CAMPUS VOICE

MAHARISHI UNIVERSITY OF INFORMATION TECHNOLOGY, NOIDA

APRIL 2025 I PAGES - 8 I MONTHLY BILINGUAL (ENGLISH-HINDI)

SAMVAAD 2.0

FUTURE OF HR-MARKETING AND AI

The Maharishi University of Information Technology, Noida Campus, hosted the second edition of its prestigious HR Conclave, Samvaad 2.0, on Saturday, 5th April 2025. Organised by the Maharishi Industry Relation Cell, the conclave brought together a distinguished panel of industry leaders, academicians, and students to delve into the transformative impact of Artificial Intelligence on recruitment, talent management, and the future of marketing. With the dual themes "Impact of AI on Recruitment and Talent Management" and "The Future of Marketing in the AI Era," the event served as a vibrant platform for dialogue, collaboration, and forward-thinking.

The conclave commenced with a warm welcome address by Mr. Manish Tiwari, Head of Training and Placement, followed by the auspicious Guru Puja, seeking blessings from Gurudev. Dr. Trapty Agarwal, Dean – Academics, set the tone for the day with an insightful keynote address that encouraged students to stay ahead of the curve in a technology-driven professional landscape.

The first panel discussion focused on "Impact of Generative AI on Recruitment and Talent Management." Esteemed speakers on this panel included Mr. Taksh Kumar, Sr. Manager – HR at Vivo India; Mr. Saurabh Sharma, Director of AGILE 360 DEGREE SOLUTIONS, INC.; Mr. Manas Behal, Head of Talent Acquisition (India) at BrightEdge USA; and Mr. Saurabh K. Choudhary, HR & IR Head – South Asia at KEC International Limited. The discussion shed light on how generative AI is streamlining recruitment processes, enhancing precision in hiring, and forecasting talent requirements using data analytics. Also, the experts encouraged students to develop skills in data interpretation and explore tools.

Essential Points

- Emphasized the importance of ethical AI practices
- Retaining the human touch in employee engagement
- Use of ChatGPT and LinkedIn to gain AI literacy
- Balancing creativity with ethical data use

The second panel, centered on "The Future of Marketing in the AI Era," featured notable speakers including Mr. Suket Sachdeva, Director at Routa Digital India Pvt. Ltd.; Mr. Saurabh Singh, Marketing Head at Coca-Cola India; Mr. Rajneesh Pandey, Associate Vice President at Ujjivan Small Finance Bank; Mr. Pranav Ranjan Prasad of Johnson Controls - Hitachi India; and Mr. Shivendra Mishra, Associate Vice President at Kotak Mahindra Bank. The discussion explored how AI is revolutionizing marketing by enabling advanced audience segmentation, predictive analytics, and personalized campaigns. The students were advised to upskill in SEO, Google Analytics, generative AI platforms, and data storytelling. They also emphasized that non-technical backgrounds should not be a barrier, and students were motivated to experiment with AI tools through practical projects. The conversation underscored the coexistence of digital and traditional marketing strategies and introduced emerging career roles such as AI Marketing Strategist and Customer Journey Analyst.

The event concluded on an inspiring note with Words of Wisdom from the Hon'ble Director General, Group Captain O. P. Sharma, who applauded the day's engaging discussions and the collaborative efforts of all participants. The Hon'ble Chancellor, Shri Ajay Prakash Shrivastava, extended his blessings and urged students to embrace innovation and adaptability in the fast-evolving digital world. Dr. Smita Mishra, Deputy Dean Academics, delivered the Vote of Thanks, expressing gratitude to the esteemed guests, faculty, student volunteers, and all attendees for making the event a grand success.

CODETHON 2025

CELEBRATING CODE AND COLLABORATION

In a vibrant celebration of technology, innovation, and youthful energy, the Maharishi School of Engineering and Technology (MSoET), in association with IQAC and IEEE, hosted the much-anticipated MUIT Codethon 2025 from April 16th to 17th at the MUIT Lucknow Campus. Drawing participation from over 300 students across prestigious institutes, the two-day event became a remarkable milestone in promoting coding excellence and technological creativity.

The event radiated a spirit of reverence and aspiration. Dr. Dinesh Kumar Misra, Operation Director at ISRO, as the Chief Guest, elevated the inaugural session. His address captivated the audience with insights into India's advancements in space research, the role of AI and coding in future missions, and the limitless potential of dedicated minds. His generous offer of internship opportunities and institute visits added a layer of excitement and aspiration among students.

MUIT - A Beacon of Future

Codethon 2025 wasn't just an event; it was a movement of ideas, passion, and possibilities. It showcased how MUIT continues to be a guiding light of cutting-edge education, nurturing talent not only to excel in academia but also to contribute meaningfully to the tech-driven world.

Dean Academics Dr. Neeraj Jain and Dean MSoET Dr. Kalyan Acharjya emphasized the academic and professional importance of integrating innovation with technical skills. Their motivational words resonated with the Codethon's theme—transforming curiosity into code.

The Tech Quiz kick-started the competitions on tackling questions designed to test depth, accuracy, and agility in the tech domain. This was swiftly followed by the Coding Competition, where teams and individuals took on complex problem statements, demonstrating critical thinking, logic-building, and algorithmic expertise. The students showed impressive precision and debugging prowess, reflecting their practical understanding of software reliability.

At the Valedictory Ceremony, with Mr. Rajesh Kumar Gangal (Senior Director, IT at NIC) and Mr. K.N. Tiwari (Director, IT at NIC) as chief guests, the session underscored the symbiotic relationship between academia and industry.

