

IIMT COLLEGE OF MANAGEMENT MANTHAN



HIGHLIGHTS

- National Conference
- Republic Day
- Holi Celebration
- Minor Activities
- IIC Activities
- Women's Day
- HR Award
- Student Corner

Jan-March 2024 VOL VIII

NEWSLETTER

MESSAGE FROM DIRECTOR



Welcome to the this edition of the IIMT College of Management Newsletter! We are excited to embark on this journey of sharing updates, insights, and highlights from our dynamic community. At IIMT College of Management, we pride ourselves on nurturing the next generation of leaders in management education.

Dr Abhinna Baxi

In this inaugural edition, we aim to showcase the incredible achievements and contributions of our students and faculty members. From ground breaking research to impactful projects, there is much to celebrate within our vibrant community.

Our students continue to excel both academically and professionally, demonstrating exceptional leadership qualities and a commitment to excellence. Whether it's winning prestigious awards, participating in national competitions, or launching innovative initiatives, our students consistently demonstrate the spirit of innovation and drive that defines IIMT College of Management.

Similarly, our esteemed faculty members are at the forefront of cutting-edge research and thought leadership in their respective fields. Their dedication to advancing knowledge and fostering critical thinking among our students is truly commendable.

As we embark on this journey together, we invite you to join us in celebrating the spirit of excellence and innovation that permeates every aspect of life at IIMT College of Management. Stay tuned for future editions of our newsletter, where we will continue to share stories of success, insights from industry leaders, and updates from our vibrant campus community.

Thank you for being a part of the IIMT College of Management family. Together, let's continue to inspire excellence and shape the future of management education.

MESSAGE FROM EDITOR'S DESK

As the editor and designer of this publication, I am thrilled to present to you a glimpse into the vibrant community that makes up our esteemed institution. Through carefully curated content and captivating design elements, we aim to bring you updates, insights, and highlights from the world of management education at IIMT. From student achievements to faculty research, we have endeavored to capture the essence of excellence and innovation that defines our campus.



Ms Anamika

As you flip through the pages of this newsletter, I invite you to immerse yourself in the stories of our students' triumphs, the groundbreaking research conducted by our faculty members, and the exciting events and activities happening on our campus.

Every layout, graphic, and article has been thoughtfully crafted with the goal of providing you with a rich and engaging reading experience. It is our hope that this newsletter serves as a platform for inspiration, connection, and celebration within our community.

I would like to extend my heartfelt gratitude to everyone who has contributed to the creation of this newsletter – from our dedicated writers and photographers to our talented design team. Your passion and creativity have truly brought this publication to life.

As we embark on this journey together, I encourage you to share your feedback, ideas, and stories with us. After all, this newsletter is a reflection of our collective spirit and achievements.

Thank you for joining us on this exciting adventure. I look forward to sharing many more editions of the IIMT College of Management Newsletter with you in the future.

ACTIVITIES

MAJOR ACTIVITY

**NATIONAL
CONFERENCE**

MINOR ACTIVITIES

• **LOGO DESIGNING**

• **EXTEMPORE**

• **KAVYANJALI**

• **BUSINESS IDEA**

• **SAMACHAR MANTHAN**

• **ENVIRONMENT**

• **ALUMNI CONCLAVE**

• **INDUSTRIAL VISIT**



CONFERENCE




Eminent Guest & Research Professionals addressing Conference

IIMT
COLLEGE OF MANAGEMENT
Greater Noida
— Aim For Excellence —

Literary Club
is organizing

काव्यांजलि



📅 28th February, 2024 ⌚ 12:00 to 01:15 PM

Venue - Chanakya Hall
COORDINATORS
Dr. R.R. Kashyap | Dr. Anveshan Singh

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In a celebration of literary excellence, IIMT College of Management hosted "काव्यांजलि," a captivating event that mesmerized attendees with the beauty of poetry. Led by passionate mentors, participants delved into various forms of poetry, from traditional sonnets to modern free verse, embracing the diversity of voices and styles within the literary landscape. Through workshops and interactive sessions, attendees honed their skills in crafting evocative imagery, weaving emotions into words, and capturing the essence of their experiences through verse.

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Greater Noida
— Aim For Excellence —

Department of Journalism and Mass Communication
is organizing

समाचार मंथन

📅 26th, February, 2024 ⌚ 12:20 to 01:15 PM

Venue - Room No. 107
IIMT College of Management
COORDINATORS
Dr. R.R. Kashyap | Dr. Arun Kumar

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This Event is based on News Analysis. There are several aspirants Participate in this event "Samachar Manthan". The main focus of this event is How to Express And Create Ideas in different views. News analysis is to write Creative News and find valuable news. Students discussed, merged, and refined the creative ideas.

