



SUBODH NEWSLETTER



April - 2019 | Volume - IV(3)

Annual Prize Distribution Ceremony



Dr C.P. Joshi, Speaker of Rajasthan Legislative Assembly, Sh. Rafiq Khan, MLA, Adarsh Nagar Jaipur, Sh. Kavindra Singh Sagar, Deputy Commissioner of Police, HQ, Police Commissionerate, Jaipur & Sh. Jagdish Chandra Sharma, SP, Community Policing, Jaipur along with the Principal, Prof. K. B. Sharma and honorary members of the Subodh Shiksha Samiti in the Annual Prize Distribution Ceremony of the college on 9th February 2019.



UPCOMING EVENT
National Conference
on
"Transforming Society through Literature and Social Movements"
(from 1850 to the present)

Date : 6th-7th September, 2019

Contact Person

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From the Principal's Desk



It has been rightly said that some beginnings have no end. We have reached the end of yet another fruitful session but when we look back, what we see around is the beginning of new goals for us to achieve, new dreams to be realized and new milestones to aspire for. Every academic session ends paving way for a new one reminding us that there is a lot to look forward to and achieve.

It is time again we bid farewell to our final batches as well as get set to welcome the new ones. Every new session brings upon us greater responsibilities of living up to the expectations of not only the professional world but of the new entrants too who are aspiring to make Subodh a place for achieving their learning

goals. I congratulate the students for having successfully completed the previous session and thank all my staff members for their hard-work and dedication in imparting and maintaining quality in education, which is the principle behind our existence. I look forward to my team's commitment and passion towards ensuring excellence in teaching and learning in the coming session too.

Wishing all the students of the final batch, good luck and success in all their future endeavors!!!

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*In case of any queries/ suggestions,
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Achiever's Bay

Awards and Honours



Honour of Prof. K. B. Sharma by NASI

- ◆ Prof. K. B. Sharma, Principal was honored by The National Academy of Sciences, India (Jaipur Chapter) and IAPT - Indian Association of Physics - Jaipur Chapter for his incredible work in the field of higher education and contributions in the field of Physics. He was honoured by Prof. Hriday Narain Verma, Chairman, NASI Jaipur Chapter and Vice-Chancellor, Jaipur National University, Jagatpura.
- ◆ Prof. R.R Sinha, Department of Computer Science was honored by Prof. K. S Charak, Director, Navyashydri Group of Institutions, Pune in the International Conference on Industry 4.0. He was also honored by Dr. E. B Khedkar, Vice Chancellor, Ajeenkya D Y Patil University, Pune in the National Conference- Utkarsh VII
- ◆ Dr. Amit Vyas, Department of Business Administration received "Rajasthan Gaurav Sammaan -2019" from Sanskriti - Yuva Sansthan, Jaipur for his outstanding contribution in the field of education.
- ◆ Dr. Kapil Kumar Anand, NSS programme officer of the college received Rudra Samman -2019 from Rudra Foundation, Rajasthan.
- ◆ Dr. Gauri Dhingra, Department of BBA, participated and got felicitated in the National level Kumar Memorial Awards for Public Speaking.

Campus Buzz



National Conference on Strengthening Society through Gender Equality and Protection of Child Rights

A two days national conference on 'Strengthening Society through Gender Equality and Protection of Child Rights' was organized by the Department of Sociology on 11th and 12th January 2019 in which Mrs. Mamta Bhupesh, Hon'ble Minister for State, Women and Child Development (Independent Charge) graced the event as the chief guest. The inaugural session was presided by Mrs. Urvashi Shahni, President and CEO, Study Hall, Lucknow. Key note speaker Prof. Maitrayee Chaudhary (Social System School of Social Sciences, JNU) shared the stage with eminent sociologist Prof Akhilanandji. Shri NR Kothari, President and Shri Vinod Lodhaji, Joint Secy., Subodh Shiksha Samiti also graced the event. The conference had four technical sessions in which more than 250 participants from all over the nation participated. In the valedictory function the chief guest, Shri Pradeep Kumar Borad, Commissioner, Higher Education, presiding guest, Prof. S.L Sharma, Director, P.G. College of Social Science, guest of honour Prof. Ajeet Kumar Pandey, Deptt. of Sociology, BHU, Varanasi, special guest, Mr. Sanjay Nirala, Child Protection Specialist were present.

