



AN INITIATIVE BY THE DEPARTMENT OF BAF BBI BFM

BAAZAAR ₹





ABOUT BAAZAA₹

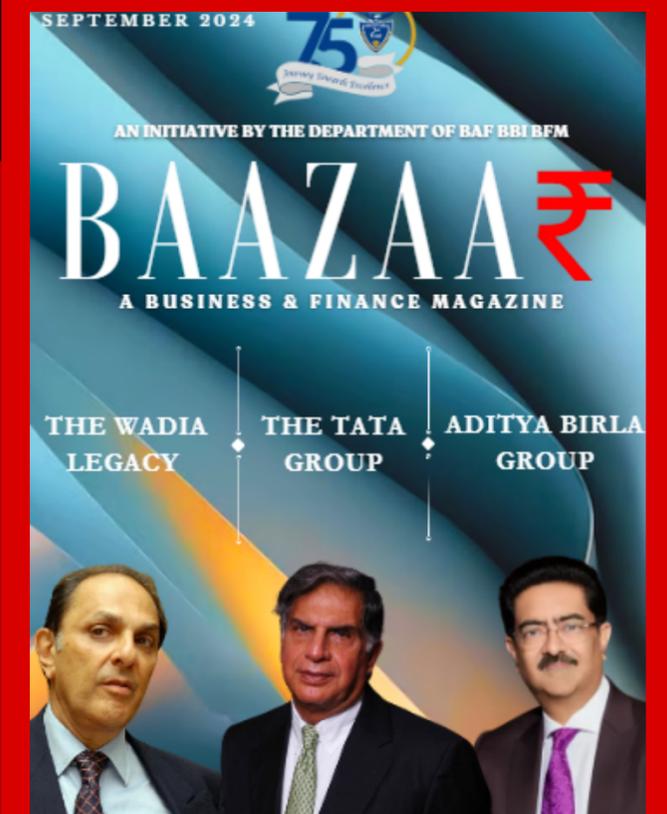
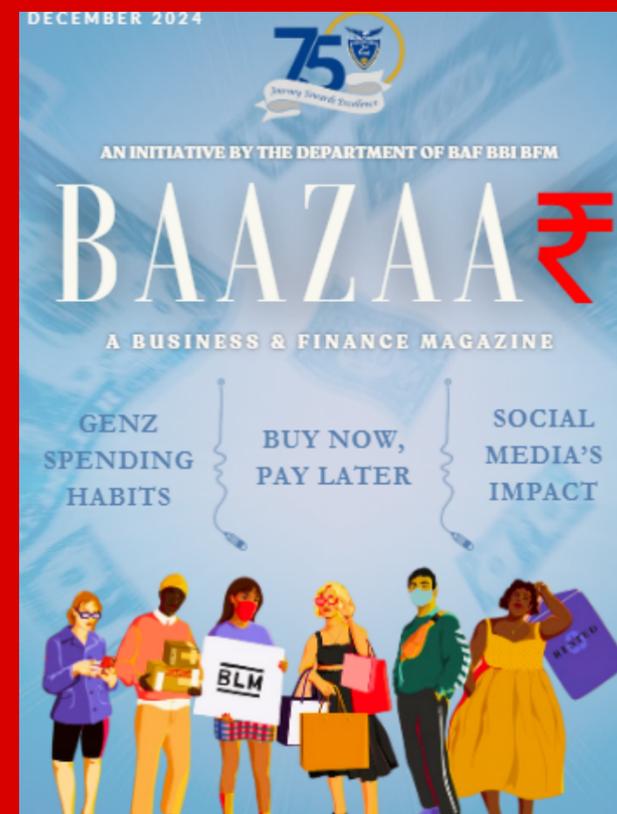
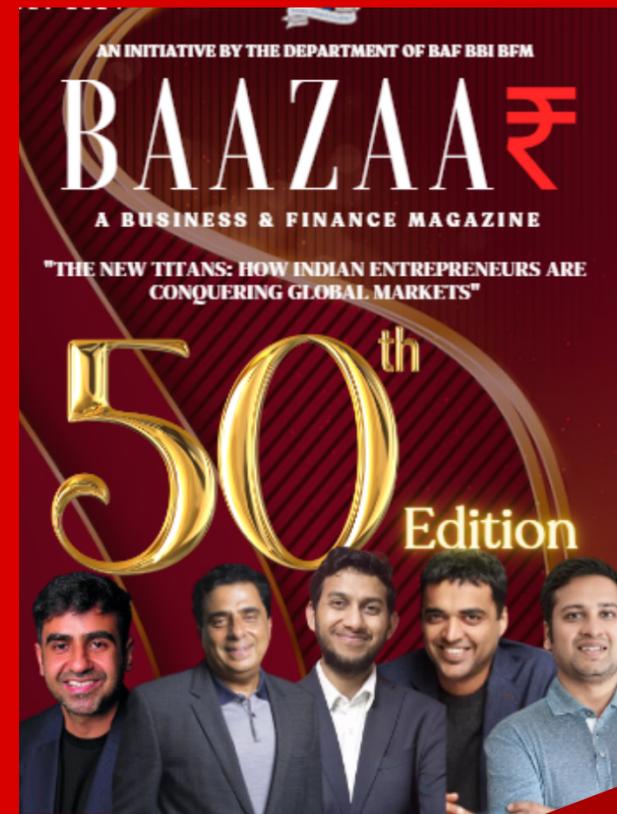
Introducing Baazaa₹- the BAF BBI BFM department's very own financial magazine. From stock stories to market tales, we are a committee that covers it all. Our signature initiative is a monthly magazine, which sheds light on insightful topics related to the fantastic field of finance. Our social media presence makes you laugh, learn and fall in love with everything related to financial literacy; our posts range from updates on current affairs to memes to financial analysis reports. We are driven by aspiration of creating a financial literate tomorrow.





