

SOBHASARIA TIMES

SILVER JUBILEE
January-March 2024 Edition

First Edition

Online Newsletter (in multiple languages)



Since 1999

SOBHASARIA
GROUP OF INSTITUTIONS

NH-52, Gokulpura, Sikar-332021 | info@secs.ac.in

Educational Venture of



Tel: 01572-222650 to 53
Helpline No: 8003595093

Our Chairman



Padma Shri Prahlad Rai Agarwala

Mr. Prahlad Rai Agarwala is the Executive Chairman of Rupa & Company Limited and has been a member of the Board of Directors since February 6, 1985. He holds a bachelor's degree in law from University of Calcutta. With over five decades of experience, he has been instrumental in building India's first organized hosiery brand-Rupa. His innovative ideas and strategic direction has given the Company an edge in the market globally. Under his aegis, Rupa and Company Limited was awarded as the Most Promising Brand by The Economic Times in 2018. For his distinguished service in the field of Trade and Industry, he has been conferred with Padma Shri, one of the highest civilian honours of India in the year 2022. He was conferred Management Excellence Award by Calcutta Management Association in the year 2021 and Face of the Industry award by FOHMA in the year 2022. He is a member of the Governing Council of Apparel, Made-ups & Home Furnishing Sector Skill Council (AMHSSC), a Council Under Ministry of Textile, Government of India. Apart from the same, he was appointed by the Hon'ble President of India as the Honorary Consul of Republic of Colombia in Kolkata. An ardent philanthropist and an education enthusiast, he is actively serving as founder Chairman of Sobhasaria Group of Institutions, Sikar, Rajasthan and Chairman- Board of Governors, Heritage Institute of Technology, Kolkata.

Leadership Speak

Dear SGI Family,

As we enter our 25th year, it brings me immense joy and pride to welcome you to the inaugural edition of Sobhasaria Times, the official newsletter of Sobhasaria Group of Institutions. Marking a significant milestone, we are thrilled to announce this edition of Sobhasaria Times as a celebration of our Silver Jubilee Year. As we commence this journey of communication and celebration, I find it fitting to reflect on the remarkable journey that has brought us to this moment.

Sobhasaria Engineering College, now a part of the integrated campus of Sobhasaria Group of Institutions, was inaugurated on October 20, 1999, by the then Chief Minister of Rajasthan, Shri Ashok Gehlot. Nestled in a sprawling campus spanning 35 acres, our institution operates under the esteemed Jan Kalyan Trust, with the visionary Padma Shri Prahlad Rai Agarwala serving as the Chairman. A stalwart industrialist renowned for establishing the RUPA group, India's largest hosiery industry, he has also expanded the group's ventures into apparel and metal industries.

The journey of Sobhasaria Engineering College has been marked by significant milestones and achievements, a testament to the dedication and perseverance of the entire SGI family. Our institution has been fortunate to have dynamic leaders at the helm, guiding us through various phases of growth.

The success of Sobhasaria Group of Institutions wouldn't have been possible without the invaluable contributions of key figures in our organization. I extend my gratitude to Vice Chairman Mr. G. P. Agarwala, Vice Chairman Mr. K. B. Agarwala, and Member Secretary Mr. Ravi Agarwala for their unwavering support. I also extend my gratitude to all Agarwala family members for their support and guidance.

The guidance and direction provided by Mr. Manoj Joshi and CA Mr. Sunil Mor have been instrumental in shaping the trajectory of our institution. Their mentorship has been a beacon for us in navigating the challenges and opportunities in the field of education.

Our alumni are the pride of Sobhasaria, scattered across the country and excelling in various positions. Their constant connection with their Alma Mater speaks volumes about the strong bond forged during their time at Sobhasaria.

As we launch SGI Times, our official communication channel, we hope to create a platform that celebrates our achievements, shares our experiences, and fosters a sense of belonging among the SGI community. I invite each one of you to actively participate, contribute, and stay connected as we continue to build a brighter future together.

Wishing you all a fulfilling and successful academic year!



Prof. L. Solanki
Principal, SGI



Dr. Harshita Garg
Principal, Degree College



Dr. Ravi Prakash Shringirishi
Principal, Law College



Mr. Pradeep Sharma
Registrar, SGI

A Hallmark of Academic Excellence

Dr. Rajesh Gaur

Dean, Skills & Brand Development



Former Chief Minister Sh. Ashok Gehlot, Late Sh. Baijnath ji Sobhasaria, Padma Shri P. R. Agarwala, Sh. G. P. Agarwala and Sh. K. B. Agarwala in the inaugural ceremony in 1999.

Nestled amidst the breathtaking natural landscapes of Sikar, the Sobhasaria Group of Institutions stands as a beacon of educational excellence. With a firm commitment to delivering unparalleled education and shaping the leaders of tomorrow, Sobhasaria Group has carved a distinguished niche in the academic realm of the region. Established on the visionary groundwork laid by Sh. P. R. Agarwala, Chairman of the Rupa Group in Kolkata, alongside the dynamic leadership of Sh. G.P. and Sh. K. B. Agarwala, Vice Chairmen of the Group, since its inception in 1999, the institution has etched a remarkable journey. Rooted in enduring values and driven by a pursuit of excellence, Sobhasaria Group epitomizes scholarly distinction, offering students a comprehensive and enriching educational experience aimed at shaping their futures. Through unwavering dedication to quality education, Sobhasaria Group remains steadfast in its mission to fortify the intellectual and social fabric of Sikar.



Chairman Padma Shri P. R. Agarwal (Middle), Vice Chairman - Sh. G. P. Agarwala (Right) and Sh. K. B. Agarwala (Left)

A Hallmark of Academic Excellence



Honourable MLA, Sikar, Sh. Rajendra Pareek, Vice Chancellor, BTU, Padma Shri P.R. Agarwala, S h. G.P. Agarwala & Sh. K.B. Agarwala inaugurating Sobhasaria College

Sobhasaria Group of Institutions is one of the top technical institutions in Rajasthan, attracting students from across the country who aspire to further their careers in management and technology. Its cutting-edge facilities, including a four-storey Central Library and Central Computer Center, both fully air-conditioned, along with a modern playground, and a 37-acre lush green campus with Wi-Fi, create an environment conducive to learning. The highly experienced faculty members of Sobhasaria, with their industrial, academic, and research skills, inspire students to progress in life with a winning attitude and equip them with the expertise needed for the industrial workplace.



Honorable Member of Parliament Sh. Sumedhanand Saraswati, MLA Sh. Rajendra Pareek along with Group Chairman at the inaugural ceremony of Sobhasaria School of Law



Rewasa Pithadhiswar Raghvacharya ji releasing International Journal of Business and Engineering Research

The depth and vitality of multiculturalism are embodied by the cultural nights organized at SGI, which promote inclusivity and mutual respect while showcasing the beauty and distinctiveness of each culture. These cultural nights offer incredibly enriching experiences, providing a platform to showcase the diversity and richness of different cultures. Highly esteemed Bollywood celebrities often grace the cultural nights with their presence, adding glamour and entertainment to the events.

