



**Mittal**  
Group of Institutes

ENGINEERING - POLYTECHNIC - ITI - PHARMACY - MANAGEMENT - EDUCATION - LIFE SCIENCES

**THE MITTAL TIMES**



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# THE MITTAL TIMES

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## BUSINESS NEWS

BUSINESS NEWS

June 02, 2022

### INDIA ASSURES SRI LANKA OF FERTILISER SUPPLIES TO AVOID FOOD SHORTAGES



The Sri Lankan government banned chemical fertilisers last year as part of a phased transition towards organic agriculture. The dearth of adequate supplies of organic fertilisers affected agricultural output, especially rice and tea, and caused a food shortage with crop losses amounting to 50 per cent.

Colombo: India has assured Sri Lanka of fertiliser supplies to help the debt-ridden country avert severe food shortages caused by crop losses and exacerbated by the worst economic crisis, President Gotabaya Rajapaksa's office said on Thursday. President Rajapaksa, while speaking with a group of irrigation officials on the next harvesting season's requirements, said Prime Minister Narendra Modi had assured him of fertiliser supplies for the next cultivation season.

Sri Lanka is aiming to boost its agriculture sector to avoid any disruption in the agriculture market following the drop in the paddy cultivation during the Maha session. Yala is the season of paddy cultivation in Sri Lanka that lasts between May and August.

Read more at:

[https://economictimes.indiatimes.com/news/international/world-news/india-assures-sri-lanka-of-fertiliser-supplies-to-avoid-food-shortages/articleshow/91958974.cms?utm\\_source=contentofinterest&utm\\_medium=text&utm\\_campaign=cppst](https://economictimes.indiatimes.com/news/international/world-news/india-assures-sri-lanka-of-fertiliser-supplies-to-avoid-food-shortages/articleshow/91958974.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst)

### PATHWAYS TO LIFE: MOVING TOWARDS INDIGENOUS SOLUTIONS FOR CLIMATE SUSTAINABILITY

June 09, 2022



Sustainability has imploded as an agenda with unprecedented scope and significance. India's movement for a Lifestyle for Environment (LiFE) is now in the global spotlight as a premier initiative for nurturing a "pro planet people". It is emerging as a consciously tailored policy for climate change focusing on reducing consumption at an individual level. Embers of LiFE already exist in the country, and there is much to learn from India's environmental history.

Understanding the pivotal role of indigenous knowledge systems in preserving ecology is essential for shaping the future of Indian sustainability. Hence, the call for LiFE is about taking a walk down the memory lane, drawing lessons for India's future and implementing it on a larger scale. India has also revised its starting point from state action to individual action.

Read more at:

[https://economictimes.indiatimes.com/news/economy/policy/pathways-to-life-moving-towards-indigenous-solutions-for-climate-sustainability/articleshow/92090646.cms?utm\\_source=contentofinterest&utm\\_medium=text&utm\\_campaign=cppst](https://economictimes.indiatimes.com/news/economy/policy/pathways-to-life-moving-towards-indigenous-solutions-for-climate-sustainability/articleshow/92090646.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst)



## MITTAL GROUP OF INSTITUTES NEWS

June 05, 2024

### WORLD ENVIRONMENT DAY CELEBRATION AT MIE: STUDENTS PLANT TREES



On World Environment Day, students at MIE took a significant step towards environmental sustainability by planting trees on campus. This initiative aimed to raise awareness about the importance of environmental conservation and instill a sense of responsibility in young minds. The event included a brief educational session on the benefits of trees and hands-on planting activities. Enthusiastic students, guided by their teachers, planted various saplings, contributing to a greener and healthier future. This celebration not only beautified the school grounds but also reinforced the importance of protecting our planet for generations to come.

### MIT- FINAL YEAR PROJECT INSTALLATION: WIRELESS P10 LED DISPLAY



Students from the Departments of Electrical Engineering and Electronics & Communication Engineering successfully completed their final year project on a wireless P10-based LED display. Today, the project has been proudly installed in front of the reception area, showcasing their innovation and hard work. This display not only enhances our campus's technological capabilities but also stands as a testament to the students' dedication and expertise.

### SUCCESSFUL PLACEMENT DRIVE AT MPITI



On 6th June 2024, under the initiative of our Honorable Chairman, the Training and Placement Department organized a campus drive for ITI Fitter trade students, in collaboration with INSPROS Engineers Pvt. Ltd., Mandideep. Eleven students participated in the drive, and after the interview process, five students were successfully selected. We extend our heartfelt thanks to our Chairman for his unwavering support and dedication to student success.



# MITTAL INSTITUTE OF PHARMACY AND MITTAL INSTITUTE OF EDUCATION CELEBRATED 10TH INTERNATIONAL YOGA DAY WITH GREAT ENTHUSIASM.