THE MAGAZINE

Baazaa₹'s signature initiative, our monthly magazine, provides cognizance of the latest financial news, stock market updates and monetary advice. With dedicated sections and artful designing, our monthly magazine is informational, insightful and easy to parse; the optimal way for students to keep up with the times!



DEPARTMENTS UNDER BAAZAA ₹



RESEARCH DEPARTMENT

At the core of Baazaar's insightful reporting is its dedicated research department, which meticulously analyzes economic trends, business developments, and industry shifts. Our team conducts in-depth data-driven research, evaluates market dynamics, and provides well-rounded perspectives on key financial and corporate affairs. By leveraging a mix of qualitative and quantitative analysis, we ensure that our readers receive accurate, timely, and comprehensive insights into India's evolving economic landscape.

EDITING DEPARTMENT

The Editing Department is dedicated to refining and enhancing content to uphold the department's high editorial standards. The team ensures clarity, accuracy, and engagement across all articles, balancing in-depth analysis with readability. We meticulously fact-check, streamline narratives, and maintain a consistent tone suited to BAAZAAR's audience. By collaborating closely with writers, we transform raw content into compelling, well-structured pieces. The department plays a crucial role in preserving the department's credibility, delivering polished in-depth and impactful stories that inform and resonate with readers.

DIGITAL DESIGNING & CREATIVES DEPARTMENT

The Digital Designing & Creatives department is the artistic powerhouse behind Baazaar, crafting visually stunning and engaging content. From designing the magazine to curating captivating posts, reels, and stories, every visual element associated with Baazaar is meticulously created by the Creatives team. They inject life into Baazaar's content with their attention-grabbing editing.

MEDIA & PR DEPARTMENT

The Media and PR department of Baazaar makes finance fun, engaging, and easy to understand. We create a mix of insightful posts, funny yet informative reels, and interactive stories like Meme Monday and weekly quizzes to keep our audience entertained while learning.