A three-month course on Personality Development and Interview Skills commenced in the college by the Training and Placement Cell. The focus of the course is on the refinement of an array of skills like fluent communication, excellent interpersonal skills blended with teamwork, initiative, critical thinking ability, problem solving and leadership traits in the students.



National Science Day 2019

National Science Day was celebrated in the college on 28th February 2019. The event witnessed the participation of 350 students from VIT, Parishkar College, Stani college and many other too. Dr. Alok Tripathi, Director General (ACB) and Dr. Archana Jauhari, Deputy Supdt. J. K. Lon Hospital were the chief guests for the inaugural event while Dr. H.N.Verma Vice Chancellor, Jaipur National University and Dr. N. K. Lohiya, Senior Scientist, NASI were the Chief guests for the valedictory programme. The students participated enthusiastically in competitions like Public speaking, Power point presentation, Quiz, Debate, Working Model, Non-working Model, Scientific Role Play and won cash prizes and medals.

The college stood first in the whole country for giving maximum participation of students in the CONTECH-18 examination being held by Association of Chemistry Teachers in collaboration with TIFR and BARC.

On 14th March 2019, a Round Table Discussion on Literary Movements was held in which discussions on literary skills were made. "Pride and Prejudice" movie was also screened in order to enhance the literary skills and better understanding of the theme.

FACULTY ACHIEVEMENTS

- ◆ Dr. Neelkamal Purohit, Department of ABST got selected as the Editorial Board member of two prestigious journals: Financial Markets, Institutions and Risks (FMIR)- SUMY State University, Ukraine and Edwin Group of Journals, California, USA
- ◆ Dr. Preeti Srivastava, Department of Zoology and Dr. Anshul Sharma, Department of History, attended the 109th orientation program conducted from 18th February 2019 to 16th March 2019 by UGC-HRDC at University of Rajasthan, Jaipur.
- ◆ Dr. Kapil Kumar Anand was invited for guest lectures on Personality Development through NSS Scheme by various government and private colleges, Aakashwani Kendra & DD Rajasthan. He also delivered two special lectures in Mandi, HP during the National Integration Camp-2019
- ◆ Ms. Nisha Jain, Department of Chemistry, was awarded Ph. D. on the topic "Synthesis and Antifungal Studies of some Binuclear Metal complexes derived from Nitrogen Donor Ligands" from Suresh Gyan Vihar University, Jaipur
- ◆ Three faculty members of the college Dr Nandini Sharma, Department of Business Administration, Ms. Farah Deeba, Department of Physics and Ms. Anu Malhotra, Department of Chemistry, participated in Womens' Car Rally organised in Jaipur on 17th March 2019. This rally was registered in the Guinness Book of World Records for being the biggest women rally with the highest number of women car drivers.
- ◆ Dr Komal Paliwal, Department of EAFM & Dr. Surendra Yadav jointly got two books published on Business Economics and Micro Economics (Hindi edition).
- ◆ Ms. Rajni Sharma, Department of Chemistry got selected in Rajasthan Rajya Vidhyut Utpadan Nigam Limited (RRVUNL) as a Junior Chemist.



International Workshop on Role of Students in Corporate Sector Development

Consultant, a prolific entrepreneur, renowned public speaker, author, publisher and philanthropist of high repute, founder and executive chairman of the Global South Economic Forum (GSEF) and the Founder and Group Executive President of the Africa Asia Scholars Global Network (AASGON). Mr. Abdul 'Dewale Mohammed shared his knowledge on the concerned topic and according to him educationists, social organizations, and students need to work in close co-operation with the corporate sector for the development of society.

A special lecture on "Lifestyle and Reproductive Health" was organized on 18th March 2019 in the college campus. The keynote speaker was Prof. N. K. Lohiya, Senior scientist at National Academy of Sciences,

India. The presiding guest was Prof. H. N. Verma, President of NASI, Jaipur Chapter, Vice-chancellor, Jaipur National University. The programme was graced by the presence of Prof. P. C. Trivedi, a renowned botanist and Dr. Kiran Katoch. Principal Prof. K. B. Sharma welcomed the guests. Prof. N. K. Lohiya enlightened the gathering by his informative and knowledgeable lecture. Prof. H. N. Verma motivated all the audience for a better life. He emphasized that the students should be aware of their good health, as they are the future of our country. Prof. K. B. Sharma, Prof. H. N. Verma and Prof. N. K. Lohiya were felicitated on behalf of National Academy of Sciences, India