June 21, 2024



## परीक्षा के साथ भी योगा में उत्साह

विनाय उजाला

इंदौर, नम्र । विश्व योग दिवस के अवसर पर मितल इंस्टिट्यूट ऑफ एजुकेशन, भोपाल में विश्वविद्यालय की परीक्षाओं के साथ भी छात्रों में योगा के प्रति अति उत्साह देखा गया, उल्लेखनीय है इस समय महा-

विद्यालय में स्नातक की परीक्षाएं चल रही हैं, जिसमें जय नारायण चौकेसे कॉलेज (जे एन सी टी ) एवं शासकीय स्नातक महाविद्यालय, नरैला के छात्रों के साथ मितल महाविद्यालय के शिक्षा संकाय के छात्रों ने सहभागिता की।

मितल परिसर में आयोजित

इस योग कार्यक्रम में 150 छात्रों के साथ सभी अध्यापकों ने योगा के माध्यम से शारीरिक और मानसिक स्वस्थता का लाभ लिया! इस योगा कार्यक्रम में संस्था के डॉ जफर खान एवं दयाराम वंशवर्ती जी ने सूर्य नमस्कार, गरुणसन, ताड़ासन, पर्वतासन, नौकासन के साथ प्रणायाम के अंतर्गत -अनुलोम-विलोम, कपाल भारती का अभ्यास सभी छात्रों के साथ शिक्षकों द्वारा किया गया। संस्था के डॉ जफर खान जी ने दैनिक जीवन में योगा के महत्व की जानकारी से छात्रों को प्रोत्साहित किया, साथ ही मितल महाविद्यालय की प्राचार्या डॉ.



सिमरीना सिंह जी ने योग के माध्यम से परीक्षा के तनाव से निराकरण कैसे कर सकते हैं, पर छात्रों को सन्मोहित किया। इस सामूहिक विश्व योगा दिवस कार्यक्रम में जे एन सी टी महाविद्यालय की विभागाध्यक्ष डॉ नेहा शर्मा एवं अजय सर, नरैला कॉलेज के प्राध्यापक अर्चना गौर

एवं मुकेश तिवारी जी का सहयोग प्राप्त हुआ। इस योगा कार्यक्रम में संस्था के प्राध्यापक डॉ अनिल जैन, श्री नरेश मेहरा गरिमा हाड़ा, राखी पुरोहित, रितु जैन, रानी राजपूत, दिव्या अग्रवाल एवं गरिमा बब्बर ने भी योगा अभ्यास में उत्साह पूर्वक भागीधारी की।

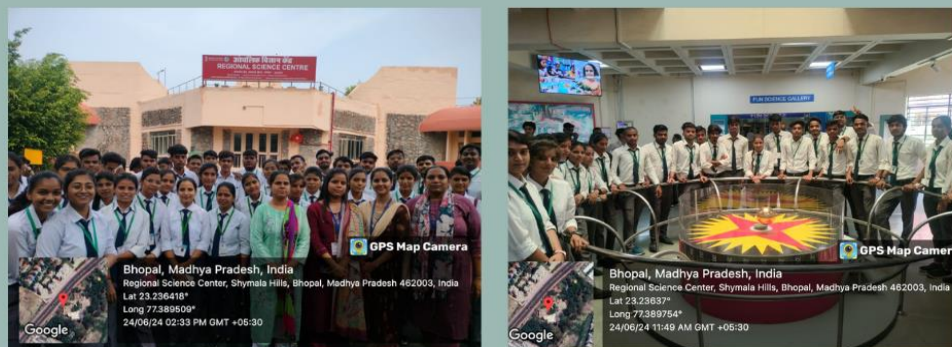
The session dwelled on the importance of yoga in the present day, its benefits and how to practice yoga.

Session started with a warm up, followed by surya namaskar and then different Yogasanas. The session was conveyed by Dr Ashish Manigauha and Dr Abhilasha Singh. It was well coordinated by Mr Manoj Sahu and Ms Diksha Pawar with the support of all the other staff members. We are thankful to Mr Mukesh Tripathi, sports teacher for instructing the students and staff members in performing Yogasanas. We are also thankful to Mr Govind Solanki, Asso. NCC Officer, with his NCC team for joining us. The students and staff members clapped for themselves and pledged for being healthy so that they could contribute to a healthy society, which is also the theme of current year i.e. “Yoga for self and society”.





## MITTAL INSTITUTE OF PHARMACY ORGANISED A VISIT TO SCIENCE CENTRE



Mittal Institute of Pharmacy organised a visit to Science Centre, Bhopal, on 24th June 2024 for the students of B. Pharm II & IV Sem. The centre aims at popularization Science & Technology, inculcation of scientific temper and encouraging attitude of curiosity among the public in general and the students in particular.

