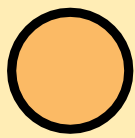


**AMBALIKA INSTITUTE OF
MANAGEMENT AND TECHNOLOGY**



**DEPARTMENTAL MAGAZINE
DEPARTMENT OF MANAGEMENT
(JULY-2026)**



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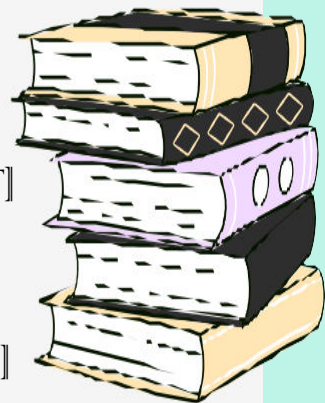
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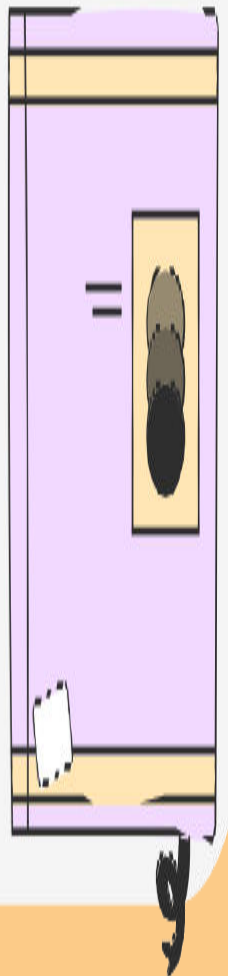
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FROM EDITOR'S PEN

“Great ideas begin as a spark in the mind, but they create impact only when nurtured, shared, and brought to life.”

It is with great pride and enthusiasm that we present the latest edition of *MINDBUZZ*, a reflection of the vibrant intellectual and creative spirit of our institution. Each edition of this magazine serves as a platform where ideas evolve into expressions, and thoughts transform into meaningful contributions.

The name *MINDBUZZ* itself captures the essence of dynamic thinking- a continuous flow of ideas, perspectives, and insights that stimulate curiosity and inspire innovation. It symbolizes a space where minds engage, question, and create, fostering an environment of learning that extends beyond the classroom.

This edition brings together a diverse range of articles that address contemporary issues, academic perspectives, and practical insights. It is a true representation of collaborative excellence, where the wisdom and experience of faculty members blend seamlessly with the fresh outlook and enthusiasm of students. Such synergy not only enriches the content but also strengthens the culture of knowledge sharing and intellectual growth.

We firmly believe that creativity flourishes when guided by purpose and supported by action. The contributions featured in this magazine stand as evidence of that belief. They highlight the dedication, analytical thinking, and creative abilities of our contributors, who have worked diligently to present ideas that are both relevant and thought-provoking.

I extend my sincere appreciation to all the authors for their valuable contributions and to the editorial team for their meticulous efforts in shaping this edition. Their commitment and teamwork have been instrumental in bringing this publication to life. As you explore the pages of *MINDBUZZ*, I hope you find inspiration, insight, and a renewed sense of curiosity. May this magazine continue to ignite minds, encourage dialogue, and serve as a catalyst for continuous learning and innovation.

Wishing you a thoughtful and engaging reading experience.

Thank You All!
Dr. Pallavi Rani
Assistant Professor



Farmer-Producer Organizations' (FPOs): Pathways to Rural Prosperity

Across India's villages, Farmer Producer Organizations' (FPOs) are quietly reshaping the rules of the game for smallholders. Where fragmentation, thin margins and market exclusion once defined farming life, collectives now offer a practical route to better prices, shared investments and steadier livelihoods. By pooling produce, inputs and services, FPOs turn scattered supplies into marketable volumes, helping members capture more value from their labor and plan for the seasons ahead. The immediate, visible benefit is improved price realization. Individual farmers selling small lots are often at the mercy of intermediaries and volatile local prices.

An FPO aggregates output, reduces per unit transaction and transport costs, and creates the scale buyers want. Many groups go further—grading, packaging and basic processing—to access institutional buyers and higher value markets. For rural households, these changes mean not just fatter margins but greater income stability and economic confidence. FPOs also open doors to inputs, technology and finance that were once out of reach. Bulk procurement lowers the cost of certified seeds, fertilizers and machinery; pooled funds or concessional loans make shared equipment and storage viable. Registered FPOs have a stronger credit profile, easing access to institutional finance and government schemes. They also serve as efficient channels for extension services, enabling group training and quicker adoption of productivity boosting practices such as drip irrigation and integrated pest management.

