



ALLENZINE

Driven to meet challenges



We envision AllenZine as a beacon of creativity, excellence, and inclusivity. Our values are “rooted in celebrating a vibrant and inclusive platform for their stories and ideas, fostering a sense of pride and belonging, and inspiring a culture of innovation through engaging and diverse content.”

2025 Edition-1

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- Director Administration Dr. Rubby Chawla Ma'am

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From the Deans' desk:

- Dean Student Welfare (AMI) Dr. Sudha Dhawan Ma'am
- Dean Academics Mr. Saurabh Shukla Sir

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- Dr. Bharat Tripathi Sir (BCA)
- Dr. Shishir Gupta Sir (BBA)

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- Mr. Madhvendra Singh Sir (AMI)

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“Art speaks where worlds are unable to explain.”

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Message

FROM

Dr. Shivani Kapoor
Director Management



It is with immense pride and joy that I extend my warmest greetings as we unveil this edition of Allenzine.

More than just a publication, Allenzine is a celebration of the creativity, intellectual depth, and relentless pursuit of excellence that define our institution.

At Allenhouse, we are committed to nurturing not just scholars but thought leaders, innovators, and change-makers. Allenzine serves as a platform for our students and faculty to express their ideas, showcase their achievements, and engage in meaningful discourse that fosters holistic development. Each article, story, and insight captured within these pages reflects the vibrant spirit and aspirations of our academic community.

Beyond academics, we strive to create a learning environment that extends beyond textbooks and classrooms. Allenzine embodies this vision by highlighting not only scholarly accomplishments but also the diverse events, guest lectures, industry interactions, and extracurricular activities that shape the personal and professional growth of our students. From insightful expert sessions to engaging student-led initiatives, every event contributes to building a dynamic and enriching ecosystem for learning and innovation.

I extend my heartfelt appreciation to the editorial team, faculty, and students who have contributed to this edition. Your dedication and creativity continue to make Allenzine a platform of inspiration and knowledge-sharing.

As we move forward, I encourage our students to embrace every opportunity for learning, actively participate in new experiences, and continue striving for excellence in all spheres. May Allenzine remain a reflection of our collective aspirations and a beacon of creativity and leadership.



Message

FROM

Dr. Rubby Chawla
Director Administration

Success in today's ever-evolving world goes beyond technical skills—it's as much about building strong interpersonal skills, adapting to change, and demonstrating emotional intelligence. As an Allenhouse Business School students, you have a unique opportunity to develop these qualities along with your coursework.

Every challenge you face is an opportunity to grow, every lesson can be learned. Value teamwork, embrace diversity, and strive to lead with empathy and integrity. Remember that the ability to negotiate and emerge from balanced situations plays an important role in shaping your future.

I wish you all a journey filled with learning, innovation and success.



Message

FROM

Mr. Saurabh Shukla
Dean Academics

As we embark on another exciting academic session, I am filled with immense pride and joy to witness our talented students' remarkable achievements and creative endeavors. Our student magazine is a testament to the dedication, hard work, and passion each of you brings to our institution.

Education is not just about acquiring knowledge but about nurturing curiosity, fostering innovation, and developing a holistic perspective. As you navigate through your academic journey, I encourage you to embrace challenges, seek new opportunities, and never stop learning. Remember, the pursuit of excellence is a continuous process, and every step you take brings you closer to your goals.

I am confident that the future holds great promise for each of you. Your contributions to this magazine reflect the vibrant spirit and boundless potential that define our student community. Keep pushing the boundaries, stay curious, and continue to inspire others with your creativity and determination.

Message

FROM

Dr. Sudha Dhawan
Dean Student Welfare (AMI)



It is with immense pleasure that I convey my heartfelt appreciation to each and every one of you. As the Dean of Students Welfare, I am glad to lead our participatory manner towards developing a learning environment where every student may not only succeed in but also advance in every area of their lives.

We prioritize your general well-being in addition to your academic performance. Our goal is to provide a nurturing environment that values social interactions, academic achievement, physical well-being, and artistic endeavors. We want to unleash the enormous potential that each of you has by means of carefully planned programs and activities that promote a culture of self-expression, creativity, and innovation.

Our purpose is still centered on safety and discipline. We are committed to maintaining a polite and safe campus community, promptly resolving any concerns to protect every student's welfare.

Together, let's embark on this exciting journey of growth, learning, and self-discovery with the goal of creating a vibrant, welcoming atmosphere where each student may reach their full potential and become tomorrow's kind leaders and change makers.



Message

FROM

Dr. Azharuddin
Head Of Administration
MBA

It is an absolute pleasure to share my thoughts with you through our college magazine. This magazine is not just a collection of writings and artwork; it's a snapshot of the creativity, energy, and ideas that make our institute special.

Education today goes beyond books and classrooms—it is about developing skills, values, and the confidence to tackle challenges and make the most of available opportunities. At our institute, we focus on helping students think critically, act ethically, and lead with purpose. This magazine is a reflection of that spirit.