A Hallmark of Academic Excellence



Bollywood Singer Udit Narayan & Neha Kakkar performing in the cultural night at SGI

Additionally, the Institute collaborates with IIT Bombay on its campus to offer certification programs that enhance the employment prospects of technocrats. The majority of the alumni have been serving the country in various capacities. Apart from holding administrative positions such as IAS and IES, the Institute's entrepreneurs occupy notable positions in prestigious firms such as Microsoft, IBM, Oracle, TCS, Wipro, Infosys, HCL, Cognizant, Tech Mahindra, and Accenture, as well as esteemed organizations like NASA, ISRO, and DRDO. MBA students find employment opportunities in ICICI Bank, HDFC Bank, Amazon, Flipkart, AU Small Finance Bank, and other private and public banks across India.

Excellence is the hallmark of Sobhasaria Group of Institutions, and in pursuit of excellence, the institution has made significant strides in creating state-of-the-art infrastructure, assembling dedicated professionals, faculty, and taskforces to meet the challenges of change.

Down the Memory Lane...



Down the Memory Lane...



Down the Memory Lane...



Down the Memory Lane...



Down the Memory Lane...



A Case Study on RUPA Group

Dr. Bineet Sinha
HOD, MBA

Around the time Kolkata-headquartered innerwear and outerwear clothing manufacturer Rupa & Company set up shop, in 1968, the Indian hosiery market was dominated by unorganised players, barring a few strong local brands such as Dora, Asli Hira and Asli Sona. So much so that “everyone in the hosiery business then was talking about hira (diamond) and sona (gold),” Prahlad Rai Agarwala, the company’s 80-year-old chairman and executive director, tells Fortune India. “So we decided to go with chandi (silver).”

Which translates to rupo or rupa in Bengali. The name, as everything else, was driven by a need to differentiate and yet belong, because it was a tough market. Brand Dora dominated, he recalls. “No hosiery store would sell anything else but Dora,” he says. To break through, they relied on two principles. Innovation, for one. In the early ’70s, for instance, Rupa launched elastic strap under-wear for men, a shift from the cotton rope string variety widely sold till then. Discipline and an undeterred work ethic, for the other.

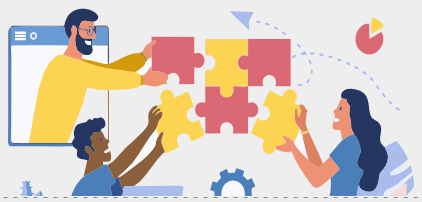
Rai believes it is their never-say-die attitude that has got the company, No. 221 on the Fortune India Next 500 list this year, this far. Consider the challenges he faced upfront. Rupa first started selling its men’s vests in Patna, Bihar, a densely populated market with high demand for vests (baniyans). Men’s briefs and women’s innerwear followed a few years later, in the mid-’70s. “I would travel in general class coaches to Patna and most of the time would sleep in the narrow passage next to the toilet,” says Rai. The response time from stores—to give a nod to Rupa—was long, but, “despite that I would convince shop owners. Slowly we got a grip of the market and moved to other states.”

Rupa & Co. Ltd. a Rs 810 crore plus business conglomerate, it has more than 21 percent market share of the Rs 2500 crore branded hosiery undergarment market in India. ‘Rupa’ has evolved as the parent brand of the company while the other subbrands like Bumchum, Macroman, Softline, Footline, Kid Line, Jon, Thermocot and Euro are all market leaders in their own right. It has presence in over 1, 00,000 retail stores across the country and a daily capacity to produce 7, 00,000 pieces of finished goods. It sells about 7 lakh products each day and so to keep up to the demand it has about 77 vendors plus 3 of their own manufacturing facility. The vendors intern generally manages about 1000 sub-vendors. The fabric knitting and processing are done both in-house and are also outsourced.

The growth is indisputable. Today, Rupa & Co., with a total income of ₹1,222.27 crore for FY19, has a pan-India presence through a distribution network of 125,000 retailers, more than 1,200 wholesale dealers and over 300 sales and marketing professionals. Rupa remains a family-owned enterprise with promoters’ holdings at 73.28% as of December 2019. It manages a portfolio of about 18 brands and over 8,000 SKUs (stock keeping units) across ranges for men, women, and children; at the back end, it has manufacturing facilities in Bengaluru, Tirupur in Tamil Nadu, Ghaziabad in Uttar Pradesh, and Kolkata in West Bengal.

Leading by example is Rai, who hasn’t slowed down even five decades after founding the Kolkata-based knitwear company. Always well-briefed and punctual, he follows a structured schedule of about eight hours of work a day. This discipline, he says, he inherited from his father. “During our college days, we have seen our father [Bajinath Agarwala] opening his hosiery shop sharp at 9 a.m. without fail,” says Rai’s younger brother Kunj Bihari (K.B.) Agarwala, 70, managing director, Rupa & Co. “Once my elder brother (Rai) opened the shop at 9.15 a.m. and our father came to know about it... the next day, father reached the shop at 8.45 a.m. to open it on time. He didn’t say anything to my brother but conveyed the message that punctuality cannot be compromised on.”

This is the classic entrepreneurial spirit inherent in first-generation business owners like Bajinath Agarwala, who opened a hosiery store in the 1950s; called Prahlad Rai Ramavtar, it was located on Kolkata’s Harrison Road (now Mahatma Gandhi Road). Soon after, in 1957, Prahlad Rai, his eldest son, started Binod Hosiery, a small trading business, while still studying for his B.Com at the University of Calcutta. “I was running that business till Rupa was launched in 1968,” says Rai, whose siblings (Kunj Bihari and Ghanshyam Prasad) joined the business later. The middle brother, Ghanshyam Prasad Agarwala, is the vice chairman of the company but currently devotes more time on corporate social responsibility (CSR) activities. The next generation of the family, which is now part of Rupa’s management, has absorbed the ethos of their elders. That is holding them in good stead as they try and navigate a more competitive, complicated market that does not allow for complacency.



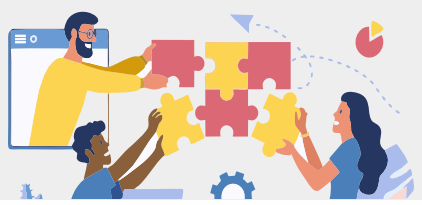
The online inauguration of the movie "The Glare" was done by Chairman Shri P R Agarwala ji on 12 June. The movie was made by our college students under the guidance of their teachers. The movie shows the darker side of social media. Vice Chairman Shri K B Agarwala ji, in his address, commended the efforts of the students for creating an excellent movie on this burning issue. Shri Sunil Mor Sir acknowledged the concept of the movie and encouraged students to continue their endeavours.



On 14 June 2023, the Directorate of College Education successfully conducted an inspection of Sobhasaria Degree College and Sobhasaria Law College. The inspecting team expressed satisfaction.



The college celebrated the 77th Independence Day with a lot of excitement and patriotic spirit. The Chief Guest for the day was Retired Subedar Bhana Ram Khkhar. He had been shot with 8 bullets during the Kargil War and recently donated a kidney to his daughter. Many faculty members and students gathered for the celebration and gave patriotic performances. After the program, laddus were handed out.



