

Param Poojya Dr. Babasaheb Ambedkar Smarak Samiti's

**Dr. Ambedkar Institute of Management  
Studies and Research, Deeksha Bhoomi,  
Nagpur**



**BCCA  
2023-2024**

*Aachriti*

*Shapes of Imagination, Colors of Creativity*



# **DR. AMBEDKAR INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH**

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***Dr. Ambedkar Institute of Management Studies & Research was started in 1987 under aegis of P. P. Dr. Babasaheb Ambedkar Smarak Samiti, Deeksha Bhoomi, Nagpur. Being one of the oldest Business Schools in Central India, the institute attracts students from all the corners of the country. The mother institution has been accredited with A+ grade by NAAC, which is the only institution in central India that receives such a rare distinction.***

***The institute has a state-of-the-art infrastructure, which includes wi-fi Campus, Hi-tech auditorium, Conference room, and well-stocked library and two internet-ready LANed computer labs apart from basic amenities.***

***This is backed by a highly qualified faculty pool, having vast experience in industry and teaching. Two-thirds of the faculty members are conferred with Doctoral Degree and are continuing research in their respective specializations apart from guiding the research scholars from various universities across India. On the academic front, the Institute has made its presence felt at state and national level competitions and produced excellent results in the university every year since inception.***

***Being the oldest private institution in the region, DAIMSR enjoys vast patronage from the industry with over Twenty Five years of operations, the institute has developed strong linkages with the industry. The quality of placements achieved in the past stands as strong evidence of this linkage. The institute has its alumni placed across the length and breadth of the country as well as internationally. Critical to early success in career, is recognizing individual talents and leveraging it through conscious mentoring and monitoring. At DAIMSR every student***



# *Vision*

**To develop a center of excellence for Value-based management education and research through commitment and continuous learning, significantly partner the industry and be conscious to societal responsiveness.**

# *Mission*

**To prepare students to become creative, risk takers and ethical leaders throughout their professional career. To develop skills that prepare future managers to succeed in an ever changing business environment. To provide an atmosphere for students to solve complex organizational issues and not get mired in the traditional paradigm of management.**



# DIRECTOR'S MESSAGE



## DR. SUDHIR S. FUZELE

**B.E. , M.B.A. , PH.D.**

We at Dr. Ambedkar Institute of Management Studies and Research have faith in imparting knowledge and education with a sense of high responsibility, considering that our innovative techniques for training are based on well-researched and time-proven instructional practices. Probably being the oldest private Management institute in the entire region, we believe we owe it to the society to lead by example and set higher standards.

It is our endeavor to infuse intellectual energy in our students to answer the rising corporate demand for quality professionals. It is trying to understand and unravel the dynamics of the business environment with eloquence. Over the years, we have established strong corporate linkage, therefore most of our students end up being highly valued in the eyes of employers. Welcome to DAIMSR, which makes such vision possible to be shared with commitment and values.





## **Dr. Monika Jain**

### Head of Department , BCCA

It gives me immense pleasure to present first edition of our publication and magazine of our department, which serves as a platform to showcase the talent, creativity, and achievements of our students and faculty members.

The Bachelor of Commerce and Computer Application program has always strived to strike a balance between academics, skill development, and innovation. This magazine reflects our commitment to holistic education, capturing the essence of our vibrant campus life, academic pursuits, and extracurricular endeavors.

I take this opportunity to congratulate the Editorial Board, Publication club students and all contributors for their dedication and hard work in bringing this publication to life. Let this magazine inspire our students to think creatively, innovate, and make meaningful contributions to society.

Best wishes



# EDITOR'S NOTE



Dear Readers,

It is our great pleasure to introduce the first edition of AAKRITI, our department's magazine, which is a reflection of the vibrant and ever-evolving spirit of the BCCA community. As we continue to strive for excellence in both academic and extracurricular pursuits, this magazine serves as a platform to showcase the collective talent, creativity, and innovation of our students.

This edition is particularly special, as it not only highlights the accomplishments and growth within our department but also celebrates the diversity and multifaceted nature of our students. Each article, story, and contribution reflects the dedication and passion that define us. We hope that through AAKRITI, we can create a stronger sense of connection and pride within the BCCA family.

A big thank you to all the contributors, faculty, and students who made this edition possible. Your hard work and enthusiasm are the heartbeat of this magazine. I encourage you to enjoy reading and get inspired by the wonderful array of topics that showcase the talent, leadership, and creativity in our department.

Let us continue to move forward together, striving for excellence in everything we do.

