

# MANTHAN

**IIMT COLLEGE OF MANAGEMENT GREATER NOIDA**

**BBA, BCA, B.COM & BJMC** Affiliated to Chaudhary Charan Singh University, Meerut



## International Conference

IIMT College of Management is elated to share with you all that an International Conference on "Innovations and Emerging Trends in Technology, Communications and Management in Pandemic Era" was organized on 30<sup>th</sup> and 31<sup>st</sup> March 2022. The inaugural session started at 10:15 am with the august presence of Hon'ble Managing Director Sir Dr. Mayank Agarwal who delivered highly motivating presidential address and appreciated the relentless efforts of IIMT College of Management. The welcome address was given by Dr. Abhinna Baxi Bhatnagar, Director, IIMT College of Management appreciating the students and faculties for their efforts and enthusiasm towards research.

The Chief Guest Mr. Mukesh Verma, Vice President-HR, KK Birla group and Guest of Honour Mr. Amit Jaiswal,

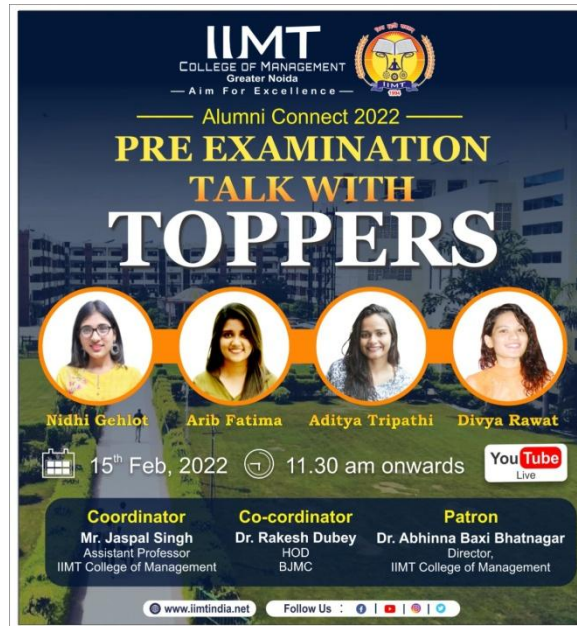


Vice President Alibaba.com addressed the inaugural session and shared their industry experience as well as the current industry scenario & corporate culture with the faculty and students in a highly interactive manner. More than 500 participants attended the inaugural session which ended with well acknowledged and vibrant vote of thanks.

At the inaugural session, esteemed foreign delegate Prince of Congo, Prof. Ibrahim Soeb also shared the dais with eminent dignitaries. Prof. Ibrahim highly appreciated the initiatives of IIMT College of Management towards Research and Development and congratulated the whole team for cultivating the culture of research.

The inaugural session was followed by Technical Session 1 which was successfully conducted in the presence of foreign delegates on the theme "Cloud Computing and Cloud Security". The delegates expressed their views on the conference theme and enlightened the participants in a highly interactive and informative session. The International Conference was successfully concluded with a valedictory session. The chief guest Dr. Suvrokal Dutta (Media spokesperson of BJP) and Mrs. Mohua Dutta (Educationalist) from Canada delivered the key note address.

# Alumni Talk by Toppers (BJMC Department) - IIMT College Of Management



IIMT College of Management organized Alumni Connect 2022 on 15<sup>th</sup> Feb 2022 in virtual mode. CCS University toppers from BJMC department: Nidhi Gehlot, Arib Fatima, Aditya Tripathi and Divya Rawat interacted with the students. They guided students about the examination pattern of CCS university. They helped students understand better on how to improve their performance and outperform in the examination. The alumni connect was coordinated by Mr. Jaspal Singh and was co-coordinated by Dr. Rakesh Dubey under the patron ship of Dr. Abhinna Baxi Bhatnagar.

## Webinar on Business Idea Generation

The webinar was organised by ED Cell of IIMT College of Management on 18<sup>th</sup> January, 2022. This webinar was conducted online on MS- Teams. The Key Speaker was Dr. Saurabh Gupta, an accomplished scholar-practitioner with over 18 years of proven experience in business analytics, research methods, learning and performance improvement, behavioural assessment, counselling, teaching, research, and academic administration. He has served as a consultant and trainer to a wide variety of profit and non-profit organizations. He is a certified MBTI®, FIRO-B®, balanced scorecard, competency modelling, and return on investment (ROI) methodology practitioner. This webinar was very informative in the context of how to develop business ideas and what are the importance and idea generation techniques in new product development. Organizations require developing techniques and methods of enhancement of their current product line or businesses launching new products largely benefit from the services of idea generation which in turn provides **new generation business ideas** to the brands.