Beyond social media, we share professional content on LinkedIn to connect with industry experts and finance enthusiasts, building Baazaar's credibility. We also highlight our volunteers' experiences, giving them a platform to grow and gain hands-on media and PR skills. Through their work, volunteers learn content creation, social media management, and audience engagement, helping them develop valuable real-world expertise. By blending creativity with financial knowledge, we make finance more accessible and enjoyable, ensuring Baazaar remains a go-to platform for financial insights with a fun twist!

TECHNICAL ANALYSIS DEPARTMENT

The Technical Analysis Department at Baazaar is the driving force behind market insights, price trends, and data-driven trading strategies. We specialize in decoding stock charts, analyzing patterns, and providing trade ideas that empower the Baazaar community with informed financial decisions. Our team contributes dynamic market breakdowns for the magazine and social media, bridging the gap between theory and real-world trading. Whether it's candlestick formations, support-resistance levels, or momentum indicators, we bring the markets to life through technical expertise.

EXPANSIONS DEPARTMENT

The Expansions Department takes the initiative to move one step forward in broadening the committee's reach. They handle tasks like printing the magazine, securing permissions, and organizing activities and events. Its goal is to help the committee grow and connect with more people, taking proactive steps to ensure events go well and the magazine gets published smoothly.



SOME OF THE EFFECTIVE ARTICLES COVERED IN 2024-25



RATAN TATA'S DEMISE, AND HIS LEGACY

Baazaar deeply mourned the passing of Ratan Tata, a true icon of Indian industry. We explored his remarkable journey, from transforming the Tata Group into a global conglomerate to his unwavering commitment to philanthropy and social responsibility. His legacy of ethical leadership, innovation, and social impact continues to inspire generations of entrepreneurs and business leaders.

BAAZAA ₹

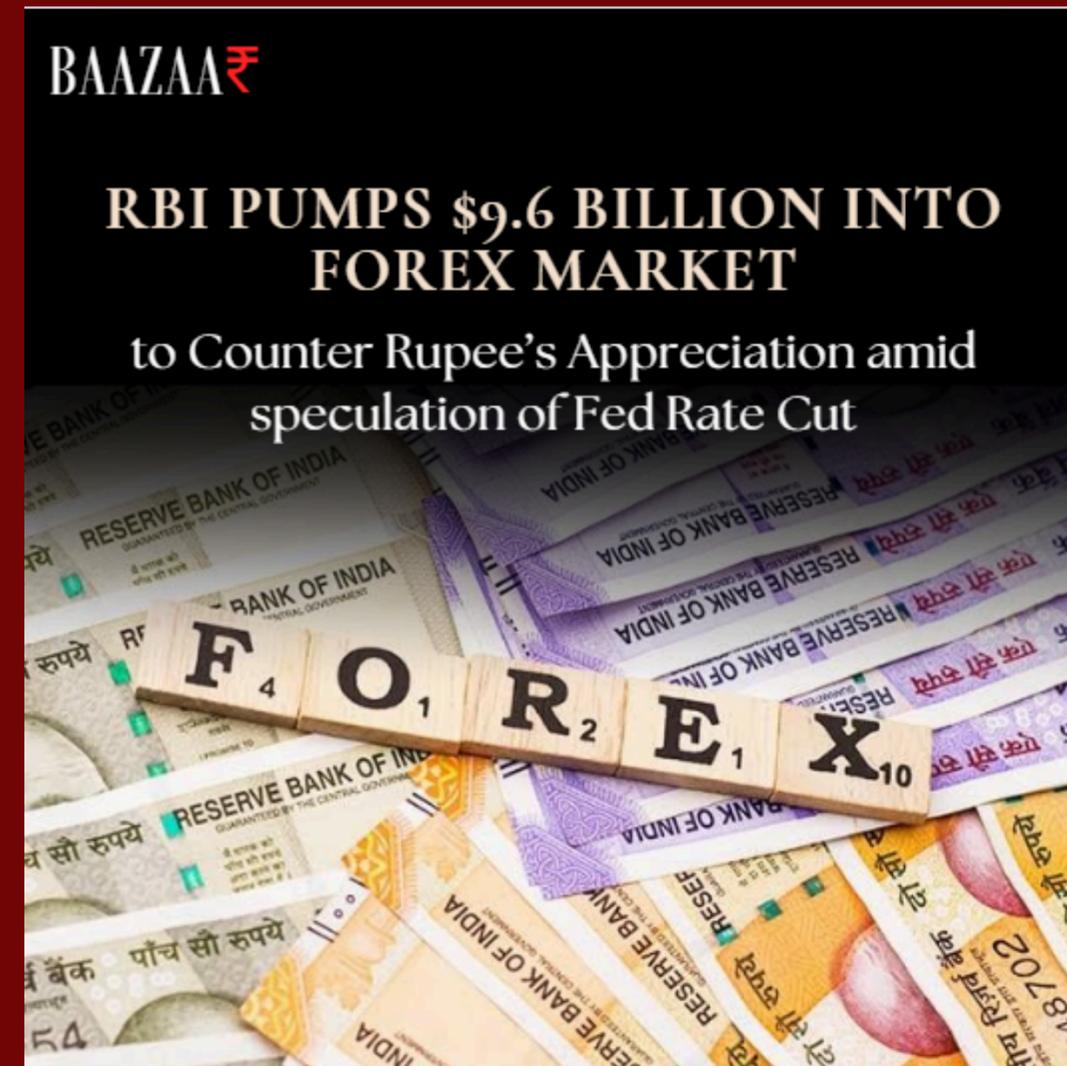
INDIA HAS LOST ITS "RATAN"