With warm regards,

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**Saudamini Jivtode**

Chief Editor, AAKRITI  
BCCA Department



# DAIMSR



# BCCA DEPARTMENT



# AKRASHAN

MOMENT

## The Timeless Charm Celebrating Creativity

Aakrashan is one of the highlight events during the annual day celebrations at DAIMSR College, showcasing the artistic talent and creativity of the students. This vibrant event features a range of sub-events that bring out the diverse skills of participants. Among the key attractions are the Mehendi Competition, where students display their intricate henna designs; the T-shirt Painting Competition, where imagination comes to life on fabric; and the Rangoli Competition, which fills the venue with colorful and symmetrical patterns



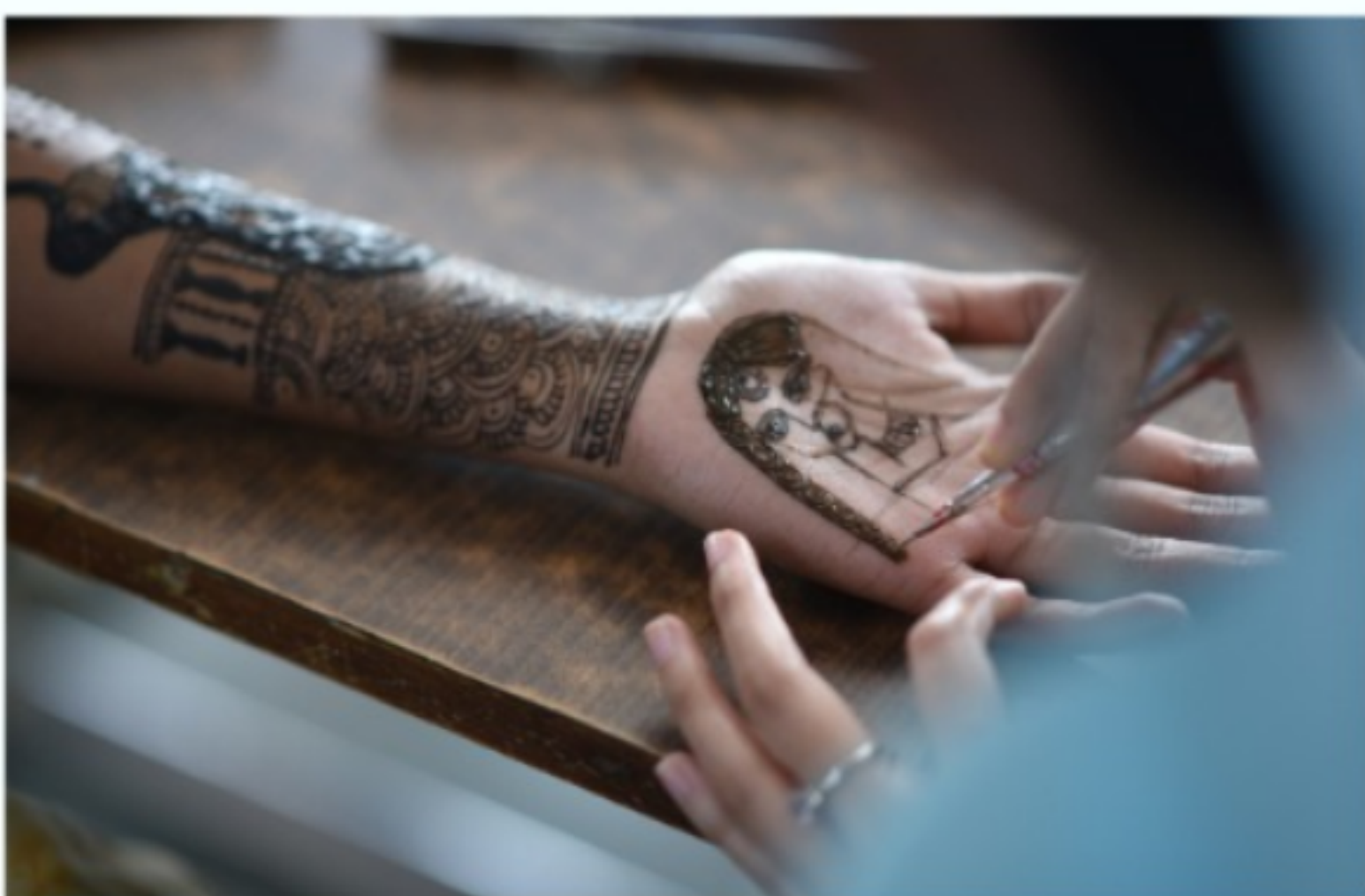
Additionally, a Salad Competition is held, where students showcase their creativity in food presentation, turning fresh ingredients into artful displays. Through these activities, Aakrashan provides a platform for art students to express their thoughts, ideas, and cultural richness, making it an event that celebrates both talent and the power of artistic expression.







