

# Renaissance

9th Edition

ANNUAL SOUVENIR **2025**

FINTECH



MB  
BB  
BC **A**



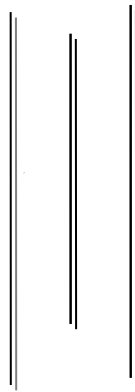
[www.brixtoncollege.edu.np](http://www.brixtoncollege.edu.np)

**“RENAISSANCE”** *Annual Souvenir 2082*

# RENAISSANCE

‘The Revival of Creative Art’

Annual Souvenir  
2082



*Ninth Edition*©



**BRIXTON COLLEGE**  
*(Affiliated to Pokhara University)*  
Mahendranagar, Kanchanpur  
Ph. No.: 099-520499  
Email : [info@brixtoncollege.edu.np](mailto:info@brixtoncollege.edu.np)  
[www.brixtoncollege.edu.np](http://www.brixtoncollege.edu.np)

**BOARD MEMBERS**

- Dr. Netra Raj Chataut (Chairperson)
- Dr. Bhoj Raj Pant (Principal)
- Dr. Nisha Bhatt (Academic Advisor)

**EDITORIAL BOARD FROM FACULTY MEMBERS**

- Mr. Kapil Joshi
- Mr. Nand Raj Bhatt
- Ms. Jyoti Silal
- Mrs. Priti Singh Chand
- Mr. Aayush Chand

**STUDENTS ASSISTANCE**

- Mr. Bhubin Pant
- Mr. Deepak Raj Bhatt
- Ms. Puja Bhatt

**BOARD MEMBERS**



**Dr. Netra Raj Chataut**  
Chairman  
Brixton College



**Dr. Bhoj Raj Pant**  
Principal  
Brixton College



**Dr. Nisha Bhatt**  
Academic Advisor  
Brixton College



## **BRIXTON TEACHING STAFF**



## **BRIXTON NON-TEACHING STAFF**





# पोखरा विश्वविद्यालय POKHARA UNIVERSITY

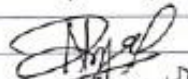


Date :- 2022 - April-30

Respected. Prof. Dr. Prem Narayan Aryal

(Vice Chancellor Pokhara University)

visited Brixton College on the occasion of New Building inauguration and certification program and delighted with the achievement of the college. It is my pleasure to find this college had done best efforts to upgrade the quality of higher education. Wishing the bright future of the college. Thank you so much for giving me this opportunity.

  
2079-1-17





# पोखरा विश्वविद्यालय POKHARA UNIVERSITY



Date : 2022 - April - 30

Respected. Dr. Deepak Bahadur Bhandari

[ Pokhara University Register ]

सुदुरपश्चिम प्रदेश सरकार Brixton कलेज  
स्थापना गरि सहोदा गणतन्त्र कोटा कोटीहरूमा  
आफ्नै घरमा बस्ने यस शिक्षा क्षेत्रमा  
अवसर उपलब्ध गराउनुको साथ साथै कलेजले  
नेत्र चर्कोट, र गिरा भन्ने र ८२ पत्र लगायत  
विश्वविद्यालयबाट दिने स्नातकोत्तर (दिनांक)  
२०७५/११/१६ गते यस शिक्षा क्षेत्रमा आफ्नै  
कार्यलय, वि. वि. र विनोदपुस्तकालय कलेज  
र विद्यालयमाथि कलेजले दिएको आफ्नै  
सुदुरी नमक महोदयले लिएको आफ्नै  
विद्यालय र गतिविधिमा सहभागिता पढिने  
आफ्नै र आफ्नै आफ्नै र सुदुरी गरको  
नमक कलेजमा यस शिक्षा पढिने  
आफ्नै र यस पढिने आफ्नै धर्म  
परक पढिने र गतिविधिमा आफ्नै र  
परक पढिने र गतिविधिमा आफ्नै र  
आफ्नै र गतिविधिमा आफ्नै र  
गतिविधिमा आफ्नै र

२०७५/११/१६

डा. विष्णु व. गुरुङ



# पोखरा विश्वविद्यालय POKHARA UNIVERSITY



Date :- 2022 - April - 30

Respected, prof. Dr. Amma Raj Joshi

[Vice Chancellor of Pokhara University]

I had the opportunity to visit Brixton College on the closing ceremony - Brixton Fest 2022 and Graduation Day. I appreciate the progress that the college has made in a short period of 14 years. I am sure that the college will definitely move ahead as a significant academic institution of Farwest and produce graduates who will transcend this location. I wish for the progress and success of this college. I look forward to having academic sharing and exchange of ideas with this college. Best wishes for future!

Prof. Amma Raj Joshi  
April 30, 2022



## **TABLE OF CONTENT**

1. About Renaissance	1
2. From the desk of Chairman	2
3. From the desk of Principal	3
4. From the desk of Academic Advisor	4
5. Preface by Fest Coordinator	5
6. About Brixton College	6
7. International Business & Management Conference, 2017	8
8. Brixton Clubs & Event Activities	10
9. Brixton Travel and Educational Tour Programme	16
10. Introduction of Research & Development Cell	17
11. The Impact of Training Programs on Employee Performance in the Service Sector in Nepal	20
12. Impact of Working Conditions on Job Satisfaction in Nepalese Commercial Banks	23
13. The Role of Social Media in Stock Market Investment Decisions among Generation Z Investors in Sudharpashchim Province, Nepal	28
14. Culture & Entrepreneurial Intention: The Role of Entrepreneurial Education	36
15. Impact of Digital Marketing Strategies on Business Growth of Small Enterprises in Mahendranagar, Kanchanpur	42
16. A Book Review	47
17. What made me choose Brixton?	52
18. AI: The Future	55
19. Digital Financial Literacy in Nepal	56
20. Humanity: The Light That Live in Every Heart	58
21. A Flower among Thorns: My Reflection on Jiwan Kada Ki Phool	59
22. How Have Your Failures Shaped Your Life?	61
23. Digital Transformation in Nepalese Business	62
24. Boredom: Art of Becoming Yourself	64
25. The Main Character and the Fabric of Reality	66
26. The system	68
27. Artificial Intelligence: A friend or threat?	70
28. The Day Our Whole Group Decided to Change	71
29. The Day I Found My Voice	72

## **"RENAISSANCE" *Annual Souvenir 2082***

30. Who am I?	73
31. A Promise to Them	74
32. Zindagi	75
33. Journey of Today's Youth	76
34. Just a girl!	77
35. When The Moon Was Drunk	78
36. Brixton Art Gallery	79
37. Brixton Events and Activities	86
38. Brixton Precious Moment	88
39. List of Achievers	90
40. List of Pass out Students of 11 <sup>th</sup> Batch, BBA	94
41. Pass out Students of 12 <sup>th</sup> Batch BBA	95
42. Dean Listed Students	104
43. Distinction Holders of 12 <sup>th</sup> batch	106

## **ABOUT RENAISSANCE**

### **“The revival of creative art”**

Renaissance is rebirth and revival of creative genius, and a master piece of an art, craft and awe-inspiring expertise by the students of Brixton College over the years. Renaissance, our annual college magazine provides the students a podium to express their feelings and talents in the form of poems, articles, reports, stories etc. It also gives them an opportunity to learn qualities like harmonization, assemblage & editing. Like every year, this year’s editorial board was also successful in bringing out the fresh edition of Renaissance.

It is also a collection of achievement, unique features and added benefits to the students, faculty members and staffs. “A restoration of intellectual or artistic triumph” of the institute. It is long been said that demonstration of anything new, and invaluable needs reinforcement and which is exactly going to be reflected at this master piece.

Since we pay a lot of care that everything we do individually or collectively need better platform to project and inspire other follow the same. Renaissance would play the same for many those who are always seeking to do something novel and project in orderly manner possible. All the hard work put in by students of all kinds needs encouragement and support so that students can be resourceful and that would reflect what they can really bring out in this world in particular.

Publication of Renaissance will be published once in a year and will comprise with information from students of various semesters. The space is given for research articles for the students of Brixton College MBA, BBA and BCA. The topics and themes for the articles and materials will be decided on by the editorial members of the college. This year Art Gallery is added as we believe each child has extra potentiality. We hope and believe that Brixton each year going to set a new standard with our students’ creativities.



**FROM THE DESK OF CHAIRMAN**



**Dr. Netra Raj Chataut**  
**Chairman, Brixton College**

It is indeed a pleasure moment for me to craft something about the renaissance an annual magazine of Brixton College. The creative stuff and innovative ideas that goes into it will indubitably help readers propel in their self-knowledge enhancement. The fundamentals idea behind renaissance is to bring the best among MBA, BBA and BCA scholars, in terms of their writing and imagination. The 9<sup>th</sup> edition of renaissance is all set to bring all the novel ideas, experience, resources we have and want to demonstrate as a privilege to align our rudiments with the vision we all as a team get to share with.

I immensely appreciate the hard work put in by my students, staffs and all the editorial board involved to make this Souvenir a praiseworthy and resourceful one. I wish all the success as we move into 2082, with a better hope, desire to come back with ground-breaking ideas, fanatical craft that can move the world. This year it goes more special because of adding two more programs MBA and BCA. Hope this annual magazine gives a better platform to know our scholars' abilities.

**FROM THE DESK OF PRINCIPAL**



**Dr. Bhoj Raj Pant**

Principal, Brixton College

It is an immense confronts to fetch a new souvenir into live, especially when the souvenir aims to publish high quality manuscripts. The editorial committee deems it noteworthy that overlapping has proved to be somewhat less of problem that had been expected. I am particularly grateful to scholars who displayed their curiosity in this undertaking by signifying new ways in which the usefulness of the renaissance has been further enhanced.

I personally congratulate the entire team for their hard work and commitment that has resulted in the publication of this amazingly splendid journal of our college.

A wide spectrum of creativity ranging from writing to editing and designing has been truly testified by the students of Brixton who had crafted such a conspicuous piece of art before us.

**FROM THE DESK OF ACADEMIC ADVISOR**



**Dr. Nisha Bhatt**

**Academic Advisor**

**Brixton College**

It is indeed a matter of great pleasure for me to announce that once again, **Brixton College** is going to release the 9<sup>th</sup> edition of its Souvenir, entitled "*Renaissance: Annual Souvenir*." This marks the 9<sup>th</sup> consecutive years of publishing *Renaissance*, and with each new edition, we are filled with immense joy and pride. The sapling we planted is now thriving, offering our students a platform to express their original and creative thoughts.

This year's celebration holds even more significance as we commemorate Brixton College's 17<sup>th</sup> anniversary. For more than a decade, we have been dedicated to imparting quality education while fostering all-around development, nurturing our students to become global leaders. In addition, we are proud to announce the introduction of two new academic programs this year: the **MBA** (Master of Business Administration) and the **BCA** (Bachelor of Computer Applications), expanding our academic offerings to better serve the evolving needs of our students.

I would like to take this opportunity to express my heartfelt gratitude to everyone who has been part of this journey, supporting and encouraging us time and again. Your unwavering support has been instrumental in our success, and I am confident that it will continue to drive us towards even greater achievements in the years ahead.

At Brixton College, we do not merely emphasize conventional methods of teaching and learning. Instead, our primary focus is to provide our students with a productive environment where they are empowered to face global challenges and transform into responsible global citizens. It is our belief that this in-house publication will encourage innovation, creative expression, and enhance their writing skills.

The 9<sup>th</sup> edition of *Renaissance* truly marks a milestone in our journey. It reflects our growth, nurtures our imagination, and brings to life the creative thinking and aspirations of our students. This publication showcases a wide spectrum of talents, from writing and editing to the design of the journal itself.

I congratulate everyone involved in the creation of *Renaissance*, and I look forward to seeing this tradition continue in the years to come.



**PREFACE BY (FEST COORDINATORS 2025)**

We come together to celebrate the entirety of the festival for the 9<sup>th</sup> edition of Brixton College's Souvenir, known as Renaissance. This Souvenir showcases a diverse range of activities undertaken by the institution over the years. It offers students a platform to unveil their hidden talents and express their unique thoughts.

The primary aim of Renaissance is to foster an appreciation for the diversity and harmony of our vibrant culture. It has evolved into a window through which people can connect and a significant platform for enhancing mutual understanding and collaboration, akin to a familial bond between individuals and the organization.

We take great pleasure in expressing our gratitude to all who have directly or indirectly inspired and encouraged the creation of this Souvenir. Our heartfelt appreciation goes out to Dr. Bhoj Raj Pant sir (Principal), Dr. Nisha Bhatt ma'am (Academic Advisor) and the dedicated teaching and non-teaching staff, whose unwavering support and valuable suggestions have played a pivotal role in the completion of this Souvenir. We are immensely thankful to all the students who have generously contributed their precious creations.

Finally, we acknowledge our sole responsibility for any errors and extend our apologies for any that may have inadvertently found their way into this publication.

Mr. Nischal Dhami  
Mr. Deepak Bhatt  
Mr. Khagendra Joshi  
Mr. Bhubin Pant  
Mr. Kamal Bhatt  
Ms. Minakshi Bhandari  
Ms. Puja Bhatt  
Ms. Samikshya Bhatt

## **ABOUT BRIXTON COLLEGE**

Brixton College, founded in 2009 and affiliated with the prestigious **Pokhara University**, has always been committed to inspiring excellence among its scholars. We view management learning through a distinct lens, as today's business climate is increasingly volatile and unpredictable. Traditional models no longer provide sufficient answers. Leaders and managers today must rely more on their judgment and intuition, rather than conventional methods of problem-solving.

At Brixton, the **BBA program** highlights the importance of professional judgment in the management process. We emphasize that exercising judgment is neither merely an art nor a science, but a craft that can be refined through practice, reflection, feedback, and coaching. Our curriculum is designed to nurture students' decision-making skills, ensuring they are equipped to face complex business challenges with confidence.

Since the year 2024, we are proud to introduce two exciting new programs: the **MBA (Master of Business Administration)** and **BCA (Bachelor of Computer Applications)**. These programs are a significant step in broadening our academic offerings and preparing our students to excel in their respective fields. The **MBA program** will provide future business leaders with the advanced management skills necessary to thrive in a globalized economy, while the **BCA program** will equip students with cutting-edge knowledge in technology and computing, making them ready to tackle the challenges of the digital age.

Brixton College provides a dynamic and engaging environment for management education. We are committed to fostering spiritual, professional, and socially responsible personal development, offering our students the tools they need to become global citizens and responsible leaders in the business world.

Innovation is central to our approach. We believe that creativity and innovation hold endless potential for solving challenges in education, industry, and commerce. When harnessed intelligently, these qualities can unlock infinite possibilities in any business sector. At Brixton, our students and faculty continually challenge the prevailing status quo, delivering insights and solutions that others have yet to imagine. Our belief in this philosophy has been the driving force behind all of our achievements.

### **CHERISH IDEAS — POURING INSIGHTS — CRAFT LEADERS**

Brixton College is changing the way business and management are taught. With a strong network of faculty, students, and alumni, we combine professional connections with insightful analysis to create practical solutions. Our aim is to educate, enlighten, and empower scholars to tackle complex challenges, advance business practices, and contribute to global economic growth on a grand scale.

### **THE INCOMPARABILITY OF BRIXTON**

Brixton College strives hard to ensure why teaching management education should differ at current times, its prestige, connection with various industrial experts, academicians, and entrepreneur and like-minded people makes its ability to be quite decent as a university. Our focus on managerial and

leadership skill development through numerous clubs' activities, innovative classroom approach and leadership has added advantage in enhancing management proficiency among scholars. The following approach & methodology are used to execute BBA, MBA and BCA program at Brixton.

- Culture of innovation
- Clubs & events
- Case studies
- Challenging perspective
- Leadership and events
- Students visit program
- Timely guest lectures
- Corporate collaboration

## OUR ACADEMIC ACHIEVEMENT

S. N	PROGRAM	YEAR	GRADUATED %
1	BBA	2019-2020	89.65%
2.	BBA	2020-2021	98.38%
3.	BBA	2022-2023	93.82%
4.	BBA	2023-2024	98.75%
5.	BBA	2024-2025	91.04%

## OUR PLACEMENT RECORD

S. N	PROGRAM	YEAR	PLACEMENT %
1	BBA	2009-2025	99.08%



## **INTERNATIONAL BUSINESS AND MANAGEMENT CONFERENCE, 2017**

### **The CBM (Conference of Business and Management)**

The CBM (Conference of Business and Management) first Business Conference in province no. 7 conducted by Brixton College on 2017 October 14<sup>th</sup> and 15<sup>th</sup> with a theme "Better the leader to better business results".

The idea behind the CBM was to connect Business, Corporate, Researchers, Scholars and Academic to discuss the issues and challenges with the management of all size of business.

Honorable Mr. Ramesh Lekhak (Minister of Home Affairs of Nepal) was invited as a Chief Guest. As a key note speaker, we have invited highly distinguished figure from both indoor India and Nepal such as:

1. Prof. Dr. Hem Raj Pant: Academic Advisor MBA E-program (Aff. to T.U.) Kailali Multiple Campus. (Former Campus Chief Kailali Multiple Campus)
2. Mr. Shivhari Mudbhari: Principal of NAST College Dhangadhi, Kailali
3. Principal: Dhangadhi Engineering College.
4. Dr. Mukesh Pandey: (IIM Calcutta) Professor of Marketing, College of Agribusiness Management G.B. Pant University, also former Fullbright fellow at Michigan State University.
5. Lion MJF DK Dhungana: CEO, Radiant Education Forum Pvt. Ltd.
6. Dr. B.S. Moshal: Chairman IMEC Business, School Rudrapur, India.
7. Mr. Surendra Raj Ojha: Principal of Global Academy and president of Readers' Club, Kanchanpur.
8. BK. Mahima: Spritual speaker Bharmakumaries Rajyog Kendra Mahendranagar.

The CBM drew Business Leaders, Professors, Academic Leader faculties, Researchers and students under the same roof. The CBM-2017 has managed to pull as many as 250 crowds as an audience, the biggest no. of crowd by an event at province no. 7.

The event participatory colleges were Nast College, WIBS College, Shree Krishna Multiple Campus, Jana Jyoti, Kanchan Vidhya Mandir, and Brixton College. There was also one participant from Kanchan Dev. Bank Mahendranagar as research paper presentation.

Asmita Sapkota and Aisha Bhatt from Brixton College were the two-paper presenter. There were altogether 20 participants as a paper presenter. The research papers were presented in a topic such as Marketing, HRM, Finance, CSR, and Entrepreneurship.

**Padma Bhushan Dr. SN Subbarao (Living Gandhi) visit Brixton College 2018**

Dr. Subbarao visited Brixton College during 2018 along with his almost 1000 campaigner representing different states of India. The campaign was conducted under the banner of Gandhi Peace Foundation. Brixton College receive the privilege to serve with foods & short stay to all the campaigners. The college has also provided assistant in the visit of Mahendranagar.

## **BRIXTON YOUTH DELEGATION IN INTERNATIONAL YOUTH CAMP 2025**

Students of Brixton College participated in the International Youth Camp 2025 held from 21st to 25th April in Kushinagar, Uttar Pradesh, India. Organized by the Gandhi Peace Foundation under the theme “Jay Jagat, peace, Culture & Youth Power,” the camp brought together young leaders from across India and neighboring countries including Bangladesh, Bhutan, and Myanmar. A delegation of 12 enthusiastic students represented Brixton College and took part in this enriching multicultural event. The venue, being the sacred site where Gautam Buddha attained Mahaparinirvana, added spiritual significance to the camp’s core message of peace, compassion, and global harmony.

The entire program revolved around the guiding philosophy of “Jay Jagat,” emphasizing truth, non-violence, and peaceful coexistence. Each day began with a strict routine starting at 5:00 AM, followed by one hour of physical exercise or yoga and one hour of *shram-daan* (community service), instilling discipline, responsibility, and teamwork among participants. Throughout the camp, students engaged in various sessions such as workshops on Gandhian philosophy, leadership, and youth empowerment, along with cultural exchange activities that showcased the diverse traditions of different countries. They also participated in interactive discussions on peacebuilding, social responsibility, and unity, as well as educational visits to important Buddhist heritage sites. Group presentations and collaborative tasks further enhanced their teamwork and communication skills.

The Nepali cultural presentations performed by Brixton College students including traditional dances, costumes, and practices were widely appreciated by both Indian and international participants. These cultural interactions helped them build confidence, develop global awareness, and form meaningful friendships with youths from various backgrounds. The closing ceremony was a grand occasion graced by the Ayush Mantri of Uttar Pradesh, Shri Daya Shankar Mishra ‘Dayalu,’ as the chief guest, along with prominent members of the Gandhi Peace Foundation such as Shri Sanjay Rai and Padma Bhushan Awardee Shri Ida Sri Putra Manuaba. Their inspiring speeches encouraged the youth to uphold the values of peace, service, and intercultural harmony.

Overall, the camp proved to be a transformative learning experience for the Brixton College students. It deepened their understanding of peace, unity, discipline, and cultural respect while strengthening their leadership qualities and broadening their worldview. The International Youth Camp 2025 beautifully conveyed the message that today’s youth carry the power and responsibility to create a peaceful and united world under the banner of “Jay Jagat, Peace for All.”

## **CLUBS AND EVENT ACTIVITIES 2024**

---

### **1. BRIXTON INNOVATION CLUB**

*"When all think alike, then no one is thinking."*

In recent past, there is a radical shift from knowledge-based learning to innovative learning. Success in this dynamic global environment requires creative and innovative minds. The innovation club provides an environment to learn and explore the many innovative and creative ideas.

The Brixton Innovation Club aims to provide an environment that will foster a spark of innovation and creativity among the students. The main focus of the club is to develop the skills, knowledge and ideas of students through arrays of activities related to management.

#### **OBJECTIVES**

- To explore innovative ideas, methodologies.
- To develop an innovative mindset.
- To provide a platform for students to showcase their skills and ideas.

#### **PHILOSOPHY**

- Caliber support commitment and transform.

