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A Message From Pro Chancellor & Secretary's Desk



Dr. Anupam Chouksey
Pro Chancellor & Secretary

Dear Students,

It brings me immense joy to present the 12th edition of our cherished newsletter, **Prabandhan**. This edition reflects not just our accomplishments but also the shared spirit of progress and excellence that defines us as a community.

At LNCT, you are not merely students but a part of a larger family bound by knowledge, innovation, and purpose. I encourage each one of you to embrace your responsibilities - your dharma-with passion. Approach your studies not as a mere obligation, but as an opportunity to enhance your skills with dedication, discipline, and resilience. We at LNCT are committed to providing you with best education and opportunities that will help you prepare for the path of

success. Our commitment at LNCT is unwavering; we are here to support your growth in every dimension. Through every challenge you face, know that it is through these experiences you will discover your true potential. It's the journey of learning and self-improvement that shapes who we are, not just the final outcomes. Developing the right mindset, advancing your skills and access to knowledge with proper guidance will enable you to thrive in at everything at its best..

I believe that each one of you has the potential to achieve great things in life and so I hope you follow them with confidence utmost responsibility and never lose sight of it. So, let us all work hard together to make your future bright.

To the entire LNCT family and the exceptional team behind **Prabandhan**, I extend my best wishes for continued success. Together, let us aim higher, dream bigger, and achieve more.

With best wishes,

Dr. Anupam Chouksey
Pro Chancellor & Secretary, LNCT Group

A Message from DSW's Desk



Dr. Amit Shrivastava
Dean Student Welfare

Dear students, I hope this message finds you in good health, I am excited to share with you the 12th edition of our newsletter **Prabandhan**, I want to take a moment to express my heartfelt gratitude and commendation for your dedication and hard work.

Believe in your abilities and trust the process. Every effort, no matter how small, brings you closer to your goals. Stay focused, remain determined, and keep pushing forward, even when the road seems difficult.

Know that we your faculty and administration are here to

support you in every step of the way. Your success is our greatest reward, and we are committed to providing you with the resources and opportunities you need to thrive.

Thank you for your hard work, your enthusiasm and your commitment to excellence. I look forward to witnessing your continued growth that will pave the path of your success.

A Message from Faculty's Desk



Dr. Smita Gupta
Head of Dept

Dear students,

On behalf of the Faculty of Management & Commerce, I would like to welcome our dear students. This Department is one of the oldest operating departments of the college and has retained its eminence from the beginning.

The teachers of the Department not only train the students to think differently but also groom them in a way that enables them to connect the classroom with the outer world. The Department consistently produces students with exceptional merit, showcasing their success in various fields of art and literature.

The Faculty of Management & Commerce aims to impart the concept of lifelong learning to the students.

All aspects of learning are integrated to ensure a balanced development of skills to allow students to enhance their intellectual curiosity, analytical, interpretive thinking and practical skills. Our department provides the best education and prepares the students for the careers that they dream of. I request all my dear students to start your journey, get involved in the various events and activities of the department, and develop new skills such as leadership and teamwork for the betterment of your career performance in the future. From thrilling experiments to fascinating debates, we will immerse ourselves in a world of learning that will pique your interest and fuel your passion.

Accept the challenges, let your imagination run wild, and let's make this a memorable year! Let's work together to win this academic year!

Warm Regards,
Dr. Smita Gupta
Head of Department

A Message from Content Writer's Desk



Ms. Vaishnavi Dongre
Content Writer

Dear Team,

I am honored to be a part of the **Prabandhan** team as a content writer, where creativity, professionalism, and collaboration meet to create impactful narratives. It has been an incredible journey so far, and I look forward to continuing to contribute towards delivering valuable and engaging content. I would like to take this moment to extend my heartfelt gratitude to Director FMC, Dr. Arvind Singh and faculty mentor, Dr. Anjali Singh Verma for their unwavering support and guidance.

Her visionary leadership and mentorship have been instrumental in shaping my growth within the team. She has always encouraged us to push boundaries and think beyond conventional limits, which has allowed me to hone my skills and deliver my best.

Prabandhan is dedicated to empowering students with the skills, knowledge, and values they need to succeed in today's rapidly evolving world

It provides a nurturing and dynamic environment where students explore innovative ideas, co-ordinate, work as a team and turn out to be as responsible global citizens.