News analysis involves examining news stories or events in-depth to provide context, interpretation, and insights beyond the basic facts. It goes beyond just reporting what happened; instead, it explores why it happened, its implications, and its broader significance

Student's Activities

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— Aim For Excellence —

— MINOR ACTIVITY —

Power Point Presentation
on
Business Plan

Participants
B.Com

FACULTY NAME
Mr. Shivanshu Kumar
Ms. Deepali Garg

Date : 01st March 2024 **Venue : Sarabhai Hall**

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— Aim For Excellence —

Department of BBA
is organizing
An Activity
on

Brain Writing

11th March, 2024 **11:30 AM to 01:15 PM**

Venue - Chanakya Hall
IIMT College of Management

COORDINATORS
Ms. Priyanka Kumari & Ms. Anjali Yadav

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It will help you steer your business as you start and grow. Think of a business plan as a GPS to get your business going. A good business plan guides you through each stage of starting and managing your business. Use your business plan like a GPS for how to structure, run, and grow your new business.

A good business plan can be a game-changer for startups that are looking to raise funds to grow and scale. It convinces prospective investors that the venture will be profitable and provides a realistic outlook on how much profit is on the cards and by when it will be attained.

The students were asked to prepare power point presentation on the business plan of existing businesses for the presentation.

Brainwriting is similar to brainstorming it is used to generate new ideas, encourage creative problem-solving, and develop innovative solutions among the students. But, instead of getting people to discuss ideas out loud, brainwriting gets people to write them down and share them anonymously.

A total of 10 teams participated comprising 4 members in each team.

A total of 40 students participated in this Event. All of them participated with zeal and enthusiasm.

Student's Activities



The extempore event buzzed with energy as students showcased their spontaneous speaking skills. Diverse topics, from current affairs to personal anecdotes, were eloquently explored by the students on which they spoke on the spot.

Faculties and students participated in the event held at Chanakya Hall with full zeal. The atmosphere was dynamic, fostering quick thinking and articulate expression, making it a memorable display of students' wit and knowledge.

Industrial interaction is very important as far as the practical knowledge is concerned and it is prime requirement of the time to have practical insight of the present corporate world and its working.

After concrete efforts of our Management, the students of Institute of Innovation in Technology & Management, Management got this esteemed opportunity to have an Industrial visit to a prestigious company. To enhance practical knowledge of Management and Computer Applications student.

Activities under the Umbrella of



Guest Lecture Inspires Students with Global Entrepreneurship Insights



The poster features logos for the Institution's Innovation Council, ED Cell, and IIMT College of Management. It states that the Entrepreneurship Development Cell, in collaboration with the Commerce Department, is organizing a guest lecture on "GLOBAL ENTREPRENEURSHIP PERSPECTIVE" by Ms. Teena Chaudhary, Innovation Ambassador - IIC. The event is scheduled for Friday, February 23rd, starting at 11:00 AM onwards, at Sarabhai Hall. Social media handles for IIMT are listed at the bottom.



In a dynamic and enriching session coordinated by Dr. Leena Sharrma, students, staff, and faculty members were treated to a captivating guest lecture delving into the realm of global entrepreneurship. The speaker shared a tapestry of experiences, unveiling the intricacies of navigating the entrepreneurial landscape and flourishing amidst challenges. One of the primary objectives of the guest lecture was to ignite a spark of creativity among students. Through real-life anecdotes and practical insights, attendees were encouraged to explore innovative solutions and embrace entrepreneurial thinking. The session served as a catalyst for cultivating a mindset geared towards creative problem-solving and out-of-the-box thinking. Moreover, the guest lecture provided a platform to showcase the potential of diverse successful individuals. By highlighting case studies and success stories, attendees were inspired to envision their own paths to success. The session underscored the limitless opportunities that await those with vision, passion, and determination in the global entrepreneurship landscape.

The event, buoyed by the enthusiastic participation of students, staff, and faculty, exemplified a collective eagerness to explore and learn. Dr. Leena Sharrma's adept coordination and the unwavering support of the team ensured the smooth execution of the activity, leaving a lasting impact on all who attended.

Talk on Entrepreneurship & Sustainability under the Umbrella of IIC



Ms. Garg, a seasoned professional with a rich background in teaching and administration, brought her passion for research and teaching to the forefront in her engaging presentation. With a post-graduate degree in commerce and a specialization in marketing, she has cemented her reputation as a dedicated and resourceful educator.