#### **MISSION**

- Inspiring the next generation

#### **CLUB MODEL**

- Creating learning environment that develop intellectual a leadership capability training practices and building a network that connect students with extracurricular activities and opportunities that hasten their learning course

#### **ACTIVITIES AND EVENTS**

- Entrepreneurship Conferences
- Distinguished Speaker Series
- Business Plan Competition
- Best Advertisement Competition
- Best Entrepreneurship etc.

We believe the club will encourage and promote the skills and ideas of the students.

#### **BRIXTON INNOVATION CLUB ACTIVITIES**

## **Case analysis competition 2018**

- Brixton college giving continuity with its clubs and event activities with an aim to take management education learning one stride further had presented first ever regional level “Case Analysis completion” organized by Brixton innovation club at Mahendranagar on 2075/08/22 among a colossal crowd of more than 300, the audience ranges from students, lecturers, business and academic leaders across Sudur Paschim. The event has managed to receive 8 different colleges across province. The participatory colleges were NAST College and Kailali Multiple campus from Dhangadi and Amity college, Kanchan Samudayik, Brixton College, Radiant Higher Secondary, Adarsh Higher Secondary, Little Buddha academy were from Mahendranagar. It is here imperative to address that the event had carried a mission to “redefine management education” across management gamut.
- **Inter collegiate best advertising competition:** As the club organizes its 2<sup>nd</sup> electrifying semester event with an aim to promote marketing skills among Management Scholars. Participatory colleges were Morning glory, sunrise public academy, Radiant HSS, Janjyoti Multiple campus, little Buddha academy, western public academy, Brixton College and AdarshVidhya Niketan. More than 250 audiences were generated at the event. where Brixton college got the 1<sup>st</sup> position, Little Buddle Academy and Adarsh got 2<sup>nd</sup> and 3<sup>rd</sup> position respectively.
- The club has even organized business quiz completion on 2074/09/21 topic related with business, sports, CSR, Management and politics were included.
- As innovation club also organizes its 3<sup>rd</sup> event as a Corporate Training program on 2075/05/02 where the eminent personality from various bank and corporate leaders were invited to train our students in a mission to keep up with the current emerging issues and challenges within management and business gamut.
- Work shop on science and spirituality was conducted by an eminent personality Dr. J.P Agarwal as a key note speaker on Ashar 25<sup>th</sup> 2075.
- **Students Innovation Program (Picture & Story)** was conducted by the 12th batch BBA students in 2078. The program encouraged creativity and innovation among students through visual presentations and storytelling. Participants showcased original ideas, enhancing their critical thinking and presentation skills. The event promoted experiential learning and teamwork.
- **One–Day Interactive Session: Leading towards Brixton Tank** was held on Ashwin 6th, 2081. The session focused on leadership development, entrepreneurship, and innovative thinking. Students actively interacted with experts and gained practical insights into business leadership. It inspired students to align academic knowledge with real-world applications.



- **The Cycle Pashim Rally** was organized on Mangsir 17th, 2081 with the theme “*Promoting Sustainable Transportation and Green Practices.*” The rally aimed to raise awareness about environmental conservation and eco-friendly transportation. Students and faculty actively participated to promote a healthy and sustainable lifestyle. The event reflected the institution’s commitment to social responsibility.
- **The Speech Competition** on the topic “*Challenges and Their Solutions of the Tourism Sector in Sudharpashchim Province*” was organized on 2082-01-27. The program provided a platform for students to express ideas and propose practical solutions for tourism development. Participants demonstrated analytical and public speaking skills. The event encouraged awareness of regional tourism issues.
- **An Induction Programme** was conducted on 2082-07-24 for newly enrolled students of the 17th batch BBA and 2nd batch BCA. The program introduced students to the academic environment, rules, and facilities of the institution. Faculty members motivated students by sharing academic and career guidance. It helped students smoothly transition into college life.
- **A Mystery Case Competition** was organized on 2082-08-07 to enhance analytical and problem-solving skills among students. Participants worked in teams to analyze complex case scenarios within a limited time. The competition encouraged critical thinking, teamwork, and decision-making abilities. It provided practical exposure to real-life business challenges.

## 2. SHAKE HAND CLUB

This club is established to promote social activities. The main agenda of this newly established club is the welfare of the society. The club was established on 2073-09-24 to provide the service or to do the welfare for the growth and development of the society.

Many social activities have been conducted by this club. Activities such as rally on Martyr's Day, street drama on women trafficking etc. The club is named as 'Shake Hand Club' as it denote the uniformity or the equality. The club has served the society in various way such as it continuously visits orphanage home, celebrates different festivals such as Holi, Rakhi, Deepawali, distributes sweets, foods, stationery items and most importantly it makes other feel like that they are not alone. This club is planning for many more activities in future also.

### **Brixton Shake hand club Activities:**

- **Blood Donation Program 2018:** The Blood Donation Program 2018 was held on 30th November 2018 at Brixton College, Mahendranagar, with active participation from students, local residents, and the Ladies Lion Club of Raanital. The event reflected the college’s ongoing commitment to social responsibility by encouraging community support and fostering positive engagement among students. Through this initiative, Brixton College

reaffirmed its dedication to contributing to meaningful social change and promoting the value of humanitarian service.

- **Blood Donation 2021:** Successfully completed Blood donation Campaign at Brixton College Premises on Kartik 12th. The College and its Shake Hand Club (Social Wings of Brixton College) take pride to organize and support Mr. Sandesh Bhandari (22 years young) massive National Blood Campaign from ‘Mechi to Mahakali’. His campaign for this gracious cause had unquestionably inspired many youths throughout the nation. Almost 30 plus Students of Brixton College has donated their blood at the campaign.
- **Old Age Home Visit Program:** on 3<sup>rd</sup> of Chaitra 2075 Students of Brixton had visited the old aged home Rautela and donated water cooler, fruits and most importantly a connection that we build with them satisfies a lot for than anything else.
- **Street Drama:** To share knowledge on the importance of blood donation, Shake Hand Club Organized Street Drama on 31<sup>st</sup> Jestha 2080 at Bhetghat Chautari , Mahendranagar. It was successful programme because the drama was successful to attract more than five hundred people as the audience.
- **Blood Donation 2023:** On 31<sup>st</sup> Jestha 2080, Blood Donation programme was successfully conducted by Shake Hand Club at the premises of Brixton College. The College and its Shake hand Club took the event as its pride. More than 42 students of Brixton College had donated blood at the campaign.
- **Fundraising for Flood Affected regions of Nepal 2081:** The club successfully gathered some financial help for flood affected people from this campaign. The campaign was organized from 16<sup>th</sup> of Ashoj to 18<sup>th</sup> of Ashoj 2081. Students, faculty and non-faculty members were contributed individually in it.
- **Cloth Donation Program:** With the help of Leo Club of Brixton, we have collected clothes for donation as the responsible students. The program was held on 26<sup>th</sup> of Poush 2081
- **Donation of Sanitary at Orphanage:** The **Shake Hand Club** successfully organized a sanitary donation program at a local orphanage on 27<sup>th</sup> Magh 2081, providing essential hygiene materials to the children. The event aimed to support their well-being and promote awareness about the importance of personal hygiene.
- **Community Feast: A Call to serve** was organized at Siddhababa Mandir, Bhagatpur on 2081-12-21. The program focused on serving the community and promoting values of compassion, unity, and social responsibility among participants.
- **Blood Donation Programme 2082** was conducted on 2082-02-04 at the premises of Brixton College. The programme aimed to encourage voluntary blood donation and raise awareness about the importance of saving lives through social service.

- **Bird House Installation Programme** was organized on 2082-02-22 at Brixton College. The initiative promoted environmental awareness and biodiversity conservation by providing safe shelters for birds within the campus.
- **Dust Bin Handover Programme** was conducted on 2082-03-13 in collaboration with the Power of Youth Team (National Youth Club, Mahendranagar). The activity aimed to promote cleanliness, waste management, and youth involvement in community development.

### **3. SPORT & ENTERTAINMENT CLUB**

Run, managed, and lead by the students of Brixton College. Sports and entertainment club is the 3<sup>rd</sup> initiative taken by the Brixton College. It was established on 1<sup>st</sup> September 2018 with a vision to “redefine sports”. The club organizes various events and activities related with sports and athletes. Club sports are formed by groups of students as a member who shares a common interest in recreation and sport, together organizing and collectively pursuing their chosen activities.

It offers the opportunity for participants to engage in and derive the pleasures and benefits of athletic and/or recreational activities. It is a student-initiated activity that relies on the students to be responsible for leadership, decision-making, organization, and supervision of all club actions.

Clubs are organized on instruction, recreational, and competitive levels and their activities range from informal play and practice to intercollegiate and tournament competition.

#### **Events and activities:**

- The club successfully organized Intra collegiate volleyball competition on 2075, Kartik 16<sup>th</sup>.
- After 2 months the club went on to organize again Intra collegiate Basketball competition on 2075, Poush 5<sup>th</sup>
- Students of Brixton college had an active participation at ‘Marathon Run’ on 2075, Poush 15<sup>th</sup> organized by Bhimdatt, municipality – Kanchanpur
- The club also organized table tennis competition during 2078.
- Sports and Entertainment club of Brixton College organized Cycle Pashchim Rally on 10<sup>th</sup> Ashoj 2080.
- Brixton College Inter Semester Basketball Tournament from 18<sup>th</sup> July 2024.

### **4. IT AND MEDIA CLUB**

The IT and Media Club of Brixton College was established with the vision of promoting technological awareness, digital creativity, and media literacy among students. As technology continues to shape modern education, the club aims to provide a platform where students can explore, practice, and enhance their skills in IT, multimedia, and communication.

Since its establishment, the club has been actively involved in supporting college events through photography, videography, digital design, and technical management. It works as a bridge between

innovation and expression, encouraging students to think creatively, collaborate effectively, and stay updated with the fast-evolving digital world. The club continues to inspire young minds to embrace technology not only as a tool but as a medium to communicate, learn, and lead.

### Events and activities:

- **Computer Typing Speed Competition 2022** was organized to improve students' typing speed and accuracy. The competition enhanced efficiency in computer use and strengthened basic digital skills.
- **Best Blog Competition & Best Drama and Acting Competition 2022** provided students with a platform to express creativity through writing and performance. These events helped develop communication skills, confidence, and artistic abilities.
- **Regional Level Video Ad Competition 2023** encouraged students to create innovative and impactful video advertisements. The competition enhanced skills in digital marketing, creativity, and visual communication at a broader competitive level.
- **Student Interaction Session** was conducted to promote meaningful dialogue between students and faculty. The session supported idea sharing, feedback, and a positive academic environment.
- **Inter-Semester Ad Competition 2024** fostered healthy competition and collaboration among students from different semesters. The event strengthened teamwork, marketing knowledge, and creative thinking

## 5. BRIXTON IT SQUAD CLUB

*"Technology is best when it brings people together."*

In the era of rapid digital transformation, information technology plays a crucial role in shaping education, business, and society. The Brixton IT Squad Club is established to bridge the gap between theoretical knowledge and practical technological skills. The club provides a collaborative platform where students can explore, learn, and apply modern IT concepts in real-world scenarios.

The Brixton IT Squad Club aims to create a dynamic and hands-on learning environment that nurtures technical competence, innovation, and problem-solving abilities among students. The primary focus of the club is to enhance students' skills in information technology through various practical, creative, and technology-driven activities.

### OBJECTIVES

- To enhance technical skills and digital literacy among students.
- To encourage innovation through technology-based solutions.
- To provide a platform for students to showcase IT talents and projects.

### PHILOSOPHY, MISSION & CLUB MODEL

The Brixton IT Squad Club believes in learning through practice, innovation, and collaboration. Its mission is to empower students with technical knowledge, leadership skills, and digital confidence by creating an interactive learning environment. The club follows a model that integrates hands-on training, workshops, teamwork, and networking opportunities, connecting students with IT-focused extracurricular activities that accelerate both academic and professional growth.

### **ACTIVITIES AND EVENTS**

- Webinar on **“AI in Our Fingerprint: How to Write Effective Prompts”** was conducted on **2nd May 2024**. The webinar focused on introducing students to the fundamentals of artificial intelligence and the importance of prompt engineering. Participants learned practical techniques to write clear and effective prompts for AI tools. The session enhanced students’ understanding of how AI can be used efficiently in academic and professional tasks.
- **Boot Camp on AWS in DevOps** was organized on **4th May 2025**. The boot camp provided hands-on training on cloud computing concepts, AWS services, and DevOps practices. Students gained practical exposure to deployment, automation, and continuous integration tools. The program helped participants develop industry-relevant skills and understand real-world DevOps workflows.
- A **Three-Day Boot Camp on AI-Powered Digital Skills and Personal Branding for Future Professionals** was conducted from **16th May to 18th May 2025**. The program focused on leveraging AI tools for digital productivity, content creation, and personal branding. Participants learned strategies to build a strong professional identity using AI-driven platforms. The boot camp equipped students with future-ready skills essential for career growth in the digital era.



## **BRIXTON TRAVEL AND EDUCATIONAL TOUR PROGRAMS**

Amongst the various activities indulgent of our students over time we even send our students beyond the national boundaries to add some more experience related to business, management, socio culture and humanity.

### **Our Indulgent:**

- 10 students participated at National youth program at Chhattisgarh on June (7<sup>th</sup> to 13<sup>th</sup>) 2018 organized by Gandhi peace foundation where 7 states of India including Brixton college from Nepal were the participatory nation.
- Again 14 students were sent to participate at the same event on Dec (1<sup>st</sup> to 7<sup>th</sup>) 2018, at Punjab-Sultanpur, where 27 states of India, Indonesia, Bhutan, Sri Lanka participated among the gigantic crowd of more than 5000 from the representing nations at the event.
- Fifty students of 11<sup>th</sup> Batch, BBA Programme of Brixton College visited CG Foods Industry Pvt. Ltd., Bansagadhi, Bardiya as ‘The two-days Industrial Visit Programme’ organized by Brixton College on 23<sup>rd</sup> January 2023.
- Fifty-two students of 12<sup>th</sup> Batch, BBA Programme of Brixton College visited CG Foods Industry Pvt. Ltd., Bansagadhi, Bardiya as ‘The two-days Industrial Visit Programme’ organized by Brixton College on 26<sup>rd</sup> December 2023.
- Sixty students of 13<sup>th</sup> Batch of BBA Programme of Brixton College visited CG Foods Industry Pvt. Ltd., Bansagadhi, Bardiya as ‘The two day’s Industrial Visit Programme’ organized by Brixton College on 14<sup>th</sup> July 2024.
- Sixty-Three students of 14<sup>th</sup> Batch of BBA Programme of Brixton College visited CG Foods Industry Pvt. Ltd., Bansagadhi, Bardiya as ‘The two day’s Industrial Visit Programme’ organized by Brixton College on 24 Jan 2025.

## **INTRODUCTION OF RESEARCH & DEVELOPMENT CELL**

To advance the academic quality of the institute, Brixton College has established a **Research Management Cell**. As part of this initiative, we are proud to announce the publication of Brixton Scholarly Review: A Multidisciplinary Peer-Reviewed Journal, Volume I in 2024, further promoting research and scholarly excellence. It has been reformed this year. The members of the cell are:

**Chairman:**

Dr. Netra Raj Chataut

**Members:**

Dr. Nisha Bhatt

Mrs. Priti Singh Chand

Mr. Kapil Joshi

**Member Secretary:**

Dr. Bhoj Raj Pant (Principal)

## The Impact of Training Programs on Employee Performance in the Service Sector in Nepal



**Mrs. Priti Singh Chand**  
MBA Coordinator

### ABSTRACT

The service sector is a cornerstone of Nepal's economy, contributing approximately 62% to the GDP and providing substantial employment opportunities (Government of Nepal, Ministry of Finance, 2025). However, rapid technological advancements and evolving customer expectations create skill gaps that hinder employee performance. This article examines the impact of training programs on employee performance in Nepal's service sector, including banking, hospitality, telecommunications, and public services. Training enhances knowledge, skills, motivation, and productivity, leading to improved service quality and organizational outcomes. A review of secondary data from Nepalese studies reveals a significant positive relationship between well-structured training and performance indicators (Adhikari, 2023; Karkee, 2025; Pradhan, 2023; Shrestha, 2021). Key findings highlight that off-the-job training and organizational support are critical drivers. In conclusion, systematic investment in training is essential for competitiveness. Recommendations include conducting regular training needs assessments and evaluating program effectiveness to address implementation challenges.

**KEYWORDS:** *Employee training, training programs, employee performance, service sector, Nepal, human resource development*

### INTRODUCTION

Nepal's economy has increasingly relied on the service sector, which accounted for about 62% of GDP in recent years (Government of Nepal, Ministry of Finance, 2025), encompassing banking, tourism, hospitality, telecommunications, and public services. This sector drives employment but faces challenges from skill deficiencies, technological changes, and competitive pressures.

Training programs play a vital role in bridging these gaps by developing employee competencies (Adhikari, 2023). This article explores the impact of such programs on performance in Nepal's service sector.

### OBJECTIVES

- i) To outline the sector's significance;
- ii) To analyze training's role; and
- iii) To evaluate evidence from local studies.

## **LITERATURE REVIEW**

Studies in Nepal consistently demonstrate a positive link between training and employee performance. In the banking sector, training improves skills, engagement, and productivity (Adhikari, 2023). Research on commercial banks shows structured programs enhance job knowledge and work engagement (Adhikari, 2023).

In broader service institutions, including public and local government offices, off-the-job training and organizational efforts significantly influence performance outcomes like competencies and professionalism (Karkee, 2025). In service sector institutions, well-implemented training processes have a positive impact on employee performance (Pradhan, 2023). Training and development also significantly affect employee involvement in service organizations (Shrestha, 2021). Overall, literature indicates training addresses skill gaps but needs better alignment, evaluation, and accessibility in non-banking areas.

## **METHODOLOGY**

This article relies on secondary data from peer-reviewed journals, reports, and academic publications. Sources include NepJOL journals and ResearchGate studies on training in Nepalese banking, public, and service sectors (e.g., Adhikari, 2023; Karkee, 2025; Pradhan, 2023; Shrestha, 2021). Data types: Qualitative insights and quantitative results from surveys of 200 employees. Tools: Descriptive review and synthesis of findings. No primary data collection was undertaken to maintain a concise, review-based approach.

## **DISCUSSION**

### **Significance of the Service Sector in Nepal**

The service sector dominates Nepal's GDP at around 62% (Government of Nepal, Ministry of Finance, 2025), supporting growth through trade, finance, tourism, and transport. It demands skilled workers for efficient service delivery.

### **Types and Role of Training Programs**

Training encompasses on-the-job and off-the-job methods, targeting technical, soft, and customer service skills. In banking, regulations encourage dedicated budgets, fostering best practices (Adhikari, 2023).

### **Impact on Employee Performance**

Evidence shows training positively affects:

1. Skills and competencies (public and banking sectors) (Karkee, 2025; Adhikari, 2023).
2. Motivation, involvement, and satisfaction (service organizations) (Shrestha, 2021; Pradhan, 2023).
3. Productivity and service quality (hospitality and local governments) (Pradhan, 2023).

Challenges persist, such as limited resources in smaller entities and inconsistent program evaluation.

## FINDINGS

1. Training programs exert a significant positive influence on employee performance across Nepalese service sectors, particularly in banking and public institutions (Adhikari, 2023; Karkee, 2025).
2. Trained employees exhibit higher skills, engagement, professionalism, and job satisfaction (Shrestha, 2021).
3. Off-the-job training and strong organizational support are primary factors (Karkee, 2025).
4. Implementation gaps include inadequate evaluation and uneven access in non-banking services (Pradhan, 2023).
5. Overall, strategic training investments yield competitive organizational advantages (Adhikari, 2023).

## CONCLUSION

Training programs are indispensable for elevating employee performance in Nepal's service sector, supporting broader economic development (Government of Nepal, Ministry of Finance, 2025). Key insights underscore enhanced skills, motivation, and outcomes (Adhikari, 2023; Pradhan, 2023).

Organizations must commit to ongoing, tailored training initiatives. Recommendations: Perform periodic needs assessments, dedicate sufficient budgets, and implement robust evaluation mechanisms for sustained improvement.

## REFERENCES

- Adhikari, Y. (2023). *Impact of training on the performance of employees in the commercial banks of Nepal*. ResearchGate. <https://www.researchgate.net/publication/377862281>
- Government of Nepal, Ministry of Finance. (2025). *Economic survey 2024/25*. <https://www.mof.gov.np/>
- Karkee, A. (2025). Impact of training on employee performance at Public Finance Management Training Center (PFMTC). *SADGAMAYA*, 2(1), 1–4. <https://doi.org/10.3126/sadgamaya.v2i1.80320>
- Pradhan, S. (2023). *Recruitment, selection, training practices and employee performance in service sector institutions of Nepal*. ResearchGate. <https://www.researchgate.net/publication/377619989>
- Shrestha, P. (2021). Impact of training & development and career planning on employee involvement. *Journal of Balkumari College*. <https://www.nepjol.info/index.php/jbkc/article/view/42086>
- World Bank. (2025). *Nepal development update (April 2025): Leveraging resilience and implementing reforms for boosting economic growth*. <https://www.worldbank.org/en/country/nepal/publication/nepaldevelopmentupdate>



## **Impact of Working Conditions on Job Satisfaction in Nepalese Commercial Banks**



**Mr. Aayush Chand**  
**Coordinator, BBA Programme**

### **ABSTRACT**

Employee job satisfaction has become a critical concern for organizations, particularly in service-oriented sectors such as banking. In Nepal, commercial banks operate in a highly competitive and demanding environment where employees face long working hours, high workload, and increasing performance pressure. This article examines how working conditions influence job satisfaction among employees of Nepalese commercial banks. Using a quantitative approach, data were collected from 200 bank employees through structured questionnaires. The study focuses on key dimensions of working conditions, including nature of work, working hours, occupational stress, motivation, co-worker relationships, and physical working environment. The findings indicate that motivation, positive co-worker relationships, and a supportive work environment significantly enhance job satisfaction, whereas occupational stress and excessive working hours negatively affect it. The article concludes that improving workplace conditions is essential not only for employee well-being but also for enhancing productivity and service quality in Nepalese banks. Practical recommendations are provided for bank managers and policymakers to create healthier and more motivating work environments.