My heart felt thank you to my faculty mentor and my team for your continuous encouragement and for being a true inspiration to me. Together, we aim to continue making **Prabandhan** a platform for excellence.

"Success is the sum of small efforts - repeated day in and day out." So, keep trying daily.

Warm Regards,
Vaishnavi Dongre
Content Writer



JOYFUL JULY

Vidya Van Abhiyan

On 6th July 2024, *Vidya Van Abhiyan/ Massive Tree Plantation Campaign* was organised in LNCT Group (Raisen Road, Bhopal) with the intention to inculcate the feeling of responsibility, promote the feeling of serving the community, environmental protection and greenery so that we can contribute in curbing global warming. Tree plantation is a simple yet powerful way to promote a healthier planet for current and future generations.



Under this special campaign, Dr. Arvind Singh, Director of Management and Commerce, HODs and Faculty Members of MBA, BBA and BBA-BIA planted saplings together and took an oath to maintain a clean and green surrounding.

Dr. Khushboo Sabharwal Gupta coordinated the campaign that highlights the importance of trees and how they play a crucial role in maintaining biodiversity, providing habitats for various species, supporting ecosystems and improves water cycles. Especially In urban areas, where trees contribute to better air quality, offer shade, and create greener, more pleasant living spaces which is the need of the hour. Tree plantation is the key to save the earth from pollution and pave a clean and safe way for the generations to come.

Faculty Development Program

On 6th July 2024, in the presence of our esteemed Director FMC, Dr.Arvind Singh and Faculty Members was delivered a motivating lecture on Personal and Professional growth by a respectable faculty of Business Higher Colleges of Technology United Arab Emirates, Guest Speaker Mr. Devesh Kumar Sharma.

LAKSHMI NARAIN COLLEGE OF TECHNOLOGY – MBA

organising



A Faculty Development Program

Theme: Personal & Professional Growth



Mr. Sharma is a highly skilled software professional in Agile environment, he has keen interest in working with challenging positions effectively contributed as IT professional, possessing competent Functional, Technical, Leadership & Entrepreneur Skills. In the Board Room, Mr. Sharma made concepts like teambuilding, leadership and punctuality or effective time management for growth in professional life easy to understand. He encapsulated Self-awareness related to work life balance. He emphasised on the faculties healthy work life productivity. He focused on the importance of resilience in approach to overcome difficult situations in professional life, and made our faculty highlight and continuously enhance their skills and learning to compete with and overcome new challenges.

At last, he conceptualized the entire concept of complete management beautifully with the help of a tree in which the roots symbolized your inner growth. The trunk symbolized self-awareness continuous scanning, skills enhancement and emotional intelligence. The branch represents and work life balance i.e. resilience, networking and leadership skills. He used his experience as examples throughout his delivery explaining and interacting to help better understand each concept.

Faculty Development Program

On 9th July 2024, the LNCT College hosted a Faculty Development Program with Dr. Shiladitya Verma from the Higher Colleges of Technology, UAE. Organized by the Student Activity Council and coordinated by Ms. Sandhya Parashar and Dr. Santosh Solanki, the session focused on “Being Alive Versus Living.” Dr. Verma, who started his career at LNCT MBA, shared his insights on living a purposeful life.



Dr. Verma explained that true success comes from happiness, not the other way around. He emphasized finding joy in work, balancing responsibilities with personal pleasures, and living each day fully. He reminded everyone of their importance to others and the need to cherish every moment by finding positives in all situations.

He also talked about handling failure, saying it's just the first attempt in learning and a part of everyone's life. Dr. Verma encouraged breaking free from self-imposed "cages" of judgment and fear to express genuine emotions. Finally, he highlighted the importance of simple acts like greeting, thanking, apologizing, and seeking forgiveness, encouraging a life of purpose, balance, and authenticity.

In conclusion, the session left a lasting impact, inspiring faculty members to embrace a more meaningful and balanced approach to life. Dr. Verma's wisdom provided a fresh perspective on living fully and purposefully, encouraging everyone to find joy, handle failure gracefully, and to live each day to its fullest.

Certificate of Honor

"A leader like none other" our Director FMC, Dr. Arvind Singh has been honored with the **Shiksha Gaurav Samman** by LNCT University, Bhopal. This recognition is bestowed upon him on the auspicious occasion of **Guru Purnima** (the full moon day of the Shukla Paksha in the month of Ashadha) on 21st July 2024, in acknowledgment of his outstanding and commendable contributions in the field of education.



