



# MANTHAN



## IIMT COLLEGE OF MANAGEMENT , GREATER NOIDA

Affiliated to chaudhary charan singh university, Merrut



### Course offered

- BAJMC
- MJMC
- BBA
- BCA
- B.COM
- B.COM (H)

### NEW HIGHLIGHT

- Fitness and Sports at IIMT
- IIMT's Blood Donation Camp; Cause for Humanity
- Career Opportunities in Radio and TV
- The RangManch Fest

# FROM THE DIRECTOR'S DESK



**DR.ABHINNA BAXI**

This quarter, we have organized a variety of conferences, training programs, and workshops that focus on various fields such as media, management, business, and technology. These events have been attended by experts from prestigious institutes and organizations from India and abroad, providing our students with the opportunity to learn from some of the best in the field. These speakers have brought fresh perspectives and insights to our students, helping them to expand their understanding of their chosen field of study.

As Swami Vivekananda said, "Truth can be stated in a thousand different ways, yet each one can be true." Education at IIMT helps our students find that truth. It is an education that forms character, strengthens the mind, expands the intellect, and empowers one to stand on their own feet. The newsletter is like a mirror that reflects the different activities undertaken by the BBA, BJMC, B: Com, and BCA departments. It is a way for our students, faculty, and staff to stay informed about the latest happenings within our institution. We hope you enjoy the information presented in the newsletter and welcome any feedback, comments, and suggestions you may have. Collaboration and shared ideas are crucial to the success of all our future endeavors as we work together to create a broader visibility, presence, partnerships, and success. We look forward to continuing our efforts to provide the best possible education for our students.

I would like to take this opportunity to express my appreciation for the launch of the new College level newsletter. Your hard work and dedication in initiating this new concept are truly admirable. It is through the efforts of individuals like you that our institution continues to evolve and adapt to new teaching methods and strategies.

As we look towards the future, my vision for the IIMT group of institutions includes the implementation of an improved enrollment management framework to better support our students and increase their success. Additionally, we aim to develop more partnerships with other institutes and organizations, both domestically and internationally. These partnerships will provide our students with access to a diverse range of perspectives and opportunities, further expanding their education.

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## CRICKET PREMIER LEAGUE UNDER FIT INDIA MOVEMENT AT IIMT

Prime Minister on August 29, 2019 launched Fit India Movement with an aim to make fitness an integral part of our daily lives. The mission is to bring about behavioural changes and move towards a more physically active lifestyle. Participation and Engagement of Educational Institutions was sought to promote fitness as easy, fun, and free.

India has the largest population in the world in the age bracket of 5-24 years with more than 58 crore young population. A major proportion is enrolled in schools and relatively good number in higher educational institutions.

Fitness among youth in higher educational institutions is promoted through Youth Clubs and Khelo India University Games. Likewise, IIMT ensures achieving the objectives and goals desired by the government. In the past few years, our institution has organised and hosted several sports, health and wellness events.

Continuing, College of Management on May 19 organised a three-day cricket tournament titled 'Cricket Premier League' in the Shaheed Vijay Singh Pathik sports complex, Greater Noida. Tournament attracted presence of some of the prominent institutions of India. Among them were Galgotia University, Amity University, Sharda University, and 13 more.



The event started off in the presence of Managing Director, College of Management, IIMT, Dr. Mayank Aggarwal, Senior Executive Officer of Greater Noida Authority, IAS Medha Rupam (chief guest), Senior BJP leader Capt. Inder Singh (special guest) and BJP spokesperson Sudesh Verma. The cricket tournament concluded on May 21 with Burrata Eleven as champions of Cricket Premier League 2023 defeating IIMT Legends.

Since the covid outbreak in 2020, countrymen have gone through a mental trauma especially the youth. In this tough phase of life, it becomes of utmost importance to take care of mental health, physical fitness, and wellness of the future of India. And, these sorts of steps taken by the educational institutions may certainly help the youth cope up with stress and anxiety and live a healthy and peaceful life. This also helps the government in meeting its national and international commitments (SDG 3: Good Health and Well-being).