Each article, poem, and artwork featured here showcases the unique voices and talents of the contributor. It is inspiring to see their enthusiasm and hard work come alive on these pages.

As you read through, take a moment to enjoy the variety of ideas and perspectives shared. Let this magazine remind us to keep learning, creating, and growing together.

I congratulate the editorial team for their efforts in curating this wonderful edition and thank all contributors for their invaluable inputs.

Message

FROM

Dr. Bharat Tripathi
Head of Department
BCA



It is a privilege to share a few words as the Head of the Bachelor of Computer Applications (BCA) department. This year, our department has excelled in academics, research, and community building while focusing on innovation and skill development.

We've enriched our curriculum with cutting-edge technologies like Artificial Intelligence, IoT, and Cloud Computing, ensuring our students are industry-ready. Activities like coding competitions, hackathons, and hands-on workshops allowed students to bridge the gap between theory and practice. Additionally, soft skills training, mock interviews, and group discussions equipped them with essential professional attributes.

Our alumni network continues to play a pivotal role in the department's growth. This year, alumni engagements included mentorship programs, webinars, and interactive sessions where they shared insights and career guidance. Their achievements inspire our students to aim higher and make significant strides in their careers.

Research remains a cornerstone of our department, with students and faculty contributing to conferences and journals, reflecting our commitment to fostering innovation.

As we move forward, I thank our faculty, students, and alumni for their support. Together, let's continue to build a legacy of excellence and make meaningful contributions to society and the tech industry.



Message

FROM

Dr. Shishir Gupta

Head Of Department
BBA

I'm thrilled to share the latest developments and achievements of our Business Administration (BBA) department. Our program provides students with a comprehensive understanding of business principles, practices, and techniques. Our experienced faculty strive to create a learning environment conducive to academic excellence, innovation, and creativity.

Our students have achieved remarkable success in internships, placements, and business competitions. We've established partnerships with leading companies, providing opportunities for live projects, internships, and industry engagement.

Beyond academics, our students engage in various clubs and societies, such as the Entrepreneurship, Finance, and Marketing Clubs. We're committed to continuously improving our programs, fostering strong relationships with alumni, industry partners, and the community.

In conclusion, I would like to express my gratitude to our students, faculty members, and staff for their hard work and dedication. I am confident that our department will continue to thrive and excel in the years to come.

Message

FROM

Mr. Madhvendra
Singh
Proctor



It is my pleasure to introduce this edition of Allenzine, a publication that showcases the creativity and innovative spirit of the Allenhouse community. This magazine is a platform for our students and faculty to share their ideas, celebrate their achievements, and inspire others with their passion and originality.

At Allenhouse, we believe that creativity and innovation are the cornerstones of progress. Allenzine reflects this belief by highlighting not only academic accomplishments but also the dynamic activities, events, and initiatives that define our institution's culture.

I extend my heartfelt thanks to the editorial team, faculty, and students who have worked tirelessly to bring this edition to life. Your efforts ensure that Allenzine remains a source of inspiration and pride for all of us.

I encourage everyone to explore this edition and draw inspiration from the vibrant ideas and stories within its pages. Let us continue to nurture a culture of creativity and innovation that drives us toward greater heights.



EDITORIAL TEAM



Ms. Zoya Kazmi
Assistant Professor

It is a matter of pride and joy to present this edition of our student magazine, a platform that brings together the vibrant voices of our student community. This magazine is not merely a collection of articles and ideas; it is a reflection of creativity, intellect, and collaboration.

As the Faculty Coordinator, I have had the privilege of witnessing the dedication, enthusiasm, and innovative spirit of our students as they worked tirelessly to make this magazine a reality. It is heartening to see the diverse perspectives and talents reflected within these pages, showcasing the depth of thought and creativity that our students possess.

I congratulate the magazine committee, contributors, and everyone involved in this endeavour for their hard work and commitment. Your efforts have resulted in a publication that we can all be proud of.

To all readers, I encourage you to actively engage with the magazine, share your feedback, and contribute your own ideas for future editions. Let this magazine be a source of inspiration and a platform for growth.



Sadiqeen Ansari
MBA (Batch 2023-25)

As they say, 'Enjoy every moment you have, because in life, there are no rewinds, only flashbacks'. As an Editor-in-Chief at Allenzine, I learned the ability to think, understand, take decision and suggest. Now as I look back in fondness and gratitude, I realize what honor and privilege I was bestowed upon as the proofreader of Allenzine and the experience that came along this remarkable journey is priceless, worth treasuring. Thanks for checking out Allenzine, we hope you will like it as much as we did.



Ritesh Pandey
BCA (Batch 2022-25)

Hello everyone, I'm Ritesh Pandey, the Design Head of Allenzine magazine. My role involves creating visually appealing layouts, ensuring the design aligns with the magazine's theme, and managing the technical aspects to bring our content to life. I enjoy collaborating with the team to deliver a polished and engaging publication. I'm looking forward to contributing further and learning from everyone as we work together to make this magazine a success.