Digital tools have accelerated this shift. Mobile advisories, price tracking apps and e-marketplaces like e-NAM expand buyer networks and reduce reliance on intermediaries. Digital payments and bookkeeping improve transparency and help FPOs demonstrate creditworthiness to lenders. Meanwhile, agri-tech startups are offering tailored services—from crop advice to demand aggregation—that plug directly into FPO operations. Gender inclusion multiplies the gains. When women lead or participate actively in FPOs, households report higher incomes, better nutrition and stronger local resilience. Challenges remain—weak managerial capacity, limited storage and processing infrastructure, and working capital constraints.

But practical interventions—sustained capacity building, tailored finance, investments in cold chains and logistics, and public-private partnerships—can unlock scale and sustainability. FPOs are more than organizations; they are engines of rural renewal. Supported by smart policy, patient finance and practical technology, they can make smallholder farming profitable, resilient and future ready—turning farming into a dignified, viable choice for the

next-Generation.

Dr. Pallavi Rani

Assistant Professor

[AIMT]



Emotional Intelligence: A Strategic Competency for Modern Organizations

In the contemporary business landscape, characterized by rapid change, technological advancement, and increasing human interaction, the importance of emotional intelligence (EI) has grown significantly. While technical knowledge and cognitive intelligence remain important, they are no longer sufficient to ensure professional effectiveness and organizational success. Emotional intelligence, defined as the ability to perceive, understand, regulate, and manage emotions in oneself and others, has emerged as a crucial determinant of workplace performance and leadership effectiveness. At the individual level, emotional intelligence enhances self-awareness and self-regulation. Employees who are emotionally intelligent are better able to understand their emotional triggers and manage their reactions in challenging situations. This leads to improved stress management, resilience, and adaptability are qualities that are essential in today's dynamic work environment. Such individuals are also more empathetic, enabling them to build stronger interpersonal relationships and collaborate effectively within teams.

In organizational settings, emotional intelligence plays a vital role in shaping workplace culture. A workforce that demonstrates emotional competence contributes to a positive and inclusive environment where communication is open and conflicts are managed constructively. This not only improves team cohesion but also enhances overall productivity. Research in organizational behavior suggests that emotionally intelligent employees tend to exhibit higher levels of job satisfaction and organizational commitment, which in turn reduces turnover and improves performance outcomes.

From a leadership perspective, emotional intelligence is indispensable. Leaders who possess high levels of EI are more capable of inspiring and motivating their teams. They are better equipped to understand the emotional needs of their employees, provide meaningful feedback, and create an atmosphere of trust and psychological safety. Such leaders encourage innovation and creativity by allowing employees to express their ideas without fear of criticism. In contrast, leaders lacking emotional intelligence may struggle with communication, conflict resolution, and employee engagement. Despite its growing importance, emotional intelligence is often underemphasized in formal education systems. Management education, in particular, should incorporate EI development through experiential learning methods such as role-playing, group discussions, reflective exercises, and real-life case studies. Organizations should also invest in training programs that enhance emotional competencies among employees and leaders.

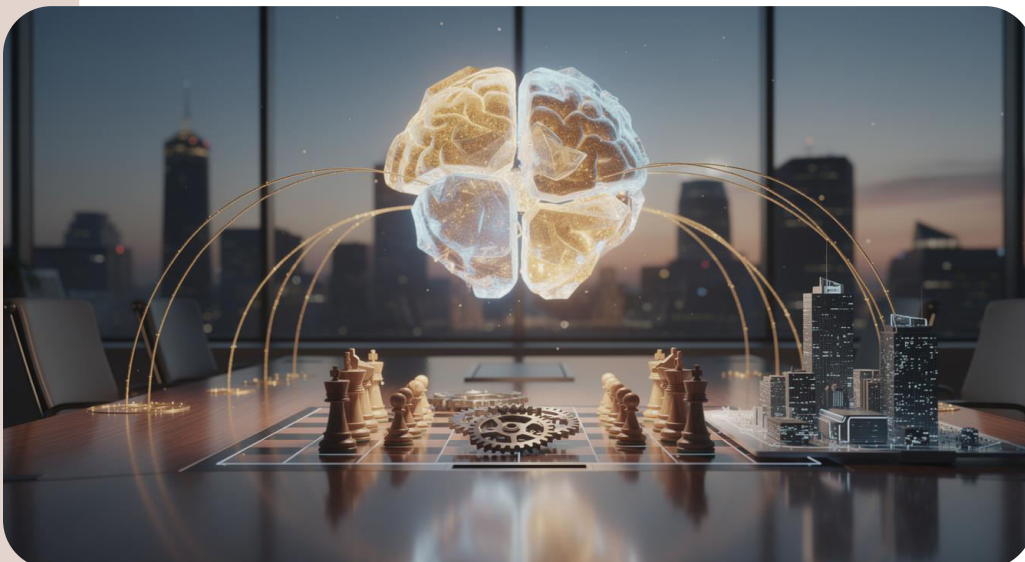
In conclusion, emotional intelligence is not merely a desirable trait but a strategic capability that significantly influences individual effectiveness and organizational success. As the nature of work continues to evolve, the ability to understand and manage emotions will remain a key differentiator for professionals and leaders alike. Integrating emotional