# Aakarshan







# TRADITIONAL DAY

**“A Celebrations of heritage , A tribute to  
tradtion from Ancient Roots ”.**



# AANAND MELA



This event is a unique blend of academic fervor and cultural exuberance, providing a platform for students to showcase their talents and explore their passions.

One of the highlights of Annand Mela is the Food and Games Stalls. Students transform into budding entrepreneurs, setting up stalls that offer a delectable array of cuisines and exciting games. It's a delightful experience for everyone, as they indulge in mouthwatering delicacies and engage in friendly competitions.

Bollywood Day adds a touch of glamour and fun to the festivities. Students dress up as iconic Bollywood characters, complete with their signature dialogues. The campus is transformed into a Bollywood extravaganza, filled with music, dance, and laughter.

Traditional Day is another cherished event, where students celebrate their cultural heritage. They don traditional attire, showcasing the rich and diverse traditions of India. It's a beautiful sight to witness students embracing their roots and paying homage to their cultural identity.

## "Aanand Mela: A Feast of Flavors, Fun, and Festivities!"

### "Savor the Taste, Celebrate the Tradition!"

Imagine this: A bustling campus, filled with the aroma of delicious food and the sound of laughter. Students, dressed in colorful attire, are busy setting up stalls, each more creative than the last. Welcome to Annand Mela, the annual cultural extravaganza at DAIMSR College, Nagpur!

Annand Mela: A Vibrant Celebration at DAIMSR

DAIMSR College, Nagpur, annually hosts the much-awaited Annand Mela, a vibrant celebration of culture, creativity, and camaraderie.



Annand Mela is more than just an event; it's a celebration of youth, creativity, and togetherness. It fosters a sense of community among students, encouraging them to explore their talents and contribute to the vibrant tapestry of college life.



# ANAND MELA

***“Bite into happiness , savor the moment ”***







# *Bollywood*

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# *Day*

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***“Lights, Camera, Bollywood!”***





THE MOMENT OF

# AASMAN

2023-2024



Aasman is one of the most anticipated events during the Annual Day celebrations at DAIMSR . This event, renowned for its vibrant diversity, brings together a series of exciting sub-events that showcase the immense talent of the students. Aasman includes various competitions, such as singing, dancing, a fashion show, and the highly prestigious Miss and Mr. Aasman contest. Each of these sub-events plays a significant role in enhancing the cultural spirit of the institution.

One of the most memorable moments of Aasman is the inauguration ceremony, where the students of DAIMSR pay tribute to the legendary Lata Mangeshkar, the timeless singer and recipient of the Bharat Ratna, India's highest civilian award. Through soulful performances, the students honor her monumental contribution to the music industry, making the event even more special



FAasman is not just an event; it is an experience that holds tremendous significance for both the participants and the audience. The competitions, performances, and tributes create a priceless atmosphere of creativity, passion, and celebration. It's a day that resonates deeply with every individual present, leaving lasting memories of DAIMSR's dedication to talent, culture, and the arts.











## दिसंबर

गुज़रते साल का आखिरी पड़ाव,  
ठिठुरती ठंड में जलता अलाव।  
अधूरी ख्वाहिश पूरा करने का मंज़र,  
उम्मीदों के पंखों से सजे आया दिसंबर।

यादों की झोली में भरकर मिठास,  
न जाने दिसंबर, बैठा क्यों उदास।  
कभी जीती जंग, कभी मिली शह मात,  
बारह महीनों की फिर बिछेगी विसात।

गुज़रते साल ने बहुत कुछ सिखाया,  
अपने परायों का भेद समझाया।  
हो अंत भला तो सब भला,  
यही सीख देकर दिसंबर चला।

खट्टी-मीठी यादों को संजोकर,  
अच्छे-बुरे अनुभव संग लेकर।  
साल को विदा करने दिसंबर तैयार,  
खुशियों भरी जनवरी का करे इंतजार।

डॉ. मिताली शरद गुप्ता



The page is framed by a decorative border. At the top and bottom, there are horizontal bands with a light pink background and a dark pink grid pattern. On the left and right sides, there are vertical bands with a light pink background. The corners and edges are adorned with various floral illustrations in shades of pink and red, including large blossoms, smaller buds, and leafy branches. The word "Arena" is written in a large, elegant, black cursive script, centered on the page.

# Arena

The Arena page is dedicated to the stunning board decorations created by our talented students. Each board tells a unique story, designed to capture attention and spark conversation. From vibrant themes to thought-provoking concepts, these decorations showcase the innovative spirit and artistic skills. Every board represents a piece of creativity, whether it's for events, celebrations, or awareness campaigns. These artworks not only enhance the campus environment but also reflect the passion and collective effort of our students.