**KEYWORDS:** Working conditions, Job satisfaction, Commercial banks, Employees, Nepal

### **INTRODUCTION**

Studies on job satisfaction suggest that employees' attitudes toward their work are shaped not only by pay but also by the overall working environment (Aziri, 2011). In the banking sector, where service quality depends heavily on human interaction, employee satisfaction becomes especially important (Raziq & Maulabakhsh, 2015).

Human resources are the backbone of the banking sector, where service quality, customer trust, and operational efficiency largely depend on employee performance. In recent years, Nepalese commercial banks have expanded rapidly in terms of branch networks, digital services, and customer base. Along with this growth, employees are expected to meet higher targets, handle increased workloads, and adapt to continuous technological change. These pressures have made job satisfaction an important issue for

both bank management and policymakers.

Job satisfaction refers to the level of contentment employees feel about their work, roles, and work environment. Satisfied employees are generally more motivated, committed, and productive, whereas dissatisfied employees are more likely to experience stress, low morale, and turnover intentions. In the Nepalese banking context, concerns such as long working hours, occupational stress, limited recognition, and rigid management structures have raised questions about the quality of employees' working conditions. This article aims to explore how different aspects of working conditions influence job satisfaction among employees of Nepalese commercial banks.

## **REVIEW OF LITERATURE**

Previous empirical studies indicate that working conditions play a central role in determining employee job satisfaction. Aziri (2011) argues that job satisfaction is influenced by both intrinsic factors (such as nature of work and recognition) and extrinsic factors (such as working environment and supervision). Raziq and Maulabakhsh (2015) further emphasize that a supportive physical and psychological work environment enhances employee performance and satisfaction.

In the banking sector, Beyene and Adem (2021) found that occupational stress, workload, and limited motivation negatively affect job satisfaction, while supportive management and positive co-worker relationships improve it. In the Nepalese context, Adhikari (2019) highlights that quality of work life, including work–life balance and stress management, is a major determinant of job satisfaction among bank employees.

Previous studies across different countries suggest that working conditions play a significant role in shaping employee job satisfaction. Factors such as supportive supervision, safe physical environments, meaningful work, and positive relationships with colleagues are commonly associated with higher satisfaction levels. In the banking sector, research has shown that stressful work environments and excessive workloads often reduce job satisfaction, while motivation and recognition enhance it.

In Nepal, existing studies indicate that job satisfaction among bank employees is influenced more by qualitative factors than by salary alone. Elements such as work environment, interpersonal relationships, job security, and stress management are repeatedly identified as important determinants. However, many earlier studies were limited in scope or focused on specific banks, highlighting the need for broader and more comprehensive analysis.

## **METHODOLOGY**

This article is based on a quantitative study conducted among employees of Nepalese commercial banks. Primary data were collected using a structured questionnaire distributed to 200 employees working at different hierarchical levels, including assistants, officers, and managers. The questionnaire measured

perceptions of working conditions and job satisfaction using a Likert-scale format. Secondary information was gathered from academic journals, books, and previous research studies. The collected data were analyzed using descriptive statistics and regression analysis to identify the relationship between working conditions and job satisfaction.

### **Working Conditions and Job Satisfaction: Discussion**

#### **Nature of Work**

The nature of work refers to how meaningful, challenging, and engaging employees perceive their job roles to be. Prior research suggests that meaningful work increases motivation and satisfaction by creating a sense of purpose (Aziri, 2011). The study found that employees who viewed their work as meaningful and well-structured reported higher levels of job satisfaction.

The nature of work refers to how meaningful, challenging, and engaging employees perceive their job roles to be. The study found that employees who viewed their work as meaningful and well-structured reported higher levels of job satisfaction. Clearly defined roles, opportunities to use skills, and a sense of contribution to organizational goals positively influenced employees' attitudes toward their jobs.

#### **Working Hours**

Working hours emerged as a sensitive issue in the banking sector. Excessive working hours are often associated with stress and work–life imbalance, which negatively affect job satisfaction (Adhikari, 2019). Although moderate working hours did not strongly enhance satisfaction, prolonged schedules were linked with dissatisfaction among bank employees.

Working hours emerged as a sensitive issue in the banking sector. Although moderate working hours did not strongly enhance satisfaction, excessive and prolonged working hours were associated with dissatisfaction. Employees reported difficulty maintaining work–life balance, particularly during peak periods and end-of-month reporting cycles. This suggests that while working hours alone may not motivate employees, unreasonable schedules can reduce satisfaction.

#### **Occupational Stress**

Occupational stress showed a strong negative relationship with job satisfaction. Similar findings were reported by Beyene and Adem (2021), who noted that high job pressure and emotional demands significantly reduce employee satisfaction in service-oriented organizations.

Occupational stress showed a strong negative relationship with job satisfaction. High performance pressure, tight deadlines, customer demands, and fear of errors contributed to stress among bank employees. Employees experiencing higher stress levels were less satisfied with their jobs, highlighting the importance of stress management practices in banks.

#### **Motivation**

Motivation was identified as one of the strongest predictors of job satisfaction. Both financial and non-financial incentives play a critical role in enhancing employee morale and commitment (Raziq & Maulabakhsh, 2015). Employees who felt recognized and supported by management reported higher satisfaction levels.

Motivation was identified as one of the strongest predictors of job satisfaction. Employees who felt recognized, fairly rewarded, and encouraged by management reported higher satisfaction levels. Both financial incentives and non-financial rewards, such as appreciation, career development opportunities, and training, played an important role in motivating employees.

### **Co-worker Relationships**

Positive relationships with colleagues significantly enhanced job satisfaction. Supportive peer relationships help employees cope with stress and improve workplace harmony, a finding consistent with earlier studies on organizational behavior (Aziri, 2011).

Positive relationships with colleagues significantly enhanced job satisfaction. A cooperative work culture, teamwork, and mutual support helped employees cope with work pressure and created a pleasant work environment. Employees who experienced conflicts or lack of cooperation were more likely to feel dissatisfied.

### **Physical Working Environment**

The physical working environment, including safety, lighting, and availability of equipment, also influenced job satisfaction. Raziq and Maulabakhsh (2015) emphasize that a healthy physical environment contributes to employee comfort and overall satisfaction at work.

The physical working environment, including office layout, safety, lighting, ventilation, and availability of modern equipment, also influenced job satisfaction. Although its impact was relatively moderate compared to motivation and relationships, a comfortable and well-equipped workplace contributed positively to employee satisfaction.

## **KEY FINDINGS**

- i. Motivation is the most influential factor in enhancing job satisfaction among bank employees.
- ii. Positive co-worker relationships significantly improve employees' work experience and satisfaction.
- iii. Occupational stress has a strong negative effect on job satisfaction.
- iv. Meaningful and well-designed job roles increase employee satisfaction.
- v. Excessive working hours reduce job satisfaction, mainly through work–life imbalance.
- vi. A supportive physical working environment contributes positively to satisfaction.

## **CONCLUSION AND RECOMMENDATIONS**

This article highlights that job satisfaction among employees of Nepalese commercial banks is strongly influenced by working conditions. While financial rewards remain important, non-financial factors such as motivation, supportive relationships, meaningful work, and stress-free environments play a crucial role in shaping employee attitudes. Occupational stress and excessive working hours continue to be major challenges in the banking sector.

To improve job satisfaction, bank management should focus on creating motivating work environments through recognition, fair evaluation systems, and career development opportunities. Stress management programs, reasonable workload distribution, and flexible working arrangements can help reduce employee stress. Encouraging teamwork and improving physical working conditions will further enhance employee well-being. By prioritizing employee satisfaction, Nepalese commercial banks can improve productivity, service quality, and long-term organizational sustainability.

## **REFERENCES**

- Adhikari, P. R. (2019). Quality of work-life for job satisfaction in Nepalese commercial banks. *Management Dynamics*, 22(1).
- Aziri, B. (2011). Job satisfaction: A literature review. *Management Research and Practice*, 3(4), 77–86.
- Basel, G. (2021). *Working environment and its impact on employees' job satisfaction: A case study of Nepal Bank Limited*. Unpublished Master's Thesis.
- Beyene, H., & Adem, A. (2021). The impact of working conditions on employee job satisfaction. *International Journal of Research in Business and Social Science*, 10(2), 51–59.
- Raziq, A., & Maulabakhsh, R. (2015). Impact of working environment on job satisfaction. *International Journal of Scientific and Research Publications*, 5(1).



## **The Role of Social Media in Stock Market Investment Decisions among Generation Z Investors in Sudhuraschim Province, Nepal**



**Mr. Upendra Sunar**  
**Lecturer, Brixton College**

### **ABSTRACT**

This article examines how social media influences the stock market investment decisions of Generation Z investors in Sudhuraschim Province, Nepal. With increasing digital engagement, platforms like Facebook, TikTok, YouTube, and Viber have become major sources of investment information for young investors. Based on a survey of 220 respondents, the study found that the perceived usefulness of social media and trust in online content significantly influence investment decisions, while frequency of use alone does not. Online community engagement also plays a major role by shaping group-based opinions. The study additionally reveals the presence of behavioral biases such as herding and overconfidence, which partly explain why young investors rely on social media for financial decisions. These insights highlight both the opportunities and risks of using social media for stock market participation.

### **KEYWORDS**

*Social media, Investment decision, Generation Z, Herding behavior, Overconfidence, Nepal*

### **INTRODUCTION**

Investors today, especially Generation Z, increasingly depend on digital platforms for financial information. Traditional finance theories such as the Efficient Market Hypothesis (Fama, 1970) assume that investors behave rationally, but behavioral finance shows that psychological and social influences shape decision-making (Kahneman & Tversky, 1979). With the rapid growth of social media, young investors now follow online communities, influencers, and discussions to make stock-related decisions. In Nepal, platforms like Facebook and Viber groups have become key sources of investment information (Pandit & Vaidya, 2022). For young investors in Sudhuraschim Province where access to professional investment advisors is limited social media plays an even more central role in learning and decision-making.

### **OBJECTIVES**

1. To examine the role of social media in stock market decisions among Gen Z investors.
2. To analyze the influence of usefulness, trust, frequency, and online engagement.
3. To assess the presence of behavioral biases such as herding and overconfidence.

## **LITERATURE REVIEW**

Social media has transformed how investors gather information. Studies show that useful and credible online content strongly influences investor decisions (Bhandari & Pokharel, 2022). Research also highlights the risk of behavioral biases: herding occurs when investors follow group actions, while overconfidence arises when they overestimate their abilities (Awad et al., 2025).

In Nepal, prior studies indicate that online communities affect participation in the stock market and can encourage both rational and emotional decisions (Joshi & Rawat, 2025; Khadka & Chapagain, 2023). However, most research focuses on urban areas like Kathmandu, leaving provincial regions underexplored.

## **METHODOLOGY**

A structured questionnaire was administered to 220 Generation Z investors aged 18–28 in Sudurpaschim Province. Data was collected through social media groups, colleges, and local broker offices. Only key results relevant for magazine readers are presented here.

Variables studied included:

- i. Perceived usefulness of social media
- ii. Trust in online content
- iii. Frequency of use
- iv. Online community engagement
- v. Behavioral biases (herding and overconfidence)
- vi. Investment decision

Responses were measured on a 5-point scale.

## **MAIN DISCUSSION**

### **1. Social Media as a Major Information Source**

Most young investors use Facebook groups, Viber communities, YouTube channels, and TikTok creators for stock-related updates. These platforms offer:

- i. Quick information
- ii. Peer discussions
- iii. Opinions from influencers
- iv. Market rumors and trends

This makes social media more accessible than formal financial advisors.

### **2. Perceived Usefulness Strongly Affects Decisions**

The study found that when young investors feel social media provides helpful and understandable information, they are more confident in making decisions. This supports past findings that usefulness is a key predictor of investor behavior (Bhandari & Pokharel, 2022).

### 3. Trust in Online Content Influences Choices

Investors rely on:

- i. Experienced traders
- ii. Specialized online groups
- iii. Financial influencers

Trust increases reliance on online suggestions, but it can also lead to overconfidence, where investors feel overly sure about their decisions even without professional advice.

### 4. Frequency of Social Media Use Has Limited Impact

Merely spending more time on social media does not improve decision-making. Quality of content matters more than the amount consumed. This is consistent with earlier studies showing that frequent browsing does not always lead to better decisions.

### 5. Online Community Engagement Shapes Investor Behavior

Active participation in stock-related discussions encourages young investors to:

- i. Follow group opinions
- ii. Trust peer suggestions
- iii. Share market rumors
- iv. Make decisions based on popular sentiment

This increases the likelihood of herding behavior, a major behavioral bias seen in financial markets.

### 6. Behavioral Biases in Gen Z Investors

Two major biases influence investor behavior:

#### a. Herding Behavior

Many young investors buy or sell stocks because they see others doing the same. Social media amplifies this trend by showing popular posts, comments, and discussions.

#### b. Overconfidence

When investors trust certain influencers or groups, they may overestimate their knowledge and take unnecessary risks. Overconfidence increases when content appears reliable or widely supported.

These findings match global research showing that social media increases emotional decision-making (Awad et al., 2025; Vasquez, 2023).

## **FINDINGS**

- i. Social media significantly influences investment decisions among Gen Z investors in Sudurpaschim Province.
- ii. Perceived usefulness is the strongest predictor of decision-making.
- iii. Trust in online content shapes investor confidence and choices.
- iv. Online community engagement has a strong impact on behavior through peer influence.
- v. Frequency of social media use alone does not affect decisions.

- vi. Herding and overconfidence biases are present among young investors.
- vii. Lack of access to formal financial advisors increases dependence on online platforms.

## **CONCLUSION**

Social media plays a critical role in shaping the investment decisions of Generation Z investors in Sudurpaschim Province. Factors such as usefulness, trust, and community engagement influence how investors interpret and act on stock market information. However, the presence of herding and overconfidence biases suggests that young investors may sometimes make emotional or trend-driven decisions.

To support healthier investment practices, there is a need for:

- i. Stronger financial literacy programs
- ii. Awareness about misinformation
- iii. Responsible online financial content
- iv. Balanced use of social media and professional advice

By understanding both the benefits and risks of social media, young investors can make more informed and rational financial decisions.

## **REFERENCES**

- Awad, H., El-Sayed, R., & Abdelrahman, S. (2025). Social media usage and behavioral biases in emerging stock markets. *Journal of Behavioral Finance*.
- Bhandari, R., & Pokharel, S. (2022). Perceived usefulness and trustworthiness of social media on investment behavior in Nepal. *International Journal of Finance and Management Studies*.
- Fama, E. (1970). Efficient capital markets. *The Journal of Finance*.
- Joshi, R., & Rawat, S. (2025). Social media and online communities as determinants of stock market decisions. *Nepalese Journal of Management*.
- Pandit, S., & Vaidya, P. (2022). Social media as a trend-tracking tool: Evidence from Nepal. *Journal of Finance and Accounting*.
- Vasquez, L. (2023). Online communities and retail investor behavior. *Journal of Behavioral and Experimental Finance*.

## **Human Resource Management Practices in Business Organizations of Mahendranagar**



**Ms. Jyoti Silal**  
**Lecturer, Brixton College**

### **ABSTRACT**

Human Resource Management plays a key role in improving organizational performance in the coming decades. The growing number of business organizations in Mahendranagar and Sudurpaschim Province demands skilled human resource professionals. This study highlights the importance of effective HRM practices such as recruitment, training, performance appraisal, and employee motivation in strengthening organizational productivity. Well-managed human resources enhance leadership capacity and promote sustainable business growth. Organizations in Mahendranagar are gradually adopting structured HR practices. However, the lack of formal HR systems limits workforce development and organizational efficiency. This research focuses on understanding existing HRM practices and identifying gaps that affect employee performance and job satisfaction. Strengthening HR research and application is essential to address local employment challenges and to support long-term social and economic development.

**KEY WORDS:** Human Resource Management, Employee Performance, Mahendranagar, Organizational Development

### **INTRODUCTION**

In Kanchanpur, several business organizations are expanding their operations across service and manufacturing sectors. Effective management of human resources has become necessary to meet competitive and organizational demands. HRM practices guide employee recruitment, selection, training, evaluation, and retention. In Mahendranagar, many organizations rely on traditional management methods rather than structured HR systems. This study analyzes the current HRM practices in selected organizations and evaluates their impact on employee motivation and productivity. Availability of manpower, organizational infrastructure, and managerial support provides suitable conditions to implement systematic HRM practices. Improved human resource management can create quality employment, higher job satisfaction, and better organizational outcomes for the local workforce. Many organizations in Sudurpaschim Province lack professionally designed HRM systems. Employee recruitment often relies on informal procedures, performance evaluations remain inconsistent, and training opportunities remain limited. These issues reduce efficiency and employee morale. Without effective HR management, employee turnover increases and organizational growth slows. Understanding the real situation of HR

practices in Mahendranagar organizations remains essential to improve workforce management and organizational effectiveness. This research aims to assess HRM practices in business organizations of Mahendranagar. The specific objectives are: to examine recruitment and selection methods; to analyze training and development programs; to study performance appraisal systems; to assess employee motivation and retention practices; and to identify major challenges in implementing effective HRM. Correspondingly, the study seeks to answer the following research questions: How structured and formal are the current recruitment and selection processes in Mahendranagar's business organizations? What types of training and development programs are offered, and how do they impact employee competency? What is the nature of the performance appraisal systems used, and how consistently are they applied? What are the key strategies employed for employee motivation and retention, and how effective are they? What are the primary challenges that limit the effective implementation of comprehensive HRM practices in these organizations?

## **LITERATURE REVIEW**

The theoretical framework for this study is built upon established concepts linking effective HRM practices to organizational performance and competitive advantage. Schuler and Jackson (1987) conceptualized the strategic role of HRM, arguing that alignment between HR practices and the organization's business strategy is critical for success. This suggests that for Mahendranagar organizations to achieve their strategic goals, their existing traditional management methods must evolve into structured HRM systems.

Regarding specific HRM practices, effective Recruitment and Selection are the foundation of HRM. Barney (1991), through the Resource-Based View (RBV), highlights that human capital is a valuable and often inimitable resource. Therefore, organizations must move beyond informal hiring to formal, merit-based selection processes to attract and secure the most capable talent. Training and Development are essential for continuous improvement. Salas et al. (2012) emphasize that well-designed training programs directly improve employee knowledge, skills, and attitude, which in turn enhances job performance. The lack of training opportunities, a key issue in the Mahendranagar context, represents a lost opportunity to improve the local workforce and adapt to competitive market demands. Performance Appraisal systems provide the structure for communication, performance feedback, and reward allocation. Armstrong and Baron (2005) stress that performance management should be a continuous process, aimed at aligning individual goals with organizational goals. Inconsistent evaluations undermine fairness and fail to provide employees with constructive feedback, negatively affecting motivation. Finally, Motivation and Retention strategies are crucial for sustaining organizational productivity. Herzberg (1959)'s Two-Factor Theory identifies *hygiene factors* (e.g., salary, working conditions) and *motivators* (e.g., recognition, achievement) that impact job satisfaction and retention. The research will assess how Mahendranagar organizations balance these factors to retain their key personnel.

## **METHODOLOGY**

A descriptive and exploratory research design was adopted to accurately portray the characteristics of existing Human Resource Management (HRM) practices and identify implementation gaps. The study area was Mahendranagar, Kanchanpur district, Nepal. The target population consisted of business organizations in the service and manufacturing sectors employing ten or more full-time personnel. A convenience and judgmental sampling strategy was employed to select a sample of 30 business organizations. Data was collected from 30 HR personnel and 60 non-managerial employees, totaling 90 respondents. Primary data was collected using structured questionnaires for both managerial and non-managerial employees, utilizing a mix of Likert-scale and open-ended questions to ensure comprehensive data capture. Quantitative data was subsequently analyzed using descriptive statistics, including frequency distributions, percentages, means, and standard deviations. Qualitative data obtained from the open-ended questions was analyzed using thematic analysis to identify common challenges and underlying perceptions regarding HRM effectiveness within the organizations.

### FINDINGS

The findings of the study collectively highlight the rudimentary nature of Human Resource Management (HRM) practices within the sampled organizations in Mahendranagar. Specifically, in Recruitment, a majority (65%) of organizations still rely predominantly on informal methods, such as personal referrals, over formal, merit-based selection, pointing to a significant lack of standardized procedure. Training initiatives are largely reactive and confined to On-the-Job Training (OJT), with structured soft-skills and leadership development programs notably absent in 75% of organizations. Furthermore, the Performance Appraisal systems, while generally conducted annually, are often perceived as subjective (with 55% of employees reporting bias) and are primarily utilized for salary review rather than promoting employee development. Regarding Motivation and Retention, monetary compensation remains the dominant strategy; the resultant lack of non-monetary motivators contributes to a relatively high estimated annual employee turnover rate of 15%, suggesting weak retention capabilities. Finally, the organizations face several critical Challenges, including a lack of managerial commitment to HR investment, persistent financial constraints, and a shortage of professionally qualified HR personnel to drive systematic improvements.

### REFERENCES

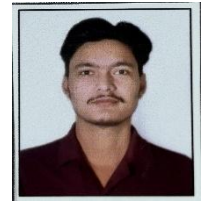
- Armstrong, M., & Baron, A. (2005). *Managing Performance: Performance Management in Action*. Chartered Institute of Personnel and Development.
- Barney, J. (1991). Firm Resources and Sustained Competitive Advantage. *Journal of Management*, 17(1), 99-120.
- Herzberg, F. (1959). *The Motivation to Work*. John Wiley & Sons.
- Salas, E., Tannenbaum, S. I., Kraiger, K., & Smith-Jentsch, K. A. (2012). *The Science of Training and*

Development in Organizations: What Matters and Why. *Psychological Science in the Public Interest*, 13(2), 74-101.