intelligence into both academic and organizational frameworks is essential for building resilient, adaptive, and high-performing workforces.

Dr. Nida Iqbal

Assistant Professor

[AIMT]



Transforming Education for a Knowledge-Driven India

Education is the basis for a country's development. To prepare learners for the challenges of the 21st century, the Government of India introduced the National Education Policy (NEP) 2020 on July 29, 2020. This policy supersedes the National Policy on Education, 1986, and offers an in-depth vision for transforming India's education system. The NEP 2020 aims to make education more inclusive, flexible, multidisciplinary, skill-oriented, and globally competitive while preserving India's rich cultural heritage. The 5+3+3+4 structure of the curriculum, replacing the earlier 10+2 pattern, is one of the biggest contributions of the NEP 2020. The new framework is grounded in children's cognitive development and focuses on foundational learning during the early years. It focuses on reading, writing, creativity, and hands-on learning so that students are equipped with solid academic and life skills from the beginning of their educational journey.

The NEP 2020 focuses on holistic and multidisciplinary education. Students are encouraged to explore subjects across different disciplines rather than being limited to rigid academic streams. This flexibility allows learners to follow their interests, build critical thinking skills, and prepare for a wide range of career opportunities. This policy strongly advocates for skill development and vocational education. Students are exposed to vocational training, internships, coding, online literacy, entrepreneurship, and emerging technologies at an early age. These initiatives help close the gap between academic learning and industry requirements, making graduates more employable and future-ready. This policy promotes the use of digital learning platforms, online education, artificial intelligence, virtual laboratories, and educational technology to enhance teaching and learning processes. The NEP 2020 also promotes inclusive and equitable education by ensuring equal opportunities for students from disadvantaged and marginalized communities. It encourages education in the mother tongue or regional language during the foundational years, making learning more meaningful and improving students' comprehension. The policy further supports gender inclusion, education for children with disabilities, and increased access to higher education for women.

In summary, the National Education Policy 2020 is a revolutionary step towards building a modern, inclusive, and globally competitive education system in India. The policy aims to empower both learners and educators by emphasizing flexibility, quality, employability, innovation, research, and holistic development. If properly implemented, it can produce a generation of skilled, ethical, and knowledgeable citizens who can meaningfully contribute to the vision of India emerging as a global knowledge leader. The NEP 2020 is not only an education

reform but also a blueprint for making India stronger, smarter, and more prosperous.

Mr. Brijesh Rajput
Assistant Professor
[AIMT]



Cloud Computing Empowering Edge Computing

In today's digital era, cloud computing and edge computing together are reshaping how technology serves people and organizations. Edge computing processes data close to where it is generated—on devices such as sensors, gateways, or local servers—reducing latency and enabling immediate, real-time responses. Cloud computing, by contrast, provides vast storage, scalable computing power, and advanced analytics that can extract long-term insights from aggregated data. When combined, these two paradigms deliver faster, smarter, and more reliable digital solutions. The blended model unlocks many practical applications across sectors. In healthcare, wearable devices and bedside monitors can analyze vital signs at the edge to detect emergencies instantly, while cloud platforms securely store medical records, run population-level analytics, and support machine-learning models that improve diagnosis and treatment. This split responsibility preserves patient privacy and ensures lifesaving responsiveness. Smart cities use the same pattern: edge devices such as traffic cameras and roadside sensors handle immediate tasks like changing signal timings or detecting accidents, while the cloud aggregates citywide data to optimize traffic planning, public transport schedules, and infrastructure investments. This combination improves real-time management and long-term strategic planning simultaneously. Industry and manufacturing rely on edge computing for machine monitoring and control, enabling rapid local adjustments that prevent downtime. Retailers use edge devices in stores—for example, for cashier-less checkouts or personalized in-store promotions—while cloud systems analyze purchase trends, manage inventory centrally, and enable targeted marketing. In agriculture, edge sensors monitor soil moisture and crop health to trigger immediate irrigation or treatment, with the cloud aggregating seasonal data to refine planting strategies and improve yields. As both cloud and edge technologies evolve, their collaboration will continue to drive innovation. By marrying immediate local processing with powerful centralized analytics, this hybrid approach enhances efficiency, reliability, and intelligence in digital systems—paving the way for a smarter, more connected future.