Special Lecture on "Lifestyle and Reproductive Health"



Jamboree : A cultural fest

An International Workshop on "Role of Students in Corporate Sector Development" was organized by the Computer Science Department on 24th January, 2019 for faculty members and students. Principal, Prof. K.B. Sharma, presided over the workshop. The expert speaker for the workshop was Mr. Abdul 'Dewale Mohammed, Global Strategic Manager, Public Relations and Marketing

A cultural fest "Jamboree" to showcase the talent and skills of science students was held on 22nd February, 2019. About 500 students participated enthusiastically and exhibited their talent in dance, music, mimicry and fashion show. Principal Prof. K.B. Sharma and senior judges of the Rajasthan High Court gave away the prizes to the winners of the various competitions.

- ◆ Ms. Deeksha Shrivastava, Department of Zoology, qualified GATE Examination 2019
- ◆ Ms. Aishwarya Singh, Department of Business Administration was felicitated by Shri R.K. Kothari, Vice Chancellor, University of Rajasthan for securing first position in M. Com (Business Admin.) examination.

Students' Gallery of Fame



- ◆ Arundhati Sharma, M.A. (Political Science), Semester II, represented Rajasthan state in the National Youth Parliament. She made the college proud by winning Rs. 10,000 as consolation prize in a tough competition spanning 4 rounds, between 56 students representing their respective states. Prime Minister Shri Narendra Modi and Colonel Rajvardhan Singh Rathore were the special guests in the award ceremony.



- ◆ Shiv Pratap Singh, MA - JMC, Semester IV was awarded the "Udiyamaan Jansampark Pratibha Samman" by Public Relation Society of India - Jaipur Chapter.
- ◆ Three students have been selected for World Cup Archery Championship Stage I event to be held from 22nd to 28th April 2019 at Columbia.
- ◆ Rajat Chauhan, B.A. Semester II (ARJUN AWARDEE), won gold medal and Shristi Kanwar, B.A. Geography Hons Semester IV won silver medal in the National Archery Championship held at Odisha.

Following students won prizes in different events held at Rajasthan College, Jaipur:

- Prashant Mishra, B.A. Semester IV & Ayush, B.Sc. Semester II-Second Prize in English Debate



National Workshop on Advanced Fundamentals of .NET

An awareness programme on prevention of HIV/AIDS - "Know Your Status" was organised by the Red Ribbon Club of the college in collaboration with Rajasthan State AIDS Control Society (RSACS) on 23rd October, 2018. Under this Awareness Programme, quiz competition and greeting card making competitions were organized to ensure greater involvement and awareness generation about this disease amongst the students. The members of the Rajasthan State AIDS Control Society and NACO also visited the exhibition and interacted with the participating students.



An Awareness Programme on Prevention of HIV/AIDS

In the month of February, a placement drive was conducted by Nerdy Turtlez (a brand of ABSAS Solutions Private Limited). Students from various streams participated in it and 20 students got selected at a package of more than 2 lakhs. On the 28th March 2019, State Guideline Info Ltd., one of the fastest growing organization offering academic help and services to students and parents from nearly all fields, made a recruitment drive at the College to hire Business Development Managers in the domain of Marketing. Package offered was 2.20 lakh per annum. M.Com., B.Com., BBA, MA-JMC final year students took part in this drive.



Birth anniversary of Netaji Subhash Chandra Bose

On the occasion of the birth anniversary of Netaji Subhash Chandra Bose a special lecture was organized in collaboration with 'Bhartiya Krantikari Smriti Sansthan' on 23rd January 2019. The famous phillospher Dr S L Jangu, Asst Prof, Deptt of Pol. Science, Mizoram University spoke about Netaji and said that he was a charismatic influencer of the youth and earned the epithet "Netaji" by establishing and leading India's National Army during the struggle for independence. He said that Netaji was an admirable personality and a fireband youth icon. Chief guest, Shri Kanhaiya Lal Chaturvedi, Chief Editor, Patheykan also spoke about the unforgettable and challenging works of Netaji. A special lecture on "Contemporary Indian Writing in English" was organized by the Department of English on 11th April, 2019. Dr. Joya Chakravarty, Dean, Faculty of Arts gave important tips for enhancing the writing skills.