"Ups and downs in life are very important to keep us going because a straight line, even in an ECG, means we are not alive."



FOREX RESERVES OF INDIA

Understanding India's foreign exchange reserves is crucial for assessing the country's economic health and its ability to withstand external shocks. Bazaar has consistently tracked India's forex reserves, analyzing their implications for the Indian rupee, trade balance, and overall economic stability.



DILJIT DOSANJH'S CONCERT AND THE REVENUE IT GENERATED FOR THE COUNTRY

Baazaar recognized the significant economic impact of the entertainment industry. We analyzed the economic ripple effects of Diljit Dosanjh's concert, highlighting its contribution to tourism, hospitality, and local businesses, demonstrating how entertainment can contribute significantly to the Indian economy.



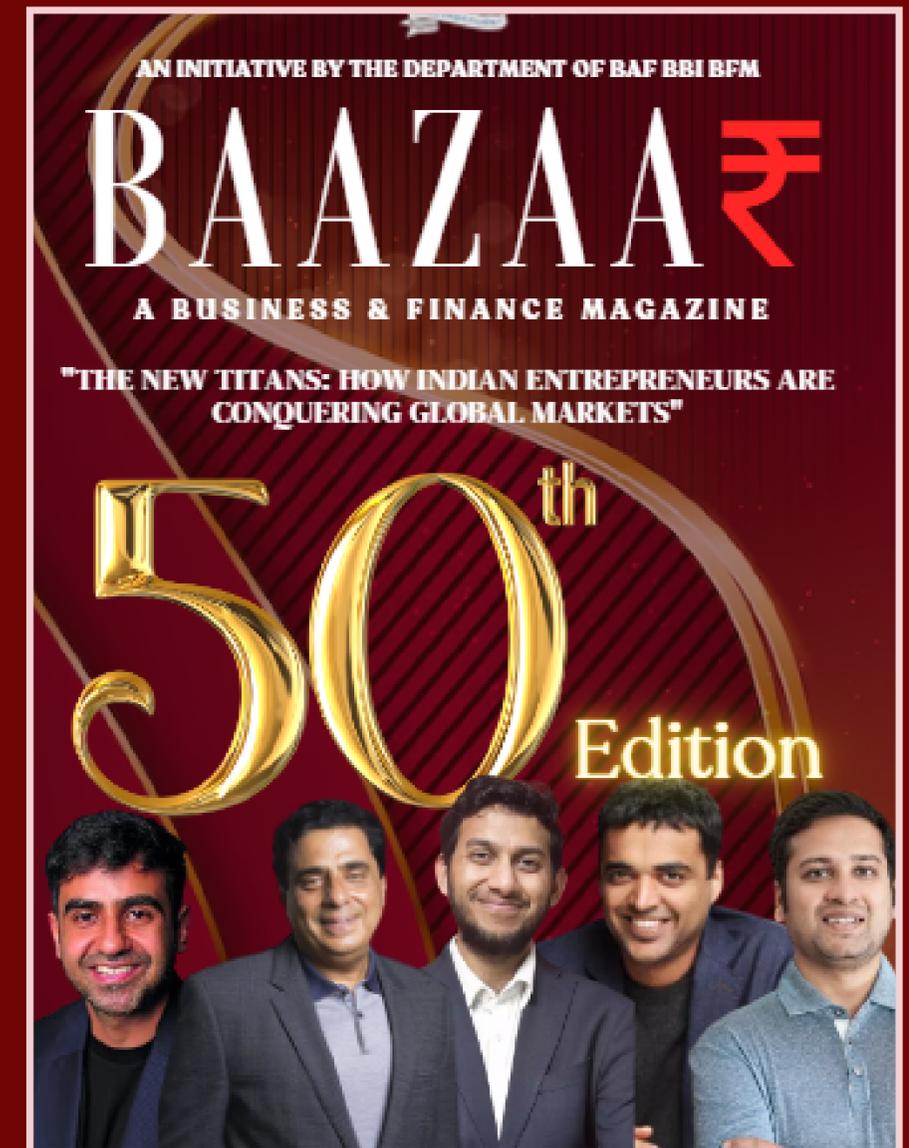
ITC DEMERGER

Baazaar closely followed the ITC demerger, analyzing its potential impact on the company's future growth and profitability. We explored the strategic rationale behind the demerger and its implications for the Indian FMCG and hospitality sectors.



REFLECTING ON 50 EDITIONS

Baazaar has consistently strived to provide insightful and engaging content on a wide range of business and economic topics. Our 50th edition marked a significant milestone, reflecting our commitment to delivering high-quality journalism and providing our readers with valuable insights into the Indian economy and its dynamic business landscape. We are proud to have covered the journeys of many successful Indian entrepreneurs, showcasing their entrepreneurial spirit and inspiring the next generation of business leaders.



CASH COUTURE



Cash Couture brought the thrill of finance and deception into play with two dynamic events—Celebrity Stock Exchange and Mafia Game, each reimaged with financial twists.

In Celebrity Stock Exchange, students traded shares of celebrities, with market values fluctuating based on real-time news flashes. These updates acted as catalysts, influencing whether players should buy, sell, or hold onto their celebrity stocks, mirroring the unpredictability of real-world stock markets. Strategic decision-making and quick reactions were key to maximizing profits.