A meeting was held on 20 June in the Board Room with the presence of Chairman Sir, both Vice Chairman, and Secretary of the Governing body. In the meeting, members from Heritage Group of Institutions, Kolkata including Principal Dr. Prashant Choudhary, CEO Mr. Pradeep Agarwal and Director of BRCM, Bhel Dr. Shailendra Kumar Sinha were the invited guests. In the meeting detailed discussions took place on the progress and challenges towards Rupa University. The invited members shared their ideas and experiences to help Sobhasaria Institutions achieve greater heights in the future.

Mr. Manoj Joshi, Mr. Sunil Mor, Dr. L Solanki, Dr. Harshita Garg, Mr. Pradeep Sharma, and Dr. Bineet Sinha represented Sobhasaria Group and shared their vision for the future and provided valuable insights about the institute working and plan. The meeting concluded after lunch with a vote of thanks by the Chairman Sir.



On 20 June, a visit was organized for invited guests to showcase the institute's infrastructure and the project work conducted by students in labs and industries. The guests expressed their satisfaction about the labs and infrastructure. During the visit, there was a healthy interaction between the visiting members, Chairman Sir, and the students.



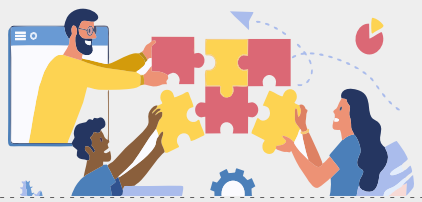
On Saturday, August 19, 2023, program based on "Contribution of Scientists and Scientific Contributions in India's Freedom Struggle" by Prof. Satyendra Nath Bose was celebrated at our college. The event was organized under the aegis of the Ministry of Culture and Vigyan Bharti and Bikaner Technical University, Bikaner whereas Sobhasaria Group of Institutions was the venue partner. The honourable Chief Guest for the event was Mr. Kalraj Mishra, the Governor of Rajasthan, who was given a guard of honour upon his arrival.



The National Secretary of Vigyan Bharti then elaborated on the program's theme and its underlying purpose. Additionally, the honourable Member of Parliament (MP) Shri Sumedhanand Saraswati from Sikar shed light on the reasons for selecting Sikar as the venue for this significant program. A pivotal part of the event was the speech by the Honorable Governor, who highlighted the invaluable contributions of Prof. S. N. Bose during India's Freedom Struggle. The Governor also delved into the remarkable accomplishments of other notable scientists from that era. BTU VC Prof. Ambarish Sharan Vidyarthi presented vote of thanks and mementos to the dignitaries.



On 14 September, Hindi Diwas was celebrated in the institute to commemorate the adoption of Hindi as one of the official languages of India. Students and faculty members participated in the event and presented Hindi poetry recitations, sharing their views about the positive aspects of Hindi and its potential.



On Saturday, 16th September 2023, BCA students organized a Freshers and Farewell party. The program was attended by both students and faculty members. During the event, students delivered mesmerizing dance, singing, and ramp walk performances. To conclude the festivities, a scrumptious lunch was arranged for all attendees.



The iSTART Ideathon, organized by Codevidya, Tinlerly, and Studybase in Sikar, provided a platform for students from Sikar and the surrounding areas to showcase their innovative ideas and transform them into start-ups. Out of the 15 teams that made it to the final round of the competition, three teams were selected from Sobhasaria Group of Institutions. In this highly competitive environment, MBA I semester students from our institute secured the third place in the Ideathon competition, earning them a cash prize of Rs 15,000.



On Saturday, 23 September, Mr. Manish Agarwalaji arranged the event where Padma Shree Sunda Ramji was invited to deliver his speech and share his experiences regarding growing a plant in 1 liter of water, water harvesting, and innovations done by him in modern-day farming. The program was well appreciated by students and faculty members. At the end, Mr. Manish Agarwalaji proposed the vote of thanks.



A group of 22 students, 3 faculty members, and 1 lab technician visited the Medical Hospital construction site in Laxmangarh, Sikar on December 14, 2023, for practical exposure in civil engineering. The visit included an introduction by Mr. Divakar, a junior engineer, who explained the ongoing construction work, showcased plans, and demonstrated steel laying for the raft foundation. The engineers elaborated on construction techniques, safety measures, and equipment used on-site, including excavators and concrete mixers. The visit covered topics such as quality control, material tests, and reinforced steel inspection, providing valuable insights into the construction process.

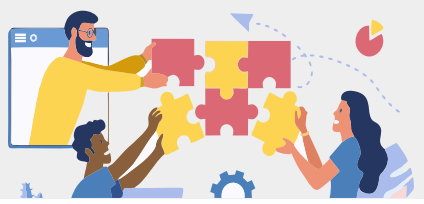


On December 16, 2023, Zeetron Networks Private Limited conducted a 4-hour Python and CCNA Workshop, attracting 100 students from B Tech and BCA. The Python Workshop comprised introductory programming concepts, hands-on coding exercises, and practical applications, offering quick tips for efficient coding. Simultaneously, the CCNA Workshop provided an overview of certification, covered networking fundamentals, and included a Q&A session for participant queries, along with insights into CCNA exam preparation.

On 21 September received the Membership Certificate of the Computer Society of India (CSI) for a duration of two years. With this membership, we gain access to a vast network of professionals, resources, and opportunities for knowledge exchange and collaboration within the CSI community.



Sobhasaria Degree College organized a Modal Exhibition & Poster Making competition, featuring students from all departments showcasing excellent models and exhibiting their creative talent on canvas. Around 30 models, created by the students, were displayed, with faculty members from Vedant College serving as judges for the event. Following lunchtime, a poster competition took place.



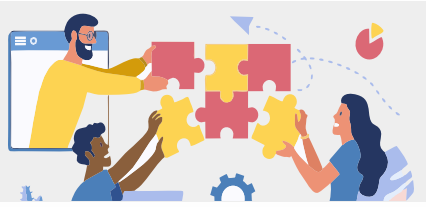
On Monday, 18 December, MBA and BBA students and three faculty members embarked on an industrial tour to the Parle G factory at Nimrana. The visit aimed to provide students with practical insights into the manufacturing processes at the renowned Parle G facility.



On 20 December, The Sobhasaria Premier League (SPL) was inaugurated by unveiling the trophy of the tournament. The event included the participation of eight enthusiastic cricket teams, with one team comprising faculty members. Mr. Manoj Joshi, accompanied by other faculty members and students, unveiled the SPL trophy during the opening ceremony. The atmosphere was charged with excitement as the teams prepared to showcase their skills and sportsmanship.



On January 3, 2024, BCA students from Sobhasaria College embarked on an educational tour to Dalhousie, Himachal Pradesh. The group of 48 students and 4 faculty members explored Sat Dhara, Bara Pathar, Bhagsunag Waterfall, Tea Garden, St. John Church, HPCA Cricket Stadium, and Dalai Lama Temple. After returning on 8 January, students expressed that the tour was both informative and memorable.