During her talk, Ms. Garg delved into the intricacies of entrepreneurship and sustainability, providing an overview of green business practices and emphasizing the importance of ecological and social responsibility in today's business landscape. Drawing from her own experiences and backed by case studies, she illuminated the challenges and opportunities inherent in sustainable entrepreneurship, guiding listeners on how to navigate this burgeoning field effectively.

The audience, comprised of students, staff, and faculty members, was enthralled by Ms. Garg's insights, eagerly absorbing new methods and technologies poised to shape the future of industry. The talk not only fostered a sense of creativity among attendees but also provided practical wisdom gleaned from Ms. Garg's own journey and the experiences of successful entrepreneurs.

Susheel Shukla, VP of IIC Enlightens Audience on Entrepreneurship & Sustainability



Mr. Susheel Shukla, Vice President of the IIC (Innovation & Incubation Center), brought his wealth of experience and expertise to the forefront in a thought-provoking session centered on entrepreneurship and sustainability. Renowned for his action-oriented approach and dedication to research and teaching, Mr. Shukla's presentation left a lasting impression on attendees.

With a background in teaching and administration, Mr. Shukla's specialization in management has positioned him as a leading authority in his field. His penchant for research is evident in his numerous papers presented at national conferences and seminars, as well as his contributions to edited books. Moreover, his commitment to continuous learning is underscored by his participation in various workshops at national-level institutes.

During the event, Mr. Shukla delivered a comprehensive overview of green business practices, emphasizing the crucial role of ecology and social responsibility in entrepreneurial ventures. Through insightful case studies, attendees gained valuable insights into the challenges and opportunities inherent in sustainable entrepreneurship, equipping them with the knowledge needed to navigate this evolving landscape.

The objectives of the guest lecture were multifaceted, aiming to foster creativity among students, provide practical experiences from industry professionals, and showcase the potential of successful individuals. Dr. Leena Sharrma's coordination ensured the seamless execution of the activity, supported by the enthusiastic participation of team members, students, staff, and faculty.

Empowering Students through Session on Diversity & Inclusion in Entrepreneurship



In a captivating session aimed at fostering personal and professional development, Ms. Tamanna, a renowned Personality and Skill Development Trainer, shared her wealth of experience and expertise with eager students. With a focus on entrepreneurship and sustainability, Ms. Tamanna's presentation provided valuable insights into the world of green business and the importance of ecological and social responsibility in today's entrepreneurial landscape.

Ms. Tamanna's extensive background in teaching, administration, and management has positioned her as a leading authority in her field. Her dedication to research and commitment to excellence have been evident in her numerous presentations at national conferences and seminars, as well as her contributions to edited books and journals. Through her engaging and action-oriented approach, she has inspired countless individuals to strive for personal and professional growth.

During the guest lecture, Ms. Tamanna delved into the nuances of entrepreneurship and sustainability, offering an overview of green business practices and highlighting the challenges and opportunities in sustainable entrepreneurship. Through insightful case studies, students gained a deeper understanding of how to establish their goals in alignment with ecological and social responsibility, equipping them with the knowledge and tools needed to make a positive impact in the business world.

Navigating Entrepreneurship Challenges

The poster is for an event organized by the Entrepreneurship Development Cell (ED Cell) in collaboration with the Commerce Department. It features the logos of the Institution's Innovation Council (IIC), ED Cell, and IIMT College of Management. The event is titled "NAVIGATING ENTREPRENEURSHIP CHALLENGES" and is led by Dr. Leena Sharma, the Resource Person. The event is scheduled for Friday, February 27th, starting at 03:10 PM onwards, at Chanakya Hall. Social media handles for IIMT and IIC are provided at the bottom.

ENTREPRENEURSHIP DEVELOPMENT CELL

In Collaboration with
Commerce Department
is organising
Session on
**"NAVIGATING ENTREPRENEURSHIP
CHALLENGES"**
Resource Person
Dr. Leena Sharma

FRIDAY DAY | FEBRUARY 27th | 03:10 PM ONWARDS

Venue : Chanakya Hall

www.iimtindia.net @ic.iimtc @iimtc @IIC.IIMT.Managment

President of the Entrepreneurship Development Cell (ED Cell), led an enlightening session aimed at guiding students through the challenges of entrepreneurship. With over 15 years of rich experience in teaching and administrative roles, Dr. Sharma's expertise in International Business (IB) has made her a respected figure in academia.

