in the prestigious Institution will be enriching in terms of accomplishments. My best wishes to the team of Eloquentia.



Prof. PK Sharma

RAPIM proudly announces the launch of its student newsletter, reflecting the institute's commitment to fostering creativity, critical thinking, and holistic development. With a blend of academic excellence and extracurricular opportunities, RAPIM ensures students are prepared for success in a dynamic world.



CA Prashant Sipani

RAPIM inspires students to achieve their best through academic excellence, practical learning, and a supportive environment. With a focus on innovation and leadership, the Institute continues to shape industry-ready professionals and uphold its legacy as a premier B-School

Notable *ALUMINI*



Dr. Gauri Shankar Gupta
Indian Foreign Service
Batch of 1978



Naveen Sharma
Executive Director , Gravita India Ltd,
Batch of 2006 (Executive)



C.S. Verma
EX-Chairperson, SAIL
Batch of 1981



Vivek Kakkar
Sr Manager, SGIC ,
2022 Executive Batch



Vipin Surelia
Chief Risk Officer – Visa,
Batch of 1995



Naresh Salecha
Member, NCLAT
Batch of 1985



Hemant Kaul
Non-Executive Chairman of
Transcorp International Ltd,
Batch of 1981



Raju Bhargava
Adl. Director General of Police ,
Gujrat
Batch of 1991



Rakesh Mohan Joshi
Vice Chancellor, IIFT
Batch of 1986



Balesh Sharma
M D Vodafone, South Africa
Batch of 1990



Alok Dubey
CFO, Acer India
Batch of 1991



Anju Sharma
Principal Secretary , Govt. OF
Gujarat

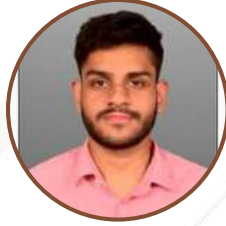
Eminent Achievers

- **Mrs Gauri Singh , I.A.S**
- **Mr Rajkumar Sharma, I.A.S**
- **Mr Ajay Sharma, I.A.S**
- **Dr A.p. Maheshan, I.P.S**
- **Ms Vahani Singh, I.P.S**
- **Ms Sapna Tiwari, I.P.S**
- **Mr Piyush Murdia, I.P.S**