At the Prize Distribution Ceremony, the winners were awarded for their excellence.

The students, who came from institutes such as IET Lucknow, Bansal Institute of Engineering and Technology, SMS Lucknow, Khwaja Moinuddin Chishti Language University, and several others, praised the event for its relevance, quality, and learning impact. They also expressed interest in future workshops on emerging domains like AI, Blockchain, and Cybersecurity. While a few suggested longer competition durations for deeper engagement, the overwhelming feedback was one of inspiration and empowerment.

The success of the Codethon was made possible under the visionary leadership and support of Hon'ble Vice Chancellor Prof. (Dr.) Bhanu Pratap Singh, Registrar Dr. Girish Chhimwal, Dean Academics Dr. Neeraj Jain, Dean MSoET Dr. Kalyan Acharjya, Dy Dean Dr. Rakesh Kumar Yadav, and Senior AO Dr. Rajesh Singh.

NOIDA CAMPUS ACTIVITIES

MUIT Media Students Attend Rising Bharat Summit, Embrace Vision for India's Future

The students from the Department of Media at Maharishi University of Information Technology (MUIT), Noida, marked their presence at the esteemed News18 Rising Bharat Summit 2025, held on April 8 and 9 at Bharat Mandapam, Pragati Maidan, New Delhi. The high-profile national event brought together thought leaders, policymakers, business magnates, and social influencers to deliberate on India's roadmap toward becoming a global powerhouse. The summit unfolded over two days of insightful sessions. The focus of the event was on leadership, economic empowerment, innovation, and the vital role of youth in shaping the nation's future.

Webinar Empowers MBA Students with Future-Proof Marketing Skills

The Maharishi School of Business Management, Noida, in collaboration with SkillsRediscovery.com (an initiative by Twashta Business Solutions Pvt. Ltd.), hosted an engaging webinar titled "Future-Proof Careers: Marketing Skills That Will Always Be in Demand" on April 25, 2025. Targeted at MBA 2nd semester students, the session featured Ms. Bhavishya Saini, co-founder of EarthNPure, who shared her 15+ years of marketing expertise. The webinar covered foundational and advanced digital marketing concepts, including SEO, content strategy, and social media engagement, with live demonstrations using real-world websites.

MUIT and Yatharth Hospital Ink MoU to Boost Practical Training in Health & Wellness

In a significant stride toward bridging academic knowledge with real-world application, the School of Science of Consciousness at Maharishi University of Information Technology (MUIT), Noida, in collaboration with the Maharishi Industry Relation Cell (MIRC) and the Internal Quality Assurance Cell (IQAC), signed a Memorandum of Understanding (MoU) with Yatharth Super Speciality Hospital, Noida, on April 23, 2025. The MoU marked the beginning of a dynamic academic and clinical partnership designed to foster interdisciplinary research, hands-on training, and academic exchange in the fields of health, wellness, and consciousness.

अंतर्राष्ट्रीय श्रमिक दिवस पर महर्षि यूनिवर्सिटी में कर्मचारियों को सम्मानित कर बढ़ाया मनोबल

महर्षि यूनिवर्सिटी ऑफ इंफॉर्मेशन टेक्नोलॉजी, नोएडा कैंपस के ऑडिटोरियम में अंतर्राष्ट्रीय श्रमिक दिवस के उपलक्ष्य में श्रमिक सम्मान समारोह का आयोजन किया गया। इस अवसर पर विश्वविद्यालय के कर्मचारियों को उपहार भेंट कर उनके निष्ठापूर्वक किए गए कार्यों के लिए सम्मानित किया गया। कार्यक्रम में विश्वविद्यालय के एचआर हेड, सुनील मिश्रा, सीनियर एडमिनिस्ट्रेटिव ऑफिसर, संजय कमल, डिप्टी रजिस्ट्रार, संदीप शर्मा, एडमिनिस्ट्रेटिव ऑफिसर, बॉबी सिंह और सीनियर एचआर एक्जक्यूटिव, पंचम प्रजापति ने कर्मचारियों को उपहार प्रदान करते हुए उनके समर्पण और मेहनत की सराहना की। इस कार्यक्रम में सलमान साजिद और शिवम यादव का सहयोग सराहनीय रहा।

CALENDER ACTIVITIES DURING MARCH

- Placement Drive of Dromkart
- 16 days Hands on Practice Workshop Tech-Boost: Tally, GST, AI & MS Office
- Educational visit to Acharya Narendra Deva University of Agriculture and Technology
- Industrial visit to Gyan Dairy, Lucknow
- Placement Drive of Agile Capital Services
- MUIT Codethon 2025
- Workshop on Virtual Labs
- Placement Drive of Hirementum
- 2 Days Workshop on Campus to Corporate
- World Earth Day
- Historical Tour to State Museum, Lucknow
- A session on Introduction to Transcendental Meditation
- Educational Visit to Uttar Pradesh Vidhan Sabha, Lucknow
- Lecture series on Innovative Ideas and Methods in Social Science and Humanities
- MUIT Media Students Attend Rising Bharat Summit, Embrace Vision for India's Future
- Webinar Empowers MBA Students with Future-Proof Marketing Skills
- MUIT and Yatharth Hospital Ink MoU to Boost Practical Training in Health & Wellness
- अंतर्राष्ट्रीय श्रमिक दिवस पर महर्षि यूनिवर्सिटी में कर्मचारियों को सम्मानित कर बढ़ाया मनोबल
- MUIT Explores Ayurveda and Consciousness in Insightful Session
- INTERNATIONAL CONFERENCE: VISION 2047: Sustainable Development Strategies
- Bid Adieu - Farewell 2025
- Powerful Street Play on Environmental Awareness: Earth Day 2025
- Thrilling Finish to Maharishi University's MFL 2025 as Galgotias Lifts the Trophy
- Young Innovators Shine at 'MUIT Young Sharks 2025' National Business Plan Competition