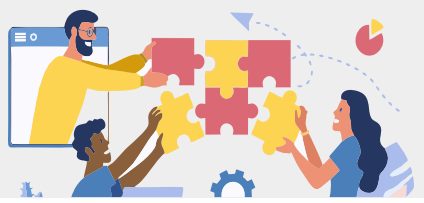
Department of Management Students participated in the All India Business Plan Championship at IIM, Indore. There were 39 Universities/ Colleges participated in the championship in which our college got 5th rank. Students participated under the leadership of Dr Bineet Sinha were Mr. Rushil Joshi (MBA), Mr. Bharat Soni (BBA) and Ms Aditi Gupta (MBA).



The Shree Ram Pran Prthista Ceremony at Ayodhya was celebrated with utmost devotion and enthusiasm by students and staff on 22 January.



Aiming to enhance MBA admissions, 43 science graduates from Sikar City College visited the college campus on 24 January. The HOD of MBA explained post-graduation opportunities at SGI, emphasizing the benefits of pursuing MBA in Health Care & Hospital Management, Digital Marketing, Business Analytics, and Agribusiness Management.



SCITECHCON-2023: International Conference on “Emerging Challenges, Their Solutions and Recent Advances in Science and Technology”.

About 900 researchers and teachers from all over the world have registered for this conference. There were 18 technical sessions in two days. Apart from this, abstracts of more than 500 research papers were received. The lecturers and students from all the departments of Engineering, Management and Sobhasaria College of the group are very excited about organizing this event and the learning opportunities they will get during it.



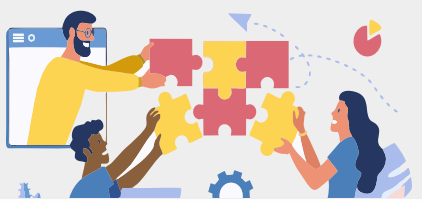
Management Department Girls Cricket Winner Team



Academia -Industry Simulation organised by Management Studies on 8th Feb,2024. Leading 22 Industries took part in this simulation showcase.



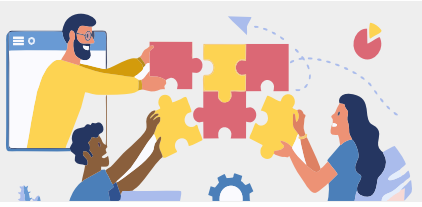
On August 22, 2023, Sobhasaria School of Law initiated an Orientation program in the moot court hall. Advocate Ankur Bhargav was the honoured Chief Guest, emphasizing career prospects in law. The program focused on guiding students towards success in the legal profession.



On September 23-24, 2023, law students engaged in the BCI International Virtual Conference. Hosted in the central computer lab, inaugurated by Prime Minister Narendra Modi and Chief Justice Dr. D.Y. Chandrachud, the event featured sessions on ten legal subjects. Organized by various legal associations, its purpose was to foster global legal collaboration and knowledge exchange.



On December 10, 2023, Sobhasaria School of Law hosted a debate competition in the moot court hall to commemorate Human Rights Day. Students from diverse departments engaged in discussions on the conservation of human rights. The purpose was to foster awareness and dialogue surrounding crucial human rights issues.



Law students visited Gokulpura Thana Sikar on February 12, 2023, to comprehend police operations. The purpose was to gain insights into police functioning. This initiative provided students with practical exposure to law enforcement procedures, enhancing their understanding of the legal system's practical aspects.



On February 27, 2024, Sobhasaria School of Law conducted a Moot Court activity in its dedicated Moot Court hall. The purpose was to nurture advocacy skills among students. This simulated legal exercise aimed to provide practical experience in courtroom proceedings, aiding in the development of effective advocacy techniques.





DEEFAKE DILEMMA: HANDLING THE WORLD OF ARTIFICIAL REALITY

Mahesh Kumar Chouhan
maheshkc.cs.nitj.ac.in

Introduction: The emergence of deepfake technology in this era of technical miracles has both fascinated and alarmed people worldwide. A portmanteau of "deep learning" and "fake," deepfakes have quickly gained popularity as a way to produce visually appealing but completely fake content. They are mostly used to make films and photos. This article delves into the complexities of deepfakes, examining their uses, the moral conundrums they raise, and the continuous initiatives to lessen any potential negative effects.



How Deepfake Works: At the heart of deepfake technology lies the prowess of artificial intelligence (AI) and deep learning algorithms. These algorithms, often based on neural networks, analyze vast datasets to learn and replicate human behaviors, expressions, and speech patterns. Through this training process, the AI can generate synthetic content that convincingly mimics the appearance and actions of real individuals.

The Good, The Bad and The Ugly: The entertainment sector has benefited from the deployment of deepfake technology, which has produced amazing visual effects and lifelike impersonations. Its darker side has, nevertheless, come to light more and more. There are significant ethical problems regarding the possibility of misinformation and malevolent use, ranging from constructing bogus celebrity endorsements to manipulating political narratives.

Real-world Examples:

Tom Cruise deepfakes on TikTok: A TikTok account dedicated entirely to Tom Cruise deepfakes has gained popularity in recent years.

Korean newscaster deepfake: In 2021, a deepfake video of a Korean newscaster went viral, raising concerns about the potential misuse of deepfake technology.

President Obama deepfake: In 2018, a deepfake video of former President Obama was created to demonstrate the potential risks of deepfakes.

Nancy Pelosi deepfake: In 2019, a deepfake video of Speaker of the House Nancy Pelosi was created to make her appear drunk or impaired.

Mark Zuckerberg deepfake: In 2019, a deepfake video of Facebook CEO Mark Zuckerberg was created to demonstrate the potential risks of deepfakes.

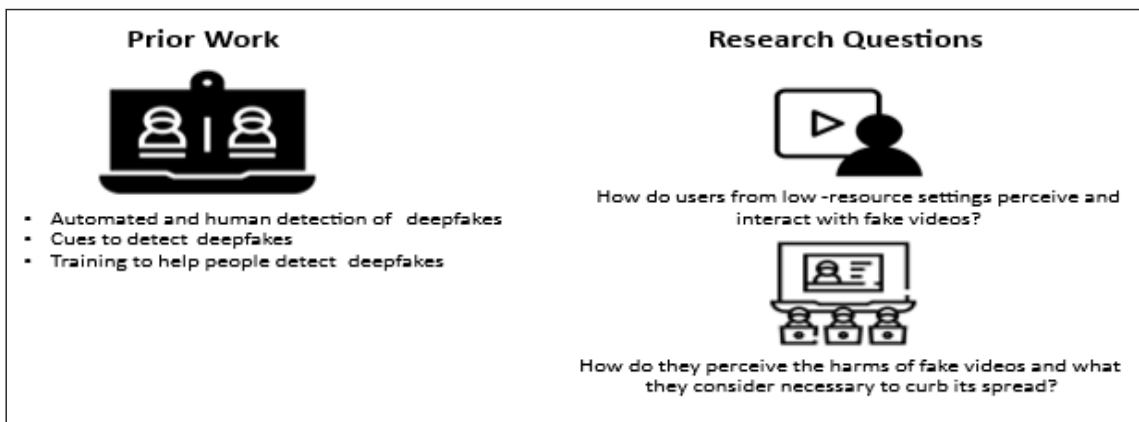


Detection and Countermeasures: The superior imitation capabilities of deepfakes provide a daunting obstacle to their detection. Scientists and technologists are working hard to create techniques to recognize these artificial creatures. Current initiatives include developing audio analysis tools and facial recognition algorithms as efficient countermeasures to discern between authentic and falsified footage.