Campus Glory



Pankaj Panwar
ITC



Siddhant
Nestle



Vidit
Pierag Consulting



Saksham
Thrillophilia



Aditi Ranawat
Derewala Industry



Abhiraj Singh Sodha
ICICI Securities



Harshita Chaudhary
ICICI Securities



Aditiya Bansal
ICICI Securities



Ashish Gaur
ICICI Securities



Ayush Jaiman
ICICI Securities



Vani Chaturvedi
SBI Mutual Fund



Manisha
SBI Mutual Fund



Nishant Jain
SBI Mutual Fund



Ankur Chaudhary
Airtel



Priyanshi Agrawal
Airtel



Abhishek Nehra
Airtel



Devansh Agarwal
NAV



Arnav Sharma
NAV



Vipul Soni
NAV

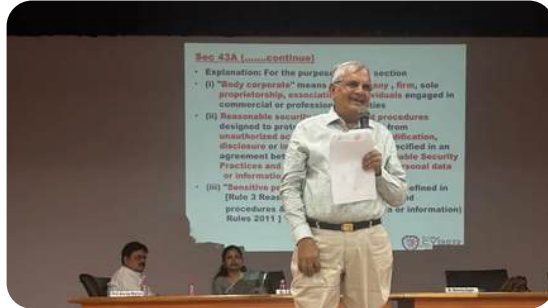


Ajay Sahu
ICICI Prudentials



Chandan Panwar
NAV

WORKSHOPS & MANAGEMENT PROGRAMMES



Cyber Awareness campaign With CBS Cyber Foundation



SPECIAL LECTURE ON CAPITAL MARKET



Introduction to Hedge Funds



The business of money, makes the most money



BUSINESS VENTURE WORKSHOP



INTERNATIONAL ELECTION PROCESS WORKSHOP

INDUSTRY EXPOSURE



NAV India



BIRLA CEMENT



SARAS PLANT



KAGZI INDUSTRIES



AKSHAY PATRA



AMUL



SEBI

CULTURAL EVENTS



ALUMNI MEET



DIWALI PARTY



SPORTS DAY



HOLI PARTY



REPUBLIC DAY DECOR



DIYA DECORATION



REPUBLIC DAY CELEBRATION

SOCIAL ENDEAVORS

CSR Club

The CSR (Corporate Social Responsibility) Club is a student-driven initiative that focuses on promoting social responsibility, sustainability, and ethical practices within the community. The club provides a platform for students to actively engage in social welfare activities, community outreach programs, and environmental sustainability efforts, aligning with the broader goals of CSR in the corporate world. The CSR Club not only contributes to the welfare of society but also helps students grow as responsible citizens and leaders. For the college, the club enhances its reputation as a socially responsible institution and creates a culture of giving back to society.



Management fest

UTRARSH

The annual festival of RAPIM was a beautiful symphony of emotions, creativity and talent that filled our heart with happiness and wisdom. Festival comprised of business, cultural, artistic and sports events.

Februray 27- Business Day

Februray 28- Cultural Day

Februrary29- March 1- Sports Day

Glimpses

R.A. PODAR INSTITUTE OF MANAGEMENT
(FACULTY OF MANAGEMENT STUDIES)
UNIVERSITY OF RAJASTHAN, JAIPUR

27 FEBRUARY

- THE GREAT FLIP (Turnover Sprint)
- 50 KA FUNDA
- MARK MY BRAND (Design Display)
- CORPORATE ROADIES
- JAGRIT (Nukkad Natak)

28 FEBRUARY

- CRAFTING FACES (Mask Painting)
- NO BUDGET BUDGETMISTERS (QR Poster Making)
- SPOTLIGHT (Open Mic)
- SHROGHARFHE GANWAR (Dance & Street Dance)
- SWARAAG (Singing)

UTKARSH
ENLIGHTEN THE MAGIC

Presided by: **Prof. ALPANA KATEJA**
Head of the Institute,
University of Rajasthan, Jaipur

Organized by: **Dr. SHIKHA NAINAWAT**
Director, R.A. Podar Institute of Management,
University of Rajasthan, Jaipur

SPONSORED BY: Red Star, VCC

REGISTER NOW

For More Details: Instagram: @raipodar | Website: www.raipodar.org | Aditya Singh Tel: 960341482 | Akshay Sharma: 920371118



Student Journeys



Lakshay Kumawat

After years of experience in the digital marketing industry, Lakshya Kumawat, along with Arnav Saraswat, started their own digital marketing agency. Their websites collectively receive over 100,000 clicks per month. Since December 2024, they have onboarded 11 clients. They offer end-to-end digital marketing services, including Local SEO, Website SEO, Website Development, Social Media Marketing, Google and Meta Ads, Podcast Studio rentals, and Franchise Consulting.

Sonakshi Bindrani

1. LinkedIn top voice badge for Public Speaking
Recognized as Top Public Speaking Voice on LinkedIn by earning a golden badge which was given to the top 3% people in the category worldwide.
2. Got selected as top 2000 Speakers amongst more than lakhs of participants across the country in a reality show "Super Speaker, The Ultimate Hunt for the Best Speaker in the Country."



Harshita Chaudhary

A Top LinkedIn Voice in HR and Interpersonal Skills, seamlessly blending leadership with management expertise. Interned with EY and Dainik Bhaskar, contributing to a journey of growth. Managing the placement cell to bring new opportunities to peers and working towards achieving excellence reflects a commitment to progress and impact.

Akshita Bhardwaj

A dynamic social media manager and Instagram marketing coach with a flair for creativity and strategy. With a growing community of 5K followers, the journey highlights expertise in building brands, crafting impactful content, and empowering others to thrive in the digital landscape through tailored coaching and innovative marketing solutions.



Tanya Vyas

A passionate Kathak dancer, gracefully blending tradition with artistry. With numerous performances at esteemed events, the journey celebrates dedication, rhythm, and storytelling. Each performance is a reflection of talent, discipline, and the timeless beauty of Indian classical dance, inspiring others through the magic of movement and expression.