# ARENA

DREAM BIG,  
WORK HARD,  
MAKE IT  
happen.



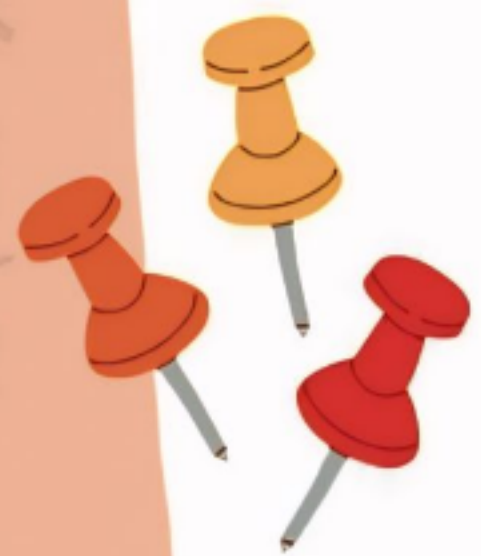




BE  
FABULOUS











# Blogs

The Blogs page features the written words of our students, where they express their thoughts, ideas, and creativity. From insightful reflections to creative stories, these blogs provide a window into the minds of our young writers. Each post is a unique perspective, showcasing the diverse voices.







**BLOG: FIRST DAY IN  
COLLEGE AFTER COVID**

**: Ketki T. Mehta**

The sudden appearance of a tiny but disastrous miniature, a virus, has impacted our lives for the past two years, teaching us valuable lessons along the way. This was the virus that affected my life as well. The bell of the college, the teacher's scolding, and those lunch breaks were sort of now so awaited, it was very heartbreaking not to experience any of it. Yes, it was fun to attend online classes but, the fun of offline lectures and pranks on friends were missed. Yeah, after two years a message popped on my phone screen, and to my good fortune, it was a text that I was eagerly waiting for, not only me but my mates and teachers too. We were so joyous to meet each other and attend to each other in person.

The day arrived when I finally went to a well-known college 'Dr. Ambedkar Institute of Management Studies and Research'. The first day! The first day of college is definitely a new beginning to my not-so-big life. Without a doubt, it was truly exceptional, I could feel jitters before stepping into this phase of my life and so the first day of college was extremely overwhelming for me.

I stepped in there and explored the people I always watched on the screen, seeing those cheerful new faces was no less than a fortune for me. I really enjoyed the lectures given by the professor ma'am and sir. It was women's day and some of our seniors and mates prepared a skit, dance, and many other things. Listening to the guests was incredibly motivating and inspiring. Then the special moment appeared, clicking ourselves with the mentor, and seniors, and talking even for a while with them was just like a treat. It was a delight, a wonderful day that marked not just my college life but also a new beginning to my complete life.



## **Gender inequality: A persistent issue**

Gender inequality refers to the unequal treatment or perceptions of individuals based on their gender, under which women and gender minorities are placed at a disadvantage. Despite strides made towards gender equality over the past decade, yet it remains a widespread issue which affects various aspects of life, education, jobs, career, political representation, health care, military, personal safety.

Historically, gender roles have been deeply ingrained in most societies, where men were often regarded as dominant, and women were confined to domestic and reproductive roles. These traditional roles, though evolving, continue to persist in many regions of the world, leading to the perpetuation of inequalities. For instance, in several cultures, women are discouraged or even prohibited from obtaining higher education or engaging in certain professions. This restricts their economic independence and limits their contribution to society.

In the workforce, gender inequality is evident in the wage gap, where women often earn less than men for the same work. Despite laws in place in many countries to ensure equal pay, disparities persist. Women also face "glass ceiling" barriers, which prevent them from reaching senior positions in their fields. Moreover, gender-based discrimination, such as sexual harassment and workplace hostility, disproportionately affects women, further hindering their career progression.

Political underrepresentation is another significant area where gender inequality is visible. Women are vastly underrepresented in political offices and decision-making bodies across the globe. This lack of representation means that policies and laws may not adequately address the concerns of women and marginalized gender groups, perpetuating inequality. For example, reproductive rights, childcare policies, and measures against gender-based violence may be sidelined in male-dominated political systems.

Gender inequality also manifests in access to healthcare. Women and girls in many parts of the world face barriers to receiving adequate healthcare services, including reproductive healthcare. This not only impacts their health and well-being but also limits their ability to participate fully in societal and economic activities.

Addressing gender inequality requires systemic changes across cultural, political, and economic spheres. Policies promoting gender equity, public education campaigns, and legal frameworks to protect women's rights are crucial. Empowering women through education, equal pay initiatives, and representation in leadership positions will help create a more equitable society. Only by dismantling deeply rooted gender biases can we hope to achieve true equality.