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- Arundhati Sharma, M.A. Pol.Sc. Semester II - Third Prize in Hindi Extempore
- Ishika Jangid, Abhishek Sharma & Shivam Sharma, B.B.A. Semester IV, Jhanvi Khoji, B.Com. Hons Semester VI - First Prize in ADMAD
- ◆ Prashant Mishra B.A. Semester IV First prize in Extempore, Second prize in Business Plan (Gyan Vihar University)
He also won first prize in JAM (JECRC University), first prize in DAVCMUN and Chandigarh with a cash prize of Rs. 12,000 and Rs.10,000 respectively. He also won third prize in National Level Debate Competition held at St. Joseph's College in which more than 100 colleges participated.
- ◆ Following post graduate students cleared NET-JRF :
 - Sharol Sebastian, Batch 2018, Department of Chemistry (All India Rank 69).
 - Raveena Yadav, M.Sc. IV Semester, Department of Chemistry (All India Rank 86)
 - Puru Sharma, M. A. Semester IV, Department of English Percentile score: 99.87
- ◆ 10 NSS volunteers from the college along with the contingent leader Dr. Kapil Kumar Anand represented Rajasthan state in the National Integration Camp organized by +2 Council in Mandi (HP). The objective of the camp was inter-state integration to foster harmony and peace among the volunteers.
- ◆ Devesh Jain & Dilip, B.Com Semester II won the second prize in "Best out of Waste" competition held in Apex college Jaipur
- ◆ Anurag Parashar B.Sc. (Maths) Semester II has been shortlisted for Project Oriented Chemistry Education(POCE-2019) in JNCASR, Bangalore.
- ◆ Vikash Kumar Gurjar B.Sc. (Biology) Semester II has been selected for Project Oriented Biology Education (POBE-2019) in JNCASR, Bangalore.

The Department of Political Science organized a special lecture on the occasion of the Martyrs Day on 23rd March, 2019. The purpose was to generate the feeling of patriotism in the heart of young bloods. The invited speaker Dr Subhash Kaushik, Asst. Director, School Shiksha Parishad put flashes on the hidden life stories of our great revolutionaries Bhagat Singh, Raj Guru and Sukh Dev. He read the original letters of Bhagat Singh, which he wrote to his mother when he was in the jail.



Guest Lecture on "New Opportunities in Commerce Education"

The Department of EAFM organized a guest lecture on GST and Interim Budget 2019. The invited speaker CA Anil Kumar Yadav, Managing Committee Member of Jaipur Branch of ICAI (2019-2022) and a renowned name in Tax consultancy, cleared all the myths about GST in an interesting manner. Before starting the guest lecture the staff and students of Commerce Department paid tribute to the victims of terrorist attack at Pulwama, Kashmir.

A guest lecture on "New Opportunities in Commerce Education" was organized by the Department of Business Administration. The invited guest speaker Professor Umesh Holani, Head and Dean, Faculty of Commerce, Jiwaji University, Gwalior and former President, Indian Accounting Association addressed the students and spoke about the role of Indian cultural values in the contemporary world. He also spoke about the new avenues for Commerce students.



Guest lecture on GST and Interim Budget 2019



Lecture on Globalization and India's Economic Development

A special lecture on "Globalization and India's Economic Development: Challenges and Opportunities" was organized by the Department of Political Science on 28th March, 2019. The famous philosopher Dr. Hartmut Elsenhans, Lipzing University, Germany spoke about globalization and highlighted the dimensions of Indian economy as well as the innovations in the field of trade in this capitalistic era.

To celebrate the 150th birth anniversary of Mahatama Gandhi a special guest lecture - "Rashtrapita Mahatama Gandhi Avam Hindi Bhasha aur Sahitiya" was organised by the Department of Hindi on 2nd October, 2019. The famous Hindi litterateur Dr. Hetu Bhardwaj, the invited speaker spoke about Gandhism and highlighted the importance of Hindi language.



Aayam-2019

A two day intra college fest "AAYAM 2019" was organised by the Department of BBA on 21st and 22nd February, 2019. More than 850 students showcased their creativity and talents in various activities like quiz, dance, music, poster making, rangoli, short film, face painting and just a minute activity etc. Sensitivity of the students could be seen towards issues like Pulwama attack, female feticide and communalism. The two day fest infused zeal and enthusiasm in the college students.

Winners were given prizes and certificates.