Privacy and Ethical Concerns: Deepfake technology has ethical ramifications that go beyond false information. There are major privacy problems when deepfake content is created and shared without permission. People may inadvertently find themselves thrown into made-up situations, endangering their personal and professional life.

The Battle Against Deepfakes: Numerous entities, such as tech behemoths and academic institutions, are investing in the creation of strong detection mechanisms. Experts have come together through initiatives like the Deepfake Detection Challenge to jointly fight the growing threat. While negotiating this complicated environment, the importance of awareness, education, and careful use cannot be overstated.

Prospects for the Future: The future of deepfakes is still unclear as technology develops. As detection techniques advance, so do the talents of individuals who produce fake content. Managing the potential risks and benefits of deepfake technology will require striking a balance between innovation and regulation.



Conclusion: The deepfake conundrum forces us to carefully traverse the changing terrain of synthetic realities in a future where fabrication and reality can coexist together. The continuous cooperative efforts in detection and mitigation offer hope for a future where the digital sphere stays transparent, reliable, and safe as we wrestle with the ethical aspects and its repercussions.





NEUROMARKETING – A NEW WAY TO UNDERSTAND YOUR CUSTOMERS

Amaresh Tyagi
Assistant Professor
(Department of Management Studies)



A new technique for marketing research has emerged recently: Neuromarketing. This technique applies management applications of brain research and is becoming more and more well-liked in both the academic and real-world domains. In 1990, psychologists at Harvard University created this idea. Ale Smidts first used the term "Neuromarketing" in 2002. In 2004, the inaugural Neuromarketing Conference took place at Houston's Baylor College of Medicine.

Neuromarketing is a commercial marketing communication field that applies neuropsychology to marketing research, studying consumers' sensorimotor, cognitive, and affective response to marketing stimuli. A relatively new area of marketing called Neuromarketing studies how the brain reacts to marketing stimuli using medical technology like functional Magnetic Resonance Imaging (fMRI). Researchers can determine which areas of the brain are telling customers to make the decisions they do and why by using functional Magnetic Resonance Imaging (fMRI). This is a new area of neuroscience where researchers measure how consumers respond to specific brands, tag lines, and ads using medical technology.



Neuromarketing seeks to understand the rationale behind how consumers make purchasing decisions and their responses to marketing stimuli in order to apply those learning in the marketing realm. Marketers get to benefit with more effective and efficient campaigns and tactics, fewer products and campaigns failure, and ultimately, marketing plans that better

reflect the true requirements and desires of consumers.

Importance of Neuromarketing

- ❖ Neuromarketing helps to make effective advertisement and to measure the advertisement campaign.
- ❖ Neuromarketing seeks to understand the rationale behind how consumers make purchasing decisions which helps to know about consumer behavior.
- ❖ Neuromarketing provides techniques for measuring the brand awareness.
- ❖ Another area where Neuromarketing is already used today is in product design and innovations. It is used to gauge consumer reactions to product idea.
- ❖ It is true that packaging helps to attract some customer towards the products. Neuromarketing helps to make attractive packaging of the products.



Limitations of Neuromarketing

- ❖ *it is an ethical concerns.* Some people think that Neuromarketing involves entering the minds of consumers.
- ❖ *it requires specific skills*
- ❖ *it requires expensive equipment*
- ❖ *Privacy of data*

❖ Uses of Neuromarketing

- ❖ It can tell us what's going on in consumers' brain while they are experiencing a marketing stimulus.
- ❖ It can provide insight into how the brain responds to marketing stimuli in various contextual settings.
- ❖ It can tell us how brains translate these reactions into consumer decisions and behaviours.
- ❖ Tools used to Measures Consumers Response

Generally they have two categories

Psychological or Biometric: This approach used to measure response of the body to marketing.

Neurological or Neurometric: This approach used to measure the brain response during marketing or other activities.

Psychological or Biometric measures include the following:

1. Facial Expressions: It can be read at two levels

- ❖ Observable Changes in Expression (Example – Smile or Frowns)
- ❖ Unobservable Mico-Muscle Changes (Example – Contractions of muscles associated with positive and negative emotional reactions.)
- ❖ **2. Eye Tracking:** The measurement of eye movements and pupil dilation while viewing an object or scene. It provides researchers useful information that suggests attentiveness, interest, and attractiveness.

3. Electrodermal Activity: It is used to measure of perspiration on the skin, usually measured at the fingertips.

4. Respiration and Heart rate: It focus on the beating speed of heart and how deep and fast a person is breathing. It indicates concentration, tense anticipation or Panic and Fear.

5. Response time: It provides a simple and accessible way to test the strength of association between different concepts.



Neurological or Neurometric measures include the following:

- 1. FMRI (Functional Magnetic Resonance Imaging) :** It is used to measure the blood flow. When parts of the brain become active, blood flows to them.
- 2. EEG (Electroencephalography) :** It is most popular technology because of its low cost and manageable equipment. It is used to measure the strength at the scalp of very small electrical fields generated by brain activity.
- 3. MEG (Magnetoencephalography) :** It is used to measure minute changes in magnetic fields produced by the brain.
- 4. ERP (Event Related Potentials) :** It is used to measure very small voltages generated in the brain structures in response to specific events or stimuli.
- 5. P300 Wave :** It is an event related potential component elicited in the process of decision making.



THE FUTURE OF BUSINESS ANALYTICS: EMERGING TRENDS AND TECHNOLOGIES

Garima Somani
MBA 2nd Year
Sobhasaria Group of Institutions, Sikar
somani.garima01@gmail.com



What are Business Analytics?

Business analytics is a set of principles and methods for employing statistical tools and techniques, analytical techniques, and other quantitative characteristics to solve business-related challenges. In order to effectively integrate business and IT, an organization has to use business analytics. It helps companies improve their products, services, and processes.

Business analytics uses a number of data analysis approaches to do this. Business analytics is a set of iterative methodologies and strategies for analysing organizational data using various statistical tools. Business analytics trends remain developing, with an emphasis on making data-driven choices. It contributes to improving data quality and making educated decisions in an organization.

Future Trends and Technologies

Trends like real-time analytics, AI-driven insights, augmented analytics, and a stronger emphasis on data ethics will define business analytics in the future. The landscape will be significantly shaped by technologies like predictive analytics, natural language processing, and machine learning. Effective data governance and the use of sophisticated analytics into decision-making processes will become more and more important as long as firms continue to create enormous volumes of data.



Collectively, all of these developments point to a transition in business analytics that is being driven by developments in Artificial Intelligence (AI) and other new technologies, towards more automated, real-time, and ethical methods.