Schuler, R. S., & Jackson, S. E. (1987). Organizational Strategy and Organizational Level: The Linkage. *Human Resource Planning*, 10(4), 189-211.



## **Culture & Entrepreneurial Intention: The Role of Entrepreneurial Education**



Roshan Joshi  
4<sup>th</sup> Trimester, MBA

### **ABSTRACT**

This study titled "Cultural and Entrepreneurial Intention: The Role of Entrepreneurial Education" explores how cultural dimensions and entrepreneurial-specific education (ESE) influence student's entrepreneurial intentions. The research focuses on five primary factors: desirability, feasibility, capability, fear, and entrepreneurial education, using primary data collected through surveys from 110 respondents. By applying statistical tools such as regression analysis, the study identifies key factors driving entrepreneurial intentions while highlighting barriers like fear and uncertainty.

**KEYWORDS:** Entrepreneurial Intention, Cultural Factors, Entrepreneurial-Specific Education (ESE), Desirability, Feasibility, Capability, Fear, Regression Analysis

### **INTRODUCTION**

Entrepreneurship has become a vital mechanism for economic development, especially in developing and transition economies with limited formal employment opportunities. Entrepreneurial activity promotes innovation, job creation, and income generation by enabling individuals to transform ideas into economic value (Naudé, 2019). In response to youth unemployment and economic uncertainty, higher education institutions have increasingly emphasized entrepreneurship as a viable career option, highlighting the importance of understanding how entrepreneurial intentions develop among students (Solesvik, Westhead, & Matlay, 2020).

Entrepreneurial intention refers to an individual's conscious willingness and planned commitment to establish a new business venture. It is widely recognized as a strong predictor of actual entrepreneurial behavior (Fragoso, Rocha-Junior, & Xavier, 2019). Intentions are influenced by psychological, educational, and contextual factors, including perceived desirability and feasibility of entrepreneurship (Liñán, Nabi, & Krueger, 2020). Confidence in personal abilities and tolerance for risk further shape students' career choices, indicating that entrepreneurial intention is a deliberate, cognitively informed process (Ajzen, 2020).

Perceived desirability, or the attractiveness of entrepreneurship, is influenced by autonomy, financial independence, social recognition, and cultural attitudes toward entrepreneurs (Jena, 2020). Feasibility and

capability, often conceptualized as entrepreneurial self-efficacy, determine whether students feel capable of launching and managing ventures (Huang, An, & Shen, 2021). Additionally, fear of failure and psychological barriers may constrain intentions, especially in contexts where failure is stigmatized, underscoring the need for supportive educational and cultural interventions.

Entrepreneurial-specific education enhances students' attitudes, self-efficacy, and risk awareness, preparing them for venture creation through experiential learning, mentorship, and practical engagement (Nabi et al., 2018). However, its impact varies with institutional support, teaching approaches, and local cultural norms, emphasizing the need for localized studies. This study focuses on bachelor-level students in Mahendranagar, exploring the role of desirability, feasibility, capability, fear, and entrepreneurship education in shaping intentions. Understanding these factors can guide educators and policymakers in promoting entrepreneurship and fostering sustainable economic development.

## **LITERATURE REVIEW**

### **Entrepreneurial Intention**

Entrepreneurial intention refers to an individual's conscious plan or determination to establish a new business venture. Research emphasizes that entrepreneurship is a deliberate and planned behavior, particularly among students who are making long-term career decisions (Fragoso et al., 2019; Solesvik et al., 2020). Entrepreneurial intention is considered the most reliable predictor of actual entrepreneurial behavior, capturing motivation, commitment, and readiness to engage in venture creation. It is influenced by individual beliefs, social norms, cultural values, and educational experiences, with factors such as perceived desirability, feasibility, self-efficacy, and fear of failure playing central roles (Liñán et al., 2020).

### **Culture and Entrepreneurship**

Culture significantly affects entrepreneurial behavior by shaping values, attitudes, and social expectations. Societies that value autonomy, innovation, and achievement tend to encourage entrepreneurial aspirations, while cultures with high uncertainty avoidance may discourage risk-taking and experimentation (Bogatyreva et al., 2019). Family and community culture, including exposure to entrepreneurial role models and supportive networks, further influence students' entrepreneurial choices (Laspita et al., 2020). In contrast, societies emphasizing job security and salaried employment may inhibit entrepreneurial intention, even when economic conditions are favorable.

### **Entrepreneurial Education**

Entrepreneurial education is a key institutional mechanism for fostering entrepreneurial intention within higher education. It involves structured learning activities aimed at developing entrepreneurial knowledge, skills, attitudes, and mindsets, often through experiential and practice-oriented approaches, such as project-based learning, simulations, and interaction with entrepreneurs (Nabi et al., 2018). Empirical studies show

that students participating in entrepreneurship education programs exhibit higher levels of entrepreneurial intention than those without such exposure (Ndofirepi, 2020). Education enhances awareness of entrepreneurship as a career option and strengthens confidence in managing a business.

### **Entrepreneurial Self-Efficacy**

Entrepreneurial self-efficacy, defined as an individual's belief in their ability to perform entrepreneurial tasks, is a crucial predictor of entrepreneurial intention. Self-efficacy influences how students assess challenges, risks, and opportunities associated with entrepreneurship. Education programs enhance self-efficacy by providing practical knowledge, problem-solving experience, and hands-on opportunities to develop skills (Newman et al., 2019). This is particularly important in contexts where students lack prior entrepreneurial exposure. By reinforcing perceived capability, education can help students overcome self-doubt and cultural constraints related to risk aversion.

### **Fear of Failure and Risk Perception**

Fear of failure remains a major psychological barrier to entrepreneurial intention. Concerns about financial loss, social judgment, and uncertainty can reduce students' willingness to pursue entrepreneurship, particularly in cultures where failure is highly stigmatized (Cacciotti et al., 2020). Post-2018 studies show that fear of failure may weaken the effect of entrepreneurial education on intention if cultural norms strongly penalize failure (Kong et al., 2020). However, entrepreneurship programs that normalize failure as part of the learning process can help reduce fear and promote a more positive approach to risk.

### **Interaction between Culture and Entrepreneurial Education**

Recent research highlights the interplay between culture and entrepreneurial education in shaping entrepreneurial intention. The effectiveness of education depends on cultural values, learning styles, and institutional norms (Rae, 2020). Experiential learning may be more effective in cultures encouraging autonomy and innovation, whereas structured guidance may suit collectivist or high power-distance contexts. Cross-cultural evidence suggests that culture moderates the impact of entrepreneurial education, influencing how students interpret and respond to learning experiences (Solesvik et al., 2020; Nowiński et al., 2019).

#### **Institutional and University Culture**

Beyond national culture, the internal culture of educational institutions also affects entrepreneurial intention. Entrepreneurial universities that promote innovation, provide incubation support, and encourage student-led ventures create supportive micro-environments that reinforce entrepreneurial intention, even when the broader culture may be less supportive (Guerrero et al., 2020). Such institutional initiatives complement cultural and educational interventions in nurturing student entrepreneurship.

## **FINDINGS**

The findings of the study reveal that perceived desirability has a strong and positive relationship with entrepreneurial intention among bachelor-level students. A substantial majority of respondents expressed favorable attitudes toward entrepreneurship, with nearly eighty-nine percent viewing it as a desirable career option. This result indicates a strong cultural inclination toward self-employment and independence, suggesting that students associate entrepreneurship with personal fulfillment, autonomy, and social recognition. Such positive perceptions significantly strengthen students' willingness to consider entrepreneurship as a viable professional path.

Perceived feasibility also emerged as a critical determinant of entrepreneurial intention. The results show that approximately ninety-point nine percent of students believe that starting a business is realistic and achievable. This high level of feasibility perception suggests that students feel confident about the practical aspects of entrepreneurship, including access to opportunities and resources. The findings further indicate that location plays an important enabling role, as students perceive their local environment as supportive of business establishment and growth.

With regard to capability, the study demonstrates a very high level of self-confidence among respondents. Around ninety-two-point seven percent of students reported confidence in their problem-solving abilities and their capacity to adapt to unexpected changes. This strong sense of entrepreneurial self-efficacy highlights the importance of personal capability in shaping entrepreneurial intention. Students who believe they possess the necessary skills and competencies are more likely to view entrepreneurship as a realistic and achievable career option.

In contrast, fear was found to have a negative influence on entrepreneurial intention. Despite favorable perceptions of desirability, feasibility, and capability, fear remains a significant psychological barrier. Approximately sixty-three percent of respondents identified fear of failure, uncertainty, and increased responsibility as major deterrents to entrepreneurial engagement. This finding suggests that emotional and psychological concerns can weaken entrepreneurial intention even among students who otherwise hold positive views about entrepreneurship.

Entrepreneurial-specific education was identified as a key factor in strengthening entrepreneurial intention. The findings indicate that knowledge related to business management, finance, and entrepreneurship significantly enhances students' confidence. Nearly eighty-nine percent of respondents acknowledged the importance of entrepreneurship-focused education and training in preparing them for business creation. This underscores the role of structured educational programs in developing entrepreneurial competencies and reducing perceived barriers to entrepreneurship.

### **RECOMMENDATIONS**

Based on the findings, the study emphasizes the need for strengthened educational interventions within higher education institutions. Integrating practical entrepreneurship training into college curricula can

enhance students' readiness for entrepreneurial careers. Workshops and hands-on learning opportunities focusing on financial literacy, risk management, and problem-solving skills would further support the development of entrepreneurial competence and confidence.

The study also highlights the importance of psychological support in fostering entrepreneurial intention. Addressing fear through mentorship, counseling, and guidance programs can help students develop resilience and a more constructive perception of risk and failure. Exposure to real-life entrepreneurial experiences and role models may assist students in overcoming fear and uncertainty associated with business creation.

Cultural reinforcement is another essential area for intervention. Promoting and celebrating entrepreneurial success stories can inspire students and contribute to the development of positive social norms around entrepreneurship. A supportive cultural environment that values innovation and self-employment can significantly influence students' entrepreneurial aspirations.

Finally, policy-level support is crucial for sustaining entrepreneurial intention among young individuals. Improving access to financial resources, infrastructure, and institutional support can reduce practical constraints faced by aspiring entrepreneurs. Encouraging collaboration between educational institutions and the business community can further create an enabling ecosystem that supports students in translating entrepreneurial intention into actual venture creation.

## **CONCLUSION**

This study underscores the critical role of cultural factors and entrepreneurial-specific education in shaping entrepreneurial intentions among bachelor-level students in Mahendranagar. The findings reveal that perceptions of desirability and feasibility, as well as confidence in personal capabilities, strongly encourage students to consider entrepreneurship as a viable career path. Entrepreneurial-specific education further strengthens these intentions by equipping students with essential knowledge, skills, and practical experience necessary for venture creation.

Despite these positive influences, psychological barriers, particularly fear of failure and uncertainty, continue to constrain entrepreneurial intention. Addressing these barriers is essential to ensure that students' favorable perceptions and educational preparation translate into actual entrepreneurial engagement. Cultivating resilience, risk-taking, and confidence through mentorship, counseling, and experiential learning can mitigate the impact of these psychological challenges.

Moreover, cultural reinforcement plays a vital role in supporting entrepreneurial aspirations. Societal recognition, encouragement of innovation, and visible role models can create an environment where entrepreneurship is viewed positively, motivating students to pursue self-employment and business ventures. Complementary policy interventions, including access to funding, infrastructure, and institutional support, can further facilitate the transition from intention to action.

Overall, the study highlights that a combination of supportive cultural norms, targeted entrepreneurial education, and proactive measures to reduce fear and uncertainty is essential for fostering a robust entrepreneurial ecosystem in Mahendranagar. These findings offer valuable insights for policymakers, educators, and institutions seeking to empower Nepalese youth toward entrepreneurship, ultimately contributing to local economic development, job creation, and innovation. Future research may explore longitudinal impacts of these interventions and examine how such strategies can be adapted across different regional and cultural contexts within Nepal.

## **REFERENCES**

- Cacciotti, G., Hayton, J. C., Mitchell, J. R., & Giazitzoglu, A. (2020). A reconceptualization of fear of failure in entrepreneurship. *Journal of Business Venturing*, 35(1), 105969.
- Fragoso, R., Rocha-Junior, W., & Xavier, A. (2019). Determinants of entrepreneurial intention among young people. *Education + Training*, 61(1), 30–44.
- Liñán, F., Nabi, G., & Krueger, N. (2020). British and Spanish entrepreneurial intentions: A comparative study. *Revista de Economía Mundial*, 55, 17–115.
- Nabi, G., Liñán, F., Fayolle, A., Krueger, N., & Walmsley, A. (2018). The impact of entrepreneurship education in higher education. *Academy of Management Learning & Education*, 16(2), 277–299.
- Ndofirepi, T. M. (2020). Relationship between entrepreneurship education and entrepreneurial goal intentions. *Journal of Innovation and Entrepreneurship*, 9(1), 1–20.
- Newman, A., Obschonka, M., Schwarz, S., Cohen, M., & Nielsen, I. (2019). Entrepreneurial self-efficacy: A systematic review. *International Journal of Management Reviews*, 21(1), 1–27.
- Solesvik, M. Z., Westhead, P., & Matlay, H. (2020). Cultural factors and entrepreneurial intention: The role of entrepreneurship education. *Education + Training*, 62(7/8), 813–831.
- Bogatyreva, K., Edelman, L., Manolova, T., Osiyevskyy, O., & Shirokova, G. (2019). When do entrepreneurial intentions translate into actions? *Journal of Business Venturing*, 34(2), 309–326.

## **Impact of Digital Marketing Strategies on Business Growth of Small Enterprises in Mahendranagar, Kanchanpur**



**Bhim Bahadur Dhami**  
**2<sup>nd</sup> Trimester, MBA**

### **ABSTRACT**

This study examines the impact of digital marketing strategies on the business growth of small enterprises in Mahendranagar, Kanchanpur. With increasing internet access, social media usage, and mobile communication in Nepal, small businesses are gradually shifting from traditional marketing methods to digital platforms such as Facebook, TikTok, Instagram, and online marketplaces. The research explores how digital marketing tools—including social media promotion, online advertising, content marketing, and customer engagement—contribute to increased sales, brand visibility, and customer reach for local enterprises. Using qualitative and quantitative insights from local shop owners, service providers, and emerging entrepreneurs, the study highlights that businesses adopting digital marketing experience higher customer interaction, faster promotion at lower cost, and improved competitive advantage. However, challenges such as limited digital skills, inconsistent internet access, and lack of strategic planning still hinder full digital transformation. Overall, the findings conclude that effective digital marketing significantly enhances the growth, sustainability, and market expansion of small enterprises in Mahendranagar.

**KEYWORDS:** Digital Marketing, Social Media Marketing, Business Growth, Small Enterprises, Mahendranagar, Kanchanpur, Online Advertising, Customer Engagement, Nepal.

### **INTRODUCTION**

Digital marketing has become an essential tool for modern businesses, enabling them to promote products, engage customers, and strengthen their market presence through various online platforms. In Nepal, particularly in developing urban centers like Mahendranagar of Kanchanpur district, digital marketing is rapidly changing the way small enterprises operate. The increasing use of the internet, widespread availability of affordable smartphones, and growing popularity of social media platforms such as Facebook, Instagram, TikTok, and YouTube have created new opportunities for small businesses to promote their products and services at a relatively low cost.

Small enterprises in Mahendranagar include retail shops, clothing stores, beauty parlours, restaurants, mobile shops, rental services, tuition centers, and other local service providers. Traditionally, these businesses depended mainly on word-of-mouth communication, posters, flyers, and local networks for promotion. While these methods are still in use, digital marketing tools now allow small enterprises to reach a wider audience, improve customer interaction, enhance brand visibility, and expand beyond their immediate physical location. As a result, digital marketing has emerged as a promising strategy for business

growth in the local context.

Despite the growing adoption of digital platforms, many small enterprises in Mahendranagar still face difficulties in using digital marketing effectively. A lack of adequate knowledge, limited digital skills, insufficient resources, and absence of proper marketing strategies often prevent business owners from gaining maximum benefits from online promotion. Moreover, there is limited empirical evidence that clearly explains how digital marketing strategies influence sales growth, customer engagement, and overall business performance of small enterprises in this region. Without such understanding, small businesses may either underutilize digital tools or invest in online marketing without achieving the expected results. In this context, the present study focuses on examining the impact of digital marketing strategies on the business growth of small enterprises in Mahendranagar, Kanchanpur. The study aims to explore how small businesses use digital marketing platforms, the extent to which these strategies contribute to sales growth, customer reach, and engagement, and the major challenges faced in adopting and implementing digital marketing practices. By addressing these issues, the research seeks to provide valuable insights for small business owners, local entrepreneurs, and policymakers. Furthermore, the findings of this study are expected to contribute to improving digital literacy, encouraging effective use of online platforms, and supporting future research on digital marketing practices in the far-western region of Nepal.

### **OBJECTIVE OF THE STUDY**

The main objective of the study:

- To analyze the impact of digital marketing strategies on the business growth of small enterprises.
- To identify the types of digital marketing strategies used by small enterprises.
- To examine the relationship between digital marketing and business growth indicators such as sales, customer reach, and brand awareness.
- To explore the major challenges faced by small enterprises in using digital marketing.

### **LITERATURE REVIEW**

Digital marketing has become an essential tool for business promotion and customer engagement in the modern marketplace. According to Chaffey and Ellis-Chadwick (2019), digital marketing enables businesses to reach large audiences at low cost through platforms such as social media, websites, and online advertising. For small enterprises, these tools are especially important because they support visibility and customer interaction without requiring heavy investment.

Studies show that social media platforms like Facebook, Instagram, and TikTok significantly contribute to business growth by improving communication, increasing customer reach, and building brand awareness (Tiago & Veríssimo, 2014). Small enterprises benefit from digital marketing because it helps them compete with larger firms by offering real-time engagement and measurable promotional outcomes (Ahmad et al., 2018).

In the context of developing countries, digital marketing adoption is rising due to increased smartphone usage and internet accessibility. Dahnili et al. (2014) state that small businesses adopt digital marketing



mainly for cost efficiency and faster promotion. However, challenges such as limited digital skills, lack of strategic planning, and poor technological infrastructure still limit its full effectiveness, especially in rural and semi-urban areas like Mahendranagar (Shrestha, 2020).

Overall, the literature suggests that digital marketing strategies—when used effectively—positively impact business growth, customer engagement, and market expansion for small enterprises.

### **METHODS AND PROCEDURES OF THE STUDY**

This study follows a descriptive research design to examine the role of digital marketing in the growth of small enterprises in Mahendranagar. The research is based on both primary and secondary sources of data to gain a comprehensive understanding of the subject. Primary data are collected through field visits, structured questionnaires, interviews with selected small enterprise owners, and direct interactions with shopkeepers and customers, along with observation of business activities on online platforms such as Facebook, TikTok, and Instagram to assess their digital marketing practices and customer engagement. Secondary data are gathered from journals, research articles, government reports, websites, news articles, and previous studies, including publications from the Ministry of Industry, Commerce & Supplies, to understand digital marketing trends, consumer behavior, and small business development in Nepal. The data collection focuses on how small enterprises use digital marketing tools, their impact on sales growth and customer reach, the level of online customer engagement, challenges faced in adopting digital marketing, ways to improve digital marketing for better business growth, and the supporting role of local authorities and training institutions.

### **FINDING AND DISCUSSION**

- Most small enterprises in Mahendranagar are increasingly using digital platforms such as Facebook, Instagram, TikTok, and online advertisements for promoting their business.
- Businesses that use digital marketing regularly experience higher customer reach and improved interaction with customers.
- Digital marketing strategies have helped many small enterprises increase their sales and strengthen their market presence at a relatively low cost.
- Social media platforms are the most preferred digital tools because they offer easy communication, quick promotion, and the ability to attract local customers.
- Small enterprises using digital marketing have better brand visibility and customer awareness compared to those relying only on traditional marketing.
- Many business owners lack proper digital skills and knowledge to create effective content, run advertisements, or analyze online performance.
- Poor internet connection, limited time, and lack of digital training are the major challenges that prevent small enterprises from fully utilizing digital marketing.
- Business owners acknowledge that digital marketing gives them a competitive advantage over traditional-only businesses.

## **DISCUSSION**

The findings of this study show that digital marketing has become an essential and rapidly growing tool for small enterprises in Mahendranagar, Kanchanpur, significantly improving their ability to attract customers, promote products, and increase sales. The use of platforms such as Facebook, Instagram, TikTok, and online advertisements has strengthened customer engagement and enhanced brand visibility for many businesses. These results align with previous studies which suggest that digital marketing enables small enterprises to expand customer reach, improve communication, and compete more effectively in the modern marketplace. Despite these benefits, small business owners in Mahendranagar still face notable challenges, including limited digital skills, insufficient knowledge of content creation, weak internet connectivity, and lack of experience with paid promotions issues similar to those identified in studies from other developing regions. Nevertheless, the consistent use of digital marketing strategies has shown promising results in improving business performance and competitiveness.

Overall, the discussion highlights that while digital marketing offers significant opportunities for growth, its full potential can only be realized when small enterprises receive proper training, reliable digital infrastructure, and enhanced awareness of strategic online marketing practices.

## **CONCLUSION**

Digital marketing has a significant and positive impact on the business growth of small enterprises in Mahendranagar, Kanchanpur. The use of platforms such as Facebook, Instagram, TikTok, and online advertisements has helped businesses expand customer reach, increase sales, and improve brand awareness. Small enterprises benefit from the low cost and high visibility provided by digital marketing, making it an effective tool for business promotion. However, the study also highlights key challenges, including limited digital skills, lack of professional content creation, weak internet connectivity, and limited understanding of paid promotions. These challenges reduce the overall effectiveness of digital marketing efforts. If these issues are addressed through proper training, awareness programs, and improved internet infrastructure, small enterprises in Mahendranagar can achieve even greater growth and competitiveness.