SPORTS STARS



SACHIN CHOUDHARY

Participation in junior national volleyball championship held at Assam ghuwati
2 time Winner at Arya engineering College inter college volleyball tournament
Winner at Imnit inter college tournament
Runner up at global institute of technology

DIVYANSHU SHARMA

University Kabaddi finalist, Divyanshu showcased his exceptional skills in the Rajasthan Patrika Pie Kabaddi tournament of 2019. But his talent doesn't stop at kabaddi alone. This extraordinary athlete thrives in a multitude of sports, including kho kho, volleyball, table tennis, and more.



Naman sogani

State level Squash player
Winner of the Squash Tournament in the University Tournament, 2024.
Represented Rajasthan University in the West Zone Tournament.

Khushal Singh Shekhawat

Represented at the national level as a badminton player.
Winner of the CBSE Badminton Tournament in 2019.
Winner of the State Badminton Tournament in 2021.
Secured 3rd prize in the State Badminton Tournament.
Represented college in the University College Tournament.



Purujeet Asoopa

Inter College chess tournament 2023 (nationals) Gold
Inter College chess tournament 2021 (nationals) bronze medal

STUDENT ARTICLES

(Abstract)

Adopting Agile and DevOps Practices: Preparing Future Business Leaders for Rapid Innovation

-Preksha Parashar
Sem I

Agile and DevOps are key methodologies driving innovation and efficiency in businesses. Agile focuses on iterative cycles for adaptability, while DevOps promotes collaboration between development and operations for faster delivery. For MBA students, mastering these methodologies enhances competitive advantage, leadership, and strategic decision-making. Learning the basics, joining student groups, and obtaining certifications can help unlock their potential for future business leaders.

Carpe diem

-Naman Haritwal
Sem I

The article reflects on the concept of "Carpe Diem" (Seize the Day), urging us to live fully in the present rather than constantly rushing through life. It reminds us that life is not a race to the end, but an experience to be appreciated. Embrace the moment, make memories, and cherish every experience—because the present is all we truly have.

The Intersection of Social Hierarchies and Environmental Justice in India

-Harshita Chaudhary Sem
III

In India, environmental issues are deeply intertwined with social stratification, with poorer communities bearing a disproportionate burden of pollution and climate disasters. A 2021 survey revealed that low-income areas face higher pollution levels. Marginalized groups, such as Dalits and Adivasis, live near hazardous sites, suffering from health risks. Addressing environmental justice requires focusing on social equity, infrastructure, and sustainable development for all.

Voices of PEM



Abhay Singh Rathore

A spirited trekker, astronomy enthusiast, and social media wizard, has conquered trails in over five states, turning every adventure into a story worth sharing! With unmatched dedication, a keen eye for photography, and boundless energy, i blends hard work with fun, inspiring everyone to chase thrills, explore nature, and marvel at the cosmos, one epic trek at a time!

Gunjan Saini

A MBA student and Representative of the Cultural Club, I've organized multiple events with creativity and quick decision-making. A passionate dancer with a love for performing, I've also gained professional experience during my HR internship at Dainik Bhaskar.



मैनेजमेंट छात्रों की कॉलेज लाइफ

कभी सपनों की उड़ान, कभी असाइनमेंट का बोझ,
मैनेजमेंट की दुनिया में, हर दिन एक खोज।
क्लास में आते ऑर्गनाइज़ेशन बिहेवियर के पाठ,
सीखते लीडरशिप के गुर, कैसे बदलें हालात।

मार्केटिंग मैनेजमेंट का जब आता है दौर,
कस्टमर की सोच को समझने का जोर।
फाइनेंशियल अकाउंटिंग में संख्याओं का खेल,
बजट बनाना, बैलेंस शीट और सेल।

ह्यूमन रिसोर्स मैनेजमेंट का होता है कमाल,
कैसे संभालें टीम, और बढ़ाएं मनोबल हर हाल।
ऑपरेशंस मैनेजमेंट में है समय का गणित,
प्रोडक्टिविटी बढ़ाना, यही है सबसे हित।

स्ट्रैटेजिक मैनेजमेंट में सपनों की बुनावट,
भविष्य की राह, और निर्णय की बनावट।
इंटरनेशनल बिज़नेस का जब आता है सबक,
ग्लोबल सोच से बढ़ता है नॉलेज का कद।

पढ़ाई के संग होता है कैम्पस प्लेसमेंट का
ख्याल,
इंटरनशिप के अनुभव, और जॉब का सवाल।
ग्रुप प्रोजेक्ट्स में सीखते हैं टीमवर्क का खेल,
कभी मीठे पल, तो कभी झेलें मुश्किल झमेल।