VIRTUAL LAB WORKSHOP IN COLLABORATION WITH IIT ROORKEE

The Maharishi School of Engineering and Technology (MSoET), Lucknow Campus, in collaboration with IIT Roorkee, successfully organized a Virtual Lab Workshop on 17th April 2025. The event was attended by students of B.Tech and Diploma programs across various engineering disciplines, including Civil, Mechanical, Electrical, and Computer Science Engineering.

The workshop was conducted by Mr. Chetan and Mr. Amit Sharma, Project Associates at IIT Roorkee. Through interactive demonstrations and informative sessions, the resource persons offered students an in-depth understanding of Virtual Labs, an innovative educational tool designed to enhance practical learning through digital simulation.

Participants gained valuable insights into the significance, applications, and wide-ranging benefits of Virtual Labs in modern engineering education. The session also highlighted how these labs can bridge the gap between theoretical knowledge and practical application, particularly in institutions where physical lab resources may be limited.

An additional highlight of the session was the introduction of internship opportunities at IIT Roorkee, available to students through the Virtual Labs initiative. This exciting prospect added a practical dimension to the workshop, inspiring students to explore further academic and professional avenues.

It is a matter of pride that Maharishi University of Information Technology (MUIT), Lucknow, serves as a Zonal Center for Virtual Labs under IIT Roorkee. This initiative is part of the Virtual Labs Project, an ambitious effort by the Ministry of Education, Government of India, under the National Mission on Education through ICT, aimed at transforming the landscape of technical education in India.

EDUCATIONAL VISIT TO ANDUAT

The educational visit to Acharya Narendra Deva University of Agriculture and Technology, Kumarganj, Ayodhya, held on 5th April 2025, was organized by the Maharishi School of Science and Humanities. A total of fifty students from B.Sc. (Hons.) Agriculture and M.Sc. (Ag.) programs actively participated in the visit. The objective of the visit was to provide students with practical exposure to agricultural research and field practices. During the visit, students explored various post-harvest laboratories, horticulture orchards, vegetable research plots, and specialized research fields. They also engaged with key departments such as Entomology, Genetics, Soil Science, and Veterinary Sciences. The event was coordinated by the faculty of the Department of Agriculture, Dr. Dheeraj Yadav and Dr. Bhupesh Kumar Mishra.

Faculty members and research experts from the host institution guided the students, offering insights into current trends and innovations in agriculture. The interaction provided valuable learning opportunities beyond the classroom setting. The tour successfully enhanced students' understanding of applied agricultural techniques and inspired them to contribute meaningfully to sustainable farming practices and societal welfare through technological and scientific advancements in agriculture.

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TOTALQUALITY MANAGEMENT OF SELF
TOTAL QUALITY 2

Founder
Director General
Professor
Group Captain
O. P. Sharma

Intellectual Enlightenment

Intellectual Enlightenment refers to rationalism, reason, observation, and measurement permeated science, philosophy, and art. The Enlightenment includes a range of ideas centered on the value of human happiness, the pursuit of knowledge, and ideals such as liberty, progress, toleration, fraternity, and constitutional government. The enlightened person is insightful and open-minded. He can see the world with great clarity, without attachment to preconceived ideas about people, places, and things. This enables him to observe the world without jumping to conclusions. You can become enlightened by being in the present moment, expanding your understanding of life and the world around you, and meditating to expand your awareness.

Aesthetic Development

Aesthetic development is the theory that artistic appreciation is linked to human development. Simply put, aesthetics make us happy. On an emotional level, they elicit feelings of happiness and calm. They connect us to our ability to reflect on and appreciate the world around us, which in turn gives us feelings of contentment and hope. What are aesthetic skills? Aesthetic skills are attributes possessed by an individual.

They include attributes like looking good, sounding right, body shape and composAesthetic value is the value that an object, event, or state of affairs (most paradigmatically an artwork or the natural environment) possesses in virtue of its capacity to elicit pleasure (positive value) or displeasure (negative value) when appreciated or experienced aesthetically.

Moral Soundness

Moral Soundness is inclusive of principles reflected in an action profile. Some commonly shared moral qualities and norms are, e.g., kindness, thoughtfulness, faithfulness, patience, calmness, etc. These are also the characteristics of each person of moral character. In short, moral qualities are those for which the possessor is the suitable recipient of the response.