The Department of EAFM organised a farewell party "Fir Milenge" on 27th April 2019 to say goodbye and confer best wishes to the passing out students of M.Com. & B.Com. (Hons). All the students gave excellent performances in a very emotional atmosphere. Principal Prof. K. B. Sharma in his address extended his best wishes and motivated the students to become ideal citizens.



Farewell Party "Phir Milenge"

Following students won prizes in various events at "Veethika" held at Maharani's College, Jaipur

- Ashish Sharma M.A. JMC Semester I- First Prize in ADMAD
- Satyendra Pal Singh, M.A. History Semester II - Second Prize in English Extempore

Following students won prizes in the different events at Science pedia-Intercollegiate Science Exhibition & Competition held at S. S. Jain Subodh Girls College, Sanganer

- Harshil & Kanak Gupta, M.Sc. Physics Semester II-First Prize in Working Model
- Nitu Dadhich and Akhlesh Kumar, M.Sc. Chemistry Semester IV-First prize in the Non-working Model
- Satyendra Pal Singh, M. A. History Semester I- Third prize in the Literary Slam and third prize in English debate

Following students won prizes in the different events held at University of Rajasthan, Jaipur :

- Harsimram Singh and Ruchit Gupta, B.B.A. Semester IV , Hardik Panchal & Aditi Pareek, B.B.A. Semester II- First prize in Brand Tambola
- Anush Gupta, Ishika Jangid, Ruchit Gupta & Harsimran Singh, B.B.A. Semester IV and Nitin Sharma, B.B.A. Semester VI won the second Prize in AD MAD competition.
- Ayush , B.Sc. Semester II won the First Prize in English Poetry and Third Prize in English Debate competition
- Arundhati Sharma, M.A. Pol.Sc. Semester II won the Third Prize in Hindi Debate

Following students won prizes and cash awards in the different events at Panache-XI held at Vivekanand Global University, Jaipur

- ChaganLal, B.Sc. Semester IV- First prize in Poster Competition
- Nitu Dadhich & Akhlesh Kumar, M.Sc. Chemistry Semester IV won the First prize in Non-Working Model competition
- Kanak Gupta, M.Sc. Physics Semester II - Second in Non Working Model Arun Verma, B.Sc. Semester VI - Third Prize in Working Model



Blood Donation Camp

The college NSS cell organized a Blood Donation camp on 15th Feb, 2019 in the college campus in which a record breaking 319 units of blood were donated.

District Youth Parliament of Jaipur District was successfully organised in the college on 28th January, 2019 under the guidance of the Govt. of India, Regional Directorate of NSS, Ministry of Youth Affairs and Sports.



Youth Parliament



NSS Camp

A special camp of seven days was organised by NSS at the adopted slum, Durgapura Gashala from 4th February to 10th February, 2019. During the camp the team spread awareness amidst the citizens on various topics like National Unity Day, Beti Bachao Beti Padhao, Voter Awareness and Healthy Lifestyle.

With the idea of giving practical experience to the students of various faculties, following departments organized educational visits:

The Department of English organized a visit to Jaipur Literature Festival on 22nd & 23rd January, 2019 to give a wide literary exposure to the students.

The Department of Economics organized a visit to KAGZI Industry (The Manufacturer and Exporter of hand made paper) on 13th February 2019. More than 100 students of the college visited the factory and learnt the process of making hand made paper and paper products. It was a valuable and knowledgeable trip as it developed the awareness about sustainable environment.

The Department of Psychology organized an educational trip to State Institute of Health and Family Welfare (SIHFW) EMRI 108 on 25th February, 2019. The main motive of this educational trip was to bring awareness about the working of the emergency health services in Rajasthan & proved to be an eye opener as it drew attention towards the need of psychological counselling in the life of a modern day citizen.



Educational Trip Economics Department

Students also went for the educational trip to GVK EMRI 108 on 29th February 2019 where they gathered the information about the working of the complete framework of 108 & 104 emergency care services.

The students of the Department of MA-JMC visited First India News Channel on 12th March 2019 and gathered knowledge about the working system of the News Channel. Ms. Manjula Shah from the Channel briefed them about the broadcast system of the instant important news.

An educational trip to Ranthambore National Park (Sawai Madhopur) was organized for the students of Botany in the month of March 2019.

The Department of Psychology organised a guest Lecture on "Personal and Professional Excellence" for the faculty members. The invited speaker Dr. Tanjul Saxena spoke about the importance of a proper blend of professional and personal excellence in life.