Aditi Shukla
BBA (Batch 2022-25)

It is an absolute honour to present this edition of Allenzine, a culmination of creativity and hard work. Being a part as Managing Head of this initiative, learned so much about teamwork and the power of story telling. I am deeply grateful to my peers who contributed their time, talent and enthusiasm to make this edition possible. Each article is a testament to the vibrant creativity within our students' community.



As Co-editors, we embodied team spirit at Allenzine. We upheld high standards, honing our editorial skills through meticulous proofreading. Collaborating with contributors fueled our passion for writing and creating a platform for voices. We're grateful for the opportunity and excited for success of Allenzine magazine.

Sidra Fatima Shabbir
MBA (Batch 2024-26)
Ritik Gupta
MBA (Batch 2023-25)

At Allenzine, we believe in the power of collaboration. As Creative Partners, we spearheaded content, ideas, and creative direction. Together, we honed our skills – organizational, creative, and strategic – while bringing fresh perspectives to the magazine. Let's celebrate the art of teamwork and explore the magazine we've created together.

Kartik Gupta
BBA (Batch 2023-26)
Anjani Kanaujiya
(Batch 2023-26)



From concept to creation, the college magazine has been an incredible learning ground. As Design Team, we've navigated the exciting world of design, juggling deadlines, collaborating with talented individuals, and discovering the power of visual storytelling. This experience has honed our skills, boosted our confidence, and ignited a passion for bringing creative visions to life.

Megha Tiwari [right]
BCA (Batch 2023-26)
Shrasti Sharma [left]
BCA (Batch 2024-27)



POETRY

मेरा भारत, मेरा देश

मेरा भारत मेरा देश
राष्ट्रभक्ति में रंगा स्वदेश
तिरंगा सबका एक ही वेश
एकता अखंडता का परिवेश
मेरा भारत मेरा देश, राष्ट्रभक्ति में रंगा स्वदेश
मातृभूमि के रज कण में
भारत माँ के कण कण में
बस रहूं सदा मैं क्षण क्षण में
मेरा भारत.....रंगा स्वदेश
मेरी जिह्वा पर भारत नाम रहे
देश भक्ति ही इक काम रहे
मेरा इसमें ही ध्यान रहे
प्रतिफल कर्मा निष्काम रहे
मेरा भारत.....रंगा स्वदेश
ये रहा सदा है विश्व गुरु
ये सदा रहेगा विश्व गुरु
इससे सकल विश्व निर्माण शुरू
भारत सर्वेभवन्तु सुखिनः विख्यता है
भारत मैत्री भी खूब निभाता है
भारत मानवता का दाता है
मेरा भारतरंगा स्वदेश
है जग में शांति की आस यहीं
है मानव क्रांति प्रकाश यहीं
है मानवता संवाद यहीं
है मेरा हर वाक्यांश सही
मेरा भारत मेरा देश
राष्ट्रभक्ति में रंगा स्वदेश
तिरंगा सबका एक ही वेश
एकता अखंडता का परिवेश
मेरा भारत मेरा मेरा देश
राष्ट्रभक्ति में रंगा स्वदेश
जय हिंद वंदे मातरम



Mr. Avinash Pandey
Assistant Professor
Department of
Management Studies

CHASING DREAMS

**We all have dreams we hope to find. A place for peace, a
state of mind. Some dreams are big, some dreams are small,
But all of them are worth the call.**

**In college halls, we start to see, The things we want, the
things we'll be. Through late-night study, doubts, and fears,
We chase our dreams through all the years.**

**It's not the path that's always clear, But every step brings us
more near. With every challenge, we learn and grow, And with
each setback, we still glow.**

**Dreams are not just things we say, They're built with effort
every day. Through hard work, passion, and a little grace,
We'll find our dreams in the right place.**

**So never stop, don't lose your way, Your dream is closer with
each new day. In this journey, we'll rise and strive, Our
dreams are what keep us alive.**



**Navpreet Singh
BCA
Batch(2022-25)**

उड़ने दो हौसलों से

उड़ने दो हौसलों से
क्योंकि उड़ान बाकी है।

जलने दो सूरज जैसे
क्योंकि कोशिश बाकी है।

लोग ऊंची उड़ान रखते हैं
हाथ पर आसमान बाकी है।

ये सफर कट जायेगा,
क्योंकि हौसला बाकी है।

उड़ने दो हौसलों से
क्योंकि उड़ान बाकी है।

करते हैं कोशिश,
क्योंकि समंदर - सा बहना बाकी है।

हौसले बुलंद हैं,
क्योंकि चाँद-सा चमकना बाकी है।



Rishu Pal
BCA
Batch(2024-27)

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RLL

AC

Green Business: The Future We Can't Afford to Ignore

The global conversation around climate change, resource depletion, and pollution has never been more urgent. Amid these challenges, the future of business is green. Companies worldwide are moving towards sustainable practices—not only to meet rising consumer demand for eco-friendly products but also because it makes sense for long-term profitability and resilience.

As we look to the future, green business isn't just a trend; it's a necessity.

Our planet is facing unprecedented environmental pressures. From rising sea levels to shrinking biodiversity, the need for sustainable action is urgent. The good news is that green business practices are a win-win: they can reduce environmental impact while creating new market opportunities and operational efficiencies.