Mr. Abhishek Srivastava

Assistant Professor

[AIMT]

The Quiet Revolution: How AI is Reshaping Financial Management Step by Step

Not long ago, the finance office felt like an endurance exercise: stacks of invoices, endless spreadsheet cells, and decision-making based on last quarter's numbers and a dash of instinct. Today, that scene is changing—not with a single dramatic upheaval, but through a steady, almost polite revolution. Artificial intelligence hasn't stormed the citadel of finance; it has quietly taken a seat at the table and started doing the tedious work, so humans can get on with the thinking. The first, most visible change is a shift from hindsight to foresight. It's not prophecy, but it feels like it: dashboards that flag a looming cash crunch, alerts about potential cost spikes, or early signs of demand shifts. Another subtle but profound change is in how organizations guard their money. Fraud used to be discovered after the fact—often by accident or during laborious audits. Now, machine-learning systems patrol transactions around the clock, learning the normal rhythms of a business and instantly flagging the unusual: that midnight overseas transfer, the strangely large vendor payment. These systems don't tire; they relentlessly reduce exposure and turn risk management into a living, continuous practice. Perhaps the most appreciated change on the shop floor is relief from monotony. Robotic Process Automation reads invoices, extracts figures, matches purchase orders, and updates ledgers without asking for breaks. The result? Fewer errors and a liberated workforce. Accountants and managers are finally spending less time on clerical drudgery and more time on analysis, strategy, and client relationships—the human talents that machines can't replicate. AI is also cleaning the lens through which financial decisions are made. Free from emotion and fatigue, algorithms offer objective recommendations—rebalancing portfolios, scoring investments, or stress-testing scenarios.

This is not a story of replacement but of partnership. AI performs the heavy lifting—computation, detection, forecasting—while humans retain oversight, ethical judgment, and the final say. Step by careful step, finance is shifting from rearview mirror accounting to a forward-looking strategy. The revolution is quiet, but its consequences are loud: smarter teams, safer transactions and a future in which finance professionals spend their time where they

add the most value—thinking, advising, and shaping decisions that matter.

Dr. Om Prakash

Associate Professor

[AIMT]



Corporate Culture and Its Impact on Employee Performance

In today's competitive business environment, organizational success is no longer determined solely by strategy, technology, or financial strength. Increasingly, it is the underlying corporate culture that shapes how effectively an organization performs. Corporate culture, comprising shared values, beliefs, norms, and practices, influences not only how work is carried out but also how employees perceive their roles within the organization.

A strong and well-defined corporate culture aligns employees with organizational goals and creates a sense of purpose and belonging. When individuals connect with the values of the organization, their level of engagement and commitment tends to increase. This alignment encourages employees to contribute beyond formal job requirements, ultimately enhancing overall productivity and efficiency. The impact of corporate culture on employee performance is particularly significant. A supportive and inclusive culture promotes open communication, collaboration, and innovation. Employees working in such environments feel comfortable expressing ideas, taking initiative, and participating actively in problem-solving. In contrast, organizations characterized by rigid structures or negative work environments often experience disengagement, low morale, and reduced performance levels.

Employee retention is another area where corporate culture plays a decisive role. Workplaces that emphasize fairness, recognition, and work-life balance are more successful in retaining talent. Employees are more likely to remain with organizations where they feel respected and valued. On the other hand, a weak or unhealthy culture often leads to high turnover, resulting in increased recruitment costs and disruption of organizational continuity.

Leadership serves as a key driver in shaping and sustaining corporate culture. The behavior, decisions, and communication style of leaders set the tone for the entire organization. Leaders who demonstrate transparency, ethical conduct, and empathy contribute to building a positive work environment. Their actions influence not only employee behavior but also the overall organizational climate. Corporate culture also has a direct impact on organizational reputation and employer branding. Companies known for strong values and a positive work environment are more attractive to potential employees and stakeholders. In a highly competitive talent market, culture becomes a distinguishing factor that enhances an organization's ability to attract and retain skilled professionals.

In conclusion, corporate culture is a fundamental element that influences employee behavior, performance, and organizational outcomes. A well-established culture fosters engagement, encourages innovation, and supports long-term sustainability. Organizations that prioritize the development of a positive and inclusive culture are better positioned to

achieve consistent growth and maintain a competitive advantage in the evolving business landscape.