The university recognizes his dedication and significant efforts towards advancing education and wishes him a bright and prosperous future. Dr. Arvind Singh's contributions have set a benchmark in the educational sector, inspiring countless students and educators alike. His unwavering commitment and innovative approaches have brought about meaningful changes, making a lasting impact on the academic community. LNCT University, Bhopal, takes immense pride in honoring such a dedicated educator and looks forward to witnessing even greater achievements in his career.

ADORABLE AUGUST

Visit To CIPET

On August 2, 2024, the BBA BIA students of LNCT had an enriching industrial visit to the Central Institute of Petrochemicals Engineering & Technology (CIPET) CSTS, Bhopal. This visit was a fantastic opportunity for our students to gain practical insights into the world of plastic products and manufacturing processes.



The students saw a wide range of plastic products, highlighting their versatility in different industries. They got an up-close look at the advanced machinery used in manufacturing, which made their classroom lessons come alive. The hosts at CIPET CSTS shared various samples, giving a hands-on understanding of different plastics and their uses. After the tour, students enjoyed refreshments, chatting about their experiences and networking with peers and professionals.



Such industrial visits are an integral part of our curriculum, aiming to bridge the gap between theoretical knowledge and practical experience. We extend our heartfelt thanks to CIPET CSTS, Bhopal for hosting us and providing such a valuable learning experience. The students returned with a wealth of knowledge and a renewed enthusiasm for their studies and future careers in the industry.

Introduction to Security Market

On August 6, 2024, Department of Management and Commerce had the privilege of hosting an enlightening guest lecture on the securities market by Mr. Vivek Verma, a distinguished certified trainer affiliated with SEBI, PERDA, NCFE, NSE, BSE, and NCDEX. The event attracted a large audience of students from final year undergrad including BBA-BIA, BBA, BCOM-RMEC, BCOM and faculty members keen to deepen their understanding of the financial markets.



Mr. Verma has made significant contributions to financial education and market regulation, establishing himself as an expert in investment strategies and market analysis. His extensive experience and deep knowledge of the securities market made him the ideal speaker for this event.

Mr. Verma gave a clear and engaging overview of the securities market, explaining its basics and importance in the economy.

Attendees learned practical investment strategies and tips for making smart decisions. He also taught techniques for analyzing market trends, helping everyone understand how to navigate the financial landscape better. The interactive Q&A session allowed participants to ask questions and get personalized advice from him.

We extend our heartfelt thanks to Mr. Vivek Verma for sharing his expertise and making this event a memorable and educational experience. His insights will undoubtedly benefit the academic and professional journeys of all who attended

Viksit Bharat

On 14th August 2024, the Faculty of Management and Commerce organized an event titled "Viksit Bharat" for undergraduate students of B.Com and BBA. The event was coordinated by Dr. Smita Gupta (HOD of b.com) and Dr. Anjali Singh Verma.



It was organized by B.Com (RMEC) 3rd-semester students ,with the support of student coordinators from the BBA branch.The event celebrated patriotism, diversity, and the rich cultural heritage of India. It depicted the story of India's journey from independence to its current stage of development and how the nation is progressing towards becoming "Viksit Bharat."



The event featured cultural dances representing different states, a national pride dress-up, songs, and a highly emotional act that highlighted the country's progress. The event was well-coordinated, and attendees are looking forward to even more impactful events in the future.

Gyaanarambh'24

On August 30th, 2024, LNCT University proudly hosted its seven days Orientation Programme, **Gyaanarambh'24** A new beginning for the aspirants of BBA, BBA-BIA, B.Com, and B.Com RMEC to the LNCT Family. The event commenced with a warm welcome extended to students, parents, and distinguished guests.

The inaugural session began with the auspicious Sarasvati Vandana and lamp lighting ceremony, followed by a Ganesh Vandana. The dignitaries, including Ms.Pooja Shree Chouksey, Executive Director, LNCT Group and Dr. Ashok Rai, Director of Administration, Dr. Sunil Singh, OSD LNCT, and others were warmly welcomed with saplings as a token of gratitude.



Dr. Arvind Singh, Director FMC, delivered an inspiring address highlighting the rich legacy of LNCT University. A captivating video presentation showcased the vibrant student life and memorable moments of the institution. Dr. Ashok Rai subsequently addressed the audience, imparting valuable insights and extending blessings from the esteemed management of the LNCT Group.