Conclusion

Business analytics is a rapidly growing area in a variety of sectors. With so much data flying around in every sector of company, it becomes essential that one analyse and grasp it in order to make better business decisions and develop marketplaces. The future of business analytics is anticipated for offering data-driven insights into performance.

- ✦ **Advanced Predictive Analytics:** Since predictive analytics develops, it also improves its models and algorithms. Predictive analytics have been utilised by businesses to predict trends, identify potential hazards, and streamline a number of processes.
- ✦ **Data Governance and Ethics:** Organisations have established robust data frameworks for governance as a result of a greater emphasis on privacy of data and ethics. This entails guaranteeing data security, quality, and compliance to laws like the GDPR.
- ✦ **Natural Language Processing (NLP):** Human language may be understood and interpreted by robots through the use of natural language processing, or NLP. This translates to analytics as the capacity to extract meaningful insights from unstructured data, such content from social media or consumer reviews.
- ✦ **Data Democratization:** Organisations are continuing to comply with the trend of opening up data to a broader group of people. Non-technical humans can make data-driven decisions with the assistance of tools that make data analysis and presentation smoother.
- ✦ **Edge Analytics:** Analysing data at the edge, or source, rather than transmitting it to a centralised server for processing, is becoming increasingly crucial as IoT devices proliferate. In a variety of businesses, this decreases latency and facilitates quicker decision-making.
- ✦ **Blockchain in Analytics:** Blockchain may enhance transparency and data security. It can be utilised in analytics in order to ensure data integrity through providing an auditable and tamper-proof trail.
- ✦ **Continuous Intelligence:** This involves integrating analytics in real-time into company operations. Organisations may make alternatives immediately based on the latest information because of continuous intelligence.
- ✦ **Explainable AI (XAI):** As AI expands, it becomes more crucial to be able to justify what it does. XAI offers the comprehensiveness and dependability of the insights and forecasts produced by AI models.

Collectively, all of these developments point to a transition in business analytics that is being driven by developments in artificial intelligence (AI) and other new technologies, towards more automated, real-time, and ethical methods.

Conclusion.

Business analytics is a rapidly growing area in a variety of sectors. With so much data flying around in every sector of company, it becomes essential that one analyse and grasp it in order to make better business decisions and develop marketplaces. The future of business analytics is anticipated for offering data-driven insights into performance.





Sports & Games Facilities at SGI

Understanding the importance of holistic Development of the students we at Sobhasaria provide various sports facilities to the students and give them a chance to choose from a wide range of sports via football, table tennis, basketball, volleyball, Cricket, Badminton etc.



SPL Session-6 Final Match-2024



SPL Season-6 Cricket Winner Team (Degree Dragon)



Volleyball match during Tech Fest 2023



Playing Chess during Tech Fest 2023



Playing Kabaddi Match during Tech Fest 2023



Basketball Match during Tech Fest 2023



Tug of war during Tech Fest 2023



Playing Badminton during Tech Fest 2023



Football during Tech Fest 2023



Table Tennis during Tech Fest 2023



Gymnasium: A healthy mind resides only in a healthy body. To keep the students physically fit, a gymnasium equipped with all modern workout machines is facilitated for both boy and girl students and the faculty members of the institute. The exercises are done under the supervision of a trained instructor.





Alumni Connect Program of Sobhasaria

An institute's success is often measured by the academic achievements of its current students as well as by the achievements of its alumni. The relationship between the Sobhasaria Group of Institutions and its alumni is a key factor in the institution's reputation and impact. Our alumni are the testimony of our ability to cultivate knowledge, promote personal growth and prepare our students for successful careers. Our strong alumni network often contributes to their alma mater by providing valuable direction to their juniors. In addition, they also support in capacity-building processes through mentorship programmes, awarding scholarships, sharing their experiences and giving career advice. This symbiotic relationship ensures that the college remains relevant, adaptive, and connected to the evolving needs of the professional world. The success stories of alumni serve as inspiration for current students, motivating them to strive for excellence and embody the values instilled by their educational institution. In essence, Sobhasaria Group of Institutions and its alumni form a dynamic partnership, with each generation contributing to the legacy and continued success of the institution.



Sandeep Jangir (2006-10)



On 4 March 2023, hosted an Alumni Interaction Program in which Mr. Sandeep Jangir who is Scientist/ Engineer – SE, NRSC/ ISRO, Dept. of Space, Govt. of India, Hyderabad interacted with his juniors online. In the Hybrid event Mr. Jangir shared with students about his journey at Sobhasaria and inspired his juniors to work hard. To keep up high spirit he advised them to remember their goal and keep moving in the direction.



Mr. Sandeep Jangir was a part of the success of India's third Lunar Mission - Chandrayaan-3, the soft landing of Spacecraft on the south pole of the moon. This Space mission is an epoch-making endeavour and adds to the glory of the nation as we have become the first nation to achieve the successful soft landing of our spacecraft on the Moon's south pole. Sobhasaria family is proud of his remarkable achievement.



Piyush Pareek (2012-16)



On 25 September 2023, students had the opportunity to ask their queries related to career, decision making, goal setting, and many other dimensions from our alumnus Mr. Piyush Pareek and his companion Mr. Aayush Pareek. The guests shared their journeys and not only answered the students' questions but also expressed their enthusiasm for the benefits they have gained and their juniors can acquire from the institute.



Prashant Bhamu (2011-15)



On 22 November, Sobhasaria Group of Institutions hosted an Alumni Interaction Program featuring Mr. Prashant Bhamu, Assistant Director at the Ministry of Power, India, to enhance alumni engagement. The event aimed to bridge the gap between academia and the professional world, providing valuable insights into the power sector. Mr. Bhamu's illustrious career added a significant dimension, offering attendees a deep understanding of industry developments. The interactive session allowed students and faculty to engage in a constructive exchange, with Mr. Bhamu sharing experiences and addressing queries candidly. The event successfully fostered a dynamic and intellectually stimulating atmosphere, contributing to the institution's commitment to holistic education and lifelong alumni connections.





Ghanshyam Tibriwal (2005-2009)



Mr. Ghanshyam Tibriwal, a distinguished alumnus (2005-2009), conducted a session with students on January 3, 2024, providing valuable insights and guidance on placement preparation. His expertise and first-hand experience contributed significantly to the students understanding of the professional landscape. The session fostered a positive learning environment and enhanced the student's readiness for upcoming career opportunities. Mr. Tibriwal's commitment to supporting the alma mater was commendable and well-received by the student community.



Kundan Sharma (2010-2014)



Kundan Sharma, an ECE alumni (2010-2014) and owner of Radio Rajasthan FM 90.8 MHz, visited the college on 20 February 24'. He spoke on "Unlocking Opportunities: Digital Skills for Youth," emphasizing job and internship prospects. Kavish pledged support to students seeking employment and internships, fostering a collaborative environment for skill development and growth.