The visit was organized under the supervision of Ms Samreen Ali, Ms Priti Singh, Ms Bharti Lakhani and Ms. Diksha Pawar. The buses with students reached the centre at 11:00 am. The students first went to Exhibition Gallery. They were very curious and enthusiastic for observing the models and specimens which were kept there. After Exhibition Gallery, they went to the 3D Movie Theatre in groups of 40. Tara Mandal Show was the next step to move, followed by Science Park of Science center.

The students came back at 3:30 pm and overall the visit of science center was very knowledgeable, interesting and entertaining.

We are thankful to the staff

## MITTAL INSTITUTE TECHNOLOGY - MBA STUDENT PARTICIPATED IN STATE INNOVATION ENVIRONMENT CHALLENGE



Abhishek Mishra, an MBA student from Mittal Institute of Technology, recently participated in the State Innovation Environment Challenge under the guidance of Ms. Pallavi Tiwari and Ms. Ambika Singh Parihar. This prestigious event brings together bright minds to showcase innovative solutions for environmental sustainability. Abhishek's involvement highlights his commitment to addressing ecological challenges through creative and practical approaches. His participation reflects the high standards of Mittal Institute of Technology in fostering future leaders equipped to tackle global issues.



## MGI WALL OF FAME



**DR. SIMRINA SINGH - DIRECTOR MBA** has attended International conference at IPER, and chaired the IV technical session, with the blessings of honourable Chairman Sir and Respected VC Sir.

**Design Application Details**

Application Number:  
416197-001

Cbr Number:  
207793

Cbr Date:  
08/05/2024 11:39:38

Applicant Name:  
1. DR KIRTI THAKUR  
2. DR ANIL KUMAR THAKUR  
3. AMIT KAIMKURIYA  
4. DR AJAY KUMAR CHOUBEY

**Design Application Status**

Application Status:  
Application Accepted, Certificate of Design not Generated.

Back

**Design patent filled by the faculty of MIT is accepted for grant. The certificate will be released soon. Congratulations to-**

1. DR. KIRTI THAKUR
2. DR. ANIL THAKUR
3. PROF. AMIT KAIMKURIYA
4. DR. AJAY KUMAR CHOUBEY



**PROF. AMIT KAIMKURIYA** has published a research paper on Effect of Physical Parameters on Fatigue Life of Materials and Alloys: A Critical Review



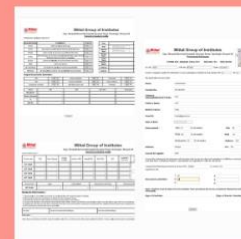
The Design of **DR. ARPAN DWIWEDI - PRINCIPAL MIT** on EV has accepted for the grant in affiliation to Mittal Institute of Technology.



**DR. ARPAN DWIWEDI - PRINCIPAL MIT** and **PROF. GARIMA HADA** ; book chapter has accepted for publication in a book published by Elsevier Scopus indexed after review in affiliation to Mittal institute of technology



**PROF. GARIMA HADA**, faculty Physics MIE, has been selected for PhD program in Physics at Maulana Azad National Institute of Technology (MANIT), also known as NIT Bhopal. Heartiest Congratulations to her.



**SUSHEEL TIWARI, B.TECH CS STUDENT**, has designed an application software for the admission cell for the smooth and easy functioning of the Student's record of MGI. Proud Of You!

## CEO CORNER

### LIZETTE IBARRA



**LIZETTE IBARRA: ON A MISSION TO ASSIST COMPANIES IN THEIR PURSUIT OF BUILDING DIVERSE, EQUAL, AND INCLUSIVE ORGANIZATIONS.**

As the CEO and Founder of Latina Chief, Lizette Ibarra is on a mission to close the gender and ethnic leadership gap and assist her clients in building diverse, bold leadership teams.

#### **An Inspiring Journey towards Success**

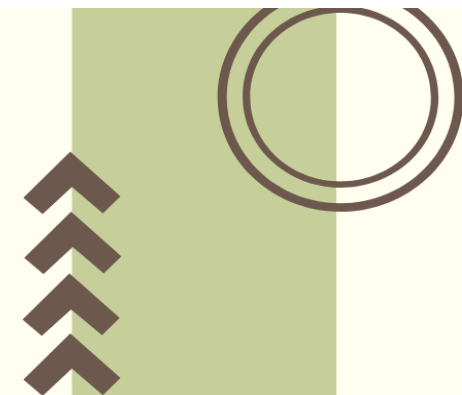
Since she turned 18, Lizette has been a worker. She began working as an English teacher in a kindergarten while still in college. When Lizette graduated, she began to work in the corporate world for two fantastic firms, Eastman Kodak and Johnson & Johnson, in the fields of human resources and talent acquisition. She was given managerial responsibilities at a very young age, and about 8 years later, she decided to enter the field of executive search and management consulting since she needed a more flexible work schedule after the birth of her first child.