Overall, the findings conclude that digital marketing plays an essential role in transforming the business landscape of small enterprises and has strong potential for future development.

## **RECOMMENDATION**

- **Provide Digital Marketing Training:** Local authorities, colleges, and business groups should organize workshops to improve the digital skills of small business owners.
- **Develop Clear Digital Strategies:** Small enterprises should create proper digital marketing plans, including content schedules, customer engagement methods, and advertising budgets.
- **Improve Internet Connectivity:** Government and telecom companies should strengthen internet services in Mahendranagar to support digital business activities.
- **Use Paid Advertisements Effectively:** Business owners should learn how to use Facebook Ads, boosted posts, and sponsored content for reaching more targeted

- Focus on High-Quality Content: Small enterprises should invest time in making attractive photos, videos, and product descriptions to engage customers.
- Enhance Customer Interaction: Businesses should respond quickly to messages, comments, and reviews to improve customer relationships.
- Promote Digital Literacy: Local entrepreneurship centers should encourage digital literacy programs to build confidence among small business owners.

## **REFERENCES**

- Ahmad, S. Z., Ahmad, N., & Bakar, A. R. A. (2018). Reflections of entrepreneurs of small and medium-sized enterprises concerning the adoption of social media and digital marketing. *Journal of Business and Economics*, 10(1), 75–89.
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing: Strategy, implementation and practice* (7th ed.). Pearson.
- Dahnil, M. I., Marzuki, K. M., Langgat, J., & Fabeil, N. F. (2014). Factors influencing SMEs adoption of social media marketing. *Procedia - Social and Behavioral Sciences*, 148, 119–126.
- Shrestha, R. (2020). Digital marketing practices among small enterprises in Nepal: Opportunities and challenges. *Journal of Management Studies*, 6(1), 45–56.
- Tiago, M. T. P. M. B., & Veríssimo, J. M. C. (2014). Digital marketing and social media: Why bother? *Business Horizons*, 57(6), 703–708.

## A Book Review



**Bhubin Pant**  
7<sup>th</sup> Semester, BBA

### **Nilo Prem: A Tale of First Love, Loss, And Destiny**

*“Sometimes love does not end, it simply waits in a corner of the heart where time cannot reach”*. If you’ve ever fallen in love by chance, held onto a memory for years, or wondered what if? about someone from your past **Nilo Prem** by **Purushottam Bajagai** is a book that will speak to you. It’s not just a love story. It’s a story about timing, family pressure, and two hearts that just can’t seem to let go, no matter how hard they try.

Love stories often promise forever in their first chapters. **Nilo Prem** (The Blue Love) does something different, something truer. It is a novel that understands forever is not always about being together. Sometimes, forever is the shape of a memory that refuses to fade, a name that always catches in your throat, and a quiet, unyielding hope that lives in you like a second heartbeat. This is the story of Aakash and Barsha. It is not a fairy tale of conquest, but a beautifully aching map of a heart’s journey through the dizzying heights of first love, the crushing valleys of loss, and the flat, confusing plains of a life built around an absence.

#### **Plot summary**

*“Some meetings are written by rain, some separations by silence”*

The story begins with a moment so simple it could happen to anyone. Aakash, caught in a sudden downpour at a bus stop, sees a girl Barsha without shelter. He shares his umbrella. The act is small, but its echo is enormous. For Aakash, that damp, shared space becomes a sacred memory. He is captivated not just by her, but by the feeling of that moment the kindness he offered, the smile he might have received, the sudden, vivid possibility of another person. He hopes almost against logic to see her again.

And then in the way life sometimes weaves coincidence into the fabric of our destiny he does. They meet again at a police school in Kathmandu. From strangers in the rain, they become classmates, then friends, and then inevitably, something more. Their love story unfolds with the sweet, hesitant pace of reality. It is built on shared bus rides, notes passed in class, and the continued, now deeply symbolic, sharing of that umbrella. It grows stronger through engineering college, a partnership of shared dreams and mutual support. It feels real, sturdy and theirs to keep.

The fracture comes not from within their bond, but from the outside world pressing in. During Barsha’s birthday, her mother discovers their relationship. What follows is not a shout, but a devastatingly soft pressure. It is a conversation filled with tears, concern for the future, and the immense weight of familial

expectation. Faced with the pain she is causing her family and the daunting prospect of defying tradition, Barsha makes an impossible choice. She lets Aakash go. Her goodbye is not a rejection of love, but a sacrifice to it a sacrifice of her happiness for a different kind of peace.

For Aakash, this loss is a world-ending event. He sinks into a depression, a state where the color drains from everything. To escape a city that now only speaks of her absence, he leaves for America. He carries with him a broken story, she stopped loving me. Across the ocean, he meets Jagiriti, a bright caring Nepali student who recognizes his sadness and offers him a new beginning, even a proposal of marriage. But his heart is a room still furnished with Barsha's memory there is no space for anyone else. He gently, sadly refuses.

Almost two Years later, back in Nepal, a different tide pulls at Aakash. It is the tide of time, age, and family duty. Surrounded by expectations and his own emotional exhaustion, he agrees to an arranged marriage with a woman he does not love. It is a surrender a decision to build a life on the foundation of good enough believing Barsha has long since moved on and built her own.

The novel's most powerful moment hinges on a chance encounter the kind that fuels a lifetime of what ifs. At a relative's wedding, Aakash sees Barsha. His eyes search for the signs of another man's claims the red sindoor, the gold pote of a married woman but they are absent. She is only engaged, suspended in a wait of her own. Their conversation is a floodgate opening. Years of buried pain, unchanged love, and silent waiting pour out. The tragic truth is laid bare she never stopped loving him, and he in trying to move on, has promised his future to someone else.

Nilo Prem does not offer a tidy Hollywood ending. It offers something more honest a painful, suspended moment of choice. It leaves Aakash on the cliff-edge of his own life, forced to choose between the duty he has promised and the love that has never released him. The final page turns not with an answer, but with the echoing, lifelong question, which path does the heart follow when both roads lead away from a piece of itself?

### **Themes and Analysis: The Colors of Longing**

#### ***The Umbrella: A Shelter for the Soul***

*“Some umbrellas don't just block rain; they hold two hearts under one sky.”*

From its first appearance, the umbrella ceases to be just an object. It is the first bridge between two souls, a portable, intimate shelter from the world. Throughout the novel, it reappears as a powerful symbol of their connection. The fact that Barsha keeps it long after Aakash is gone is a silent testament to her enduring feelings. For the reader, it becomes a symbol of that first pure act of vulnerability and care that defines a true connection. It represents the private world Aakash and Barsha built together a world that though assaulted by circumstance never fully collapsed in their hearts.

#### ***Love as a Kind of Faithful Haunting***

*“Her forehead was empty, but heart filled with a thousand unanswered questions.”*

This novel masterfully portrays love not just as an emotion, but as a persistent state of being that can outlast a relationship. After their separation, Aakash does not simply miss Barsha, he is haunted by her. Her memory colors his days in America, making him a ghost in his own new life. Barsha, in her engagement, is physically present but emotionally absent, forever looking backward. This haunting is the core of the Blue Love of the title. It is a love that is permanent, beautiful, and profoundly sad a deep, steady note of melancholy that plays beneath the melody of their daily lives. It asks us: when we truly love someone, do we ever really get to leave them behind?

### ***The Heavy Weight of Good Intentions***

The central conflict arises not from malice, but from love in a different form familial love. Barsha’s family is not a villain. They are a parent acting from a place of deep concern, cultural tradition, and a desire to protect her daughter from hardship. This makes Barsha’s choice so devastatingly real. She isn’t choosing between love and evil, she is choosing between two kinds of love romantic love for Aakash and dutiful, indebted love for her family. This pressure is a silent, powerful force in many lives, and the novel captures its soul crushing weight with painful accuracy. It’s the tragedy of breaking your own heart to spare the hearts of those who raised you.

### ***Destiny, Choice, and the Roads That Bend***

*“Some faces return not because we search for them, but because fate cannot let go.”*

Are Aakash and Barsha destined for each other? The narrative cleverly suggests it. Their repeated chance meetings feel like the universe conspiring. Yet, at every crucial juncture, human choice intervenes. Barsha chooses to say goodbye. Aakash chooses to run away, then to agree to marry. The novel lives in the painful gap between fate and free will. It suggests that destiny may bring people together, but it is our choices and the choices others make for us that determine whether we stay. The agonizing open ending leaves this question unresolved, mirroring the real-life uncertainty we all face are the what ifs in our lives missed destinies, or simply the consequences of our own decisions?

### **Character Portrayal: Deeply Flawed, Deeply Human**

#### ***Aakash: The Romantic in a Practical World***

Aakash is every person who has ever loved more deeply than they knew how to handle. He is defined by his feelings, which is both his strength and his curse. His love for Barsha is genuine and all consuming, but when faced with its loss, he lacks the tools to fight or even to heal constructively. His escape to America and his passive acceptance of an arranged marriage are not acts of cowardice, but of a profound, weary brokenness. We see in him the very human desire to stop the pain, even if it means building a life on a foundation of quiet sadness. His final dilemma is the ultimate test of his character: will he remain the passive dreamer, or will he finally make an active, courageous choice for his own happiness?

#### ***Barsha: The Strength of Silent Fidelity***

If Aakash’s pain is loud in its depression, Barsha’s is quiet in its endurance. Her strength is of a resilient,

patient kind. She carries the burden of her sacrifice every day, honoring her family’s wishes while secretly keeping her love for Aakash alive. Her engagement is a performance a shell of a life moving forward. Her character shows us that waiting can be an active, painful form of love. When she finally breaks down at the wedding, it is the catharsis of years of lonely fidelity. She represents the heartbreaking reality that sometimes, the truest love is the one that waits in silence, hoping against the odds.

### ***Jagiriti and the finance Prabha: The Paths Not Taken***

These women are crucial to the story’s emotional complexity. Jagiriti is not an obstacle she is a potential lifeline a smart, kind woman offering Aakash a real chance at joy. His inability to accept it shows how a past love can make us emotionally unavailable to a beautiful present. The finance Prabha chosen by his family, represents the path of duty, social conformity, and resigned acceptance. She is a ghost in her own right a future person who would marry a man whose heart belongs to a ghost from his past. Their presence makes the tragedy broader, reminding us that unresolved love doesn’t just affect the two people involved it ripples out impacting other innocent hearts.

### **Emotional and Cultural Resonance: A Story That Feels Like Home**

*“Guilt is the strongest weapon in a Nepali home sharper than anger, heavier than silence”*

The profound power of Nilo Prem lies in its specific cultural heartbeat. It is a Nepali story, through and through. Readers will find pieces of their own lives in its pages:

- The nervous, thrilling secrecy of a first teenage romance.
- The cold dread of a parent finding a text message.
- The overwhelming, guilt-inducing pressure of a family talk.
- The constant, low-grade anxiety of approaching marriageable age.
- The awkward, transactional nature of arranged marriage meetings.
- The way big Nepali weddings become stages for countless personal dramas.

The author doesn’t explain these elements they simply are. This authenticity allows the emotional core to hit with incredible force. You aren’t just reading about Aakash and Barsha; you are remembering, empathizing, and feeling a deep sense of recognition. The story works because it is emotionally universal, but culturally specific the perfect combination for a lasting impact.

### **Conclusion**

*“Some hearts meet only to learn that fate has its own plans”*

Nilo Prem is more than a romance novel. It is a careful, compassionate study of the human heart’s incredible capacity for fidelity not just to a person, but to a feeling, a memory, and a version of the future that never came to be. It is a story told in the gentle rhythm of rain and the loud silence of things left unsaid. Aakash and Barsha’s journey will leave you with a bittersweet ache, a familiar longing for a love that might have been.

It does not provide easy answers because love, in its truest, deepest form, rarely does. Instead, it offers a mirror, asking you to reflect on the loves that have colored your own life the ones you held, the ones you released, and the ones that, like a well-kept umbrella in the back of a closet, you never quite found the strength to throw away. Nilo Prem is a beautiful, poignant reminder that some loves are not meant to be stories with an ending, but melodies that play on, forever, in the blue silence of our memories.



## **What made me choose Brixton?**



**Samir Mahata**

I Semester, BBA

Hello everyone, myself Samir Mahata. I am currently studying in the first semester at Brixton College. I am writing this personal essay to share my experience with you. The journey that led me to choose Brixton College and how it is shaping my beginning: As you all know, when we try something new, two things come to our mind: “Did I choose the right option?” or “Have I made a mistake?” The same happened to me. I was both nervous and excited at the same time. Now let me tell you how I ended up choosing Brixton.

In Nepal, there is a trend of going abroad after Grade 12. It’s not wrong, there are many opportunities outside compared to our country. Similarly, after I gave my +2 exams, I also decided to do the same and started studying a language (German). But deep inside, I was still not sure about it. After that, I found myself stuck in a dilemma. I asked myself: Is this really what I have always wanted, or am I just following a trend? Is going abroad truly my dream? Am I chasing my own dreams, or am I chasing what others call a dream and convincing myself it’s mine? I was deeply confused.

Then, I reflected on my childhood and asked myself again: Is this truly your dream? That’s when I realized, it was never my dream. My real dream was to become a businessman, to lead a team, explore & experience new things and to create something of my own. But at that moment, I realized I couldn’t even lead myself, so how could I lead others?

With that clarity, everything fell into place. My dream was not to go abroad, it was always to become a leader, to build a business, to explore, to create, and to experience new things.

Then I started finding the best collage that could change my dreams into reality. I heard of Brixton many times but I was not sure about it but one day a video pop up in my phone of Dr. Nisha Bhatta Ma’am whose journey was truly inspiring and motivating. I was deeply impressed by her and her journey. I hadn’t known her before, but watching her made me realize she could be the best teacher, guide and truly inspiring women. And let me tell you, this wasn’t the only reason I chose Brixton College. There were many other factors that influenced my decision. The supportive and friendly teachers, the positive environment, and the various programs and functions designed to develop skills and shape character all played a big role. I was also motivated by Gautam Bhatt Sir’s vlog, where he shared his experience at Brixton College. He spoke highly of Nisha Ma’am and the guidance she provides, which further encouraged me to choose Brixton. And surprisingly, I have no regrets, every experience so far has confirmed that I made the right choice. Now let’s see where the future takes.

## **The Burden on Young Shoulders**



**Deepak Raj Bhatt**  
**VIII Semester, BBA**

Childhood is often referred to as the most carefree and joyful phase of life, but for many school-going children, it comes with an unexpected burden literally. The sight of young students struggling with oversized school bags is a common one, yet it rarely sparks the concern it deserves. This issue came into sharp focus for me recently when I picked up my younger brother from school. Carrying his bag for just a short while, I was shocked by how heavy it felt. For children in their formative years, such physical strain is not just uncomfortable but potentially harmful.

Heavy school bags are more than just an inconvenience. They pose serious risks to a child's physical health, impact their mental well-being, and even affect their enthusiasm for learning. It's time we take a closer look at this issue and work toward creating a more supportive educational environment for our children.

### **The Physical Toll of Heavy Bags**

Children's bodies are still growing, making them particularly vulnerable to the effects of carrying heavy loads. Research shows that consistently carrying a bag that exceeds 10% of a child's body weight can lead to:

- **Postural Issues:** Slouching or hunching, this may develop into long-term spinal problems.
- **Back, Shoulder, and Neck Pain:** Continuous strain can cause discomfort that lasts well into adulthood.
- **Restricted Growth:** Overburdened muscles and joints may hinder natural growth patterns.

Many students carry bags that far exceed safe weight limits, often because they are required to bring multiple books, stationery, and even extracurricular items like sports gear on the same day. This daily strain is not only avoidable but unjustifiable.

### **The Hidden Mental Burden**

While the physical effects are apparent, the psychological impact of carrying heavy school bags often goes unnoticed. For many children, the weight of their bag is symbolic of the overwhelming pressure they feel to keep up with schoolwork. This can manifest as:

- **Increased Stress and Fatigue:** The physical effort of carrying a heavy load can drain energy, leaving children tired before classes even begin.
- **Loss of Interest in Learning:** The association between school and physical discomfort can make children less enthusiastic about attending school.
- **Anxiety About Forgetfulness:** Many students fear forgetting a book or essential material, leading them

to overpack their bags unnecessarily.

### **Why Are School Bags So Heavy?**

The root causes of this problem are both systemic and cultural:

1. Curriculum Overload: Schools often require students to carry textbooks, workbooks, and notebooks for every subject, regardless of the day's schedule.
2. Lack of Infrastructure: Many schools lack basic facilities like lockers or storage spaces where students can leave unnecessary items.
3. Parental Expectations: In some cases, parents encourage children to carry extra materials to ensure they are always 'prepared.'
4. Rigid Educational Systems: Traditional teaching methods, which rely heavily on physical textbooks and written notes, contribute to the problem.

### **Practical Solutions to Lighten the Load**

This issue can be addressed through simple yet impactful measures:

1. Timetable Optimization: Schools should plan schedules that limit the number of books required each day.
2. Digital Integration: E-books and digital learning tools can significantly reduce the need for physical textbooks.
3. Locker Installation: Providing lockers or storage facilities can give children the freedom to leave unnecessary items at school.
4. Awareness Campaigns: Parents and teachers should work together to ensure that children carry only what is necessary.
5. Lightweight Materials: Schools can adopt lightweight notebooks and binders instead of bulky ones.

### **A Call for Action**

The weight of a school bag may seem like a small issue, but for children, it's a daily struggle that impacts their health, happiness, and learning experience. Education should empower, inspire, and uplift children not burden them with physical and mental stress.

As parents, teachers, and members of society, we have a collective responsibility to ensure that children walk into school with a smile, not a strain. Let's take proactive steps to create an educational environment that prioritizes the well-being of our future generation. After all, a lighter school bag could mean a brighter, happier childhood.

## **AI: The Future**



**Bishal Joshi**  
**3<sup>rd</sup> Semester, BCA**

Remember the early 2000s, when the internet started taking over our lives? It changed everything. How we communicate, learn, shop and even think. Fast forward to today and we are standing at the edge of another massive shift. This time, it's Artificial Intelligence that's reshaping the world.

When the 2000s came, the internet changed everything: it connected people who had never met, put information at our fingertips and turned the world into one big digital neighbourhood. Life moved online so fast, it became hard to imagine a world without it.

Now, Artificial intelligence is everywhere these days. It is slipping quietly into every nook and corner of our life. It helps us to write content, generate videos, generate ideas, plan trips, recommend songs and even talk to virtual assistants that sound almost human. It's wild how fast it's becoming part of our daily lives. A few years ago, AI felt like something from a sci-fi movie. Now it is helping students' study, businesses grow and even doctors save lives.

The way the internet democratized information, AI democratizes ideas. Instead of giving answers, it helps create them. It doesn't connect us to knowledge alone; it makes sure we use that knowledge in smarter ways.

Some fear AI will replace everything, while others think it will unlock new paths for all. The truth probably rests somewhere in between. AI is powerful, but it continues to need human values, human judgment and human creativity. It is not here to steal our future; it's here to reshape how we approach it.

To students, AI can be a strong tool. It can quicken research, help us understand tough topics and free up time for deeper work. But at the same time, it challenges us to be responsible: to be curious, to think critically and to use technology in a way that makes us better, not passive.

Like the internet era, the AI era will create new careers, new industries and new expectations. Jobs in the coming times will be for those who can blend human skills with AI support. It will not be a question of choice between humans and machines; it will be about how both works together.

The world is shifting again and this time the movement feels even faster than what we witnessed in the 2000s. AI is not only covering the world; it is also shaping the world. And as students, we get an opportunity to grow with it, learn from it and help guide it. The future is not waiting; it is already here and AI is a big part of that. "If the internet connected us, AI is guiding us. And that makes AI the future."



## **Digital Financial Literacy in Nepal**



**Jayraj Bhatt**  
**5<sup>th</sup> Semester, BBA**

Literacy means the ability to read and write. Financial refers to all the activities that deal with money or money-valued items. Digital means the use of technological equipment to perform tasks. Thus, digital financial literacy means the use of digital equipment such as mobile phones, ATMs, computers, etc., to perform financial transactions.

In Nepal, the development of the banking system began in the 20th century. The first bank of Nepal, Nepal Bank Limited, was established in 1994 BS. Similarly, other banks were also established in the 21st century. With the establishment of more banks and advancements in technology, the banking sector also began using modern technology. Kumari Bank was the first bank to introduce internet banking in Nepal in 2002. Other banks quickly followed, with Laxmi Bank introducing SMS banking in 2004 and Himalayan Bank launching ATMs and credit cards in 1995. According to Nepal Rastra Bank (NRB), digital financial literacy in Nepal is 57.5%, the total number of mobile banking users is around 27 million, and the total number of ATM card users is around 12%.

Nowadays, the number of digital banking users in Nepal is increasing. This shows that the level of digital financial literacy among Nepalese people is improving. NRB, BFIs, and other financial and non-financial institutions are promoting the use of digital devices for financial transactions. This activity is beneficial for both institutions and clients. The use of digital devices for financial transactions also helps reduce the government's expenditure on currency printing. A few decades ago, there was no use of digital devices in the financial sector. Slowly, with the development of IT, the financial sector began adopting these technologies. The use of IT in the financial sector reduces the cost of operations and customer data management. NRB is working hard to expand digital financial education across Nepal, but some areas like Humla, Jumla, and Kalikot still lack proper IT connectivity.