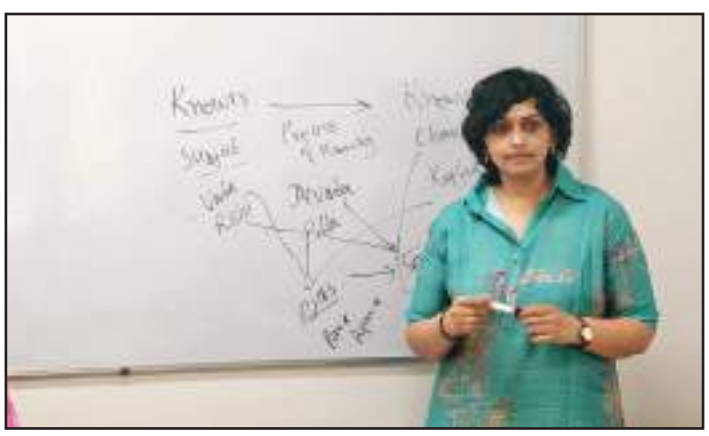
Spiritually Inclined

Such a person gives other people room and respect to go through their evolutions and walk their path in terms of their religious and spiritual beliefs. A truly spiritual person doesn't engage in "gotcha" debates or seek to prove others wrong; instead, they focus on understanding and growth. Spirituality is the holistic quality, which is beyond the limits of fragmentary thought-mind. Mind, which is rooted in likes and dislikes, pleasures and pains, will

never be able to touch upon that which is spiritual. Here are the characteristics of a spiritual person: Integrity, Awareness, Non-attachment, Silence, Love, Compassion, Innocence, Courage, Friendliness, Humor, Humility, Acceptance, Maturity: A mature person is one who always lives in the present moment. The present moment is not the same as the present. Past, present, and future are the continuation of time. To be in the present moment is to be in the eternal now. In the depths of silence, if one remains aware and vigilant, the ego disappears. Self-realization is the realization of the self without the ego. When the mind is no more, meditation happens. When ego is no more, the whole man profile gets converted into an action profile. This is the ultimate flowering of Meditation.

MUIT Explores Ayurveda and Consciousness in Insightful Session

The School of Science of Consciousness at Maharishi University of Information Technology (MUIT), in collaboration with the Internal Quality Assurance Cell (IQAC), organized a thought-provoking lecture-cum-interaction session on the theme Consciousness and Ayurveda. Held on April 22, 2025, the session delved into the fundamental concepts of Maharishi Vedic Science and Ayurveda, fostering a deeper understanding of India's ancient wisdom in the context of modern well-being.



The engaging session was led by Ms. Amrita Shrivastava, an esteemed Faculty member of Maharishi Ayurveda in the Department of Physiology and Health at MUIT. A certified Maharishi Ayurveda Health Consultant, Transcendental Meditation (TM) Teacher, and TM Sidhi Administrator, Ms. Shrivastava shared valuable insights into the principles of Rishi, Devta, Chhandas, Prakriti, and Vikriti. She also explained the significance of the Tridoshas—Vata, Pitta, and Kapha—in Ayurvedic diagnosis and treatment.

An important highlight of the session was the exploration of Jyotish (Vedic astrology) and its integrative role in Ayurveda and Yoga, underscoring the interconnectedness of body, mind, and cosmic intelligence with Consciousness as the foundational element.

The interactive session witnessed enthusiastic participation from faculty and students. Distinguished attendees included Dr. Shweta Bajaj, Dean of the School of Pharmaceutical Sciences; Mr. Ankit Tyagi, Deputy Dean; and their faculty teams. Representing the School of Science of Consciousness were Dr. Mudita Agarwal (Dean), Mr. Gaurav Thakur (Deputy Dean), and faculty members. Ms. Aditi Shrivastava, Advisor to the School of Consciousness, also graced the occasion.

LUCKNOW CAMPUS ACTIVITIES

Exploring Consciousness: Introductory Session on Transcendental Meditation at CBMR Lucknow

Under the umbrella of the Memorandum of Understanding (MoU) between Maharishi University of Information Technology (MUIT) and the Centre of Biomedical Research (CBMR), Lucknow, an engaging and insightful session on "Introduction to Transcendental Meditation (TM)" was held at CBMR on April 28, 2025. The session covered the introduction, scientific foundations, social relevance, and the numerous benefits of Transcendental Meditation. Proposed areas of research included a comparative study of TM with other meditation techniques, the effect of TM on respiration rate and aging, gender-based analysis of TM's impact.

Industrial Visit to Gyan Dairy Enlightens BBA Students on Real-World Business Practices

BBA final year students from the Maharishi School of Business Management (MSoBM), MUIT Lucknow Campus, had a "dairygood" learning experience during their industrial visit to Gyan Dairy, Lucknow, on 12th April 2025. The visit offered students a comprehensive understanding of the dairy industry's operational framework, right from milk procurement and processing to quality control, packaging, storage, and distribution. The management team at Gyan Dairy guided the students through the plant, showcasing the use of modern technology, ensuring hygiene, efficiency, and sustainability in dairy production.

MUIT Lecture Series Highlights Data Analytics and Sustainability

The Department of Humanities (MSoSH), in collaboration with IQAC, MUIT, Lucknow, organized a lecture series on March 29, 2025, titled "Innovative Ideas and Methods in Social Science and Humanities." The event aimed to promote interdisciplinary approaches and contemporary tools in academic research. Dr. Rupam Singh, Dean of MSoSH, welcomed the gathering. Prof. Alpana Srivastava (Amity University) delivered a keynote on data analytics, while Prof. P. K. Ghosh (University of Allahabad) discussed India's net zero mission through "Panchamrit." With guidance from Hon'ble VC Prof. (Dr.) Bhanu Pratap Singh and support from Registrar Dr. Girish Chhimwal and Admin Officer Dr. Rajesh Singh, the program was a great success and was appreciated by students.

Educational Tour to State Museum Enriches Students' Historical Insight

On April 25, 2025, the Department of Humanities at Maharishi University of Information Technology, Lucknow Campus, organized an enriching educational tour to the State Museum, Lucknow, specifically for history students. The visit, led by Dr. Arti Gupta, Assistant Professor, aimed to offer experiential learning and deepen students' appreciation of India's historical and cultural heritage. During the tour, students explored diverse galleries, including those dedicated to Egypt, Jain Art, Buddha Art, Awadh Art, Coins, Sculptures, Terracotta, and Paintings.