Prasoon Kumar (2007-11)



On March 2, 2024, Mr. Prasoon Kumar, a member of the 2007-2011 IT batch, participated in the Alumni Interaction Program, engaging with students. He provided insights into industry demands and future prospects for engineering students. Eager students posed questions about job preparation and challenges, reflecting their keen interest in career development, all of which Mr. Prasoon answered diligently.





The Training and Placement Cell of SGI was established with the objective to provide meaningful employment opportunities to its students matching with their academic profiles. Since its establishment in the year 1999, the Training and Placement Cell of the college has been playing a crucial role, and thousands of its alumni have been working in MNCs & top-rated companies.

In order to strengthen the Training and Placement process, a dedicated team works in a cordial manner to place our students at a place where they feel confident and satisfied.

Dr. Rajesh Gaur is head of the Placement & Corporate Relations Team who coordinates with the team members and make programs to make students industry ready before they pass out from the institute.

Mr. Abdul Aziz is the Placement officer who holds the responsibilities to set up interviews with companies.

Mr. Yajuvendra Gupta is the Industry Academia Coordinator works on building relationships with companies and finding internship opportunities for students.

Mr. Sanjay Sharma, Soft Skills Trainer, provides guidance on career choices, interview techniques, and resume building, organizing workshops and mock interviews to prepare students for successful interactions with recruiters.

Mr. Mukesh Saini maintains contact with alumni, facilitating connections for students seeking advice regarding training and placement opportunities.

Additionally, there are department coordinators who assist students in knowing about upcoming events and opportunities. The Student Placement Coordinator at our institute plays a pivotal role in securing successful placement opportunities for students. Responsibilities include bridging communication between the Training & Placement Cell and students, fostering relationships with recruiters, actively seeking potential recruiters via platforms like LinkedIn, collaborating during online recruitment processes, and supporting students in skill development. Through these efforts, the Coordinator ensures effective communication, expands networking opportunities, and aids students in meeting industry standards, ultimately optimizing placement success. Following students are our Placement coordinators for 2024 batch students:

- Anshu Jangir
- Ashish Saini
- Aryan Kumar
- Krishan Kumar
- Pratiksha Kumari

The training & placement cell has collaborations with many of companies based in different metro cities across the country, resulting in students at Sobhasaria being selected in renowned companies and MNCs like TCS, WIPRO, IBM, BOSCH, ICICI Bank, HDFC Bank, JK Cement, and others every year. These companies provide training, summer internships, and full-time employment opportunities to the students.





लोकतन्त्र का महत्व समझना होगा।

लोकतंत्र यानी क्या? उत्तर है — “जनता का शासन” पर क्या लोकतन्त्र सिर्फ एक शासन प्रणाली है ? उत्तर है — जी नहीं। लोकतंत्र शासन प्रणाली के साथ एक दर्शन है, एक विचार है इतना ही नहीं लोकतंत्र जीवन जीने की अब तक की खोजी गयी सबसे खुबसूरत कला है। लोकतन्त्र है तो जीवन है, जीवन का सम्मान है, जीवन की खुशियां है। आज के वैज्ञानिक और तकनीकी युग में लोकतन्त्र का क्या महत्व है, यह समाज के हर एक नागरिक को पता होना बेहद जरूरी है। स्वतंत्रता, समानता, भाईचारा, प्यार, न्याय, शान्ति, विकास, अधिकार, कर्तव्य, सम्मान, गरिमा, धर्म, सहिष्णुता, मानवता, जनकल्याण ये सब सिर्फ शब्द नहीं है ये जीवन मूल्य है, जीवन आधार है। लोकतन्त्र इन सबको समेटे हुए है लोकतन्त्र एक माला है जिसके ये सब मोती है। कोई एक मोती टूटा तो माला बिखर जाती है। उसी तरह अगर इन जीवन मूल्यों में से कोई एक भी सिमट गया, टूट गया तो लोकतन्त्र की माला टूटकर बिखर जायेगी। आज जो हम स्वतन्त्र खुली हवा में सांस ले रहे हैं, अपने अनुसार जीवन जी रहे हैं, सुन्दर भविष्य के जो सपने सजो रहे हैं उनके पिछे पता है जिसकी ताकत है? उसके पिछे लोकतन्त्र की शक्ति है। इसके पिछे लोकतन्त्र की ऊर्जा है।

जिन समाजों में, देशों में लोकतन्त्र नहीं है वहां के हालातों को जरा शिद्धत से महसूस कीजिये, आपको घुटन होने लगेगी, आप कापने लगोगे, आपको महसूस होगा कि आपके सपनों को आपकी आंखों के सामने बेरहमी से कुचला जा रहा है और आप बेबस, लाचार...कुछ नहीं कर पा रहे हैं।



जहां पहले लोकतन्त्र था और अब नहीं है, वहां सब कुछ पलट गया।

लोकतन्त्र के खत्म होते ही सच पूछो तो जिन्दगी की खुशियां ही खत्म हो गयी हो। जहां लोकतन्त्र नहीं है वहां आपकी स्वतंत्रता, समानता, न्याय, आपका धर्म सब कुछ पिंजरे में कैद कर दिए जाते हैं। जिन समाजों में लोकतन्त्र नहीं है वहां धर्म बड़ी आसानी से कट्टरता में बदल जाता है।

धर्म के तथा कथित ठेकेदार धर्म के नाम पर कट्टरता को, साम्प्रदायिक विद्वेष को यहां तक की हिंसा को सरेआम उकसाते रहते हैं। साजिशों के दौर चलते हैं और तलवार केबल पर बलात धर्म परिवर्तन का महाअभियान चलाया जाता है।

जहां लोकतन्त्र नहीं है वहां जबरन बच्चियों के लिए स्कूल के दरवाजे बन्द कर दिये जाते हैं। आबादी की आधी हिस्सेदारी यानी मातृशक्ति को घर की चारदिवारी में कैद कर दिया जाता है। ना स्वतंत्रता, ना अधिकार, ना समानता, ना न्याय, सिर्फ पाबन्दी।

जिन समाजों में लोकतन्त्र नहीं है वहां सच यानी सत्य कहां है ? सत्य को खोजने के लिए तो विचार—विमर्श की पक्ष—विपक्ष की, वाद—विवाद की जरूरतहोती है पर इसकी तो अनुमति है ही नहीं। लोकतन्त्र का सीधा सम्बन्ध हमारी जिन्दगी से है इसलिए एक महत्पूर्ण प्रश्न है कि क्या आप लोतान्त्रिक है ? लोकतंत्र सिर्फ सरकारों का दायित्व नहीं है, यह तो हम सबकी जिम्मेदारी है कि हमारी सोच, हमारी जीवन शैली लोकतान्त्रिक हो।

क्या लोकतन्त्र में सुधार की गुजाईश है ? बिल्कुल है। अभी तो यह पौधा भर बना है। इसको वृक्ष बनना है। अभी तो इसका सफर शुरु हुआ है। पर डगर कठिन जरूर है। इतना आसानकुछ नहीं है। विकास एक कदम आगे बढ़ता है तो पतन कहा चुप बैठता है। वो पिछे दो कदम पिछे की उड़ान उड़ता है। फिर भी उम्मीद है कि लोकतन्त्र की खुशबू समूचे विश्वभर में महकेगी।