**Let us pledge for a Healthy and Peaceful India.**

## IIMT'S BLOOD DONATION CAMP; CAUSE FOR HUMANITY

Human blood is an essential element of human life with no substitute. Blood donation is not just giving blood but an act of kindness that saves the lives of hundreds of people. In its endeavour to give back to the society and show its solidarity, IIMT College of Management organized a Blood Donation Camp in association with the Rotary Club Green, Greater Noida on 4 May, 2023 in the college campus. Around 180 students registered for the camp and 97 voluntarily donated blood.



The faculty and staff also contributed to the noble cause. Executive Director of IIMT Group of Colleges, Dr. J.K. Sharma, Dr. Abhinna Baxi Bhatnagar, Dr. Govind Gupta, Mr. Umesh Kumar, Dr. Abhaya Nand, and Mr. Amit Ojha also contributed immensely in the camp. Dr. Mayank Aggarwal, Managing Director of IIMT Group of Colleges, Greater Noida congratulated the staff and students for effectively organizing the camp. Mr. Saurabh Bansal, Former President of the Rotary Club Green said that the blood donated will save hundreds of lives as the need of blood had been increasing due to large no. of dengue cases.



Those who criticize Blood Donation Camps out of Ignorance: There is a general misconception among a faction of population about blood donation camps. People think blood bags collected through these camps do not reach hospitals and rather sold or supplied at heavy prices. This accusation is unjust and wrong. Sometime we indulge in making false allegations out of ignorance. Since the shelf-life of collected blood is 35-42 days, regular year-around donation is needed for safe and resilient transfusions services. Blood Donation Camps are organised under the supervision of medical health institutions and authorities. No organisation can plan a camp without prior consultations with the officials of medical institutions. Since outdoor blood camps are organised faraway from blood banks, a team including a medical officer, nursing staff, technicians, attendants, and social workers are tendered the responsibility to reach the volunteer camp spots for the cause.



Blood bags collected through volunteer camps are stored in the blood banks of hospitals not just for emergency requirements, accidents, and surgical procedures but also for the management of medical disorders such as the bleeding associated with pregnancy and child birth, childhood anaemia, and transfusions for patients with blood and bone marrow disorders, inherited disorders of haemoglobin and immune-deficiency conditions. As per a recent report published by Medical Commission of India; the predecessor of Medical Council of India, more than 30 million lives were saved in 2021. Every donated pint can save up to three lives.

We must not get into fallacies and come forward when it comes to contribute our share for noble

**"Do Good, Have Good"**



### CULTURAL COMMITTEE ORGANISES CULTURAL FEST

We Indians are known for our rich and diverse cultural heritage. IIMT's cultural committee is mandated to showcase the richness and diversity of our composite culture and bring talent out to the world. The committee on April 7 held a cultural event under the theme 'Andaaz Apna Apna.' This cultural fest attracted the presence of students in big numbers. With a belief that curricular and extracurricular events contribute immensely in the holistic development of students' personality, Cultural Committee organized various events.

Such events provide a platform to students to showcase their talent in diverse fields of performing arts and are the identity of a nation which help us to understand the world around us better. It brings people together, offers the opportunity to learn from each other and understand how there is unity in diversity. Art is the expression of one's views and feelings which may take many forms like dance, music, paintings, literature, or theatre. By seeing the art of a particular region, we can easily understand its inherent culture. When people share common beliefs, attitudes, and values, it becomes the culture of that Nation that artists try to capture and manifest through their art. With many communities coexisting with each other, one can witness the diversity in languages and beliefs of the country.