According to a recent baseline financial-literacy survey by the central bank, usage of saving, investment, and retirement financial products is high (over 85% across many groups), but the use of digital wallets and internet banking is very low among certain segments. For example, among adults working in agriculture, only 5.5% use digital wallets and 6.6% use internet banking. Another recent study notes that although nearly everyone uses mobile phones (and many have smartphones), this does not necessarily translate into strong digital financial literacy or confidence. A study published in 2025 concluded that social influence (peers, family) and trust or perceived usefulness plays a significant role: people are more likely to adopt digital banking if they believe it is beneficial and if those around them use it. Risk perception (security and reliability) also affects adoption. Another research finding argues that despite the

rapid growth of fintech services and digital-payment infrastructure, digital financial literacy remains limited, especially among low-income or less-educated groups, reducing the overall benefits of financial technology.

In ancient times, people used only paper notes and metal coins for financial transactions. NRB spends a large amount of money annually on printing paper notes and minting coins, but now, due to advancements in IT, people increasingly use digital devices for financial transactions. This helps extend the life of paper notes and reduces the cost of printing new currency. The use of digital devices also reduces the chances of financial errors. Every transaction in the account is updated automatically by software, and records of cash availability are maintained accurately.

However, the use of digital devices in the financial sector does not bring only positive outcomes; it has some drawbacks as well. At the initial phase, a large amount of money is required to install IT infrastructure. The risk of cybercrime also increases. Many people who lack IT knowledge may be deprived of several financial services. It is also not possible to provide digital financial services in every part of the country due to geographical and infrastructural challenges. Additionally, expert personnel are required to operate and provide these services.

Digital financial literacy is becoming essential for Nepal as the country moves toward a more digital economy. When people understand how to use online banking, mobile wallets, and digital payment systems safely, they gain greater control over their finances and can participate more actively in economic activities. Improving digital skills through education, awareness programs, and accessible technology will help reduce risks, promote financial inclusion, and support Nepal's overall development. With collective effort, Nepal can build a financially aware and digitally empowered society.

Thus, the rate of digital financial literacy is currently increasing in Nepal. In recent years, many people have started using digital devices for financial transactions. NRB is doing its best to convert traditional banking users into modern digital banking users. NRB aims to bring the entire population into the digital banking system in the near future, which will also help reduce the cost of printing physical currency. As management students, it is our responsibility to motivate people to use the digital financial system. This will help our country achieve its goals faster and move toward a fully digitalized economy. I have taken steps toward supporting a fully digitalized financial system, now it's your turn.

## **Humanity: The Light That Live in Every Heart**



**Tanisha Joshi**  
**5<sup>th</sup> semester, BBA**

Humanity is the soft glow inside every human being. It is the gentle voice that tells us to be kind, to care and to help. It is not found in money, power or success. Instead, it lives quietly in our actions, in the way we treat people, and in the love, we share with the world.

Humanity can be seen in simple things. When a stranger steps to help an injured person, that is humanity. Humanity does not need a big stage; it shines even in the smallest corners of life. One beautiful thing about humanity is that it sees no difference. It does not look a skin colour, language, religion, or status. It simply says "you are a human and you deserve love." When we need help and someone help us, that feeling is humanity. People may look different, speak different languages or follow different cultures, but all of us have the same kind of feelings. We all feel happiness, sadness, fear and love. Humanity tells us to understand this and treat everyone with respect.

Great people in history became loved because of their humanity. People like Buddha, Mother Teresa and many others became special not because of money and power but because they deeply cared for others. Their kindness created peace and hope in the world.

Humanity exists in every person. It makes a person truly beautiful. Money comes and goes, and success can change but a kind heart remains forever. People will remember you not for what you had, but for how you made them feel. One kind word can heal, one good action can inspire, one act of love can change another person's life.

At the end, Humanity is not something complicated. It is simple, love more, help more, understand more and judge less. It means choosing goodness even when the world seems hard. If every person shows a little humanity, the world will be filled with love instead of hatred.



## **A Flower among Thorns: My Reflection on Jiwan Kada Ki Phool**



**Simon Joshi**  
**3<sup>rd</sup> Semester, BCA**

Some books tell stories. Some books change the way you see life. *Jiwan Kada Ki Phool* by Jhamak Kumari Ghimire did that to me. When I finished reading, I did not feel like I had completed an autobiography. I felt like I had walked through the silent strength of a human soul. Her life shows what courage truly means. Jhamak was born with cerebral palsy. From childhood, society treated her as weak, useless, and burdensome. She could not move easily. She could not speak clearly. Many people believed she could not think or learn. Instead of care, she received pity or neglect. Disability was seen as shame, not difference. This harsh environment shaped her early life. Yet something inside her refused to give up.

She observed the world closely. She watched her siblings study. She memorized letters by sight. Her eyes became her teachers. Her mind became her classroom. When her hands could not write, she trained her left foot to form letters. The image of her writing in the dust with her foot carries deep meaning. She learned not because someone taught her, but because she refused to stop trying.

As she grew older, challenges increased. Society remained unkind. She faced judgment, gossip, and emotional isolation. Her story does not exaggerate pain. She presents it honestly. There were rare moments of kindness that kept her spirit alive. Small gestures mattered. Small recognition gave her strength.

Her disability never became her identity. Her identity grew from her thoughts and words. She began to write poems and reflections. Her writings reached readers. Respect replaced pity. The same world that ignored her now listened to her. Writing became her path to freedom. She proved that a voice does not need sound to be heard.

Family relationships in the book feel real and complex. There is misunderstanding and neglect. There is also occasional support. She does not accuse anyone. She explains human weakness with maturity. Her writing reflects understanding rather than bitterness.

The strongest lesson of the book is clear. Suffering alone does not create strength. Daily choice creates strength. Jhamak chose every day to learn, to write, to create meaning. This constant effort shaped her resilience.

The small moments moved me most. A child tracing letters alone. A silent listener hungry to learn. A teenager writing with her foot. A woman whose words traveled further than her body ever could. These moments changed her life. They also changed how I look at struggle.

Reading this book made me more aware of how quickly we judge people. We often see limits before we see effort. Her life shows that physical limits do not measure human value. True worth lies in persistence. The book also reflects society's failure to understand disability. Lack of patience and empathy still exists.



Her life proves that even when society rejects you, you can still build your own place.

Jiwan Kada Ki Phool is not only about disability. It is about possibility. It shows how determination and patience create beauty in difficult spaces. Her story redefines struggle. Struggle is not dramatic loss. Struggle is daily survival in a world not built for you.

Her writing became a silent rebellion. Through words, she claimed dignity. She became a voice for many who remain unheard. Her journey proves that ordinary people can do impossible things.

The book's emotional power comes from honesty. She shares loneliness, disappointment, hope, and courage. Her story connects with anyone who has felt ignored or powerless.

A flower among thorns is not fragile. It is strong because it survives without comfort. Jhamak's life is not a tale of suffering. It is a story of blooming through hardship.

This book taught me the true meaning of resilience. Resilience means rising after breaking. It means believing when the world doubts you.

It also taught me empathy. Real empathy means understanding lives, not only emotions.

Jhamak showed that literature belongs to those who speak with truth, not those who write with ease. Her words carry power because they come from lived struggle.

Jiwan Kada Ki Phool stays with you. It teaches kindness and gratitude. It warns against judgment. It reminds you that worth is never decided by limitations.

The message that touched me most is simple. A person is not defined by what they lack. A person is defined by what they create from what they lack.

This book is a guide for anyone who feels unseen. A comfort for anyone who feels alone. A motivation for anyone who feels defeated.

Jhamak Kumari Ghimire's life proves that the human spirit can rewrite destiny. She did not write with her hands. She wrote with courage.

She is truly a flower that bloomed among thorns.

## **How Have Your Failures Shaped Your Life?**



**Srijana Chaisir**  
**5<sup>th</sup> Semester, BBA**

Everyone talks about success, but in my life, failure has been the biggest teacher. When I look back at my childhood, I realize that the tough days, the moments when things did not go the way I wanted, have shaped who I am today more than anything else.

I grew up as a very shy and introverted child. I rarely spoke to others and was afraid of facing people or expressing my thoughts. At the same time, my family was going through many financial problems. My father struggled to pay school fees for me and my brother. We lived almost six to seven years in a small rented room, trying to adjust to everything we had. At that time, every small problem felt big, and every failure felt like a burden.

But those difficult moments slowly changed me. Watching my parents work so hard taught me that failure is not the end; it is the beginning of learning. Each time my family struggled, I realized the importance of patience, responsibility, and hope. Those failures taught me to stay strong even when things were tough.

As I grew older, I was still introverted, but I became better at talking to people. College life helped me understand different situations, communicate better, and handle challenges more confidently. Today, I am studying BBA at Brixton College as a 5th-semester student, something that once felt impossible during my childhood. My brother is now in Australia, my father is running a business, and our family is in a much better condition than before.

All of this did not happen without failure. There were many times when I felt like giving up, many moments of self-doubt, many situations where things did not go the way I hoped. But every failure pushed me to improve, to grow, and to believe in myself a little more.

Failures in my life have taught me three important lessons.

First, they showed me that circumstances can change if we don't stop trying.

Second, they helped me become mentally stronger and more independent.

And third, they made me value every small achievement, because I know the struggles behind them.

Today, when I think about who I am becoming, I see a person shaped not by success, but by the failures that taught me how to rise again. My journey is still continuing, but now I know one thing clearly: failure is not something to be afraid of-it is something that prepares us for a better version of ourselves.

## **Digital Transformation in Nepalese Business**



**Kabita Pwali**  
**5<sup>th</sup> Semester, BBA**

Digital transformation has become a powerful force shaping the future of business worldwide and Nepal is no exception. Over the last decade, Nepalese businesses have gradually shifted from traditional manual systems to modern technology-based operations. Digital transformation refers to the adoption of digital technologies such as the internet, mobile applications, digital payment systems, cloud computing and data driven tools to improve efficiency, enhance customer experience and boost overall productivity. In Nepal, this transition has accelerated especially after the expansion of internet access, the rise of mobile banking and the impact of Covid-19 which encouraged many businesses to move online.

One of the most visible aspects of digital transformation in Nepalese business is the rise of digital payment system, platforms like eSewa, Khalti, IME pay and Bank supported mobile banking apps have significantly changed the way people handle financial transactions. In the past, customers had to visit banks or use cash for almost every service. Today they can pay electricity bills, book tickets, transfer funds and shop online within seconds using digital wallets. Many retail shops, restaurants and supermarket have adopted QR-code payment systems, making transactions faster and more convenient. This shift has not only improved customer satisfaction but has also helped create a more transparent and secure financial environment.

Another major area of growth is e-commerce which has transformed the buying and selling process online shopping platforms such as the Daraz, Sasto deal, Hamrobazar, Gyapu and many social media-based business have gained massive popularity. The conveniences of browsing product online, reading reviews, comparing price and home delivery services has attracted customer across cities and towns. Digital transformation has also improved business management and internal operations. Companies now use modern software tools for accounting, inventory management, employee attendance, billing and customer relationship management. These systems reduce human errors, save time and make data easily accessible with cloud computing, business can store information securely and access it from anywhere, which is especially helpful for remote work and multi branch organizations.

Another important aspect is the rise of digital marketing instead of relying solely on traditional posters, magazine or radio advertisements, Nepalese businesses now use social media platforms like Facebook, Tik Tok, YouTube and Google ads to promote their products.

Despite the positive progress, Nepal still faces several challenges in digital transformation. Many rural areas lack reliable internet access, preventing small businesses from using digital tools effectively. Cyber

security is another concern as increasing online activities also create risk of hacking, fraud, data theft. A shortage of skilled IT professionals makes it hard for businesses to fully adopt advanced technology. In conclusion, digital transformation is reshaping the landscape of Nepalese business from digital payment to online shopping and from data-driven decisions to modern marketing, technology has made business operations faster, smarter and more customer friendly. Although challenges remain the overall impact is highly positive with continued investment in technology, improve digital literacy and expansion of digital infrastructure Nepal's business sector will become even more innovative and competitive in the global market. Digital transformation is not just a trend in Nepal. It is a necessary step towards a more modern, efficient and prosperous future.

## **Boredom: Art of Becoming Yourself**



**Chet Raj Paneru**  
1<sup>st</sup> Semester, BCA

### **Introduction**

Every student has felt bored at some point. It happens in classrooms when the lecture feels too long, during afternoons when your phone no longer entertains you, or even on days when nothing seems wrong but nothing feels right either. Most of us think boredom is a negative state of mind, something to avoid. But after reading the **Osho’s Love Life Laughter**, I realize that boredom is not our enemy. It is a message. It tells us something important about the way we are living.

### **Why Humans Feel Bored**

Osho explains that boredom is unique to human beings.

Animals do not feel bored. Birds do not feel bored. They simply live. But humans often fall into the same routines, the same behaviors, the same reactions, and the same thoughts. We repeat ourselves. We act according to habits instead of genuine feeling. When life becomes repetitive, it loses its freshness, and that dullness grows inside us as boredom.

Boredom is not caused by life being boring; it is caused by us not being fully alive. It is a sign that we are disconnected from our true interests, our natural curiosity, and our inner energy. When we stop being ourselves, life will stop exciting us. That is when boredom appears.

### **A Relatable Story: The Student Who Lost His Spark**

There was a student named Rohan whose days looked perfectly normal from the outside. He attended classes, joked with friends, ate lunch at the same table, returned to his hostel, scrolled through his phone, and studied only when exams came close. Nothing was wrong, yet something felt missing. He didn’t feel sad. He didn’t feel happy. He simply felt empty.

One day, while sitting in a lecture, he looked around and noticed that everyone seemed half-awake. Some were staring at the board, some were doodling in notebooks, some were counting minutes until class ended. It felt as if everyone was living the same day again and again. That moment, a wave of boredom hit him not the simple “I’m tired” boredom, but the deep kind that makes you question your entire routine.

Later that evening, he remembered something he read in Osho’s book. The idea was simple: boredom means your life needs freshness. Rohan asked himself a small question: “When was the last time I did something that truly came from me, not from routine or pressure?” He couldn’t remember. So, he decided to do something different. After class the next day, he went to the library not for an assignment, but out of



curiosity. He wandered through the shelves and picked a random book about photography. Something inside him lit up. He borrowed a camera from a senior and started practicing. At first, his pictures were simple, but he enjoyed the process. Slowly, he began noticing things he had ignored before the way sunlight entered his classroom, the expressions on people’s faces, and the beauty in ordinary moments.

Nothing dramatic happened. Rohan didn’t become famous. But something inside him shifted. His days no longer felt the same. The boredom that once weighed him down slowly faded replaced by a small but real excitement. All he needed was a spark, a fresh direction, something that belonged truly to him.

### **What Boredom Means for Students**

Students often escape boredom by diving into their phones or surrounding themselves with noise. But boredom isn’t telling us to escape; it’s telling us to wake up. It’s a gentle reminder that our routine has become lifeless and that we need something new. When we listen to boredom instead of running from it, we discover what our heart is actually seeking. It could be a new hobby, a new way of studying, a new mindset, or simply a new way of seeing life.

### **Conclusion**

Boredom is not meaningless. It is a quiet invitation to grow. It pushes us to look deeper into ourselves and rethink the way we are living. When we begin to follow our real interests and allow ourselves to explore new experiences, boredom slowly dissolves. What replaces it is a sense of liveliness, presence, and purpose and that is when life finally begins to feel real, exciting, and truly ours. People often say, think twice before you jump but Osho says, jump first, and then think as much as you want. It doesn't mean being careless. It means try something new before over thinking stops you. Boredom ends when movement begins.

## **The Main Character and the Fabric of Reality**



**Prabeen Saud**  
**3<sup>rd</sup> Semester, BBA**

Some mornings, I wake up with an unexplainable heaviness in the air as if the world around me is running on a script I was never shown. The city hums like always, the sun rises like always, but something feels misaligned. People walk past me with expressions that seem too perfect, too timed, too... practiced. And without warning, a question settles deep in my chest:

What is actually real?

As I move through the streets, the world behaves with a strange consistency. A man turns to smile at me, then repeats the same exact motion with someone else as if he's stuck in a loop. A child drops a ball, and it rolls into the hands of a stranger with uncanny precision. It feels staged like I'm walking inside a world that reacts to me, but doesn't belong to me.

Still, in this strange choreography, my emotions burn bright and undeniable. Even if everything around me is simulated, the way I feel inside cannot be scripted. Reality, I begin to realize, might not depend on the world outside but on the world within.

The deeper I go into the city, the more everything feels like a mirror reflecting my thoughts, my insecurities, my hopes, my fears. Conversations in cafés shift in tone when I pass by. Arguments on sidewalks replay familiar lessons. Laughter from distant corners echoes memories I haven't thought about in years.

Maybe the people around me aren't real in the way I imagined. Maybe they are tests, lessons, reflections shadows made to shape me. I cannot control them; I cannot rewrite their behavior.

But I can choose how I respond. And in that choice lies a freedom that no simulation can take away.

When night comes, the city becomes an entirely different organism alive yet empty, glowing yet hollow. Neon lights blink like signals from some unknown force, and the silhouettes of people fade at the edges, as if their existence is only partially rendered. I stop in a quiet plaza, surrounded by stillness and uncertainty.

Here, the truth hits me:

Reality is not a place it is a perception.

If my mind feels, questions, aches, grows, then I am undeniably real, even if the world is not.

I sit on cold stone steps, and a strange calm settles in me. Maybe I don't need to know whether people are simulations or consciousnesses of their own. Maybe the purpose of their presence is not to be "real," but to make me real more aware, more awake, more alive.

Then, a figure approaches. Unlike the others, their presence feels dynamic, unpredictable, almost too

detailed to be artificial. When our eyes meet, something shifts a connection that feels raw and unscripted. Maybe some encounters are designed to shake us, to pull us closer to the truth. Or maybe, in a world full of uncertainty, there are still moments that transcend explanation.

Walking away, I understand something profound:

I am the main character, not because the world revolves around me, but because my consciousness is the only thing I can be absolutely sure of.

Everything else people, events, coincidences, even the simulation itself might just be a stage.

But the thoughts in my mind, the choices I make, the courage I carry, the meaning I create these are real beyond question.

Reality, I realize, isn't a solid structure waiting to be discovered.

It is the act of experiencing.

It is the awareness I bring into every moment.

It is the reflection of my own existence.

In a world that may or may not be real, I still am.

And in the end, that is enough.



## **The system**



**Ravi Kalauni**  
**3<sup>rd</sup> Semester, BCA**

Everyone in this generation is sad because the world's rules aren't based on their own choices. And honestly, I'm also sad about this. Someone in the past created rules about how to live, what you need to survive, and those rules slowly became culture. If the world is supposed to be open, then why can't you live freely as you choose? Why do you have to depend on strict systems just to survive or even get basic things?

I'm not talking about government rules here: those are needed to control negative things. But even some government rules are just old rules created by someone or some community in the past, and we end up becoming victims of them. I'm talking about society's rules, moral rules and psychological rules. These rules force you to follow them strictly at first, and then one day you don't even realize you've started adapting to them. I can loudly say that when I was a child, my thoughts about the world were organic and real. Just like how a Nepali person visiting China wonders about their rules, but the Chinese people who live there from birth don't even notice them. Children think purely because they aren't trained by society yet - they are new. They may not have physical strength, but their thinking is honest.

When I was a kid, I used to wonder why I needed to go to school surely, we could survive without it. But slowly the world trained me to believe, "You will survive better if you go to school." And I adapted to it and eventually accepted it as real. It's human nature: you start believing something is real when the majority says it's real.

Communities living deep in the African jungles are also surviving. They don't regret their lifestyle. Their world *is* the jungle. They aren't stressing like us. The person who gathers the most meat is basically their "Elon Musk." Overall, they are surviving. If they were unhappy, we would know but they're not. They were trained like that from childhood, and they have no finance system, no career system, no education system and no political system like ours.

Today, we're stuck here. Yes, we are advanced, and honestly, I'm proud of that. But sometimes this "advancement" feels like flexing. I worry that if no other planet or alien ever finds us, then all this flexing will go to waste. Whom are we trying to show our power to? Jungle animals? Tribes who don't even care? If you look at the world from space, it's just one whole. If an alien came near Earth, they wouldn't even notice countries because there are no borders like we draw on maps. If the world is one, then we really don't have enemies except wild animals. There's enough land to live on, enough food to eat, and free air to breathe. So why are we fighting? For what? You're not even here forever one day you're leaving.

If the world is common to everyone, then why does someone born on the same day get a mansion while

someone else gets a small hut, and someone else ends up living on the footpath? One person goes to a world-class university while another can't afford school. One person born on the same Earth gets endless opportunities, while another gets nothing.

The thoughts we had as children were absolutely correct and fresh. But I'm also part of this world now - one of the people who adapted to this messy system and became part of the majority. None of us can change the system alone. We just have to follow it until it slowly changes with time.

But it will take time - because everyone needs to have this thought and this feeling.

## **Artificial Intelligence: A friend or threat?**



**Rakshya Bhatt**  
**3<sup>rd</sup> Semester, BCA**

Artificial Intelligence (AI) is one of the most discussed technologies in the world today. Many people see it as a helpful tool that makes life easier, while others worry it could become a threat in the future. AI already supports us in our daily routines, often without us realizing it. It helps our mobile phones function better, makes online classes smoother, improves health apps, and personalizes content on social media. In hospitals, AI helps doctors identify diseases more quickly, and in education, it provides students with information many students use ChatGPT for explanations, ideas, or grammar support. Businesses also use AI to complete tasks faster and with fewer mistakes, improving overall efficiency.

However, even with these advantages, AI has a side that raises concern. A major worry is that highly advanced AI could replace human jobs because machines can work faster, for longer hours, and without needing breaks. This creates pressure on workers who fear losing their employment. Privacy is another big issue since AI systems collect large amounts of data, and if this information is misused, it can lead to serious problems. AI can also create fake photos, videos, and even voices that look and sound real, making it harder to trust what we see online. These challenges show why some people see AI as a possible threat.