# Initiatives of Government to Create Entrepreneurs

The webinar was organised by ED Cellof IIMT College of Management on 20<sup>th</sup>, January, 2022 in virtual mode. The topic for the webinar was **"Initiatives of Government to Create Entrepreneurs"**. The Key Speaker was Prof. Umesh Kr. Kalra, having more than 37 years of industry experience and more than 24 years teaching experience. The webinar was conducted in the esteemed presence of patrons of IIMT College of Management, Greater Noida: Director, Dr. Abhinna Baxi Bhatnagar, Chairperson ED Cell; Dr. Vibha Singh, Dean Management, and Project coordinator Mr. Neeraj Panwar. Mrs. Naina Tyagi addressed the welcome note to Prof. Umesh Kr. Kalra (IES 1983) and the guest shared very informative things in the context of awareness of government policy for young entrepreneurs. He also shared examples of Young Entrepreneur in India & how to register your own firm in India, how to start a business, etc. Students also asked questions to Prof. Kalra and he gave satisfactory answers. At the end of the event, Chairperson ED Cell: Dr. Vibha Singh, Dean-Management expressed vote of thanks to Prof. Kalra for his valuable words. The activity was conducted by Mr. Neeraj Panwar, Project Coordinator. The session saw support and interest from both faculties and students with an average attendance of more than 250 eager participants.



# International Women's Day Celebration

The 2022 UN theme for International Women's Day is "Gender Equality Today for a Sustainable Tomorrow". It aimed to highlight the contribution of women and girls around the globe promoting on climate change adaptation mitigation, and response. The international woman's day was celebrated by IIMT college of Management Greater Noida on 8<sup>th</sup> March 2022. The Chief Guest Ms. Jayanti Mala Mishra is kathak dancer of Banaras & Lucknow Gharana of Uttar Pradesh. In her powerful address, she emphasised on how women are a symbol of power. Ms. Mansi Dholakhia, CEO, Global Mental Health

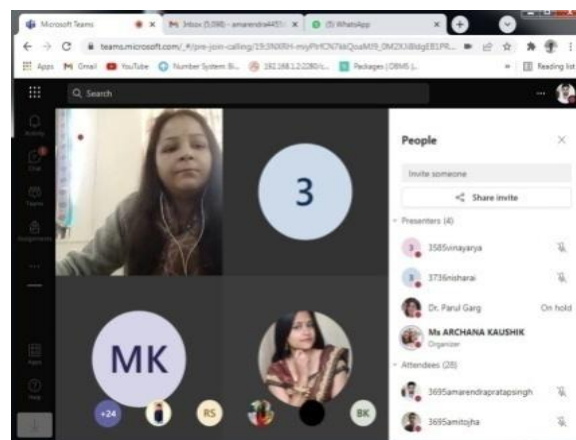


was also the part of the event. The female staff of IIMT participated in different activities like ramp walk, group dance and passing the voice balloon balancing etc. Overall session was very cheerful and everybody enjoyed a lot. Vote of thanks was given by Dr. Vibha Singh, Dean-B.Com Department. The Managing Director of IIMT Group of Colleges also wished all the female faculties of IIMT through social media <https://youtu.be/--aSO2xI0Jk>.

Association, was also present at the occasion. Ms. Kirti Madan, Lawyer in Civil, Criminal,

# Budget Analysis 2022

Department of Commerce, IIMT College of Management, Greater Noida organized a Virtual session on “Budget Analysis-Union Budget -2022” on 11th February 2022 at 11:00 am for B.Com students with an aim of decoding Union Budget 2022 and providing some thoughtful inputs and insights on the same. The session was conducted through MS- TEAMS App. Ms. Archana Kaushik, Assistant Professor, IIMT college of Management, was the overall Incharge of the event and undertook the introductory session for the budget analysis followed by Dr. Parul Garg, Mr. Vinay Arya and Ms. Nisha Rai, Assistant Professors, IIMT College of Management, Greater Noida. This session helped students to understand the intricacies of economics, finance, budget and policy making.



Distinguished faculty members and the commerce students attended the session with full enthusiasm. The Youtube link of this webinar is

<https://www.youtube.com/watch?v=FvqhbfFiEy0>.

## Innovation & Entrepreneurship

Expert talk on “Process of Innovation Development & Technology Readiness Level (TRL) & Commercialisation of Lab Technologies & Tech-Transfer” was organized by IIMT College of Management on 24th January, 2022 from 3:00 pm to 4:00 pm on Microsoft Teams.