जहां लोकतन्त्र नहीं है, वहां लोकतन्त्र के गीत गाये जायेंगे। जहां लोकतन्त्र है वहां उसे और ज्यादा परिष्कृत किया जायेगा। याद रखिये लोकतन्त्र आधुनिक युग की सर्वश्रेष्ठ सभ्यता—संस्कृति है। एक खुशहाल शान्तिपूर्ण दुनिया अगर गढ़नी है तो उसका आधार सिर्फ और सिर्फ लोकतंत्र ही हो सकता है।

ऋषि माथुर

सहायकप्रोफेसर — राजनीति विज्ञान

मो. 9636623624





मायूसियाँ

कई बार घर लेती है
मन को मेरे
तब-तब टूट जाता है
मेरी उम्मीदों का बांध
छूट जाती है लहरें
आशाओं की बूंद-बूंद से बने सागर की
बह जाती है हिम्मतें सारी
घिर आते हैं फिर से
अजीबत के काले बादल
और पहुँच जाते हैं
गर्दिशों में
परवाज की उम्मीद लिए
ख्वाहिशों के परिंदे
कामयाबी की राहों पर
हो जाते हैं बे-लगाम
मन के घोड़े
बनके आवारा दौड़ने लगते हैं
फिर बे-मन्जिल राहों पर
हर सुबह
उम्मीदों की नई किरणों को समेटे हुए
हिम्मतों की ईंटों से
फिर जुट जाता हूँ
उम्मीदों का बांध बनाने में
और बढ़ जाता हूँ
आशाओं का दामन थामे
राह-ए-जिन्दगी में
और ढूँढता जाता हूँ
हर्ष को
संघर्ष में



Bhim Chand Kumawat
Assistant Professor – EAFM
Department of Commerce





EQUALITY IS THE REALITY

We are "The Indians" of the diverse nation India, equality is the foundation that unites us all. India's strength lies in its commitment to equality and democracy, where every voice is heard and valued.

"Equality" is a powerful statement which highlights the importance of treating everyone with fairness and respect.

Equality reminds us that regardless of our differences, we all deserve equal opportunities and rights. Embracing equality creates a more inclusive and harmonious society.

Harmonious society can lead to educated and developed nations.

It will be a great conclusion that 'Equality is the Reality' whether it is on the basis of gender, race, community, region regardless to our differences.

When we embrace equality in India, we unleash the true potential of our incredible nation.

"Let's make 'equality for all' the guiding principle of our great nation, India."

Nidhi

Department of Arts
2 nd year



कोई आया ही नहीं..!

कोई क्यों नहीं आया?
कोई आएगा तो सही,
शायद आये होंगे,
मगर यहाँ नहीं आये!
चलो चलें
पढ़ने के लिए,
अब उन्हें कौन समझाये !
अब उन्हें कौन समझाए,
कहीं हम उनसे आगे ना निकल जाएं!
उन्हें आने के लिए मनाएंगे,
शायद उनमें से कुछ मान जाएँगे
और जो नहीं आएंगे,
उनको क्या समझाएंगे
चलो जो आये हैं
वो ही सही
काश वो सब भी आते,
काश वो भी समझ जाते
आगे जाकर कुछ कर पाते !
चलो हम ही चलें
सीखने के लिए

यह कविता इन चार छात्रों ने
अपनी कक्षा में अपने मित्र
छात्रों के इंतजार में लिखी है ।

अखिल, अमन, मृत्युंजय एवं ब्रज मोहन
बीबीए प्रथम वर्ष





क्या समझा हमने

क्या समझा हमने

जब खुद को समझना नहीं सीखा

क्या लिखा हमने

जब खुद को पढ़ना नहीं सीखा

बात करने के लिए भरी पड़ी है

दुनिया लोगों से

लेकिन क्या बतलाएं दूसरों से

जब हमने खुद से बतलाना नहीं सीखा

लग रहे हैं हर वक्त

सोचने दूसरों के बारे में

जब सोचा खुद को तभी तो

खुद को परखना सीखा

पलक
बीबीए प्रथम वर्ष



Reasons Why Books Are Our Best Friends

- They makes us smarter: - They are like our teachers. A good reader has solution of all the queries.
- They don't questions us: - They don't ask question. They just provide answer to our question.
- They are non-judgmental: - They don't judge. Great books help you understand, and they help you feel understood.
- Books helps us to escape: - If you are having a bad day, reading a book provides you relief.
- They are always there for us:- They are always there for us, no matter what the situation is. They are a perfect cure for our loneliness.
- They makes us a better person:- They boost our physical and mental health which leads to become a better person.



“Good Times & Crazy Friends Makes the BEST MEMORIES.”

NEHA MUNDHRA

BTech (CS) 1st Year



Our trustees have established strong ties with renowned politicians, including the Chief Minister of Rajasthan, Mr. Bhajan Lal, Union Minister Mr. Arjun Ram Meghwal, and Education Minister of Rajasthan, Mr. Madan Dilawar, reflecting their dedication to fostering relationships that benefit our institution and its students.



Brand Rupa on Mount Everest



Sobhasaria Group of Institutions extends heartfelt congratulations to its parent organization, Rupa & Co. Kolkata, for achieving yet another historic milestone by proudly planting its flag atop the world's highest peak, Mount Everest, with the assistance of Mr. Dawa Steven Sherpa. Proving once again that nothing is beyond reach, this remarkable feat coincides with the 50th anniversary of the group and the 100th birth anniversary of Sir Edmund Hillary, the first person to summit Everest alongside Tenzing Norgay. Rupa & Co. has demonstrated groundbreaking prowess in brand promotion. The group's innovative branding initiatives include pioneering movie star endorsements in Indian hosiery, with Govinda as the brand ambassador, and subsequently continuing the tradition with icons such as Ranveer Singh, Anushka Sharma, Siddharth Malhotra, Hrithik Roshan, and Ranbir Kapoor, among others.



Editorial Board



Dr. Rajesh Gaur
Dean, Skills & Brand Development



Dr. Bineet Sinha
HOD, MBA

Editorial Team

Dr. Vikas Bahadur Saxena
Dr. Ruchi Sharma
Dr. Suman Bala
Mr. Rishi Mathur
Mr. Ajay Bahuguna
Mr. Shiv Lal
Mr. Brijesh Kumar Singh
Mr. Nitesh Jangir
Mr. Amaresh Tyagi
Mr. Nitin Soni
Mr. Vikas Yadav
Mr. Sanjay Sharma

Newsletter Designed by

Mr. Dinesh Kumar Soni



SOBHASARIA
GROUP OF INSTITUTIONS

Since 1999

NH-52, Gokulpura, Sikar-332021 | info@secs.ac.in

Tel: 01572-222650 to 53 | Helpline No: 8003595093

Published by: Dr L. Solanki, Principal,
Sobhasaria Group of Institutions, Sikar (Rajasthan) Pin-332021
Email: sobhasariatimes@secs.ac.in | principal@secs.ac.in

Educational Venture of