The richness and variety of performances were full of joy and happiness. Students performed and competed in singing, dancing, acting, poetry, and storytelling. They received the opportunity to perform on the stage and showcase their talent. The fest brought forth the talented performers of IIMT, College of Management. Art performances require talent and talent requires opportunities. College management provides its students every possible means of assistance that is required to nurture them and make them learn, shine, and grow.



**THE EVENT CONCLUDED WITH AWARDS AND APPRECIATION CERTIFICATES TO THE PARTICIPANTS. THEY LEARNT, MANIFESTED, AND TAUGHT THE WHOLE FRATERNITY THROUGH THEIR POTENTIAL PERFORMANCES AND ART WORK. LIFE IS LEARNING AND LEARNING IS LIFELONG. LEARNING NEVER ENDS.**



**Workshop on Employability Skills Development:** Training and Placement Cell organised 'Leadership Interaction Program' in the college premises on March 16 for students from the department of BBA. The program was in collaboration with Barclays, the leading British bank that provides retail, corporate and investment banking services. The prime objective was to instill curiosity in students which would make them prepare for leadership in the corporate world. Cell had invited motivation speaker and corporate trainer Mr. Shikhar Prajapati to lead the program. Mr. Prajapati holds a good reputation in taking leadership classes and training people in corporate affairs. It was an outcome-based program that helped students interact with leaders, realize their potential, gain knowledge about approaches in handling affairs, learn about new trends, and adapt a sophisticated corporate lifestyle.

The one-day workshop recorded the presence of more than hundred students from the department which is a healthy number. This shows students are well aware of the importance of guidance in managing corporate affairs and readiness for the sector. One area where leaders stand out is communication and these skills help them lead organisations. Mr. Shikhar stressed on acquiring communication skills for managing corporate affairs like corporate branding, strategy implementation, client development, client sustenance, crisis management, and development of global competence.

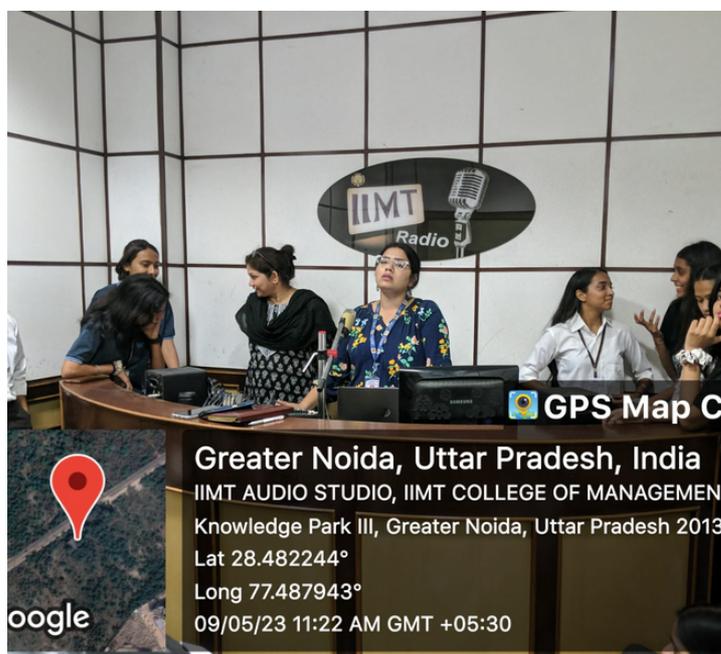


Managing Director, faculty members were present during the event to encourage students. Director addressed students after the session and lauded them for their disciplined approach and seriousness for learning. He greeted the speaker and presented to him token of love and appreciation. Both exchanged some good words after the session.



**A Talk on Career in Radio and Television:** To make students aware of career opportunities after studies, the department of Journalism and Mass Communication on May 9, conducted a seminar on 'Career in Radio and Television.' The guest lecture was one of the regular events that the department organise during the academic calendar.