~Chaitanya Kulkarni



# Photographs

This page is a visual showcase of the creativity and talent of our students, captured through their lenses. Every photograph here is a testament to the innovative spirit, skill, and perspective.





# Photographs



UNNATI GUPTA  
BCCA SEM-3

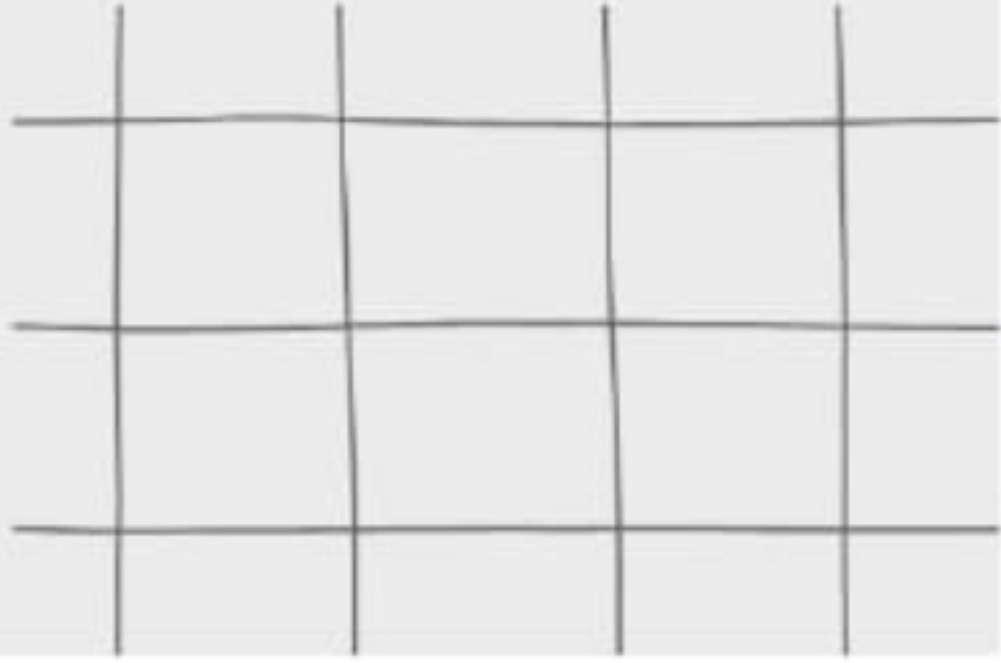
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23 ▶



TRISHLA RAI  
BCCA SEM-3





ADWAIT SHENDE  
BCCA SEM-III



YASH SAHARE  
BCCA SEM-III



TRISHLA RAI  
BCCA SEM-3







# Poems

The Poems page is a collection of heartfelt verses penned by our talented students, capturing emotions, thoughts, and reflections in words. Each poem, whether a gentle whisper or a powerful roar, reflects the depth of creativity and the unique perspectives of our writers.



# AAO MIL BAITHTE HAI

AAO MIL BAITHTE HAI  
KUCH BAAATEIN KARTE HAI  
KUCH KHATTI SI KUCH MEETHI SI  
AAO MIL BAITHTE HAI

KUCH TUM KEHNA MAI SUNUGA  
KUCH MAI KAHUGA TUM SUNNA  
KUCH BAAATEIN PYAR KI KUCH BAAATEIN YAARO KI  
AAO MIL BAITHTE HAI


JAB ZAMANE SE TANG AAKAR TUMHE AISA LAGE  
KI AB SAB CHIZE CHODH BHAG JAANA HAI  
TAB MUJHE YAAD KARNA MAI VHI KAHUGA  
AAO MIL BAITHTE HAI

KABHI TUMHARA DIL UDAS HOGA  
KUCH KARNE KA MANN NA HOGA  
MERE SAATH BAITHNA CHAI KI CHUSKI LENA AR  
MAI KAHUGA  
AAO MIL BAITHTE HAI

AAO MIL BAITHTE HAI  
SAARE GUM BHULA KE  
KHUSIYON KO GALE SE LAGA KE  
DUNIYA DAARI KI BAATIEN BHULA KE  
JAHA SIRF TUM HOGI AR EK MAI RAHUGA  
AR HUM DONO KE BEECH SIRF PYAR HOGA  
AUR MAI KAHUGA .....