Adopting green business practices does come with its challenges. Initial costs for renewable energy infrastructure, sustainable materials, or new recycling systems can be high. There's also the need for thorough transparency; consumers are savvy and can spot “greenwashing”—the act of making misleading claims about sustainability.

The sustainable business practices benefit companies, consumers, and the environment. Green business is a blueprint for long-term success. As we look ahead, companies that prioritize sustainability will be better positioned to navigate the challenges of a resource-constrained world, meet evolving consumer expectations, and create meaningful, lasting value. After all, “Green Business as a Blueprint for the Future”



Aastha Kushwaha
BBA
Batch(2023-26)

Start-up Trends: What's Driving Innovation in 2024

In 2024, start-ups will be at the vanguard of disruptive change, focusing on sustainability, artificial intelligence, and remote work solutions. Environmental conscience is a major motivator, driving companies to develop in fields such as renewable energy, sustainable fashion, and waste reduction. Start-ups are increasingly focusing on eco-friendly products and circular economy models to appeal to environmentally conscious consumers and investors.



Artificial intelligence remains a big trend, with start-ups leveraging AI to improve automation, personalize user experiences, and tackle challenges in healthcare, finance, and education. Generative AI, in particular, enables small businesses to produce content, design, and data analysis tools with remarkable efficiency. Furthermore, as remote work gains popularity, start-ups are creating technologies for virtual collaboration, cybersecurity, and remote productivity. In an environment characterized by rapid technological breakthroughs and conscientious customers, these trends are paving the way for new start-up ideas in 2024.



Samriddhi Gupta
MBA
Batch(2023-25)

The Role of AI: In Modern-Day Problem Solving

Artificial Intelligence (AI) is rapidly evolving into a crucial tool for tackling the complex challenges of the modern world. AI is revolutionizing various sectors such as healthcare, business, education, and environmental conservation. AI is reshaping how we solve problems, making processes more efficient and outcomes more accurate.

In Healthcare, AI enhances healthcare by improving diagnostics and treatment. Algorithms detect diseases like cancer through image analysis, allowing early diagnosis. Google's AI helps detect diabetic retinopathy, potentially preventing blindness in millions. AI's role in healthcare is a game-changer in delivering fast and accurate care.



In business, AI helps make data-driven decisions, optimizing operations and predicting market trends. It automates tasks such as fraud detection and portfolio management in finance, increasing efficiency. AI-driven companies like IBM are at the forefront of using AI to streamline operations, enabling businesses to innovate and scale quickly.

In Education, AI personalizes education by providing tailored approach bridging gap in education, adapting to individual learning styles, offering customized lessons. Virtual assistants and platforms like Duolingo make learning more accessible and effective for students globally.

AI is transforming industries, solving real-world problems, and offering new solutions in various sectors. However, as we move forward, ethical considerations must guide its development to ensure AI is used for the common good.



Harshit Yadav
BBA
Batch(2023-26)

Rise Above Your Limits

Have you ever had the feeling that you're in a rut? As if your potential isn't being realised? You're not alone, so don't worry. Everybody encounters difficulties and failures. What really distinguishes people, though, is their capacity to overcome these challenges and carry on.

We are frequently faced with unexpected challenges in life. We can feel bound by our situation, our uncertainties, or other people's expectations. In actuality, though, we frequently set our own boundaries, and if we have faith in ourselves and take action, we can overcome them.

Changing your perspective is the first step to overcoming your limitations. Ask yourself, "How can I?" rather than, "I can't." Every great accomplishment begins with someone having the courage to dream and having faith in their own abilities. It's more important to attempt, fail, and learn than to be flawless.

Make a tiny progress towards your objective. Although big aspirations can seem scary, they become manageable when broken down into smaller, more attainable tasks.

Celebrate every small accomplishment since it shows that you are improving. Even though growth isn't always visible right away, every effort matters. Don't allow fear to stop you. It can be destroying to fear rejection, failure, or the unknown. Never forget that every setback is a teaching moment and a chance to get better. Before they achieved success, great leaders, sportsmen, and innovators had numerous failures.

Be in the company of positive people. Having mentors, friends, or family who support you can have a significant impact. Their encouragement can boost your self-esteem and help you achieve more than you previously believed.

Lastly, maintain consistency. When results don't appear right away, it's appealing to give up since progress takes time. But persistence is essential. The boundaries you once thought existed will disappear if you continue to show up and work hard.

You have boundless potential. All that is required is the guts to start and the will to keep going. You'll find a side of yourself you never imagined conceivable if you can rise above your limitations.



Divyansh Bajpai
BBA
(Batch 2022-25)

Charting Your Course: A Rallying Call for Management Student

In the dynamic world of business, management students stand at the forefront of tomorrow's leadership. Your journey is more than just a path to a career; it's a calling to shape the future of industries and economies. As you navigate your studies, remember that each lecture, case study, and group project is a stepping stone towards your goals. Embrace these challenges with enthusiasm, for they are honing your skills in critical thinking, communication, and problem-solving – the very foundations of effective management.