Radio Club of Bombay is considered as the pioneer in the field of electromagnetic wave transmission which made its first ever radio broadcast in the country in June 1923. After 36 years, began the era of audio-visuals with the introduction of Television on September 15, 1959. Over the years, both the mediums have undergone some positive changes led by technological advancements. Career opportunities in these have also evolved with time. Today, there are N number of opportunities available for graduates depending on the interest developed.



Students were told and taught about those career opportunities in the field of Radio and Television. One can become a Radio Jockey, Radio announcer, news presenter, news anchor, reporter, script writer, voice over artist, photojournalist, video journalist, technician, equipment master, freelance content creator, public relations executive, researcher, educator. With regular studies, good understanding, practice, patience, and persistence any job and any career can be secured.

2-hour long lecture also stressed on value of discipline in life. Activities, exercises, fun games, moral and motivational stories helped students connect and grasp.



**Ideas Transforming the Future:** With the aim of transforming the country from mere job seekers to job creators, the union government on January 16, 2016 launched Startup India Initiative. By far, the initiative has been a success and achieved many milestones leading to worldwide recognition. The idea behind startup India was to support entrepreneurs and nurture innovation. To convert ideas into reality requires capital. The government having faith and believe in the potential of its youth came up with the idea in 2016 to support ideas of young talented entrepreneurs with monetary assistance and capital availability. Educational institutions are also contributing their share in making startup India initiative an unprecedented move. Since 2017, IIMT (College of Management) during every academic year invites entrepreneurial minds and provide them a platform where they pitch their ideas. This helps in creating an ecosystem that can potentially transform India into a land of job creators.

This year on May 10, College of Management held a Startup Idea competition in its premises. The competition attracted the registration and participation of 40 young entrepreneurial minds from all departments. Each young mind pitched his idea before the panel and in presence of fellow students. Astonishingly, some of them presented out of the box ideas. They received appreciation from the panel for those innovative, creative, and contributory ideas and rewarded during the closing ceremony. The prime objective to have such competition was to educate and inspire young entrepreneurs who wish to launch their ventures, to encourage them to become entrepreneurs and self-dependent and to make audience aware of the significance of innovation and creativity. Such competitions also help in brainstorming and develop sense of competition among youth.



Let us understand how the startup scheme has been running in India: The startup program is managed by Startup India Team, which reports to department of industrial policy and internal trade (DPIIT). Various programs have been undertaken by the Union Government to promote innovation and facilitate growth.

- Startup India Action Plan: The action plan contains 19 items envisaged to create a vibrant startup ecosystem in the country.
- Startup India Hub: This is an online platform for stakeholders to discover, connect and engage with each other. Startup India Hub hosts Startups, Investors, Funds, Mentors, Academic Institutions, Incubators, Accelerators, Corporates, and Government Bodies.

- Income Tax Exemption for 3 Years: There is a provision of tax exemption for a period of 3 years under the scheme for new startups incorporated on or after 1st April, 2016.
- Startup India Seed Fund Scheme: The fund provides financial assistance to startups for proof of concept, prototype development, product trials, market entry and commercialization.

It gives immense happiness to the institution and teachers when their students come out with ideas having the potential of transforming the future. Rahul Kumar Thakur (BBA) clinched first prize for Business Sarthi, followed by Shivam Singh, Ayush Rai, Vanshaj Arora (BCA) for The New Normal World (IOT), and Ritesh, Aditya Singh, Abhishek, Lovejeet (BCA) for PIEFYH, A Pie From Your Home.