INTERNATIONAL CONFERENCE: VISION 2047
Sustainable Development Strategies

Maharishi School of Business Management, MUIT-Noida campus, organized an international conference-Vision 2047 on 19th April,2025, on the important topic of sustainable development strategies for business, Accelerating Businesses in the Modern World. It is a mega annual event of the university.

The International Conference aimed to foster interdisciplinary dialogue on sustainable development, technological transformation, and business acceleration strategies as India marches towards its centenary of independence. The conference provided a platform for academicians, researchers, industry leaders, and students to share insights, exchange ideas, and collaborate on futuristic strategies.

A total of 50 registrations were received, reflecting a wide range of the conference. Out of these, 15 papers were successfully presented through a hybrid mode, ensuring broad accessibility and dynamic engagement. The papers presented an extensive array of topics related to the main theme that dealt with the contemporary situation of artificial intelligence (AI) to future FinTech services.

The conference was further elevated by the presence of the eminent scholars, thinkers, and academicians of the field along with the students. The Guest of Honour, Prof. (Dr.) Justin Paul, Provost and Dean at NMIMS Mumbai, addressed and said 'India's transformation into a global economic powerhouse by 2047. The conference was graced with the presence of Shri Ajay Prakash Shrivastava, Hon'ble Chancellor of Maharishi University of Information, and Prof. (Dr.) O.P. Sharma, Director General of MUIT.

The best paper award was given to Dr.Yogesh Kaushik, Professor, Pt. Deen Dayal Management College, Meerut, and Ms.Usha Patel, Assistant Professor, GNIOT, Greater Noida, with scholarly students Akash Gupta and Rachana Mishra of GNIOT, Greater Noida. The participants were awarded a Winner Trophy and certificates of participation.

BID ADIEU - FAREWELL 2025

Cheers to New Beginnings: MUIT Animation Dept. Bids Heartfelt Farewell to Graduating Batch

In a vibrant celebration filled with joy, emotion, and nostalgia, the Department of Animation at Maharishi School of Media & Animation, Noida Campus, hosted a farewell party on Saturday, April 26, 2025. The event was organized to honor the graduating students and recognize their remarkable journey through years of learning, creativity, and personal growth. The spotlight of the day was the crowning of Deepanshu Sirohi as Mr. Farewell and Himanshi Bisht as Miss Farewell.

Media Department Bids a Heartfelt Adieu with Celebration of Memories and Milestones

The Department of Media at Maharishi University of Information Technology, Noida Campus, hosted a touching and vibrant farewell ceremony on April 30, 2025, marking a momentous send-off for the graduating batch. The farewell was filled with a range of cultural performances that beautifully showcased the creativity and passion of the department. A major highlight of the ceremony was the much-anticipated Title Ceremony, where Mr. Pushkar Mittal and Ms. Tanishka were crowned Mr. Farewell and Ms. Farewell, respectively, for their outstanding presence and contributions to the department.

School of Science of Consciousness Celebrates Graduates with Joy and Gratitude

The School of Science of Consciousness, Noida Campus, bid a warm and memorable farewell to its outgoing batch on April 30, 2025. The event was more than a goodbye, it was a vibrant celebration of memories, achievements, and new beginnings.

Organized with great spirit by juniors and faculty, the ceremony opened with a traditional welcome, setting a graceful and festive tone. Dean Dr. Mudita Agarwal congratulated the graduating students, encouraging them to pursue their paths with purpose and integrity. The event featured colorful cultural performances, including music, dance, poetry, and heartfelt speeches. One of the most awaited moments was the Title Ceremony, where Ms. Karuna was recognized for her remarkable contributions and presence.

Graduating students shared emotional reflections, thanked mentors and friends, and relived cherished moments from their journey. Their stories added a nostalgic charm to the occasion.

Deputy Dean, Mr. Gaurav Thakur, Assistant Professor, Mr. Mandeep Awana, and Mr. Uagyvrat Sharma extended heartfelt wishes to the batch and applauded the efforts of the organizing team.

"Up The Ladder: From Classroom to Career"

Anuj Prakash Yadav
MBA
AGILE CAPITAL SERVICES

Jahnvi Shukla
MBA
AGILE CAPITAL SERVICES

Shakshi Pandey
MBA
AGILE CAPITAL SERVICES

Eechya
MBA
Hirementum

Jagriti Tiwari
BBA
Hirementum

Aasia Atique
MA JMC
212 Healthcare Pvt. Ltd.

Abhishek Srivastava
MCA
AI-DROM GLOBAL PVT. LTD.

Ajeet Singh Yadav
BCA
AI-DROM GLOBAL PVT. LTD.

Anjali Verma
BCA
AI-DROM GLOBAL PVT. LTD.

Ankita Bisht
MCA
AI-DROM GLOBAL PVT. LTD.

Ayushi Singh
BBA
AI-DROM GLOBAL PVT. LTD.

Shweta Kumari
MA JMC
Madad Guru Foundation

Yashi Nigm
BBA
AI-DROM GLOBAL PVT. LTD.

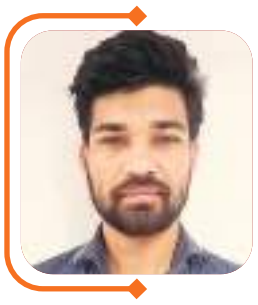
Vaishnavi
MBA
AI-DROM GLOBAL PVT. LTD.