Guest lecture on Personal and Professional Excellence

ये कैसा वक्त है चश्मे वाले

लोकेन्द्र कुमार

B.Sc. Semester VI

ये कैसा वक्त है चश्मे वाले
 ये कैसी काली दोपहर है
 हर तरफ तरफ काला हरफ
 यह ज़मीं अब छूट रही
 तेरी बातें और तेरी यादें
 जेबों में रखी धुंधली हो रही
 कैसी काली दोपहर है
 ये कैसा वक्त है चश्मे वाले
 रेत वाले रेत में मिल रहे
 कुर्सी वाले कब्र खोद रहे
 वो खेत में लटका कंकाल
 सूखे आँसू वाला बिखरा किसान
 तुझसे पूछ रहा आज़ादी का हाल
 ये कैसी काली दोपहर
 ये कैसा वक्त है चश्मे वाले
 तुझसा बदनसीब शायद नहीं कोई
 तेरी आंखों के सामने बिकता हर कोई
 गुनहगार आसमां है कहीं
 बेगुनाह ज़मीं दोज़ है कहीं
 ये कैसी काली दोपहर है
 ये कैसा वक्त है चश्मे वाले.....

Brave Hearts

B. S. Jinson

B.A. Semester IV

I perform my duty with attention,
 So that my citizens never be in tension.
 It's the commitment to nation which we give,
 So that the people here peacefully live.
 The training given to us is hard and tough,
 But don't think our hearts are rough.
 We are physically tough and strong outside,
 But we cry for our nation and families inside.
 Our wars are like a bridge of life and death,
 We never give ourselves until our last breath.
 If you ever intrude our country, Mind the
 enemies!
 It's the blood of a patriot running in our arteries.
 If you stand against our nation with enmity,
 We the brave hearts will stand against you in
 unity.

Success Story of Shakila Dayer



1) How would you like to introduce yourself?

Ans : I am Shakila Dayer from Bhilwara, Rajasthan. I did my graduation from University Maharani College and Post-Graduation (M.Sc Chemistry (Organic) from S.S Jain Subhodh PG (Autonomous) College in the year 2013. Professionally I am working as a Deputy Manager Quality Control in ACC Cement Works Lakheri, District Bundi.

2) When did you decide to pursue your career in industries?

Ans : My thoughts were very clear since childhood that I wanted to make my career in Industries only. I had grown up in an industrial environment as I lived in the Hindustan Zinc colony since my father was working in it.

3) Do you have any other dream or goal in Life ?

Ans : As of now I just want to grow in this particular field only and one day wish to reach the top most position in this industry.

4) What role did Subodh College play in your life ?

Ans: Subodh College provided me a wonderful environment and opportunity to learn and grow myself academically as well as to secure job with its best placement services. I got selected through campus drive in the year 2013 as an Assistant Manager Quality control for ACC Cement Works Lakheri. It was just a dream come true for anyone to have a job in hand even before your last Semester exams have been held. I still remember the interview was held on 6th February and we were having practical exam on 7th February and I was denying coming for the interview but it was my teachers who had forced me to come and the outcome of it I cannot forget throughout my entire life time.

The relations between the faculty and students here are very cordial. The two years spent here were splendid and helped me excel professionally as well as personally. Apart from academics the college offers enough opportunities to live our college life to the fullest.

The college also gave me ample opportunities to fight off my stage fear and develop confidence to give presentations on various topics as a part of our M.Sc. curriculum. And because of it, today I have an expertise in giving presentations in my office too. I would like to give special thanks to the Principal Prof. K. B. Sharma and all the faculty members of the Department of Chemistry.

This is a glorious moment for me when I am writing a few words about my college. I would like to thank the entire staff of Subodh who helped me to carve out a niche in this world.

5) Which success mantra you would like to share with the students ?

Ans : "Give respect and have faith on your teachers" as every teacher is a great artist who works on human mind and spirit to create a masterpiece. Remember no masterpiece is created by a lazy artist and so in order to be a masterpiece, do planned studies, work hard, and utilize the rich database of the college library.