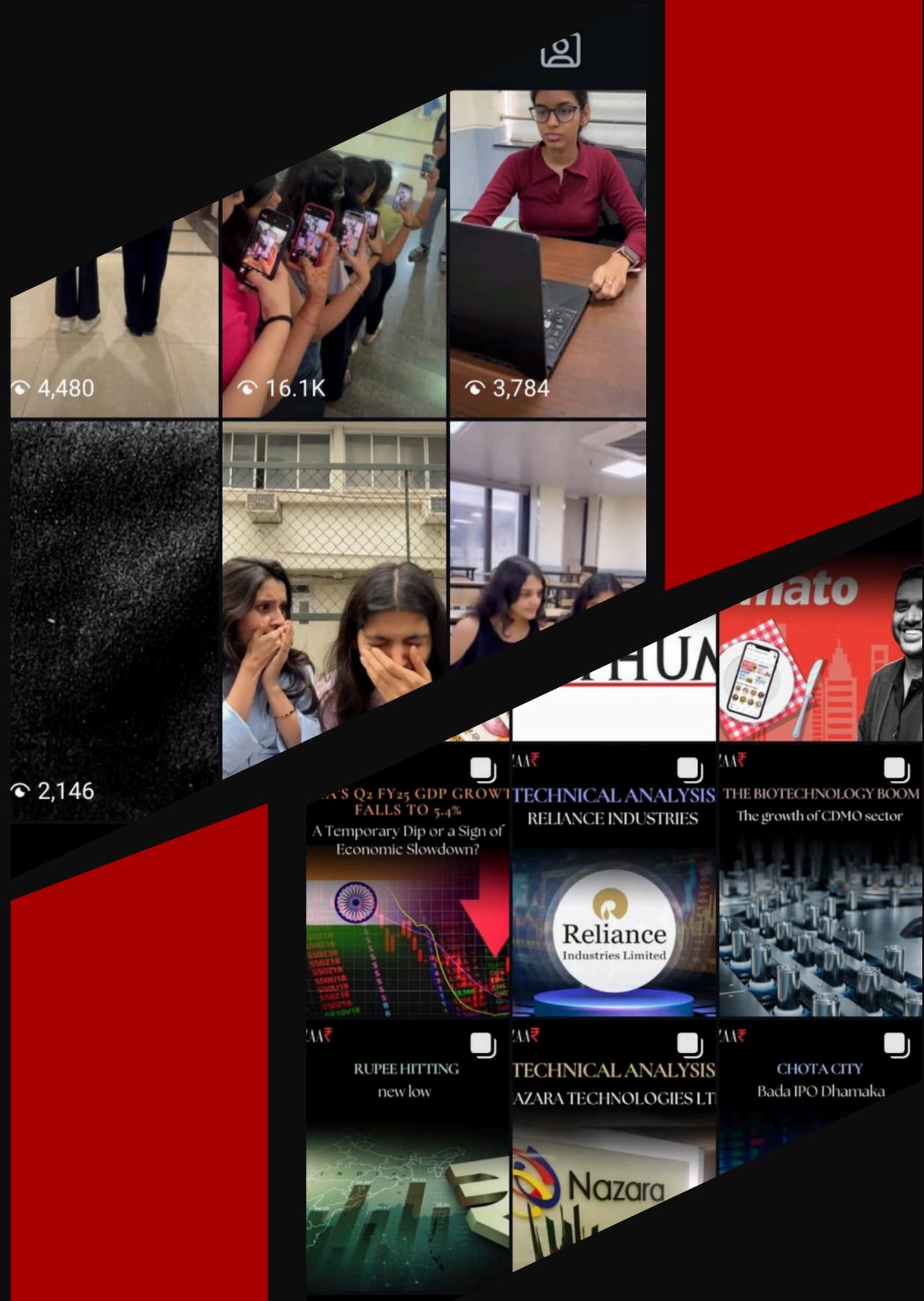
Meanwhile, the classic Mafia Game was given a financial makeover—scammers replaced the Mafia, auditors took the role of the Police, and citizens became unsuspecting investors. This version challenged participants to detect fraud, audit suspicious transactions, and outwit financial tricksters.

By combining elements of finance, strategy, and deception, Cash Couture offered an engaging experience that tested both wit and market intuition, making financial literacy fun and interactive.



SOCIAL MEDIA MILESTONE

We have over 170+ posts that include research posts that are news based posts and technical analysis posts, where we analyse companies of different sectors every week. We also create reels that keep up with the trends and some of our reels have crossed over 15k views!



THE TEAM

FACULTY

Under the guidance of Prof. Yasmin Singaporewala and Prof. Evelyn Correia

HODs

Digital designing & Creatives: Antarleena Basu

Research: Hriday Chainani

Technical Analysis: Paras Hablani

Editing: Khushi Goel

Media & PR: Tamanna Lilani

Expansion: Piyush Jain



THANK YOU