The business landscape is evolving rapidly, driven by technological advancements and global shifts. Your fresh perspective and innovative ideas are not just welcome; they're essential. Don't be afraid to challenge the status quo. Your unique blend of theoretical knowledge and youthful creativity could spark the next big revolution in management practices. Networking is your secret weapon. Build relationships with peers, professors, and industry professionals. These connections can open doors to opportunities you've never imagined.

Attend seminars, join professional associations, and seek internships. Every interaction is a chance to learn and grow.

Remember, resilience is key. The path to success is rarely smooth, but each setback is an opportunity to learn and grow stronger. Cultivate this trait now, and it will serve you throughout your career. As future managers, your influence extends beyond the balance sheet. You have the power to drive sustainable practices, promote social responsibility, and create positive change.

Let this broader perspective fuel your motivation. The business world eagerly awaits your contributions. Embrace your potential, rise to the challenges, and prepare to make your mark. Your time is now – seize it with both hands and stride confidently into your future. The journey of a thousand miles begins with a single step. Take that step today, and let your management journey unfold.



Devansh Singh
BBA
(Batch 2022-25)

Ignite Your Spark: **YOU CAN DO IT!** Unleash Your Inner Potential

Welcome to a new chapter filled with endless opportunities! College is more than academics; it's where you build character, uncover passions, and forge lasting friendships.

- **Embrace the Unknown -**

Each day is a fresh chance to reinvent your story. Treat challenges as stepping stones, not obstacles. It's okay to stumble—just learn, rise, and move forward. Remember, failure is a detour, not the end.

- **Believe in Yourself -**

Don't let doubts dim your shine. Trust your abilities and surround yourself with uplifting people who inspire you.

- **Explore Your Passions -**

College is a gift—venture into new experiences, step out of your comfort zone, and embrace the unknown. The lessons and memories will shape your life profoundly.

- **Create Your Own Path -**

Your journey is unique. Set bold goals, work hard, and stay determined. Use your talents to make a positive impact—volunteer, join clubs, and support meaningful causes.

- **Embrace the Journey -**

Every moment counts. Learn from mistakes, celebrate wins, and cherish the path as much as the destination.

- **Remember -**

1. Your journey is yours alone, and your potential is limitless.
2. Set SMART goals (Specific, Measurable, Achievable, Relevant, Time-bound).
3. Manage time wisely—prioritize tasks and avoid procrastination.
4. Lead a healthy lifestyle—eat well, sleep enough, and stay active.
5. Practice mindfulness to reduce stress and boost focus.
6. Build a network with peers, professors, and alumni.



Arpit Singh
BBA
(Batch 2022-23)

Consumer Manipulation Through Neuromarketing Techniques

Neuromarketing is the application of neuroscience to marketing strategies, designed to tap into consumers' subconscious minds and influence their purchasing decisions. By studying brain responses to marketing stimuli, companies can subtly manipulate consumer behavior without them being fully aware of it.

One common technique is emotional appeal, where marketers evoke strong emotions like happiness, fear, or nostalgia to prompt impulse buying. Ads often trigger positive or negative feelings, bypassing logical decision-making. Similarly, creating a sense of scarcity or urgency ("Limited time offers") taps into consumers' fear of missing out (FOMO), driving quick purchasing decisions.

Another effective strategy is social proof and mirror neurons, which encourage people to mimic others' behavior. Brands leverage testimonials, reviews, and influencer marketing to subtly nudge consumers into conforming with popular trends or the choices of others.

Marketers also use sensory manipulation by appealing to consumers' senses. Scent marketing or attractive packaging can create positive associations that trigger purchasing decisions based on sensory pleasure rather than practical needs. Color psychology also plays a role, with certain colors eliciting emotional responses—such as red for excitement and urgency, or blue for trust and calmness.



Anjani Kanaujia
BBA 2nd year
23BBA197



F A R T I C L E S C U L T U R Y



Building Empathy In A Competitive World

In today's fast-paced, competitive society, empathy often takes a backseat to personal and professional success. However, empathy is essential for fostering healthy relationships, collaboration, and emotional well-being. It requires stepping into others' shoes to understand their perspectives and feelings, transcending mere sympathy.

Empathy proves vital in personal and professional settings. In workplaces, empathetic leaders create positive environments, boosting employee satisfaction and productivity. Google's "Project Aristotle" highlighted psychological safety—rooted in empathy—as a key to team success. Leaders like Satya Nadella, Microsoft's CEO, have transformed company culture by emphasizing empathy, leading to innovation and engagement. Similarly, NFL quarterback Russell Wilson exemplifies empathy in sports by fostering trust and teamwork.

Educators play a critical role in instilling empathy in students. Activities like community service and group discussions encourage understanding and reflection on diverse perspectives. Incorporating emotional intelligence training into education helps students develop self-awareness and relational skills.

Empathy challenges the zero-sum mindset of competition by building trust and collaboration, enabling shared success. Whether in workplaces, sports, or classrooms, empathy strengthens communities, relationships, and teams. In a world focused on winning, empathy offers balance, promoting long-term success and societal well-being.