The program also included an introduction to senior officials of the university. To add a touch of cultural enrichment, the renowned Ensemble Art Theater presented a captivating performance. The formal proceedings concluded with a Vote of Thanks delivered by Dr. Anjali Singh Verma. During the lunch break, students were treated to refreshments. The day concluded with a team-building activity designed to foster teamwork among the new students.

Day 2 began with information regarding anti-ragging activities and need to adhere to discipline. It was followed by meditation and stress managing session. It ended with sports and heritage visit.

Day 3 began with yoga and zumba session followed by faculty introduction and ended with health check up.

Day 4 informed them regarding academic activities and exam policy followed by industrial visit and learning to develop effective management skills and concluded with management games.

Day 5 commenced with knowledge about latest trends in commerce and management leading further to career opportunities after graduation from placement cell which ended discussion on learnings of the industrial visits.

Day 6 was welcomed by yoga session followed by knowledge about NEP and ended with teacher's day celebration.

Last day of the orientation saw business quiz, Ice breaking session, Open MIKE and Talent show and ended up with feedback from the freshers.

Active Achiever's Award

Active Achiever's Award 2024 was held on 31st August by management students for MBA graduating students of 2024 which was coordinated by MBA, HOD Dr. Khushboo Gupta and Dr. Anjali Singh Verma. The class of 2024 received awards for their outstanding performances and achievements in various fields.



The event started by our Honorable Director, Dr. Arvind Singh Sir by lighting the lamp and Saraswati Vandana. After a beautiful dance performance on Ganesh Vandana, a presentation reflecting the college life of seniors was also a part of the program.



The All Rounder Awards were presented to the students who actively engaged in various volunteer activities. These students demonstrated innovation, Commitment and Excellence. The outgoing batch 2024 had not only successfully completed their studies but had also left behind the legacy of excellence, leadership and service. It was a memorable event that celebrated remarkable journey of these students wished them a successful career ahead.

SPIRITED SEPTEMBER

Resume Writing Workshop

On 2nd September 2024, Dr. Mahendra Joshi successfully organized a resume writing workshop, focusing on helping students and professionals enhance their job application skills. The workshop provided valuable insights into creating impactful resumes, highlighting key sections like professional experience, skills, and achievements.



Dr. Joshi emphasized the importance of tailoring resumes for specific job roles and industries, ensuring clarity and precision in presenting one's qualifications. The event aimed to equip participants with the tools needed to stand out in a competitive job market.

Dr. Mahendra Joshi shared his vast knowledge and experience, offering students personalized tips on how to enhance their resumes. His session emphasized the importance of presenting one's skills and achievements in a way that appeals to employers, leaving a lasting impression.

The event saw enthusiastic participation, with students gaining valuable insights into resume structuring, content optimization, and how to tailor their resumes to specific industries. It was a highly engaging and productive session that will surely help attendees in their future career endeavors.

Sports Achievers Award



We're thrilled to announce that Ms. Apoorva Singh, a BBA 5th semester student specializing in HRM, has been honored with the Sport Achievers Award at LNCT University, Kolar Road Bhopal, on September 9, 2024.

The event celebrated the 117th birth anniversary of Captain Roop Singh and featured a distinguished lineup of guests, including Olympian Arjuna Awardee Ashok Dhyanchand, Dr. Sanjay Bhardwaj (Dronacharya Awardee), Chancellor Mrs. Poonam Chauksey of LNCT Vidyapeeth University, Indore, and Prof. N.K. Thapak (Vice Chancellor).

Special attendees also included Mr. Pradeep Singh and Ms. Kaushal Kumari from Captain Roop Singh's family.



The event recognized numerous sports achievers, honoring both coaches and student players for their remarkable contributions and achievements in sports. Ms. Apoorva Singh's award is a testament to her dedication and excellence in the field.

Health Awareness Campaign

On 18th September 2024, a mental health awareness campaign titled 'Future 4.0' was organized. An initiative led by our Executive Director, Ms. Pooja Shree Chouksey, under her foundation Young Indian, it focused on the growing mental health challenges faced by the youth today.

The session was enthusiastically attended by the students of undergrads BBA, BBA-BIA, BCOM and BCOM-RMEC.

The campaign talked about the mental health status of youth from different states of the nation and addressed its significance in a student's life. Key issues such as the stigma and fear of judgment, the influence and impact of social media on mental health, and career tension were discussed. The session also focused on the lack of information surrounding mental health and the severity of mental health issues in India.