Drawing from her extensive background in economics, management, and her specialization in IB, Dr. Sharma shared invaluable insights on navigating the complexities of entrepreneurship. Her dedication to research and commitment to excellence have been evident in her contributions to various conferences, seminars, and publications, further cementing her reputation as a leader in her field.

During the guest lecture, Dr. Sharma provided students with practical examples of the challenges entrepreneurs face in establishing their goals. Through engaging dialogue and real-world anecdotes, students gained a deeper understanding of the entrepreneurial landscape, learning how to overcome obstacles and seize opportunities in their journey towards success. By sharing her own experiences and insights, Dr. Sharma provided students with valuable practical knowledge, bridging the gap between theory and real-world application.

The lecture served as a platform to showcase the potential of successful individuals, inspiring students to pursue their entrepreneurial dreams with confidence and determination. Despite the challenges,

HOLI CELEBRATION



HOLI CELEBRATION



FACULTY CELEBRATING HOLI

REPUBLIC DAY



REPUBLIC DAY

"Stride with Pride"

NCC Cadets Marching Forward on Republic Day



International Women's Day



International Women's Day

Women Safety Awareness through Stage Play



International Women's Day



**IAS MEDHA ROOPAM & DR KHUSHBOO
EMPOWERED FEMALE FACULTIES**

HR AWARD

Let's Celebrate

सम्मेलन

Thursday 21st March, 2024



HR Award Ceremony 2K24

| ACTIVITY | TIME | VENUE |
|------------------------------|---------------------|--|
| Welcome & Saraswati Vandana | 03:00 PM - 03:10 PM | "Krishna Hall" Basement Engineering (B - BLOCK) |
| Cultural Program | 03:10 PM - 03:30 PM | |
| HR Award Ceremony | 03:30 PM - 04:15 PM | All are expected to be seated by 02:45 PM |
| Address By Hon'ble MD Sir | 04:15 PM - 04:30 PM | |
| High Tea | 04:30 PM - 05:00 PM | Near Main Stage |

ALL MEMBERS OF "IIMT PARIVAAR" ARE INVITED

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Employee of the Month (JMC)



Employee of the Month (BBA)



Employee of the Month (Trainer)



Best Registrar Award

STUDENT'S CORNER

वक्त ने वक्त दिया है साथ निभाने का ,
खुशी से इन पलों को जीने का ,
नजाने कब वक्त आ जायें एक दूसरे को छोड़ के जाने का ।

दिल में एक दूसरे की याद लिए थोड़ी तकलीफ़ , थोड़ी मुस्कान लिए ,
आखिरी बार हर कोने को निहारने का ,
नजाने कब वक्त आ जायें एक दूसरे को छोड़ के जाने का ।

कुछ तस्वीरे ही है जो साथ एक दूसरे के रह जाएँगी , दफ़्तर के मिलें ब्रेक में जो नये लोगों से ज्यदा दिल
लुभायेगी , साथ बीतें सभी दिन याद दिलायेंगी ।

हाँ ! यकिन उस पल में आँखे भर जायेगी , रूह थोड़ी काँप जायेगी , जिंदगी कितनी रंगीन और आसान थी ,
इसका अहसास करवायेगी ,
तस्वीर की ताक़त उस दिन समझ आयेगी ,
खुशियाँ क्या होती हैं यह यादें समझायेंगी ।

गर्मी की छुटीयाँ , जाड़े की सर्द ,
यारों की यारी , यारी में किए कई बंक , हर लम्हा पीछे छूट जाएगा जब वक्त जाने का आयेगा ।

देख टीचर को मुस्काना , बिना बात किए हर बातों का इशारों में कह जाना , पकड़े जाने पर बेफिज़ूल सा
बहाना बनाना , यह सब याद आयेगा ,
अच्छा बुरा सब यही रह जायेगा जब वक्त जाने का आयेगा ।

वक्त ने वक्त दिया है साथ निभाने का , खुशी से इन पलों को जीने का ,
नजाने कब वक्त आ जायें एक दूसरे को छोड़ के जाने का ।

— ईशा मेहता

STUDENT'S CORNER

“मैं मंदिर मस्जिद फिर आया
सब तंत्र मंत्र भी जब आया,

भगवान को मैंने ढूंढा बहुत
पर भगवान कहीं ना नज़र आया

मैं लौट के वापस जब आया
मैं घर आया, मैं घर आया

मां बाप का चेहरा जब पाया
भगवान नज़र मुझे तब आया”

-आफताब

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