Ragav Mishra
BCA
AI-DROM GLOBAL PVT. LTD.

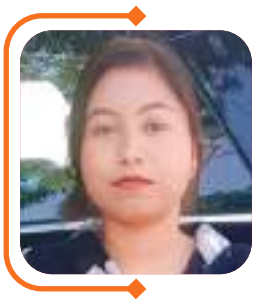
Utkarsh Ravi
MBA
AI-DROM GLOBAL PVT. LTD.

Harsh Mishra
BBA
AI-DROM GLOBAL PVT. LTD.

Garima Sharma
BA JMC
ASNM Media Pvt. Ltd.



Hardik Shukla
MBA
AI-DROM GLOBAL PVT. LTD.



Jagriti Kumari
BBA
AI-DROM GLOBAL PVT. LTD.

Muskan
BBA
AI-DROM GLOBAL PVT. LTD.

Alok Pandey
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Abhijeet Roul
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Sahavag
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Paytm Services Pvt. Ltd.

Utkarsh Mishra
M.Com
AI-DROM GLOBAL PVT. LTD.

Manish Sharma
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F5 Multimedia Studio Pvt. Ltd.

Somyaranjan Mishra
B.Tech
RSB Systems Pvt. Ltd.

Aryan Kumar Ojha
B.Tech
RSB Systems Pvt. Ltd.

Siddharth Patel
B.Tech
RSB Systems Pvt. Ltd.

Divya
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APN News

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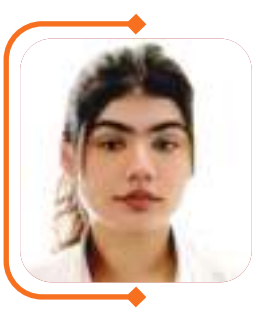
Maharishi Ayurveda Products Pvt Ltd.

Manasvi Paliwal
BBA
Corporate Intellect Solutions

Krish Balyan
BBA
Corporate Intellect Solutions



Akansha Sharma
BBA
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Deepak Rathaur
BBA
Corporate Intellect Solutions

Jay Kumar
BA JMC
Samvad News

Nikita
BBA
Corporate Intellect Solutions

Rishabh Verma
BBA
Corporate Intellect Solutions

Ajeej Ahmad
B.Sc. Animation
F5 MULTIMEDIA STUDIO PVT LTD

Pooja Chauhan
B.Tech
Bridge Group Solutions

Aryan Mittal
MBA
Hecta

Sachin Kumar
BA JMC
PPM TIMES

Clean Earth, Green Future: Earth Day 2025

MUIT NSS Units Celebrate World Earth Day with Cleanliness Drive

On April 22, 2025, the National Service Scheme (NSS) units of Maharishi University of Information Technology, Lucknow Campus, in collaboration with Bisleri, organized a special event to mark World Earth Day.

The celebration included a spirited cleanliness drive where NSS volunteers took proactive steps to clean the campus surroundings and spread awareness about the environmental hazards of plastic and non-biodegradable waste. The drive aimed to instill a sense of responsibility among students towards sustainable living.

The event was successfully coordinated by Dr. Sapan Asthana and Mr. R.P. Dixit, NSS Programme Officers, along with a representative from Bisleri. The initiative reflected MUIT's commitment to environmental conservation and student-led community engagement.

Powerful Street Play on Environmental Awareness: Earth Day 2025

The students of the MLS of Maharishi University celebrated Earth Day on April 22, 2025, with an engaging street play (nukkad natak) titled "Clean Earth, Green Future" in association with Bisleri, QAC, Legal Aid Cell, and the Pro Bono Club. The event took place at Tugalpur and attracted attention from the local community. The nukkad natak focused on urgent environmental issues, including pollution, plastic waste, deforestation, and the collective responsibility to preserve the planet for future generations.

With powerful dialogues and emotive performances, the 20 participating students used theatre as a tool to raise awareness about adopting eco-friendly practices, maintaining cleanliness, and promoting tree planting. The energy and commitment displayed by the students underscored the critical role of youth in leading the charge toward a sustainable future. The Earth Day celebration by MLS students stands as a testament to the power of creative expression in driving social change and perfectly echoes the global call for a "Clean Earth, Green Future."

उपलब्धियां: मीडिया फेस्टिवल में महर्षि यूनिवर्सिटी के विद्यार्थियों ने शीर्ष पुरस्कार किए अपने नाम

महर्षि यूनिवर्सिटी ऑफ इंफॉर्मेशन टेक्नोलॉजी, नोएडा कैंपस के मीडिया विभाग के विद्यार्थियों ने सुभारती विश्वविद्यालय, मेरठ द्वारा आयोजित दो दिवसीय मीडिया फेस्ट 'बहिरंग 2025' में अपनी प्रतिभा का शानदार प्रदर्शन करते हुए विभिन्न प्रतियोगिताओं में शीर्ष स्थान प्राप्त किए।

अंश शर्मा
बीएजेएमसी

मीडिया विभाग के बीएजेएमसी द्वितीय वर्ष का छात्र अंश शर्मा ने क्रिएटिव डिजाइन प्रतियोगिता में प्रथम स्थान प्राप्त किया, वहीं मंजरी डिमरी ने शानदार प्रस्तुति के साथ द्वितीय स्थान प्राप्त की। गायन प्रतियोगिता में अपनी मधुर आवाज से सबका मन मोह लेने वाली खुशी शर्मा ने द्वितीय स्थान प्राप्त कर महर्षि यूनिवर्सिटी ऑफ इंफॉर्मेशन टेक्नोलॉजी का नाम रोशन किया।