The Pen

Hitesh Pareek

Department of Env. Science

I am a pen who belongs to many,
and distinguished is each touch.
The way I'm held is the way I feel,
as my being transforms so much.
A child holds me like a walking frame,
while scribbling on the walls.
Learning how to express himself,
and growing with each scrawl.
For a lover I am his lifeline,
as love flows through my veins.
Expressing acute emotions,
that obliterate all the pain.
For some I'm a hidden passage,
for letting out tears unshed.
While pouring out their heart on a paper,
with all those words unsaid.
And all those men with reason,
Who are warriors of a different sort.
They fight the evil in society,
and hold me like a sword.
While some seem like fine artists,
as they hold me like a brush.
And they call themselves as poets
using words that are rich and lush.
While held by a story-teller,
I'm waved like a magic wand.
Transcending to the realms of fiction,
Dragons, Fairies and beyond.
For making this world a better place,
that's how I play my part.
As I bring out the best in men,
from the depths of their heart.

Call for Papers

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Information Technology (SJRTIT)
(UGC approved Peer Reviewed
National Research Journal)**

ISSN : 0975-9875

Email address: subodhjournl@gmail.com

**Subodh Journal of Commerce and
Management (SJCM)
(An International biannual blind Peer
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**Subodh Journal of Social Sciences and
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(An International biannual blind Peer
Reviewed Research Journal)**

RNI No.: RAJBIL/2017/74388

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sjsshjournal@subodhpgcollege.com

Emergent Role of Women in Management

Dr. Rita Jain

Department of BBA

"Women are leaders everywhere you look-from the CEO who runs a Fortune 500 company to the housewife who raises her children and heads her household. Countries have been built by strong women, and we will continue to break down walls and defy stereotypes." - Nancy Pelosi (American politician serving as speaker of the United States House of Representatives since January 2019)

The role of women worldwide is undergoing a dramatic change. Women today share the podium with men in almost all fields, be it kitchen or in defense. Same is the case in the field of Management. Women held under a quarter (24%) of senior business roles across the world in 2018 and 75% of businesses had at least one woman in senior management. Today, India is a power in the global economy, with a high demand for talent. One of the key sources of this talent is educated Indian women. While Indian corporations have not yet fully recognized or utilized this talent pool, the growing gender diversity in Indian managerial ranks now offers a bright pathway for change for Indian women.

Historically, India has been a male dominated society, yet, in the past two decades or so, social change has opened the possibility for women to attain managerial roles in corporate sector of India. The U.S. business magazine Forbes published its list of "The 100 Most Powerful Women 2018", in which a number of Indian business women are placed: Roshni Nadar Malhotra CEO of HCL, Kiran Mazumdar-Shaw, Chairman, Biocon, Shobana Bhartiya, chairperson and editorial director for India's largest listed media company, HT Media.

As more Indian women enter the workforce, particularly in the corporate world, this change is in dramatic contrast to the traditional Indian culture. Working women are no longer a rarity and are now accepted as an integral part of the working force. Indian organizations have experienced a steady increase in the number of women employees and this pattern is bound to continue in the future as well. Women have recently begun to join the ranks of managers in large numbers. But women at the top management positions are still a rare species. According to a global survey by Grant Thornton - Women in Business: New Perspectives on Risk and Reward, 17 percent of senior roles are held by women in India which is 7 points higher than the last year. But as opposed to the world statistics, nearly half of the Indian Women leave the workforce between junior and middle management levels.

Social expectations in India, the roles expected of a man as the bread-winner, and a woman as the home maker, have been redefined. Yet, just like many career women in Western countries, Indian women struggle with work/life balance. India still has strong traditional social expectations, and not all women can easily juggle both family obligations and a professional career. Cultural and societal change means a shift away from traditional views, stereotypes and societal attitudes, with increasing opportunities for Indian women in management. Gandhi ji had once so appropriately said: *"To call woman the weaker sex is a libel; it is man's injustice to woman. If by strength is meant brute strength, then, indeed woman is less brute than man. If by strength is meant moral power, then woman is immeasurably man's superior. Has she not greater intuition, is she not more self-sacrificing, has she not greater powers of endurance, has she not greater courage? Without her, the world could not be."*

The 2017 World Bank report states that an increase in the participation rate of women from the current 27 percent to 50 percent could boost India's overall growth rate by 1.5 percent. McKinsey Global Institute has done further research to show that in India, women's contribution to the GDP stands at just 18 percent, far behind China, where women contribute to 41 percent of the total GDP. If McKinsey's estimates are accurate, India can add a mind-boggling \$770 billion to its GDP annually simply by achieving gender parity in the workforce!

New Launch

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