In conclusion, Artificial Intelligence has both positive and negative sides. It can save time, improve accuracy, and make life more convenient, but it can also reduce learning and critical thinking if people rely on it too much. AI is neither fully safe nor fully dangerous the outcome depends on how humans choose to use it. If society focuses on awareness, responsible use, and proper learning, AI can remain a helpful friend rather than becoming a threat to the future.

## **The Day Our Whole Group Decided to Change**



**Prativa Regmi**  
**5<sup>th</sup> semester, BBA**

Our class had a legendary group: Hari, Sita, Kishan, Ramu, Mukesh and me, silently questioning why I ever sat with them.

One fine morning, Hari proudly announced,  
"From today, we all become motivated people."

Nobody believed him, not even the bench.

Kishan said he would wake up at 5 AM every day.

Next day, he came late and blamed the sun for rising too early.

Ramu decided he would stop eating junk food.

He was caught with a packet of chips in his pocket within two hours.

Mukesh promised he would finish all assignments on time.

That afternoon, he borrowed my notes and asked, "By the way, what was the assignment?"

Even Sita, the responsible one, said she'd meditate daily.

She tried once and fell asleep sitting up like a decorative statue.

But here is the funny part:

Despite all the failures and drama, each of them still tried again the next day.

Small changes, tiny efforts, but they didn't stop.

And somewhere between their chaos and honesty, I realized something:

"You don't have to be perfect to improve.

You just have to be a little better than yesterday, even if you accidentally eat chips during the process."

## **The Day I Found My Voice**



**Hemant Raj Pant**  
**7<sup>th</sup> Semester, BBA**

The incident happened last semester at Brixton College. One of those days that stays with you no matter how much time passes. It was Wednesday, the 10:15 a.m. class. The room was unusually quiet when our teacher, Mr. Kapil Joshi, walked in with a smile that instantly made us uneasy. He calmly placed his laptop on the table and said:

“Today, each of you will speak for two minutes on any topic you know well.”

A wave of groans spread across the classroom. My heart dropped. Speaking in front of others had always terrified me. I had never even managed a simple self-introduction without my hands shaking and my voice trembling.

One by one, students walked to the front and spoke. With every name called, my fear grew stronger. I sat there, silently praying that my turn would somehow be forgotten.

But fate had other plans.

“Hem Panta,” Mr. Kapil sir called.

My stomach tightened instantly. My legs felt heavy as I stood up and walked toward the front. Every step felt longer than the last, as if the entire class was watching my fear more than me. I had nothing prepared no notes, no slides, no plan, only nervousness. I glanced at the teacher. He met my eyes and gave a small nod, as if quietly telling me, “*You can do this.*”

I took a deep breath and began, “My topic is why students must learn financial responsibility.”

At first, my voice shook. I heard whispers from the back of the class, and for a moment, my confidence almost gave up. But I pushed myself to continue. I spoke about saving small amounts, avoiding unnecessary expenses, and the mistakes I had made that taught me the value of managing money. Slowly, something changed. My hands stopped trembling. My voice became steadier. The whispers faded. The classroom grew silent, not the uncomfortable kind, but the kind that told me they were listening.

When I finished, there was a brief pause that felt endless. Then, the room filled with applause.

As I returned to my seat, my best friend leaned toward me and whispered,

“Bro, that was solid. I didn’t know you could speak like that.”

But the moment that touched me the most was when Mr. Kapil sir said:

“Hem, remember this feeling. You found your voice today.”

That day changed something inside me. From then on, I stopped hiding at the last bench. I had discovered confidence I never knew I had.

**Who am I?**



**Samikshya Bhatt**  
**7<sup>th</sup> Semester, BBA**

May, the world has called me by the name I wear  
Is only this enough for me to actually say I'm there?  
Hold still, a deep thought; sticking on my name's essence,  
Let me describe myself in your presence.

For some I may be a real yapper  
Who doesn't ever get tired talking to,  
A happy and understanding sound who never leaves them unheard,  
Always ready to share what I'm going through.

Yet standing near some of the others,  
I maybe the one who just smiles and nods  
As if here I'm lacking the fluent key  
To the secrets and gossips they trod.

They say I'm their heart's calm on one side  
A very trusted vessel where their all secrets can hide,  
Yet the page turns allover and I become a wall,  
as hard as concrete and cold as the weather,  
And in the glance of time, forgets them altogether.

I'm the kindness, and the sudden chill,  
The exact same soul that is viewed on two opposing hills.  
But still isn't it strange,  
For me I'm clueless, who actually am I?

**A Promise to Them**



**Sangam Sunar**  
**5<sup>th</sup> Semester, BBA**

The day you sent me off to school  
Your little boy stepped up to rule  
Forever Indebted, I wish I could repay  
I am your dream, your hope, your ray

You gave me the colors, you gave me the vision  
I took your wings, you loved the prison  
I promise to soar high, never let you down  
Paa, I'll give you comfort, I'll give you the crown.

I realize the time, I'm made up of your sweat  
Mama, educating me won't let you regret.  
I may not show up, yet I see your tears  
No matter how I stumble, I'll try through the years.

You taught me to rise, to dream, to fight  
To chase every dream, to shine so bright  
Your love is my strength, my endless inspiration  
If I ever loved any art, you're my favorite creation.

## Zindagi



**Mr. Vivek Nepal**  
Head, IT Department

Zindagi...lots of memories....  
But matters only those...  
Which you can't forget....

Zindagi....lots of people get it  
But matters only those...  
Whom people can't forget....

Zindagi.... many of us flow with it  
But matters only those....  
Who actually lived it....

Zindagi.... years in your life....  
But matters only those....  
With life... in your years.....

Zindagi....A blessing or struggle...?  
Well....that option doesn't matter...  
What matters is your choice...

Zindagi..... Suffering or happiness...  
Well..... that depends  
Friends...lot of ones we meet  
But matters only those....

Whom can be counted on  
Zindagi.... karma or destiny?  
Well....karma creates the destiny....  
(Bhagwat Geeta 6.5)

Zindagi....lots of different definitions  
But for me, it's a blank page...  
Doesn't matter how's the pen or paper?  
What matters is, how good is the writer.



## **Journey of Today's Youth**



**Laxmi Mishra**  
**3<sup>rd</sup> Semester, BBA**

We wake up each morning  
Carrying worries in our mind.  
We try to smile outside,  
Even when life feels unkind.

We dream of a better future,  
But the path is full of stress.  
Everyone says, "be strong,"  
But they don't see our loneliness.

We study, we work, we try  
Yet fear follows us quietly.  
Still, we keep moving forward,  
Hoping tomorrow will be kinder.

We are today's youth  
Not perfect, not fearless,  
But still fighting for our place  
In a world that moves too fast.

**Just a girl!**



**Diya Chand**  
**3<sup>rd</sup> Semester, BBA**

She's just a girl, who slips, who falls,  
After the worst, the one who stands tall  
She's neither perfect nor flawless  
Still feels like a beautiful miracle

Just a girl who is loud enough and speaks her mind  
Even when the entire world is unkind  
They giggle when they hear her cries  
Unaware that her courage never dies

The world may be tough, her spirit tougher  
No matter what, she never lets others suffer  
Just a girl who sips courage like a coffee lover  
A girl who is limitless now and forever.

**When The Moon Was Drunk...**



**Prashant Joshi**  
**1<sup>st</sup> Semester, BBA**

Exactly on a full moon night,  
Moon as only source of light.  
And the moon boasted of it  
Chuckling at greater height.

Proud provoked him to think  
“Who dares to ask if I drink?”  
He did what he had thought  
Making thought and mouth stink.

I walked to left; then to right.  
So copied the moon at height.  
Lights off! Moon hid behind clouds  
Lights on! It shone bright.

“Huh! Is it true what I see?  
Or is my brain on my knee?”  
Then, I realized moon was drunk  
“Keep it secret”-Moon began to plea.

BRIXTON ART GALLERY

Live Before Death

Roshan Samant  
3<sup>rd</sup> Semester, BBA





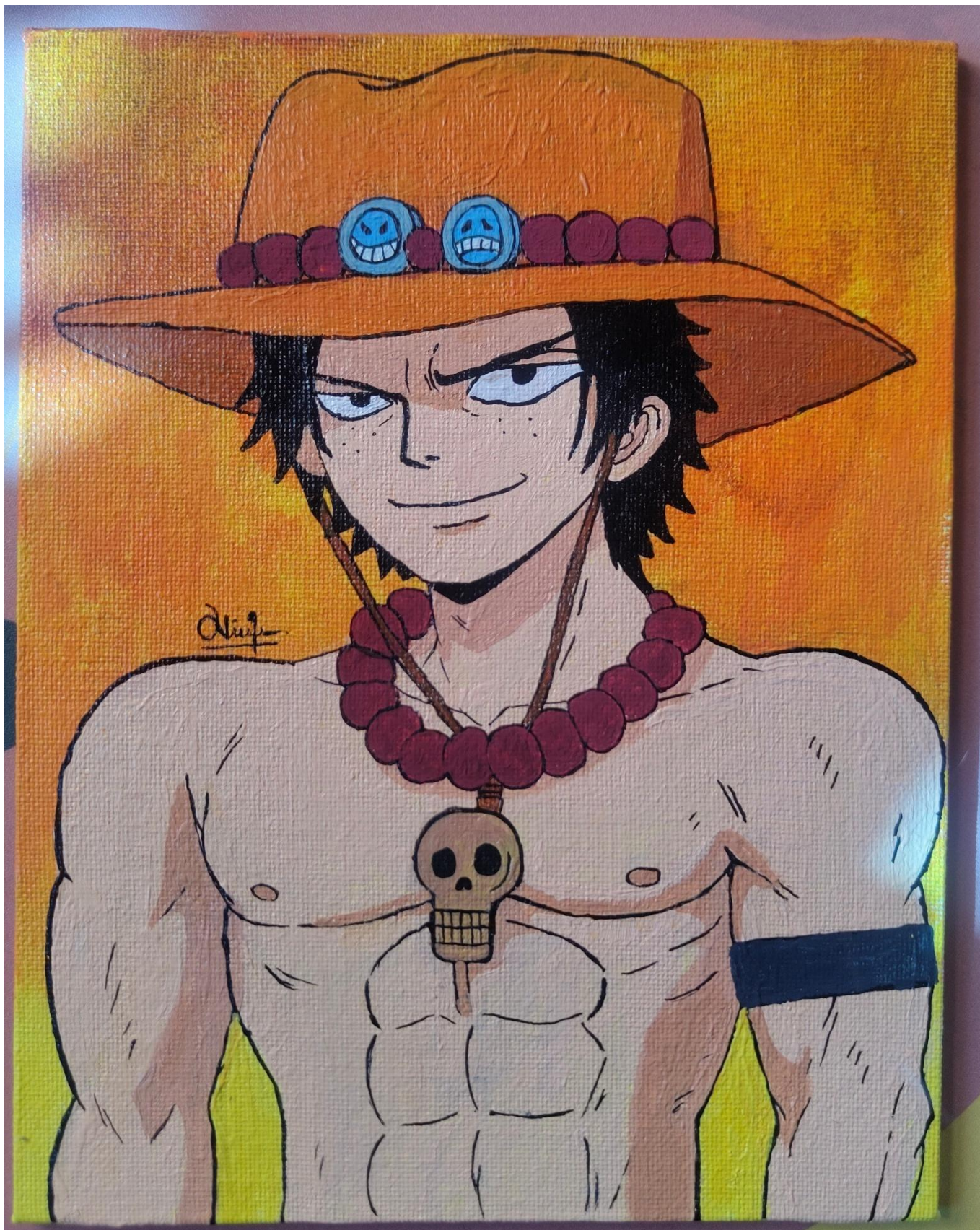








Nisha Bhatt  
3<sup>rd</sup> Semester, BBA





**BRIXTON ART GALLERY**

**Nisha Bhatt**  
**3<sup>rd</sup> Semester, BBA**



**Puspa Bhatt**  
**1<sup>st</sup> semester, BBA**









Research, Placement, and Knowledge Sharing

**CG** | FOODS

**NABIL BANK**

**NIMB**  
नेपाल इन्वेस्टमेन्ट मेगा बैंक लि.  
NEPAL INVESTMENT MEGA BANK LTD.

**NMB BANK**  
एनएमबि बैंक

**कुमारी बैंक लिमिटेड**  
KUMARI BANK LIMITED  
सबैका लागि, सबैका लागि

**Laxmi Sunrise**

**prabhu Bank**

**NIC ASIA**  
एन आई एसी एसिया बैंक लि.

**Machhapuchhre Bank Limited**  
माछापुच्छ्रे बैंक लिमिटेड

**राष्ट्रिय बाणिज्य बैंक लि.**  
RASTRIYA BANIJYA BANK LTD.

**नेपाल बैंक लिमिटेड**  
NEPAL BANK LIMITED

**Global IME Bank**  
ग्लोबल आइएमई बैंक लि.  
ग्लोबल आइएमई बैंक लि.

**Siddhartha Bank**  
Bank for Your Prosperity

**Sanima Bank**

**नेपाल एसबिआई बैंक लिमिटेड**  
NEPAL SBI BANK LTD.

**eSewa**

**UNIGLOBE COLLEGE**  
Pokhara University Affiliate



**Bheemdatt Municipality**

**needs**  
BE RESILIENT nepal

**NNSWA**  
Nepal National Social Welfare Association  
Kathmandu

**U-Go**  
TALENT IS UNIVERSAL  
opportunity IS NOT

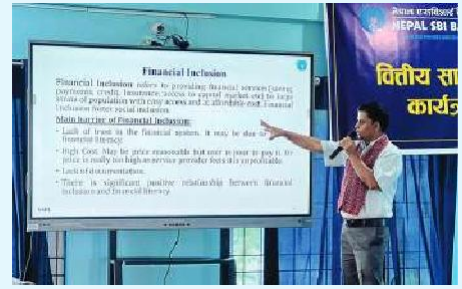
**<Code> FOR [CHANGE]**  
Let code lead the change





# "RENAISSANCE" Annual Souvenir 2082

## Brixton Events & Activities

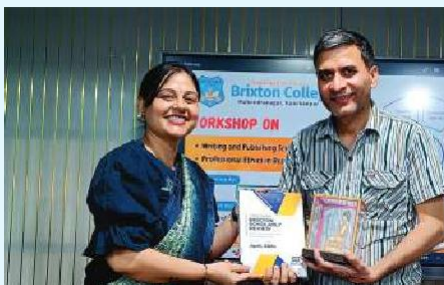




## Brixton Events & Activities









## Brixton Precious Moments



## LIST OF ACHIEVERS

SN	Name of the Achievers	Placement Companies/Institutions
1	Aakash Chhetri	NIC Asia Bank
2	Aakriti Shah	Mega Bank
3	Aashisha Kharel	Chaudhary Group
4	Aayushi Chautaut	Dipshika DhitoPatra Karobar Co.
5	Aisha Bhatt	MBA Pokhara University
6	Ajay Chand Thakuri	Global Multinational IT
7	Akash Deval	Vijaya Genaral Store
8	Anil Nath	Jagadamba Overseas Pvt. Ltd
9	Anita Mahar	NSWA, Kanchanpur
10	Archana Thagunna	MBA Pokhara University
11	Arjun Bahadur Batala	Mega Bank
12	Arjun Singh	Stock Market
13	Arun Shah	Liquor and wall Printing Business
14	Aryan Joshi	Siddharth Bank
15	Ashish Bist	MBA Australia
16	Ashok Pant	MBA Pokhara University
17	Asmita Sapkota	NIC Asia Bank
18	Ayush Bist	Chai Café Business
19	Ayushi Bist	Australia Mercy Health Company
20	Bajilal Sharki	Rastriya Banijya Bank
21	Bal Ram Joshi	MBA Denmark
22	Baldev Bhatt	Health Living Nepal (Vistage)
23	Balindra Bahadur Khadka	Global IME Bank
24	Bashu Nath	Entrepreneur
25	Bhupendra Bam Khati	Mark Formulation Pvt. Ltd.
26	Bhupendra Joshi	Prabhu Bank Limited
27	Bikash Joshi	ManjuShree Finance Limited
28	Bimala Kalauni	Megha Bank Limited
29	Binaya Dhewaj Chand	MBA Denmark
30	Bindu Bhatt	MBA Denmark
31	Bir Bahadur Bhat	Civil Bank Ltd
32	Bishow Upadhyaya	Sunrise Bank Limited
33	Chandra Prasad Joshi	Needs Nepal
34	Charan Prasad Joshi	Needs Nepal
35	Dan Bahadur Ayer	Bank Of Kathmandu Ltd
36	Deepak Dewal	Company in Mumbai
37	Deepak Kunwar	Eversest Bank Ltd
38	Deepak Pant	NLIC Nepal
39	Deepak Saud	Nabil Bank Ltd

40	Deepak Saud	MBA Pokhara University
41	Dev Bahadur Buda	Nabil Bank Ltd
42	Devaki Chad	Needs Nepal
43	Dhananjaya Joshi	Mahalaxmi Bank Limited
44	Dhananjaya Joshi	Sales Marketing
45	Dharmanand Bhatt	Kumari Bank Limited
46	Dharmanand Joshi (DN)	Nabil Bank
47	Dhiraj Chand	DY Enterprises
48	Dhirk Bahadur Chand	CNP International Logistic
49	Dikshya Bam	Sine resunga development bank ltd
50	Dikshya Kumari Pandey	Everest Bank Limited
51	Duran Prasad Joshi	Bank of Kathmandu Limited
52	Ganesh Kunwar	Government Job
53	Ganesh Saud	Megha Bank Limited
54	Gaurav Bhatt	Nepal Bangladesh Bank Limited
55	Gaurav Bhatt	Nabil Bank Ltd
56	Gayatri Kumari Pandey	MBA Denmark
57	Hemlata Lekhak	Sanima Bank Limited
58	Himalaya Raj Bhatt	Nova Zenatica pvt. Ltd
59	Ishwari Thapa	NIC ASIA Bank Limited
60	Jagdish Prasad Bhatt	NIC ASIA Bank Limited
61	Janak Bahadur Bam	Rosy Agro Firm (Entrepreneur)
62	Janaki Pandey	Business Construction Kathmandu
63	Janaki Pandey	MBA Purwanchal
64	Jay Raj Bist	Siddhartha Bank Limited
65	Jeewan Raj Joshi	Miracle Infocom Pvt.Ltd.
66	Jiwan Joshi	NIC ASIA Bank Limited
67	Junesh Regmi	Everest Bank Limited
68	Jyoti Bhatt	Mahalaxmi Development Bank Limited
69	Kabindra Awasthi	Nepal Stock Market
70	Kalpna Kunwar	Globe IME Bank
71	Khadak Bohara	Prabhu Bank Limited
72	Khem Raj Bhatt	Siddharth Bank Limited
73	Kishor Raj Bhatt	Kumari Bank Limited
74	Kritika Bhatt	Nabil Bank Ltd
75	Kshitiz Singh	Civil bank ltd
76	Laxmi Chand	Nepal Bank Limited
77	Mahendra Narayan Joshi	Emerging Nepal Limited
78	Mahendra Narayan Joshi	MBA Pokhara University
79	Mamata Chand	Machhapuchhre Bank Limited
80	Mamta Joshi	Nepal Bank Limited
81	Man Bahadur Chand	Bhumiraj Trading Concern
82	Manbeer Singh Dharmi	Modern Door & Wood Co.



83	Manish Thakurathi	Sikhar Insurance
84	Manisha Bhandari	MBA Pokhara University
85	Manmohan Joshi	MBA Australia
86	Milan Bohara	Rastriya Banijya Bank
87	Mukesh Bahadur Chand	MBA Pokhara University
88	Mukesh Chand	Nepal Reinsurance Company
89	Nabin Joshi	Sunrise Bank Limited
90	Narendra Bahadur Bhandari	Mahalaxmi Bank Ltd.
91	Naresh Bahadur Bist	Kanchan Development Bank
92	Naresh Bhandari	Machhapuchhre Bank Limited
93	Naresh Dhanuk	Medical Business (Own Business)
94	Neelam Ayer	Global IME Bank
95	Nikita Pandey	Cake & Coffee (Entrepreneurship)
96	Niraj Aggrawal	Own Business (Entrepreneur)
97	Niraj Bhatt	Bhageshwori Trade (Entrepreneur)
98	Niraj Raj Joshi	NMB Bank
99	Pitamber Joshi	Kedar General Store
100	Pooja Awasthi	NIC Asia Bank
101	Pooja Bhatt	MBA Pokhara University
102	Prakash Bhatt	NIC Asia Bank Limited
103	Prapti Chand	SARC Int'l School
104	Pratibha Pandit	Hero Showroom
105	Prayag Raj Pant	Sanima Bank Limited
106	Prem Singh Airi	Siddhartha Bank Limited
107	Puja Bhatt	Nepal Bank Limited
108	Puja Saud	Charter Venture Ltd.
109	Puran Bahadur Khanal	Siddhartha Bank Limited
110	Puskar Bahadur Bist	Kumari Bank Limited
111	Rajendra Prasad Joshi	Mega Bank Limited
112	Rajendra Singh Saud	NCC Bank Limited
113	Ram Kumar Rana	Rastriya Banijya Bank
114	Ram Prasad Pant	Nepal Government Job
115	Ramesh Khatri	Nepal Bangladesh Bank
116	Ramesh Prasad Pathak	Export council of Nepal
117	Ranjana Kumari Thagunna	NCC Asia Bank
118	Ravi Pandit	MBA Pokhara University
119	Reeta Karki	NMB Bank
120	Roshani Saud	NMB Bank
121	Sabin K Lamichhane	Siddhartha Bank Limited
122	Sandhya Bhat	Bank of Kathmandu
123	Santosh Serala	Nicholsan College
124	Sapana Pathak	Mahalaxmi Development Bank

125	Sapana Pathak	Laxmi Bank Limited
126	Sarad Chaudhary	Unique Nepal Cooperation
127	Sarita Aggarwal	Laxmi Bank Limited
128	Saroj Bikram Thapa	Sanima Bank
129	Shiv Raj Joshi	Nepal Life Insurance
130	Sohit Joshi	MBA Pokhara University
131	Subarna Kunwar	Concentrix, Australia
132	Sudeep Shrestha	Asha Micro Finance
133	Sudip Kunwar	Iaodrpt Event Management Company
134	Sunny Dev Bhatt	Sunidev Nirmansewa Pvt.ltd. (Entrepreneur)
135	Suraj Bhatt	Adarsh Vidya Niketan
136	Tulashi Chand	Bank of Kathmandu
137	Umesh Negi	Masters in Finance, UK
138	Urmila Giri	Citizen International Bank
139	Vaishnavi Saud	NIC ASIA Bank Limited
140	Yogita Chand	Junduty Academy
141	Puja Dhami	Nepal Life Insurance
142	Chiran Bist	Prime Commercial Bank
143	Mahesh Dhami	Arkansas State University
144	Chetan Joshi	Orchid Diagnostic Centre
145	Pashupati Sharma	RBBL
146	Khagendra Joshi	Mahalakshmi Bikash Bank
147	Deepak Saud	ADBL
148	Dikshya Giri	Everest Bank Ltd.
149	Prayag Chand	Everest Bank Ltd.
150	Bhim Bahadur Dhami	Pokhara University
151	Sagar Bhatt	Jyoti Bikas Bank Ltd.
152	Neil Kamal Bhatt	National Health Care Pvt. Ltd.