Lizette has worked for boutiques and global search firms, as well as founded and developed two executive search firms that grew rapidly, both of them founded on women and diversity long before the term became fashionable. She has also had the privilege of serving on the boards of several non-profit organizations, which has been a transformative experience in her professional career.

“I’ve always believed and witnessed firsthand that diversity is an imperative for company growth and for societal equality.”- **Lizette**

Every position Lizette has held has been demanding and fulfilling, but she is especially proud of having built her first business around exceptional professional women who had left their corporate jobs to become mothers or wives and were turned down by many employers when they wanted to resume their careers because they had been “inactive” for three or four years. Because she experienced that herself, Lizette hired those women, in her organization, who were dealing with similar difficulties. She created a company that provided access to these amazing ladies with impressive backgrounds. She says, “We taught them the search business, and we built a very successful company together.”

Back then, remote or flexible work was not really an option in many corporations, and Lizette envisioned an organization where women could be women, wives, mothers, professionals, and human beings. She is incredibly proud of that, and now, with Latina Chief, she and her team have assisted many corporations in becoming more diverse and debunked the myth that there is not enough Latino and women leaders available to fill executive positions.



Lizette Ibarra | CEO & Founder | Latina Chief





## READERS' COLUMN

### MOONGFALI – TIMEPASS

- DR. AMIT SAHAY

Many among us who travel by train often come across train peddlers selling Moongfali (Ground nut). Peddler means any person carrying goods or merchandise who sells or offers for sale for immediate delivery such goods or merchandise from house to house or upon the public street, bus stand or a railway train. What drew my attention was when I heard peddlers selling Moongfali chanting “*Moongfali Timepass*” intending to draw customer’s attention. I was intrigued to hear the use of seemingly unconnected words Moongfali and Timepass in combo only to conclude that the Moongfali peddlers were trying to boost sales playing with the pressing need of the customer to pass the strenuous and unproductive travelling time in a subtle manner. Although Moongfali is a food meant to eat for taste and nutrition but here the prospective customers were influenced to buy Moongfali to eat and at the same time satisfy one more need to be able to spend their time rather effortlessly.

#### **Importance of determining customer needs**

Customer Needs Identification is the process of determining what and how a customer wants a product to perform. Customer Needs are non-technical, and they reflect the customers’ perception of the product, not the actual design specifications, although frequently they are closely related.

Customer needs are the motivating factors that lead someone to buy a product or use a service. Companies learn about customers' needs by identifying who their customers are. This includes defining a target audience and segmenting them based on demographics and other attributes. Once a business knows its target audience, they have a better view of the specific needs that drive them to buy. This allows businesses to:

- Provide Solutions.
- Improve Your Products and Services. Their customers' needs and develop a strong USP.
- Reduce Costs.

#### **How to Identify Customer Needs?**

The best way for a business to identify customer needs is to take an organized and systematic approach, often referred to as a customer needs analysis. A comprehensive customer needs analysis provides valuable insights into your target market. This information, coupled with brand positioning, allows companies to meet or exceed customer expectations. Different organizations rely on various methods to conduct consumer research, including:

- **Customer Interviews:** Direct communication from customers provides the most reliable information compared to other methods of research. Businesses might ask specific questions of those who have used their products or service and get open-ended feedback.

- **Surveys:** This is another way to reach customers, but it involves using multiple-choice or ranked questions to acquire data that businesses use to understand customer needs.
- **Focus Groups:** Companies use a small group of people to drill into specific issues or products. Many businesses use focus groups to fine-tune information they have learned from more extensive interviews or surveys.
- **Social Listening:** Most of today's companies have some sort of social media presence. Social listening is the act of monitoring social media channels to track conversations about a product, brand, or competitor to gather useful data.
- **Observation:** Seeing someone struggle with a problem is an easy way to get a general understanding of the issue. And frequently you are not the first person to identify that problem, so “watching customers use an existing product or perform a task for which a new product is intended” is a perfectly reasonable way to identify customer needs, as well as ways in which successful companies are attempting to solve them.

### **Big round of applause to the genius who coined “Moongfali Timepass”**

The peddlers who coined the “Moongfali Timepass” deserve praise. They have derived a term of great managerial significance. They work in the most unorganized sector of our country. 93% of our workforce belongs to the unorganized sector. The poor condition of unorganized sector is known to all of us. Unlike the organized sector, in this sector we are dealing with workers who have not acquired a high profile, tasted the benefits that can be gained from organization, or derived the advantages flowing from high visibility. Governments are putting efforts for their welfare and include them under social security schemes. Society need to recognize their contribution and put efforts to improve their services and add value to their life.

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