मंजरी डिमरी
बीएजेएमसी

इस उपलब्धि पर महर्षि यूनिवर्सिटी ऑफ इंफॉर्मेशन टेक्नोलॉजी के कुलपति प्रो. (डॉ.) बी. पी. सिंह और डीन एकेडमिक डॉ. तृप्ति अग्रवाल ने विजेता विद्यार्थियों को बधाई देते हुए उनके उज्ज्वल भविष्य की कामना की है। मीडिया विभाग के विभागाध्यक्ष डॉ. एस. एस. गुप्ता ने कहा कि यह सफलता विद्यार्थियों की कड़ी मेहनत, रचनात्मकता और समर्पण का प्रतिफल है।

खुशी शर्मा
बीएजेएमसी

16-DAY 'TECH-BOOST' WORKSHOP

From April 1st- April 16th, 2025, the Maharishi School of Business Management (MSoBM), in collaboration with the Internal Quality Assurance Cell (IQAC), organized a 16-day comprehensive workshop titled "Tech-Boost: Tally, GST, AI and MS Office" at the Maharishi University of Information Technology (MUIT), Lucknow Campus. The workshop aimed to empower students of MBA, BBA, and B.Com with essential technological and professional skills critical for success in today's data-driven and tech-oriented business world.

The workshop was facilitated by Mr. Harshit Verma, a seasoned trainer from Vision Tech Education, Lucknow, who brought hands-on industry experience into the classroom.

The workshop started with Advanced Excel, equipping students with data analysis tools, intricate formulas, and financial modelling techniques. The interactive sessions helped students transform raw data into actionable business insights using Excel's advanced features.

Later, the focus shifted to Tally, where students gained foundational knowledge of the popular accounting software, beginning with creating company profiles and entering financial data. The sessions provided a practical introduction to financial management systems widely used in the corporate sector.

The training also included a thorough exploration of Goods and Services Tax (GST). Students learned about GST compliance procedures, invoice generation, and return filing—crucial knowledge for future finance professionals.

The workshop took a futuristic turn with an introduction to Artificial Intelligence (AI). Students explored the basics of AI, its business applications, and how it's reshaping industries. This segment not only sparked curiosity but also encouraged students to consider the evolving role of technology in business decision-making.

Complementing these topics was hands-on practice with MS Office tools, where participants polished their presentation, documentation, and organisational skills—learning to create impactful reports, dynamic slideshows, and professional communication material.

Each session concluded with valuable reflections and motivational words by Dr. Sapan Asthana, Dean of Student Welfare, emphasising the importance of lifelong learning. A formal vote of thanks was delivered by Dr. Pawan Kumar Verma, Deputy Dean of MSoBM, appreciating the students' enthusiasm and the trainer's dedication.

The workshop was designed to be highly interactive, with participants actively engaging in practical exercises, discussions, and peer-to-peer collaboration. This learning-by-doing approach created an energetic and supportive atmosphere, encouraging every student to grow in confidence and competence.

The hands-on experience had significantly enhanced their understanding of business tools and practices and prepared them for future career opportunities.

The "Tech-Boost" workshop stands as a testament to MUIT's commitment to providing industry-relevant, skill-based education. It reflects MSoBM's mission to equip students with not just theoretical knowledge but also practical competencies to meet the ever-evolving demands of the digital economy.

Thrilling Finish to Maharishi University's MFL 2025 as Galgotias Lifts the Trophy

The Maharishi Football League (MFL) 2025, hosted by Maharishi University of Information Technology (MUIT), Noida, concluded with high energy and overwhelming student participation from April 24 to April 27 at the university's football ground. Making its debut as an inter-university tournament, MFL 2025 brought together eight dynamic teams from leading institutions—JSS, MUIT, NIET, KCC, GL Bajaj, Galgotia University, Bennett University, and Gautam Buddha University.

In a nail-biting final, Galgotias University emerged victorious with a narrow 1-0 win over Bennett University, showcasing exceptional strategy and skill. The spotlight, however, shone brightly on Parv from Bennett University, who was named Player of the Tournament for his outstanding midfield control and crucial goals throughout the league.

The tournament followed a round-robin format in the group stages, progressing to knockout rounds, with matches officiated by professional referees. While most matches were 60 minutes long, the semi-finals and final extended to 90 minutes, adhering to standard football match durations. The semi-final between Galgotias and KCC was particularly intense, ending in a thrilling 2-1 result in favor of Galgotias.

Inaugurated by Deans and Heads of Departments, the event was attended by faculty, staff, and a vibrant student crowd. Beyond the field, MFL 2025 stood out for its spirited atmosphere, with cheer squads and volunteers playing a crucial role in engaging the audience and ensuring smooth execution. The university also provided live match updates, commentaries, and video highlights on its social media platforms, greatly amplifying campus-wide excitement.

More than just a football tournament, MFL 2025 excelled at promoting sportsmanship, teamwork, and healthy competition among students. The overwhelming participation and positive feedback have laid the foundation for an even grander future. With plans to expand the league with more teams, upgraded facilities, and wider media coverage, MFL is set to become a marquee sporting event in the university calendar.