Ms. Chhavi Choubey

MBA

2nd Year



The Power of Networking: Building Strategic Relationships for Career Advancement

As MBA students preparing to enter a highly competitive and interconnected corporate world, we find that academic knowledge alone is not sufficient for long-term career success. One of the most valuable yet often underestimated skills is networking; the ability to build and sustain professional relationships that create opportunities for growth and development. Networking goes beyond the superficial act of exchanging business cards or connecting on digital platforms. It is a continuous process of establishing meaningful relationships based on trust, mutual respect, and shared professional interests. During the MBA journey, students are exposed to a diverse ecosystem that includes peers from different backgrounds, experienced faculty members, industry professionals, and alumni networks. Each of these interactions presents an opportunity to build connections that can have a lasting impact on one's career trajectory.

One of the primary advantages of networking is access to opportunities that are not always visible through traditional channels. A significant proportion of job openings, internships, and collaborative projects are filled through referrals and internal recommendations. By developing a strong professional network, students can gain insights into these hidden opportunities and position themselves advantageously in the job market.

In addition to career opportunities, networking plays a crucial role in knowledge enhancement. Interacting with industry professionals provides practical insights that complement academic learning. It helps students understand current market trends, organizational expectations, and real-world challenges. Such exposure enables MBA students to bridge the gap between theoretical concepts and practical applications, making them more industry-ready. However, effective networking requires a strategic and thoughtful approach. It is essential to be genuine in interactions rather than viewing networking as a transactional activity. Active participation in seminars, conferences, workshops, and guest lectures provides platforms for meaningful engagement. Digital platforms such as LinkedIn further extend networking opportunities by allowing students to connect with professionals across industries and geographies.

As MBA students, we must recognize that networking is a critical component of career development. It enhances visibility, builds credibility, and creates a support system that extends beyond academic life. In an era where collaboration and connectivity define success, the ability to build and nurture professional relationships becomes a powerful asset.

In conclusion, networking is not merely an optional skill but a strategic necessity for management students. By cultivating

strong and meaningful connections, we can unlock opportunities, gain valuable insights, and establish a solid foundation for long-term professional growth.

Ms. Unnati Shukla

MBA

2nd Year



Leadership in the Age of Uncertainty

Leadership today is being redefined by the pace of change and the unpredictability of the business environment. The traditional notion of leadership as authority and control is gradually giving way to a more dynamic understanding- one that emphasizes adaptability, emotional awareness, and the ability to guide organizations through ambiguity.

Modern organizations operate in an environment shaped by continuous disruptions, including technological advancements, economic volatility, and shifting workforce expectations. In such conditions, rigid leadership styles are no longer effective. Instead, there is a growing need for leaders who can remain flexible, think strategically under pressure, and respond proactively to emerging challenges.

A key attribute that distinguishes effective leadership in uncertain times is adaptability. Leaders must be willing to reassess their strategies and decisions as situations evolve. This requires a mindset that is open to learning and change. The ability to unlearn outdated practices and adopt new approaches becomes essential in navigating complex business scenarios.

Communication also assumes critical importance in such an environment. Uncertainty often creates confusion and anxiety among employees. Leaders who communicate with clarity and transparency are better able to build trust within their teams. When employees are well-informed and feel heard, they are more likely to remain engaged and aligned with organizational objectives. Emotional intelligence further strengthens leadership effectiveness. Understanding the emotional dynamics within a team allows leaders to respond with empathy and sensitivity. This not only improves interpersonal relationships but also contributes to a supportive work environment where individuals feel valued and motivated to perform.

Decision-making in uncertain situations presents its own challenges. While data-driven approaches provide direction, they may not always offer complete answers in unpredictable contexts. Leaders must therefore rely on a combination of analytical reasoning and informed judgment. The ability to take calculated risks and remain accountable for outcomes becomes a defining aspect of leadership.

The evolving nature of leadership highlights the importance of continuous development and self-awareness. Exposure to real-world business scenarios, case-based learning, and collaborative experiences contributes to a deeper understanding of leadership complexities. Developing competencies such as adaptability, communication, and emotional intelligence is essential for effectively managing future organizational challenges.

In conclusion, leadership in the current business landscape is not defined by certainty or control, but by the ability to navigate change with confidence and clarity. The capacity to respond thoughtfully to uncertainty, while maintaining a focus

on people, performance, and principles, will continue to shape effective leadership in the years ahead.

Mr. Rishab Sharma

MBA

2nd Year



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