The Guest MBA Panel Speakers reinforced the idea that good mental health is foundational to overall health, affecting relationships, academics, and personal well-being.

The session encouraged serious steps toward mental health improvement, including participating in extracurricular activities, seeking professional help when needed, and practicing yoga, meditation, and exercise to maintain mental peace and overall contributed to the holistic development of students, equipping them with the necessary skills to thrive in their future careers.

Throughout the event for every Q n A the Respondent Attendees were presented with chocolates for their participation. The event in the auditorium led by such aware and willing to share and inform panel roared to applause when panellists and Ms. Pooja Shree were presented with sapling as a token of gratitude for their distinguished presence.

Gyaanarambh'24: Induction Program

A new journey of young enthusiastic minds began on 23rd September 2024 for MBA and MCA with the orientation program 'Gyaanarambh' organised at the auditorium of LNCT E Building.



The event began with Welcoming the students, their parents and the dignitaries including Shri Jai Narayan Chouksey Sir (Chairman and Chancellor of LNCT), Smt. Poonam Chouksey ma'am (Vice Chairperson), Dr. Anupam Chouksey Sir (Secretary of LNCT Group of colleges), Dr. N.K. Tapak Sir and Dr. Ashok Kumar Rai sir.



The session was divided into two half's. First half stated with Sarasvati Vandana and lamp lightening followed by Ganesh Vandana. Continued with the blessings from our dignities and some motivational words of Dr. Arvind Singh Sir (Director of FMC) inspired the young students.



Second half was all about cultural activities as well as fun games. There were 3 dance performances and 3 singing performances. Lastly it ended with a fun 'Brand quiz' organised by their seniors for breaking the ice.



ENTREPRENEUR: Need of Hour

On September 27, 2024, the Faculty of Management and Commerce hosted a workshop titled "Entrepreneurship: A Need of the Hour" for undergraduate students pursuing B.Com and BBA degrees at LNCT, Raisen Road. The event was organized by Dr. Hemant Kumar Shrotriya, Associate Professor of MBA, alongside student coordinator Mohd Ebaad Khan.



The chief guests for the event were Mr. Rishabh Mishra, a growth partner at Winzera Pvt. Ltd. in Noida, and Mr. Yogendra Shrivastav, a business development manager at the same company. Mr. Mishra kicked off the workshop by discussing the numerous business opportunities available in today's market, emphasizing the importance of entrepreneurship in driving economic growth. Following his presentation, Mr. Shrivastav took the stage to elaborate on the benefits of Winzera's products and shared insights on how students could leverage these opportunities for their entrepreneurial endeavors.

The workshop aimed to inspire and equip students with the knowledge necessary to succeed in the business world, motivating many to consider entrepreneurship as a viable career path.

Marketing, Branding & Advertising Workshop



LNCT College organized an intensive "Marketing, Branding & Advertising" workshop for MBA 3rd semester students, led by industry expert Mr. Rajeev Mishra, Founder & Chief Creative Officer at Mystique7. This hands-on, application-based workshop is designed to give students practical exposure to the world of marketing, branding, and advertising. Covering key aspects such as business strategy, creative communication, and advertising, the workshop equips participants with essential skills for the ever-evolving marketing landscape.



Spanning 40 hours across 13 working days, the workshop provided students with in-depth learning divided into four major categories. Each day, students were engaged in activities that showcased real-world marketing challenges, from formulating marketing strategies to designing creative campaigns. The emphasis on project-based learning, group work, and practical assignments ensures that students not only understand theoretical concepts but also gain hands-on experience in brand building, media planning, and promotional activities.



Divided into groups of 10-12 students, participants designed logos and created advertisements for simulated businesses, fostering teamwork and creative collaboration. By the end of the workshop, students presented their final projects, showcasing their skills in developing and executing a comprehensive marketing and advertising strategy. The final presentation demonstrated their understanding of the subject and their ability to apply innovative solutions to real-world marketing scenarios.