Young Innovators Shine at 'MUIT Young Sharks 2025'

The Maharishi School of Business Management, MUIT, Noida Campus, successfully hosted the third edition of its flagship event "MUIT Young Sharks 2025 – National Business Plan Competition" on Wednesday, 2nd April. With the theme "Dare to Dream, Dare to Compete," the event was designed to promote entrepreneurial thinking among the youth and provided a dynamic platform for students to showcase their innovative business ideas. The competition saw enthusiastic participation from over 70 teams and more than 150 students representing top institutions such as the Institute of Chemical Technology (Mumbai), Delhi Technological University (DTU), Shri Ram College of Commerce (SRCC), Goa Institute of Management (GIM), Management Development Institute (MDI-Gurgaon), Amity International Business School (AIBS), among others.

Following a rigorous preliminary screening, 19 promising teams were shortlisted to present their business plans before a distinguished panel of judges. The eminent judges of the event were Mr. Vikash Chand Dubey, Associate Vice President at Zopper, and Ms. Shweta Kashyap, Founder of Prismatic Décor Pvt. Ltd.

Team Azeedo from XIM University, Bhubaneswar, clinched the first prize for their innovative agritech startup offering organic crop protection solutions and were awarded a cash prize of 21,000 along with a Winner's Trophy and Certificates of Excellence. The first runner-up was Team Mandi Bhai from ABESEC, Ghaziabad, for developing a B2B e-commerce platform that connects wholesalers with retailers. They received 11,000 in cash and a trophy.

There was a tie for the second runner-up position. Team Assafa from the Maharishi School of Engineering & Technology, MUIT Noida, impressed the judges with their business of preservative-free spices. Team Wellora from the Maharishi School of Business Management, MUIT Noida, presented an AI-powered scanner app that promotes healthy food choices. Both teams were awarded 5,100 and Certificates of Excellence.

"MUIT Young Sharks 2025" was a celebration of innovation, passion, and the entrepreneurial spirit of young India. The event recognised budding entrepreneurs and empowered them by providing access to mentorship, funding, and valuable resources to bring their ideas to life.

WORKSHOP PREPARES STUDENTS FOR CORPORATE SUCCESS AT MUIT LUCKNOW

The Maharishi Industry Relations Cell at MUIT, Lucknow Campus, organized a two-day workshop on "Campus to Corporate" from April 22–23, 2025, at the University Auditorium. Students from the Maharishi School of Business Management and the Maharishi School of Engineering and Technology participated enthusiastically.

The sessions were conducted by Mr. Manish Tiwari, Head – Training & Placement, who focused on essential soft skills like communication, leadership, and adaptability. He offered practical insights into corporate expectations and real-world examples, making the sessions highly interactive and insightful.

The workshop received positive feedback from both students and faculty, helping bridge the gap between academic learning and industry readiness. Encouraged by the success, the Industry Relations Cell plans more such initiatives to strengthen career preparedness.

STUDENTS' ACHIEVEMENT AT LUCKNOW CAMPUS

Utkarsh Singh: A Dedicated NCC Cadet from MSoET

Utkarsh Singh, a second-year B.Tech CSE student at MSoET, MUIT Lucknow Campus, is actively participating in NCC training under the Air Force Wing. He is currently preparing for his 'B' and 'C' certificates. His involvement in NCC reflects a balanced approach to academics and extracurricular activities, aligning with MUIT's focus on holistic student development.

Shining Bright: Astha Upadhyay Qualifies GATE 2025

Ms. Astha Upadhyay, a B. Tech (CSE) student from the Maharishi School of Engineering and Technology (MSoET), Lucknow campus, has brought laurels to the university by successfully qualifying for the prestigious GATE 2025 examination. Her achievement reflects dedication, perseverance, and academic excellence. The entire MUIT fraternity congratulates her and wishes her continued success in all future endeavours.

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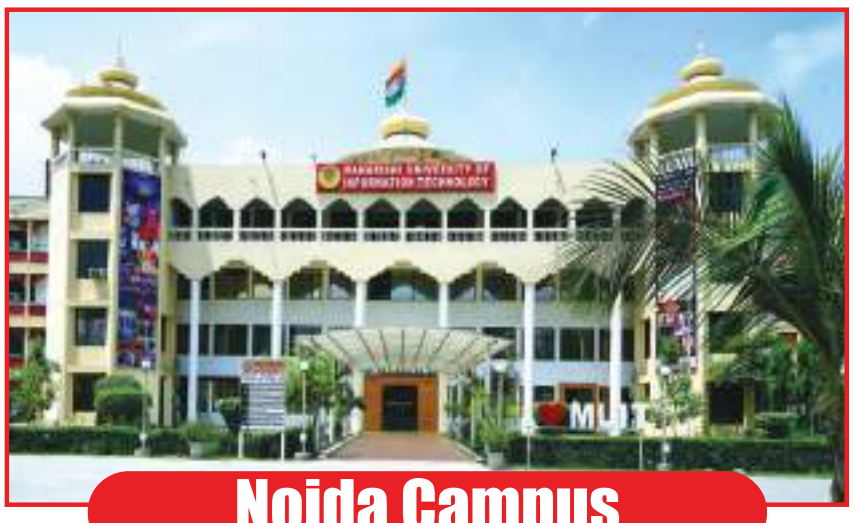

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CAMPUS PLACEMENT

Publisher : Maharishi University of Information Technology, Sector - 110, Noida - 201304
Editor : Dr. Shambhoo Sharan Gupta, Department of Media Sub Editor: Dr. Vijay Srivastava E-mail: campusvoice@muit.in Phone: 9921036740
Designer: Arvind Kumar Singh Printer: ECO Media, C - 340, Sector - 10, Noida - 201301, Uttar Pradesh