JAGJEET SINGH NOTEY





माँ, काश मैं आज स्कूल नहीं जाता,  
शायद तुझे फिर से देख पाता। तेरी  
आवाज सुनने को कान तरस गए हैं,  
देखो ना मां, बारूदों के गोले बरस रहे  
हैं।

सारे बच्चे अपनी-अपनी मां को पुकार  
रहे हैं, 'मां, ये लोग हमें क्यों मार रहे  
हैं?' टिफिन में दी तुमने रोटी भी नहीं  
खाई है, मां; आज गोलियों ने भूख  
मिटाई है।

पापा से कहना, अब मुझे स्कूल लेने  
नहीं आएंगे; देख नहीं पाएंगे उन्हें मेरा  
जनाजा उठे। मेरे खिलोने, मेरी  
किताबें, मेरा बस्ता, जानता हूं तेरी  
आंखें देखती रहेंगी मेरा रास्ता।

भैया से कहना, उनका बचपन का  
साथी रूठ गया है, बचपन का उनका  
साथ छूट गया है। अप्पी से कहना, मेरे  
लिए आंसू ना बहाए; रोज मेरी तस्वीर  
में एक छोटा सा फूल चढ़ाए।

तेरी यादों में, ख्वाबों में, जिक्र में रह  
जाऊंगा, मां। मैं कभी वापस न  
आऊंगा, मां; मैं कभी वापस न  
आऊंगा।

~आरती वाधवानी



# Sequel

**I started a day with a new  
Enthusiasm**

**Looking at my books phantasm**

**I choose to be serious**

**To make my year glorious**

**I make it up hard like a stone**

**Avoiding distracted  
and my phone**

**It's time for my fruit of my hard  
work**

**And all that passes with a small  
jerk**

**This is a Sequel of my war  
But my expectations are high far**

**I ate all the scold giving**

**The burp of fool foul**

**It's okay to be fail**

**No one is taking you to jail**

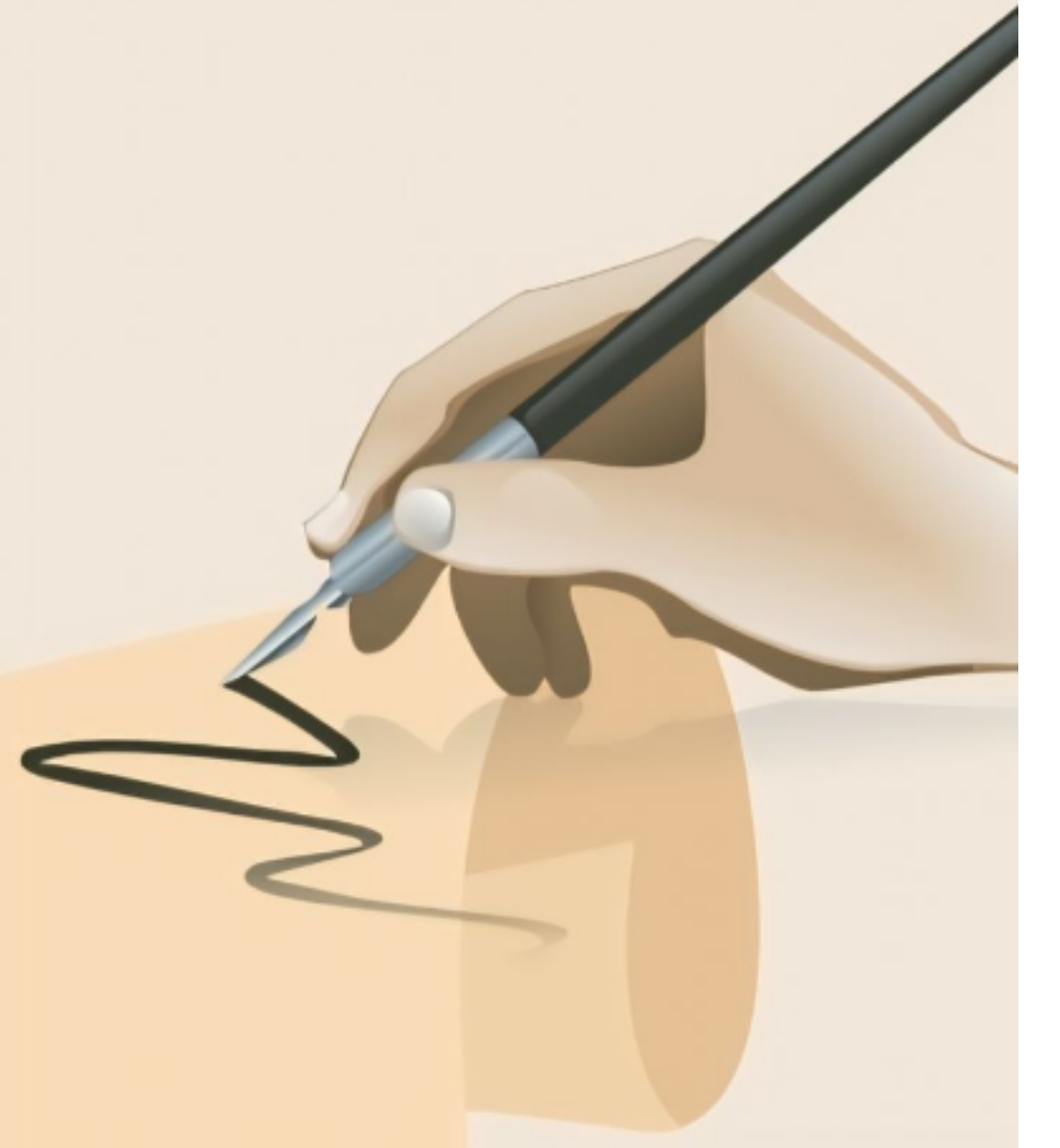
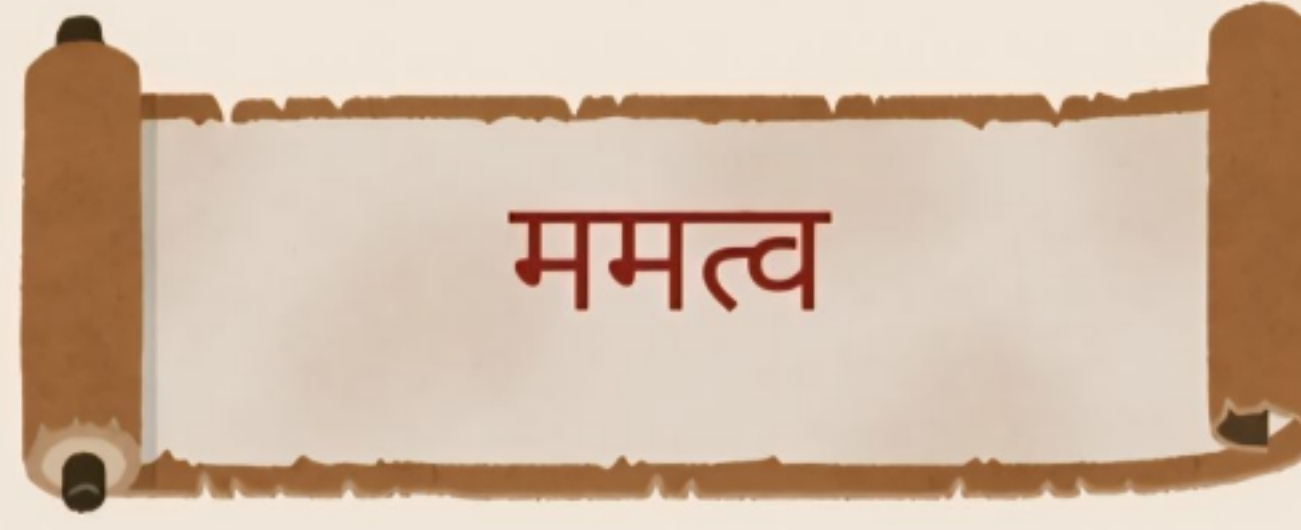
**Life is like a boat of Sail**