Ms. Jyoti Singh
Assistant Professor
Department of
Management Studies



The Future of Mathematics: Bridging Theory and Real- World Impact

Mathematics, often seen as a collection of abstract concepts and equations, is much more than that—it's a powerful tool that shapes our daily lives and drives innovation across industries. As we dive into the complexities of the 21st century, the role of mathematics is becoming increasingly vital in areas like technology, data science, and finance. Here's a look at how these changes are unfolding, the skills that are becoming essential, and the real-world implications for professionals today.

Essential Skills for the Future:-

As the landscape of mathematics evolves, certain skills are becoming indispensable for success:

Programming Proficiency: In today's data-driven world, familiarity with programming languages like Python or R is increasingly important.

Real-world Impacts:-

The growing demand for mathematical skills is evident across various industries. According to the U.S. Bureau of Labor Statistics, jobs for mathematicians and statisticians are expected to surge in the coming years. Fields such as artificial intelligence and operations research are particularly rich with opportunities, making mathematics a gateway to a fulfilling career.

Conclusion:-

Mathematics is not just a subject; it's a crucial part of our modern existence. By embracing emerging trends and developing essential competencies, professionals can navigate this dynamic landscape and make meaningful contributions to the world around them. Ultimately, mathematics is about more than numbers; it's about understanding and shaping the future.



Dr. Divesh Srivastava
Assistant Professor
Department of
Management Studies

The Future Of Work: A Journey into Tomorrow

The nature of work is evolving, driven by rapid technological advancements, shifting demographics, and changing societal norms. As automation and artificial intelligence redefine tasks, the skills we once relied on are giving way to new demands. The World Economic Forum predicts that many roles will require entirely different skills in just a few years.

This shift is epitomized by the rise of the gig economy. Platforms like Uber and Upwork have opened avenues for individuals to leverage their skills flexibly, with gig workers expected to constitute 43% of the workforce by 2025. More than a career trend, this movement highlights the importance of creating diverse experiences and capabilities.

Amid this change, distinctly human skills—creativity, empathy, critical thinking, and collaboration—are gaining prominence. Machines can analyze data, but the ability to navigate complex situations, connect emotionally, and innovate remains uniquely human. These skills will not only drive success but also foster meaningful careers.

To thrive, a lifelong learning mindset is crucial. Continuously refining our abilities, embracing adaptability, and nurturing personal connections are vital strategies for the future. Building a repertoire of experiences can offer career stability and fulfillment in unpredictable times.

While the future holds uncertainty, it also promises opportunities. By championing our innate strengths and embracing change, we can forge resilient, rewarding career paths in a rapidly transforming world.



Mrs. Shruti Shankar
Assistant Professor
Department of
Management Studies

The Impact of Business Communication and Soft Skills in the Telecom Industry

In the rapidly evolving telecom industry, effective business communication and soft skills are paramount for success. As companies strive to meet customer demands and navigate complex market dynamics, the ability to communicate clearly and build relationships becomes essential.

Effective business communication fosters collaboration among teams, ensuring that projects are executed efficiently. In a sector characterized by constant technological advancements and fierce competition, clear communication helps in the swift dissemination of information, reducing errors and enhancing productivity.

Moreover, soft skills—such as emotional intelligence, active listening, and empathy—play a crucial role in customer interactions. Telecom companies are often the first point of contact for technical support and customer service. Employees equipped with strong soft skills can better understand customer needs, provide tailored solutions, and foster a positive experience. This not only enhances customer satisfaction but also builds brand loyalty, which is vital in a competitive market.

Training in business communication and soft skills should be a priority for telecom organizations. Workshops and role-playing exercises can help employees develop these competencies, leading to improved team dynamics and customer relationships. The return on investment is significant; companies that prioritize these skills typically see lower employee turnover and higher customer retention rates.

In conclusion, the integration of effective business communication and soft skills into the telecom industry is not merely beneficial but essential. As the industry continues to evolve, those who excel in these areas will be best positioned to thrive, ensuring both organizational success and a superior customer experience.



Mr. Prashant Mishra
Assistant Professor
Department of
Management Studies

Transhumanism and Employee Empowerment:

Exploring a Transformative Convergence



Transhumanism and employee empowerment are two distinct yet interconnected paradigms shaping the future of work. Transhumanism aims to enhance human capabilities through technologies like artificial intelligence, genetic engineering, and nanotechnology, offering opportunities to transcend biological limits and boost productivity. However, these advancements raise ethical concerns about privacy, autonomy, and equitable access, emphasizing the need for bioethics in implementation.

Employee empowerment focuses on granting individuals authority, resources, and autonomy to make decisions and contribute meaningfully within organizations. Achieving this requires structural and cultural changes, such as flattening hierarchies, adopting supportive leadership, and aligning personal goals with corporate objectives. Successful examples, like Xerox, highlight the benefits of empowerment in driving performance and competitiveness.