GLIMPSES



HR Club Achiever's



Young India Workshop



Yoga Day for UG orientation



Expert talk on mental awareness for UG orientation



Singing Performance on UG orientation



Tiranga Yatra



Transfer of legacy from old to new team Prabandhan



Mr. & Miss. Eve of Batch 2024

GLIMPSES



Dance performance by UG student on Teachers Day



SKIT presented by UG students on Teachers Day



Winners of Time Management Games



Ice Breaking Session for UG orientation



Brainstorming activity for UG orientation program



Tribal Museum visit of 1st year UG students



Quiz Activity for PG orientation program



Dance performance for PG orientation program

PLACEMENT



Ms. Tanu Thapak
Tenon



Ms. Shivi Patel
TTEC



Ms. Ekta Tiwari
Capital Via



Mr. Sarvjeet Tiwari
Rinex



Ms. Asmi Soni
99acres.com



Ms. Anushree Jain
GDKN



Mr. Satyendra Raghuvanshi
Paytm



Mr. Akshay Soni
EWSE



Ms. Amisha Shrivastava
Tenon



Ms. Akansha Shrivastav
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Mr. Hritik Kumar Garg
Axis Bank



Mr. Sarif Hussain
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सुविचार

यदि दूसरों से अपने प्रतिकूल नहीं चाहते हों तो अपने मन को दूसरों के प्रतिकूल कामों से हटा लो।

- अज्ञात

दैनिक

नौबल एक्सप्रेस

पढ़ो सबसे बेहतर

भोपाल, 29 सितंबर 2024, अश्वन मास, कृष्ण पक्ष 12, संवत् 2081

पृष्ठ-7 पूर्व भारतीय क्रिकेटर ने...

रविवार



एल.एन.सी.टी एम.बी.ए कॉलेज ने अपने तीसरे सेमेस्टर के.... छात्रों के लिये मार्केटिंग एंड एडवरटाइजिंग का स्टूडेंट डेवलपमेंट प्रोग्राम आयोजित किया

नौबल एक्सप्रेस, भोपाल

एल.एन.सी.टी एम.बी.ए कॉलेज ने अपने तीसरे सेमेस्टर के छात्रों के लिये मार्केटिंग एंड एडवरटाइजिंग का स्टूडेंट डेवलपमेंट प्रोग्राम आयोजित किया। डायरेक्टर डॉ अरविंद सिंह जी ने बताया कि 14 दिन, 42 घण्टों का यह स्पेशल प्रोग्राम एम.बी.ए के छात्रों को हैंडस ऑन प्रैक्टिकल एक्सपीरियंस दिलाने के उद्देश्य से आयोजित किया गया। मार्केटिंग एंड एडवरटाइजिंग गुरु और आई.आई.एम अहमदाबाद के अलूमनस श्री राजीव मिश्रा द्वारा प्रशिक्षित इस प्रोग्राम में क्लास को 6 एडवरटाइजिंग एजेंसियों में बांटा गया और हर एक एजेंसी का सी.ई.ओ. और सी.सी.ओ. अपोइंट किया गया।



मार्केटिंग प्रिंसिपल्स, ब्रांडिंग, ब्रांड वर्सेज कमोडिटी, कंज्यूमर बिहेवियर, टारगेट कनज्यूमर, मार्केटिंग कम्युनिकेशन, मीडिया मैनेजमेंट जैसे विषयों को रियल लाइफ एक्सपरियंस के साथ सिखाया गया। सभी एजेंसियों ने अपना नाम डिसाइन किया, लोगो बनाया और फिर एक नये ट्रूथपेस्ट के लांच के लिये न्यूज़पेपर

क्रिएटिव, होर्डिंग क्रिएटिव और रेडियो क्रिएटिव बनाया। क्रिएटिव ब्राफ और टारगेट कस्टमर के अनुसार सबसे अच्छे काम को सराहा गया और प्रोत्साहन के लिये रिवॉर्ड किया गया। एल.एन.सी.टी एम.बी.ए कॉलेज के डॉ हेमंत श्रोत्रिय ने इस स्टूडेंट डेवलपमेंट प्रोग्राम का संयोजन किया।



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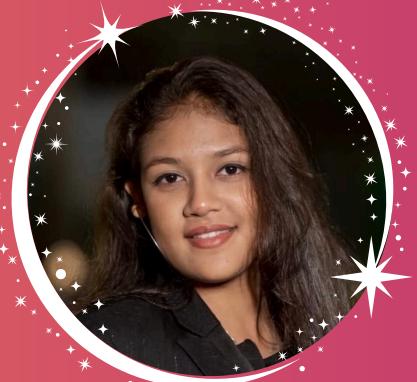
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