**Never worry about the avail**

**Never worry about the avail**

**~ R.K**





ममत्व भूल बैठी वो लड़किया जो  
मातपिता आलिंगन के लिए तरस बैठी,  
मनाई ना गई जब जब थी रूठी  
ममत्व भूल बैठी वो लड़किया ।

ममत्व भूल बैठी वो लड़किया जिन्हे  
"हमारी बेटी घर की लक्ष्मी है" कह कर गौरावंगित ना किया गया,  
"क्या करना चाहती हो जीवन में" अचानक आकर पूछा ना गया  
सजधज कर आने पर मां के द्वारा बलाए नहीं उतारी गई ,  
प्रतियोगिता में उपहार लाने पर पिता के द्वारा पीठ नही सहलाई गई  
ममत्व भूल बैठी वो लड़किया ।

ममत्व भूल बैठी वो लड़किया जिन्हे  
ठहरा दिया गया गैर जिम्मेदार, अनदेखा कर बचपना उनका  
अंत में निराशा से धैर्य साध कर पत्थर सी कठोर होगयी  
तथा ममत्व भूल बैठी वो लड़किया।



By Shreya Mishra





**Lost in Life's fleeting moments, I wandered,  
Sometimes laughing, sometimes weeping,  
ensnared.**

**In this ever-changing world, I've seen much,  
Chameleon friends and love's deceptive  
touch.**

**Burdened by studies, responsibilities's  
weight,  
I was crushed, seeking a hand, a helping  
mate.**

**Every moment, I endured, in patience's  
hold,  
Yearning for a touch to make my story bold.**

**This pressure aged me, before my time had  
passed,  
To live is to endure, this lesson grasped.  
No complaints to life, this is now my way,  
To never yield to troubles, come what may**