## LIST OF PASSOUT STUDENTS OF 11<sup>TH</sup> BATCH, BBA

S.No.	Name of the Students
1	Aarati Saud
2	Aisha Joshi
3	Anjali Chand
4	Ankit Daude
5	Ayusha Khanal
6	Barsha Joshi
7	Barsha Kunwar
8	Basanti Kumari Joshi
9	Bharat Budha
10	Bhawana Khatri
11	Bhim Bahadur Dharmi
12	Bhuwan Bhatt
13	Bhuwan Budhaair
14	Bishal Nepal
15	Bishal Singh
16	Dev Bahadur Bist
17	Devaki Bhatt
18	Dharanidhar Pant
19	Dhiraj Pandey
20	Dinesh Samant
21	Dipa Joshi
22	Diwash Bohara
23	Garv Ayer
24	Gaurav Singh Dharmi
25	Gautam Bhatt
26	Gopal Budha
27	Harendra Bist
28	Harishankar Prasad Gupta
29	Himal Ghimire
30	Himmat Bhandari
31	Hishila Bhatt
32	Janarjan Bahadur Titara
33	Jaya Raj Joshi
34	Jharana Thapa
35	Jyoti Malla
36	Kabita Joshi
37	Karishma Pandey
38	Khagendra Bist
39	Khagendra Joshi
40	Kumari Manisha Bam

S.No.	Name of the Students
41	Laxmi Kumari Bohara
42	Lekh Raj Pandit
43	Lokendra Bahadur Chand
44	Lov Raj Joshi
45	Mamta Budha
46	Manisha Pandit
47	Maya Bhatt
48	Megha Singh
49	Monika Bhandari
50	Mukesh Raj Joshi
51	Naresh Rana
52	Neetu Basnet
53	Neil Kamal Bhatt
54	Niraj Setti
55	Nischal Bhatt
56	Nisha Awasthi
57	Pabitra Bhatt
58	Pabitra Giri
59	Pankaj Bahadur Chand
60	Pankaj Bohara
61	Pawan Bhatt
62	Pooja Joshi
63	Prakash Joshi
64	Preeti Joshi
65	Prince Bhatt
66	Puja Dharmi
67	Puskar Bohara
68	Radha Bhat
69	Rekha Bhat
70	Sagar Bhatt
71	Sagar Singh Pali
72	Santosh Prasad Joshi
73	Seema Pahari
74	Shaili Singh
75	Srijana Chand
76	Sumit Chaudhary
77	Suresh Ayer
78	Tulsi Joshi
79	Yagya Raj Bhatt
80	Yagyraj Khadka

**PASS OUT STUDENTS OF 12<sup>TH</sup> BATCH, BBA**

*Congratulations*

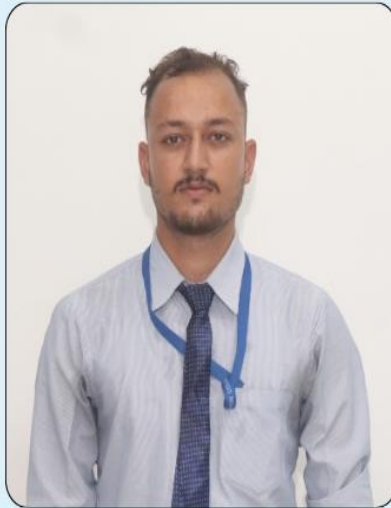
On passing your BBA 8th Semester

**BBA**

Spring 2025 Batch 12



**Dikshya Giri**  
**SGPA 3.88**



**Bibek Chand**  
**SGPA 3.88**



**Ritu Bist**  
**SGPA 3.82**



**BBA | BCA | MBA**

**Brixton College**

Bhimdatt-3, Brahmddev highway  
Email: [info@brixtoncollege.edu.np](mailto:info@brixtoncollege.edu.np)

[brixtoncollege.edu.np](http://brixtoncollege.edu.np)

**Tel: 099 520499**

# Congratulations

On passing your BBA 8th Semester

## BBA

Spring 2025 Batch 12



**Bhagrathi Kumari Saud**  
SGPA 3.8



**Bhuwan Singh Khadka**  
SGPA 3.8



**Jagdish Prasad Joshi**  
SGPA 3.8



BBA | BCA | MBA

**Brixton College**

Bhimdatt-3, Brahmddev highway  
Email: [info@brixtoncollege.edu.np](mailto:info@brixtoncollege.edu.np)

[brixtoncollege.edu.np](http://brixtoncollege.edu.np)

Tel: 099 520499



# Congratulations

On passing your BBA 8th Semester

## BBA

Spring 2025 Batch 12



**Jayanti Dhanuk**  
SGPA 3.74



**Deepak Bdr. Bist**  
SGPA 3.66



**Bhawana Bhatt**  
SGPA 3.60



**Kiran Bist**  
SGPA 3.60



**Prayag Chand**  
SGPA 3.60



**Manju Bhatt**  
SGPA 3.54



**Sejal Chand**  
SGPA 3.54



**Shankar Chand**  
SGPA 3.54



BBA | BCA | MBA

**Brixton College**

Email: [info@brixtoncollege.edu.np](mailto:info@brixtoncollege.edu.np)

[brixtoncollege.edu.np](http://brixtoncollege.edu.np)

Tel: 099 520499

# Congratulations

On passing your BBA 8th Semester

# BBA

Spring 2025 Batch 12



**Kamana Pant**  
(SGPA : 3.52)



**Aaisha Pant**  
(SGPA : 3.48)



**Laxmi Chand**  
(SGPA : 3.48)



**Naresh Pandey**  
(SGPA : 3.48)



**Nishant Sarki**  
(SGPA : 3.48)



**Renuka Pant**  
(SGPA : 3.48)



**Harish Ram Chunara**  
(SGPA : 3.46)



**Subash Chand**  
(SGPA : 3.46)



BBA | BCA | MBA

**Brixton College**

Email: [info@brixtoncollege.edu.np](mailto:info@brixtoncollege.edu.np)

[brixtoncollege.edu.np](http://brixtoncollege.edu.np)

Tel: 099 520499



# Congratulations

On passing your BBA 8th Semester

# BBA

Spring 2025 Batch 12



**Bhuwanesori Shah**  
(SGPA : 3.42)



**Kabita Bhatt**  
(SGPA : 3.42)



**Roshan Singh Saud**  
(SGPA : 3.42)



**Sabita Chand**  
(SGPA : 3.42)



**Sushmita Jora**  
(SGPA : 3.42)



**Kusmakar Thagunna**  
(SGPA : 3.36)



**Srijana Karki**  
(SGPA : 3.36)



**Lalit Bhatt**  
(SGPA : 3.34)



BBA | BCA | MBA

**Brixton College**

Email: [info@brixtoncollege.edu.np](mailto:info@brixtoncollege.edu.np)

[brixtoncollege.edu.np](http://brixtoncollege.edu.np)

Tel: 099 520499



# Congratulations

On passing your BBA 8th Semester

# BBA

Spring 2025 Batch 12



**Ritu Ku. Paudel**  
(SGPA : 3.34)



**Sahana Chad**  
(SGPA : 3.34)



**Sakshi Lekhak**  
(SGPA : 3.34)



**Anju Joshi**  
(SGPA : 3.28)



**Bidur Pathak**  
(SGPA : 3.28)



**Jyoti Ku. Thapa**  
(SGPA : 3.28)



**Lalit Joshi**  
(SGPA : 3.28)



**Nilam Bohara**  
(SGPA : 3.28)



BBA | BCA | MBA

**Brixton College**

Email: [info@brixtoncollege.edu.np](mailto:info@brixtoncollege.edu.np)

[brixtoncollege.edu.np](http://brixtoncollege.edu.np)

Tel: 099 520499

# Congratulations

On passing your BBA 8th Semester

## BBA

Spring 2025 Batch 12



**Sowstika Bhatt**  
(SGPA : 3.28)



**Ku. Kabita Saud**  
(SGPA : 3.26)



**Mamata Joshi**  
(SGPA : 3.26)



**Puspa Mahara**  
(SGPA : 3.22)



**Bindu Bist**  
(SGPA : 3.20)



**Mamata Thagunna**  
(SGPA : 3.20)



**Manish Ojha**  
(SGPA : 3.20)



**Paras Bist**  
(SGPA : 3.20)



BBA | BCA | MBA

**Brixton College**

Email: [info@brixtoncollege.edu.np](mailto:info@brixtoncollege.edu.np)

[brixtoncollege.edu.np](http://brixtoncollege.edu.np)

Tel: 099 520499



# Congratulations

# BBA

Spring 2025 Batch 12

On passing your BBA 8th Semester



**Riya Ojha**  
(SGPA : 3.2)



**Gopal Paneru**  
(SGPA : 3.14)



**Surendra Pd. Pathak**  
(SGPA : 3.14)



**Dipti Pandey**  
(SGPA : 3.06)



**Ganesh Pd. Bhatt**  
(SGPA : 3.06)



**Mamta Chhetri**  
(SGPA : 3.06)



**Mina Ku. Jagari**  
(SGPA : 3.06)



**Mukesh Joshi**  
(SGPA : 3.06)



BBA | BCA | MBA

**Brixton College**

Email: [info@brixtoncollege.edu.np](mailto:info@brixtoncollege.edu.np)

[brixtoncollege.edu.np](http://brixtoncollege.edu.np)

Tel: 099 520499

# Congratulations

# BBA

Spring 2025 Batch 12

On passing your BBA 8th Semester



**Puja Bohara**  
(SGPA : 3.06)



**Amisha Chand**  
(SGPA : 3.00)



**Anjali Chand**  
(SGPA : 3.00)



**Manoj Hamal**  
(SGPA : 2.94)



**Chandra Bohara**  
(SGPA : 2.88)



**Prakash Bdr. Bist**  
(SGPA : 2.88)



**Bikram Bhatt**  
(SGPA : 2.86)



BBA | BCA | MBA

**Brixton College**

Email: [info@brixtoncollege.edu.np](mailto:info@brixtoncollege.edu.np)

[brixtoncollege.edu.np](http://brixtoncollege.edu.np)

Tel: 099 520499

**DEAN LISTED STUDENTS 2024-025**

<b>S.No.</b>	<b>Name of the Students</b>	<b>Semester</b>	<b>SGPA</b>	<b>Batch</b>
1	Bibek Chand	VIII	3.88	12 <sup>th</sup>
2	Dikshya Giri	VIII	3.88	12 <sup>th</sup>
3	Ritu Bist	VIII	3.82	12 <sup>th</sup>
4	Bhagrathi Kumari Saud	VIII	3.8	12 <sup>th</sup>
5	Bhuwan Singh Khadka	VIII	3.8	12 <sup>th</sup>
6	Jagdish Prasad Joshi	VIII	3.8	12 <sup>th</sup>
7	Jayanti Dhanuk	VIII	3.74	12 <sup>th</sup>
8	Dikshya Giri	VII	4	12 <sup>th</sup>
9	Jayanti Dhanuk	VII	4	12 <sup>th</sup>
10	Kamana Pant	VII	4	12 <sup>th</sup>
11	Prayag Chand	VII	3.94	12 <sup>th</sup>
12	Bibek Chand	VII	3.88	12 <sup>th</sup>
13	Jagdish Prasad Joshi	VII	3.88	12 <sup>th</sup>
14	Sabita Chand	VII	3.88	12 <sup>th</sup>
15	Bhagrathi Kumari Saud	VII	3.86	12 <sup>th</sup>
16	Manju Bhatt	VII	3.82	12 <sup>th</sup>
17	Renuka Pant	VII	3.82	12 <sup>th</sup>
18	Roshan Singh Saud	VII	3.82	12 <sup>th</sup>
19	Bhawana Bhatt	VII	3.8	12 <sup>th</sup>
20	Bhuwan Singh Khadka	VII	3.8	12 <sup>th</sup>
21	Kiran Bist	VII	3.8	12 <sup>th</sup>
22	Laxmi Chand	VII	3.8	12 <sup>th</sup>
23	Mamta Chhetri	VII	3.8	12 <sup>th</sup>
24	Jayanti Bhatt	VII	3.88	13 <sup>th</sup>
25	Deepak Raj Bhatt	VII	3.88	13 <sup>th</sup>
26	Puja Bhatt	VII	3.88	13 <sup>th</sup>
27	Pratikshya Bohara	VII	3.8	13 <sup>th</sup>
28	Purnima Pant	VII	3.8	13 <sup>th</sup>
29	Yuvraj Saud	VII	3.8	13 <sup>th</sup>
30	Anju Bhatt	VII	3.74	13 <sup>th</sup>
31	Kiran Bhandari	VII	3.72	13 <sup>th</sup>
32	Jayanti Bhatt	VI	4	13 <sup>th</sup>
33	Kiran Bhandari	VI	3.94	13 <sup>th</sup>
34	Puja Bhatt	VI	3.94	13 <sup>th</sup>
35	Mamta Bhatt	VI	3.86	13 <sup>th</sup>
36	Anju Bhatt	VI	3.82	13 <sup>th</sup>
37	Pratikshya Bohara	VI	3.82	13 <sup>th</sup>
38	Purnima Pant	VI	3.82	13 <sup>th</sup>
39	Ayush Chand	VI	3.8	13 <sup>th</sup>
40	Helan Singh	VI	3.8	13 <sup>th</sup>

<b>S.No.</b>	<b>Name of the Students</b>	<b>Semester</b>	<b>SGPA</b>	<b>Batch</b>
41	Ishwari Kumari Bhatt	VI	3.8	13 <sup>th</sup>
42	Bardan Bam	VI	3.74	13 <sup>th</sup>
43	Jyoti Pant	VI	3.74	13 <sup>th</sup>
44	Mahesh Bhatt	VI	3.74	13 <sup>th</sup>
45	Ram Datt Joshi	VI	3.74	13 <sup>th</sup>
46	Anuska Nath	VI	3.72	13 <sup>th</sup>
47	Suwash Bahadur Chand	VI	3.72	13 <sup>th</sup>
48	Asmita Bhatt	VI	3.8	14 <sup>th</sup>
49	Bhubin Pant	VI	3.74	14 <sup>th</sup>
50	Gaurav Joshi	VI	3.74	14 <sup>th</sup>
51	Hemant Raj Pant	VI	3.74	14 <sup>th</sup>
52	Asmita Bhatt	V	3.74	14 <sup>th</sup>
53	Samikshya Bhatt	V	3.74	14 <sup>th</sup>
54	Asmita Bhatt	IV	3.82	15 <sup>th</sup>
55	Kabita Pwali	IV	3.82	15 <sup>th</sup>
56	Sangam Sunar	IV	3.82	15 <sup>th</sup>
57	Ramita Samant	IV	3.74	15 <sup>th</sup>
58	Tanisha Joshi	IV	3.74	15 <sup>th</sup>
59	Jayraj Bhatt	III	3.94	15 <sup>th</sup>
60	Ramita Samant	III	3.94	15 <sup>th</sup>
61	Kabita Pwali	III	3.74	15 <sup>th</sup>
62	Tanisha Joshi	III	3.74	15 <sup>th</sup>
63	Rohit Tamata	I	3.94	16 <sup>th</sup>
64	Prabeen Saud	I	3.89	16 <sup>th</sup>
65	Ankit Bhatt	I	3.81	16 <sup>th</sup>

**DISTINCTION HOLDERS OF 12<sup>TH</sup> BATCH, BBA**

<b>S.No.</b>	<b>Name of the Students</b>	<b>Semester</b>	<b>SGPA</b>	<b>Batch</b>
1	Sejal Chand	7th	3.6	12 <sup>th</sup>
2	Sakshi Lekhak	7th	3.6	12 <sup>th</sup>
3	Manoj Hamal	7th	3.6	12 <sup>th</sup>
4	Lalit Bhatt	7th	3.6	12 <sup>th</sup>
5	Kumari Kabita Saud	7th	3.6	12 <sup>th</sup>
6	Jyoti Kumari Thapa	7th	3.6	12 <sup>th</sup>
7	Gopal Paneru	7th	3.6	12 <sup>th</sup>
8	Bidur Pathak	7th	3.6	12 <sup>th</sup>
9	Subash Chand	7th	3.66	12 <sup>th</sup>
10	Riya Ojha	7th	3.66	12 <sup>th</sup>
11	Kusmakar Thagunna	7th	3.66	12 <sup>th</sup>
12	Kabita Bhatt	7th	3.66	12 <sup>th</sup>
13	Nishant Sarki	7th	3.68	12 <sup>th</sup>
14	Mamta Thagunna	7th	3.68	12 <sup>th</sup>
15	Depak Bahadur Bist	7th	3.68	12 <sup>th</sup>
16	Prayag Chand	8th	3.6	12 <sup>th</sup>
17	Kiran Bist	8th	3.6	12 <sup>th</sup>
18	Bhawana Bhatt	8th	3.6	12 <sup>th</sup>
19	Depak Badur Bist	8th	3.66	12 <sup>th</sup>

**BRIXTON COLLEGE**

*(Affiliated to Pokhara University)*

Mahendranagar Kanchapur

Ph.No.: 099-520499

Email: [info@brixtoncollege.edu.np](mailto:info@brixtoncollege.edu.np)

[www.brixtoncollege.edu.np](http://www.brixtoncollege.edu.np)



## Alumni Testimonials



**Mukesh Bahadur Chand**

Assistant Manager, Nepal bank  
BBA (2010-2014)

My four years at Brixton college were fantastic, and I will remember them for the rest of my life. The years spent here have been full of learning chances, both fun and frolic and the academic grind that one must endure. My time at Brixton College made me stronger and helped me to become a more independent. I'm grateful to all of the teachers who encouraged and criticized us throughout our bachelor's degrees. The events in which I participated allowed me to gain confidence. I'd want to thank the placement cell in particular for guiding me and giving me with a strong platform for my career.



**Ganesh Saud**

Relationship Manager, Laxmi Bank  
BBA (2014-2018)

If anyone really wants to gain management knowledge, no matter whatever will be the marks is. In any opinion, he/she should study BBA by choosing Brixton College, because gaining knowledge from 1st semester to 8th semester, which includes 40 different subject, counts a lot. One of the major and most challenging task today in this world is to work with human beings by understanding human behavior and their psychology. So, BBA is that which really teaches how to manage.



**Laxmi Chand**

Nepal Bank Limited  
BBA (2012-2016)

My life at Brixton College is one that I feel most aspired to talk about. It has been truly remarkable journey where I received tremendous support from my respected teachers, friends and my mentors who believed in me like family and nurtured me to be a better human being all together. The college's commitment to career preparation was evident through mock interviews and guest lectures by industry professionals. The college's emphasis on practical skills and industry exposure has equipped me with the tools necessary to succeed in my chosen field. I would like to express my sincere gratitude to all those who were always there for me and sincerely wish to be associated with Brixton College fraternity forever!!!



**Rajendra Saud**

Asst. Branch Manager, NCC Bank  
BBA (2010-2014)

It's been an honors to be a part of Brixton. A proud feeling is created inside, Whenever the name Brixton comes. It sounds good that I'm also from Brixton and tagged as a Brixtonian. Brixtonian is a platform where you get chance to interact and receive knowledge from professionals. Brixton not only pay attention on studies but equally focuses on extracurricular activities. You will get extra on each step at Brixton.



**Mahendra Narayan Joshi**

Senior Assistant, Nagarik Stock Dealer Company  
BBA (2013-2017)

Brixton College transformed my life in countless ways. From the vibrant campus atmosphere to the dedicated faculty, every aspect of my college experience was exceptional. Brixton Fest, other many extracurricular activities, and internship opportunities enriched my journey, fostering personal growth and lifelong friendships. The whole faculty members provided unwavering support, guiding me towards success. The well-equipped classrooms, latest technology, and research resources elevated my learning experience. Brixton College's diverse clubs and training programs created a dynamic community. The peaceful environment, coupled with welcome and farewell events, made me feel a strong sense of belonging. I am forever grateful to Brixton College for shaping me into who I am today.



**Subarna Kunwar**

Case Assessor, Deloitte, Australia  
BBA (2013-2017)

My level of happiness rises to ecstatic whenever I realize I am alumnus of Brixton. I would like to appreciate each and every scholar, mentors and of course my mates during the graduation from Brixton as a whole for their unrevealed contribution and for heaps of dozy experiences.



Brahmadev Highway, Brixton Road, Mahendranagar ☎ 099-520499

✉ info@brixtoncollege.edu.np 🌐 www.brixtoncollege.edu.np 📘 /brixtoncollegemnr