The main aim of the expert talk was to bridge the gap between technology and entrepreneurship while expanding the boundaries of technical interests. Entrepreneurship education aids students from all socio-economic backgrounds to think outside the box and nurture unconventional talents and skills. Guest Speaker, Mr. Sonal Sehgal, Chief Executive Officer, Global Honey Bee Pvt. Ltd., talked about how innovation develops to entrepreneurship by linking emotions, enforcing standards, connecting with people and meeting with their requirements. He reiterated the fact that if you are solving a problem and are passionate about it, you are just a step away from being an entrepreneur.





# FDP on Recent Advancements and Emerging Technologies in the Area of Education and Research



FDP on “Recent Advancements and Emerging Technologies in the Area of Education and Research” was organized by IIMT College of Management on 3rd Feb 2022. The objective of the FDP was to educate the faculties about the recent trends in education and research. Increasing competition and continuous changes has made it mandatory for faculties to keep themselves up to date in the methods of teaching as well as use new techniques and tools for their research purposes. Research helps the faculties to become experts in their area and get to know about new advancements in their field. Therefore it is essential for faculties to update their research techniques and adequate themselves with new tools for research purposes. The Presidential address for the FDP was given by Dr. Mayank Agarwal, Managing Director, IIMT Group of Colleges. The Chief Guest for the FDP was Dr. Neeraj Saxena, Advisor, AICTE. Guest of Honor was Acharya A.D.N. Vajpayee, Vice Chancellor, Atal Bihari Vajpayee Vishwavidyalaya, Chattisgarh. Guest of Prime was Dr. Amit Dutta, Deputy Director, Atal Cell, AICTE.

## Use of Online Videos and Live Streaming in Education

In the FDP on Recent Advancements and Emerging Technologies in the Area of Education and Research conducted on 4th Feb 2022, Dr. Malik Rashid Faisal, Assistant Regional Director, IGNOU Regional Center Delhi-3 was the key speaker. The speaker discussed with attendees the importance of delivering online education and different ways to use YouTube, Facebook mediums as mode of online education. Online education has become the need of the students especially in the times of pandemic. Many students and institutions have shifted to online mode for delivering education and therefore it becomes imperative for faculties to know the sources which they can use for same.

The speaker educated the participants on how to create video for YouTube purposes and make channel as an individual and organization and upload them on said source. The speaker also informed about the use of Facebook live, how it can be used by faculties for educational purposes and how they can use the said medium. The need to educate the faculties about the recent trends in education and research has become of immense importance.

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## Research based learning using SPSS



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There are various types of research which researcher can conduct depending on the need and requirement of the topic. The qualitative descriptive research requires data analysis. One of the tools which the researcher can use to analyse data is SPSS. SPSS is a program which helps to perform data entry, analysis and create tables and graphs. As a program, SPSS is capable of handling large amount of data and has multiple unique features which separates it from its other competitors and makes it a better approach. The speaker enlightened the participants with practical way of using SPSS by demonstrating how to download and access SPSS, how can one make data entry in it and different forms of analysis which can be run on SPSS.

## Pitching Event for Ideas Scouted & Linkage with Innovation Ambassadors for Mentorship Support

Workshop on “Pitching Event for Ideas Scouted & Linkage with Innovation Ambassadors for Mentorship Support” was conducted on 15th January 2022. Dr. Arun Bhatia welcomed Mr. Rakesh Mehta, CEO and MD of Astral Education, Gurugram, India. Mr. Rakesh Mehta found a gap in the education sector while pursuing his post-graduation, and came up with the idea of providing quality based education and training to the UGC NET aspirants. Going step by step, starting with Delhi NCR, he started getting responses from all over India and also from abroad, through word of mouth. The passing rate of UGC Net exams touched 99.97% and thus Astral Education became India’s Number One Coaching Centre for UGC NET Exams. Mr. Rakesh Mehta shared his experiences and also spoke about the quality traits of being a successful entrepreneur. Creativity, Innovation, Knowledge, Competitive attitude, Risk Taking Abilities, Persuasive and Perseverance, Patience, Leadership are few of the attributes which he spoke about. In the end he summarized about dos and don’ts on being an Entrepreneur.



# Session on Achieving Problem- Solution Fit and Product-Market Fit

The Session on “Achieving Problem-Solution Fit and Product-Market Fit” was taken by Guest Speaker. Mr. Pankaj Rai, Managing Director, Quality Austria Central Asia Pvt. Ltd.