The intersection of transhumanism and empowerment offers transformative potential for workplaces. Advanced technologies can empower employees by fostering autonomy and creativity while optimizing workflows through AI and automation. However, this convergence also presents challenges, including ensuring inclusivity, addressing ethical concerns, and managing resistance to change.

Together, transhumanism and employee empowerment could redefine work by integrating technology with human-centric practices. Organizations that embrace this synergy thoughtfully can enhance both individual potential and organizational success, provided they uphold ethical standards and prioritize human welfare.



Mrs. Sneha Gupta
Assistant Professor
Department of
Management Studies

ACTION



Graphite

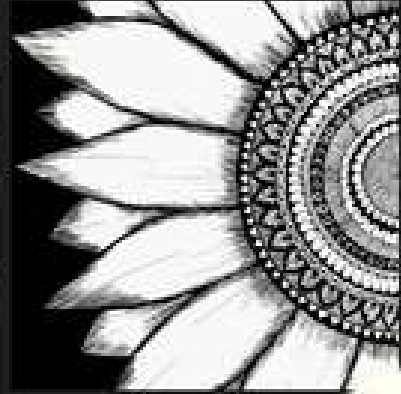
Art speaks where words are unable to explain



Saumya Awasthi
24MBA031
MBA 1st Year



Deeksha Gupta
24MBA185
MBA 1st Year



Sonali Halder
24BBA074
BBA 1st Year



Kashish Sahu
23BBA376
BBA 2nd Year



Deeksha gupta
24MBA185
MBA 1st Year



Shrishti singh
23BBA013
BBA 2nd Year

EVENTS



Reeth

AGOI



AGOI



Reeth



Band Performance



Garba Night



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Allenhouse Group of Institutions organized an industrial visit for its students to the “**Sewage Treatment Plant**” in **Pankha, Kanpur on National Pollution Control Day, 2nd December 2024**. The students received a detailed demonstration of all the treatment processes. The visit was highly beneficial, providing students with the opportunity to enhance their practical knowledge of effluent and hazardous water treatment.

Allenhouse Group of Institutions organized an industrial visit for its students to the “**Amul Diary**” in **Kanpur** for its students to receive demonstration of the processes.





Allenhouse Group of Institutions organized an “**Exposure and Field Visit to Superhouse Limited**”, Unnao, on 26th and 27th November 2024, for its students to facilitate problem identification. .

Allenhouse Institute of Management organised an Industrial visit for its MBA students at “**Kadak Family**” located at **Shyam Nagar, Kanpur**. Students got an elaborate demonstration of all the processes. The visit was extremely beneficial as students got a chance to further enhance their practical knowledge of industrial application of Management lessons, and also reinforce the concepts related to core Production and Marketing.



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A mentoring session on **“Lean Startup & Minimum Viable Product”** with **Mr. Anshuman Singh, Chairman-International Business Startup & Entrepreneurs Association (ISBEA)**

A Session on **“Accelerator Opportunities for Students and Faculty who are early-Stage Entrepreneurs”** by **Dr. Prashant Dwivedi, Vice President-IIC and Senior Innovation Ambassador at Allenhouse Institute of Management**



A highly impactful mentoring session on the **“Marketing Challenges and Opportunities in the Contemporary Era for Budding Entrepreneurs”**

by **Dr. Sanjay Bharti, GM-Marketing, Sales & Operations, Wolverine Foods Ltd.**



“My Story - Motivational Session” by Successful Start-up Founder **Mr. Sushank Arora, CEO of Nyra Kitchenware**, who shared his entrepreneurial journey, offering valuable insights on building a start-up from the ground up.

A session on **“Problem Solving and Ideation Workshop”** by **Dr. Prashant Dwivedi, Vice President-IIC and Senior Innovation Ambassador at Allenhouse Institute of Management**



A highly insightful session by **Mr. Abhay Singh Rathore, Sr. Marketing Executive at JK Cement** on **“The Importance of Sales Experience for Aspiring Managers”**.



A session on **“Pitching an Event for Idea Generation”**, providing mentoring support to students and faculty members. The event was spearheaded by **Prof. (Dr.) Naveen Rathee, President and Senior Innovation Ambassador of the IIMT College of Engineering, Greater Noida, Institution’s Innovation Cell.**

A panel discussion titled **“Creating Sustainable Startups: The Role of Incubators and Accelerators”** featuring **Dr. Prashant Dwivedi, Vice President-IIC and Senior Innovation Ambassador at Allenhouse Institute of Management** and **Mr. Madhvendra Pratap Singh, Innovation Ambassador at Allenhouse Business School.**



A session on **“Angel Investment for early-stage entrepreneurs”**. The event was spearheaded by **Mr. Anubhav Shukla, Director of LGT Wealth India Private Limited.**



Our Sports Heroes



Pragati Verma
BBA(Batch 2023-26)
**Gold medal in the Athletics
(Triple Jump) Championship**



Krishna Singh
BBA (Batch 2023-26)
**Silver Medal at the
prestigious District Unnao
Taekwondo Championship**



Saubhagya Lal
BCA (Batch 2022-25)
**Silver medal in the Best
Physique Championship**