लाइब्रेरी में किताबों का सागर,
और कॉफी की चुस्कियों का आगर।
कभी दोस्ती, कभी प्यार के पल,
कभी हार्डवर्क, तो कभी ढेर सारा कल।

मैनेजमेंट की ये यात्रा, सीखों से भरी,
हर दिन नया सपना, नई मंज़िल की कड़ी।
कॉलेज के ये दिन, जीवन का आधार,
बनाते हमें बेहतर, देते सपनों को आकार

-Vipul Jain

STUDENT CLUBS

QUILL- THE LITERATURE CLUB

Team Quill is the Official Literature Club of R.A. Podar Institute of Management, Jaipur. It is an earnest endeavor of the club to promote business awareness among students of the Institute. By doing so in a mission mode we visualize making the institution a top business school in the state. The insides of the club emanate with the objective of enkindling a pursuit of identifying and interpreting the scenarios of emerging management and business world to make the essence of knowledge felt by everyone and to act as a positive catalyst through the Journey magazine.

OCTAVE- THE SOCIAL MEDIA CLUB

A social media is an inclusive and dynamic platform where students come together to explore and engage. A social media club provides a platform for students to expand their knowledge, develop marketable skills, and build a strong foundation for a successful career in the digital marketing industry.

CANVAS- THE CREATIVE CLUB

The creative club is a dynamic and inclusive club where students with a passion for the art can come together to collaborate , learn and showcase their talent. In creative club you can conduct fun activities or present your creative ideas which can help you enhance your creativity among yourself and other students of the college.

HUSTLE- THE SPORTS CLUB

Hustle club is the ultimate destination for college sports enthusiasts seeking an exhilarating and engaging experience. Hustle club , you'll have access to leadership development programs , workshops and mentoring opportunities that enhance your personal and professional growth.

AIMS

The Academic Club (AIMS - Aptitude, Interpersonal skills, Mental ability and Social intelligence) focuses in building academic skills which will help us for landing better prospect for future. The aim of the club is different dimensional targeting on the scope of tapping out the Quantitative skills and talents of our students.

THE CSR CLUB

The CSR Club of our college is a dynamic student -led organization dedicated to making a positive impact on society. The CSR Club places great emphasis on promoting cleanliness and responsible behavior on campus. Through their initiatives, such as food drives , clothes drives , tree plantations and cleanliness campaigns, they inspire and engage the college community to actively participate in social causes.

PULSE- CULTURAL CLUB

Step into the captivating world of our Cultural Club, where talents are celebrated, and creativity knows no bounds! We're all about uncovering the hidden potential of students through thrilling events like the Talent Hunt and Fest. But it's not just about showcasing skills; it's a transformative journey of personal growth and empowerment. Embracing the spirit of togetherness, our vibrant celebrations of festivals like Holi and Republic Day create an electric atmosphere on campus. Open your mind, experiment with new ideas, and learn from both applause and constructive criticism. This enriching experience makes you a stronger, more confident individual, ready to conquer any challenge.

EUREKA - THE ENTREPRENEURSHIP CLUB

The Entrepreneurship Club - EUREKA deeply resonates with the ethos of our college. Set-up with an aim to promote and facilitate entrepreneurial spirit among the students, the club focuses not just on 'all things business' but also in cultivating all-round qualities of innovation, risk-taking, leadership and resilience. The club continuously endeavors in partnering with various industry houses and skill development institutions for holistic grooming and development of the students.

IIC - INDUSTRY INTERACTION CELL

The placement cell look after the responsibility of career and counselling to the students. It not only provides placement assistance to the students in relevant organizations but also helps the students in their career planning, preparation for selection tests, summer placement, internship and final placements. It is making all efforts to match students' career aspirations with the requirements of these industries and organizations. Keeping in view the demand and preference of the various industries, the Cell is also looking for all round development of the students. In this direction, various activities like aptitude test, group discussion, guest lectures and training from corporate personalities are being organized from time to time by the placement cell.

Editorial Team



Abhay Siingh Rathore



Harshita Chaudhary



Vedanshi Bhaavan



Khushal Singh Shekhawat

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