Mr. Rai emphasised that in order to get a problem solving approach, a deep understanding of people is required through training, client requirements need to be understood along with process. He suggested that in order to find solution for problem, one need a root cause analysis of the problem so that problem is corrected forever. Reading books, developing inclusivity are ways to tackle the problem solution fit. He focused on how people don't know how to move up in value chain with the client. Any product designed in beginning will be good in the beginning but with no up move on value chain product will become stagnant. The product need continuous change. He suggested that involving flexibility will bring adaptability.

The poster is for a session titled "SESSION ON ACHIEVING PROBLEM-SOLUTION FIT & PRODUCT-MARKET FIT". It is part of the "IIC Calendar Activities for Academic Year 2021-22(Quarter-2) Thrust Area-Validation and Concept Development". The speaker is Mr. Pankaj Rai, Managing Director of Quality Austria Central Asia Pvt. Ltd, India. The session is dated 20th January, 2022, from 01:00 PM to 02:00 PM. Patrons are Dr. Abhinna Baxi Bhatnagar, Director of IIMT College of Management, and Dr. Amit Rai, IIC President of IIMT College of Management. The poster includes logos for the Institution's Innovation Council and IIMT College of Management.

# Workshop on Design Thinking, Critical thinking and Innovation Design

The poster is for a workshop titled "DESIGN THINKING, CRITICAL THINKING AND INNOVATION DESIGN". It is part of the "IIC Calendar Activities for Academic Year 2021-22 (Quarter-2) Thrust Area-Validation and Concept Development". The resource person is Mr. Vivek Tiwari, Director of IERF (Credential Evaluation Services), Abu Dhabi, United Arab Emirates. The workshop is dated 14th January 2022, from 03:00 PM to 04:00 PM. Patrons are Dr. Abhinna Baxi Bhatnagar, Director of IIMT College of Management, and Dr. Amit Rai, IIC President of IIMT College of Management. The poster includes logos for the Institution's Innovation Council and IIMT College of Management.

Workshop on “Design Thinking, Critical thinking and Innovation Design” was conducted on 14th January, 2022. The resource person for the workshop was Mr. Vivek Tiwari, Director, IERF (Credential Evaluation Services), Abu Dhabi, UAE.

Mr. Tiwari addressed that through critical thinking, students are encouraged to rigorously question ideas and assumptions, rather than accepting them without deeper reflection. In turn, design thinkers apply critical thinking to determine whether their ideas and findings represent a realistic picture of the user experience or effective and efficient solution of defined problems.

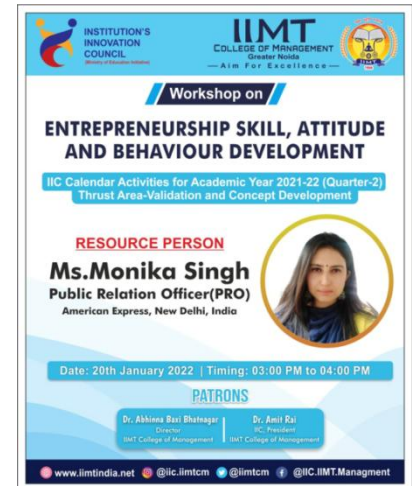
It is essential to talk about the distinction between Design Thinking and Critical Thinking. He emphasised on how successful design thinking cannot occur without even a trace of basic or innovative reasoning

# Workshop on Entrepreneurship Skill, Attitude and Behaviour Development

A workshop on Entrepreneurship Skill, Attitude and Behaviour Development was organized on 20th January, 2022. The workshop aimed to spark entrepreneurial spirit in the budding innovators by guiding them on how to convert their innovative ideas and emerge as successful entrepreneurs.

The resource person for the workshop was Ms. Monika Singh, Public Relation Officer, American Express, New Delhi.

She addressed the students on development of entrepreneurial skills and how it is critical to create a culture where entrepreneurship is a new model of economy. She highlighted on how being entrepreneurial and the creation of an entrepreneurial culture goes beyond the fear of risk and the stigma of failure, that influence decisively the entrepreneurship context.





# Achievements

Mr. Somesh Kumar  
Employee of the Month - JAN 2022  
IIMT College of Management



**Best Employee Award- January (Mr. Somesh Kumar)**

IIMT College of Management



**Best Employee Award- February (Mr. Jitender Kumar)**

IIMT College of Management



**Best Employee Award- March (Mr. Jaspal Singh)**

## MANTHAN

### NEWS LETTER

**IIMT College of  
Management  
Greater Noida**

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