**~Sujal Sharma**



# पहेली सहेली की

मैं बैठी थी छत पर अकेली  
मेरे अंदर से आवाज आई  
क्यों बैठी हूँ तू ऐसी  
जैसे हो कोई पराई  
फिर मैं बोली  
इस वाट्सअप, फेसबुक  
की दुनिया में  
नहीं हूँ मेरी कोई सहेली  
इस इंटरनेट की दुनिया में  
फसे हैं सब जाल में  
जो मिलते थे हमेशा  
अब मिलते हैं साल में  
पहले सब आते थे घर पर  
अब मेसेज आते हैं वाट्सअप पर  
अरे कोई तो होगी ऐसी  
जो ढूँढ़ती होगी सहेली तेरे जैसी  
जा और ढूँढ़ तु ऐसी सहेली  
जो हल कर देगी ये तेरी पहेली.

~श्रुतिका मुले





एक वजह है जिसकी वजह से मुझे लगता है प्यार  
से कोई बेहतर जज़्बात नहीं है,  
और वो वजह है की प्यार की कोई वजह नहीं  
होती।

हम घुस्सा, लालच , इज्जत, दुख, खुशी सब कुछ  
सोचकर ही मेहसूस करते है मगर प्यार कभी  
सोचकर नहीं होता उसमे कोई मंतक (logic)  
ही नहीं है।

वरना कोन किसी और की गलतियों मे खुद बहाने  
देता है ।

वरना कौन किसी की खामियों मे खूबसूरती देखता  
है।

वरना कौन अपनी आदते, अपनी इचाये किसी और  
की मुस्कान के लिए छोड़ता है।

सिर्फ प्यार ही है जो हम दिमाग से नहीं दिल से  
करते है और शायद इसीलिए वो हमारे दिल को  
बहुत कुछ महसूस करना सिखा भी देता है।

वरना एक वक़्त जब हमसे कोई एक लाइन मे  
खुदको बयां करने को कह देता था,  
तो आवाज़ थम जाती थी और  
अब किसी और को भी बयां करने मे हमारे  
लब नहीं थकते ।

कभी दिल टूटने पर हमे प्यार से मूह नहीं मोड़ना  
चाहिए, इंसान प्यार से ही है, प्यार इंसान से नहीं

~तनिष्क बनसोड



# NAMELESS IMAGINATION

A day normal for her; a storm of questions in her vivacious mind, sweetly threw one of it at me, "Why you love me so much?" were her words.

I smiled, sat her down and began to apprise, Why I find you special? For the reason that, Your existence to me is as, I escaped this city of chaos; found myself wandering in a farm, with a magnificent view; where I feel light, where I see graceful flowers each of unique colour. A place so surreal, existing solely in my imagination; A place where I have my home, silent with peace; the safest place to me, I say. Everytime I breathe the air, here, I feel my body obtain more pureness.

Magical aura I sense, Isn't this place beautiful? This place, to me, is YOU, I told her

- Arsh Chawhan



# REEYA'S

## RIDDLES

1. WHAT HAS A FOOT BUT NO LEGS?

A RULER

2. WHAT DOES AN "ISLAND" AND LETTER "T" HAVE COMMON IN THEM?

THEY BOTH ARE IN THE MIDDLE OF THE WATER.

3. WHICH FRUIT IS FOUND IN A CALENDAR?

DATES

4. WHAT GETS WETTER AS IT DRIES?

A TOWEL

5. WHAT BELONGS TO YOU BUT USED BY OTHERS MORE?

YOUR NAME

6. WHO HAVE A NECK AND TWO ARMS, BUT NO HEAD AND HANDS ?

A SHIRT

7. WHAT KIND OF BAND CAN'T PLAY MUSIC?

RUBBER BAND.



REEYA GUPTA  
BCCA SEM III B



The background features a light blue watercolor wash. In the corners, there are detailed illustrations of blue flowers and leaves. Top-left: a branch with several leaves. Top-right: a cluster of blue flowers. Bottom-left: a large blue flower. Bottom-right: a branch with several leaves.

# *Sketches & Drawing*

The Sketches and Drawings page celebrates the remarkable talent of our students who bring their imagination to life through art. Each stroke, line, and shading reflects their unique vision, creativity, and attention to detail. From intricate sketches to vibrant drawings, this section showcases a diverse range of artistic expressions that add color.





**Aadhikya Ghurke**



**Shubham Vaidya**





Aakanksha Damahe



Himanshi Gedamya





Priyanka Kanire



Aakanksha Damahe



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*"Shapes that define ideas,  
Akriti that defines  
us."*



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