Harsh Yadav
BCA (Batch 2024-27)
**Bronze Medal in JUDO
Championship**



Mahima
BBA (Batch 2023-26)
**Bronze medal in Yoga
Championship**



Suryansh Jaisawar (BBA 2nd year), Rishabh (BBA 2nd year), Divyanshu (BBA 2nd year), Aryan Pal (BBA 2nd year), Rudraksh Singh (BBA 2nd year), Pritikarsh Singh (BBA 3rd year), Ratna Shikar Singh (BBA 1st year), Kalash Trivedi (BCA 2nd year), Ashish Kumar Vishwakarma (BCA 2nd year), Abhishek Kumar (BCA 2nd year), Vishal Sharma (BCA 1st year)

Bronze Medal at the recently concluded University Level Volleyball Competition



Tushar Singh (BBA 3rd year), Utkarsh Pratap Singh (BBA 1st year), Harsh Yadav (BCA 1st year), Shreshth Sharma (BBA 3rd year), Hrishyang Singh (BCA 1st year), Nakul Arun Dhamode (BBA 1st year), Raunak Kushwaha (BCA 2nd year), Farhan Saquib (BBA 1st year), Ayush Shukla (BBA 1st year), Shivang Batham (BCA 1st year)

Bronze Medal at the recently concluded University Level Kabaddi Competition

A low-angle shot of a graduation ceremony. Numerous black mortarboards are being tossed into the air, creating a dynamic pattern against a bright blue sky with scattered white clouds. In the foreground, the silhouettes of graduates in black gowns are visible, with many arms raised in celebration. The text 'Other Achievements' is centered in a white rounded rectangle.

Other Achievements

Other Achievements



Priyal Jain (left) &
Swastika Shukla (right)
MBA (Batch 2024-26)
**3rd Position in
Aarambh: National
Business Plan
Competition**

Apoorva Dwivedi &
Shabeeh Haider
MBA (Batch 2024-26) **1st
Runner-up in Inno-Quest
at Zonal Level**



Apoorva Dwivedi,
Shabeeh Haider, Shrishti
Chauhan, Ishan Dixit
**2nd Runner-Up in Ad-Mad
Show at Zonal Level**



Sneha Singh
MBA (Batch 2024-26)
1st Runner-Up in
Business Plan at Zonal
Level

Deeksha Gupta
MBA (Batch 2024-26)
One of the Winner of Quiz
competition held during the
“Uttar Pradesh Cyber Safety and
Security Awareness Week.”



Armaan Bhatia
BBA Batch(2024-27)
1st Runner-up in “Sell Your
Sole Competition” held in IIT
Kanpur.





ANUBHUTI '24 - A Case Study Competition

Winners:

Kshitij Tiwari, Megha Tiwari Aditya Mishra, Mariam Kaleem (BCA 2nd year)

Mathematics Quiz Competition

Winning Team:

Rahul Gupta, Aditya, Alok Kumar

1st runner-up team:

Krishna Jha, Sanjeet Kumar, Aryan Shukla



IdeaQuest Showdown- A Business Plan Competition

Winning Team

Arsh Umar, Atharva Shukla, Amit Kumar Singh, Deepa Yadav, Deeksha Yadav (BBA Batch 2023-26)

1st runner-up team:

Mohd. Rahbar, Khushi Mughni (BBA Batch 2023-26)

2nd runner-up team:

Anshika Singh, Bhumi Katiyar, Akhil Mishra (BCA Batch 2023-26)





Shivansh Kushwaha, Mohd. Muddasir, Somendra Pal, Wali Ullah, Mohd. Rahbar (BBA(Batch 2023-26)) participated in Innovation, Design and Entrepreneurship (IDE) Bootcamp from 23rd to 27th September 2024 at Integral University, Lucknow organized by All India Council for Technical Education (AICTE) & Ministry of Education's Innovation Cell (MIC) under the guidance of Mr. Madhvendra Pratap Singh, Innovation Ambassador at Allenhouse Business School.

NPTEL CERTIFICATIONS

S. No.	Program	Name of Student	Domains
1	MBA (Batch 2023-25)	Anubhuti Tiwari	HR Analytics
2	MBA (Batch 2023-25)	Subhi Tiwari	HR Analytics
3	MBA (Batch 2023-25)	Malak Irfan	HR Analytics
4	MBA (Batch 2023-25)	Mohit Mishra	HR Analytics
5	MBA (Batch 2023-25)	Rohini Verma	HR Analytics
6	MBA (Batch 2023-25)	Almas Fatima	HR Analytics
7	MBA (Batch 2023-25)	Sadiqeen Ansari	HR Analytics
8	BCA (Batch 2022-25)	Abhishek Kumar	Programming in Java
9	BCA (Batch 2022-25)	Ramanand Kumar	Data Structure and Algorithms using Java
10	BBA (Batch 2023-26)	Ismriti Singh	Soft Skills

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ALLENHOUSE MANAGEMENT INSTITUTION

Beyond the classroom:
Discover the stories
that matter.



feedback
Form