**IIMT WISHES ITS STUDENTS LUCK AND SUCCESS!**



**Action & Direction:** History of film making and films in India is more than hundred years old. Dhundiraj Govind Phalke popularly known as Dada Sahab Phalke is regarded as the 'Father of Indian Cinema.' Inspired from the Lumiere Brothers who first brought the concept of film making in India and screened their motion picture at the Watson Hotel in Mumbai in 1896, Dada Sahab went London in 1912 to learn the art of film making from British pioneer filmmaker Cecil Hepworth. He returned after a few months and produced Raja Harishchandra in 1913. 'Raja Harishchandra' is considered as the first full-length feature film of India. He was a producer, director, and a storywriter. His love, passion, and dedication for the craft is an inspiration for every Indian film maker. Mohini Bhasmasur (1913), Satyavan Savitri (1914), Lanka Dahan (1917), Shri Krishna Janma (1918) are some of his most noted works. Government of India, in 1969, instituted the highest award in the field of cinema in his name to commemorate his contribution to the Indian cinema. Dada Sahab Phalke award is presented annually at the National Film Awards ceremony by the Directorate of Film Festivals.

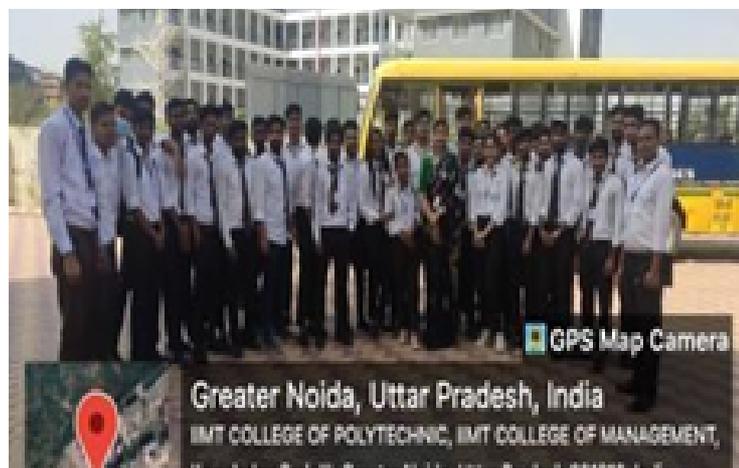


Today, with all developments and modern advancements makers have touched all the heights in the craft. To ensure the learning continues, IIMT organised a short film making competition at its premises on May 15. Short films as the name suggests are a category of film making in which makers portray an idea into an action of a few minutes. Duration of the film generally stays around 30 minutes or less.



The competition was aimed at making students familiar with the concept and importance and providing a platform to students who possess the gift of creative thinking. The event was coordinated by Assistant Professor Mrs. Sandhya Sharma. There were four films showcased and each was focused on a different topic and message from the other. The winning short film was 'Chaav' based on environmental issues directed by Deepak Jha. The second winner was 'Apna Time Aayega' by Chaaya Singh. In line, there was Anjali Priya's film based on 'Women Empowerment.' Fourth and last was by Saher Dramatics, 'Kya Koi Jawab Hai.' Participants were lauded by the teachers for their clear vision of presenting ideas and the art. Teachers appreciated them for taking the charge and leading by example. It was an opportunity to learn generate ideas and execute the same. This would certainly help students interested in the craft choose the right path in future.

**Students exploring 'The Practical World' in Industrial Visit:** Theory helps us acquire knowledge and practice makes us skilled in a particular domain. Every subject or program of study learned in schools, colleges, universities have real-life applications. Therefore, in academics, besides curriculum significance of practical knowledge and practice cannot be neglected. Theory without practice is of no use. The new national education policy strictly talks about outcome-based learning. The document stresses on the need to make students job ready well before the completion of their course degrees.



Students from BCA were on industrial visit on different dates in the months of April and May. They visited IT company AppWars Technologies. The visit offered them the opportunity to meet and interact with professionals and experts. They took first-hand experience in some of the activities of the firm. Sitting beside working professionals and getting to know about real-life applications of study programs was one of the desired goals of the visit. Three groups of 40 students entered and explored the tech firm in three visits under the guidance and supervision of Dr Sonali Sajjan and Mr. Govind Kumar Gautam. These sorts of experiences help students enhance their employability skills and become job ready with real corporate exposure.



Recent studies show that Indian education system has transformed the future of its young population in the past ten years. Several initiatives of Ministry of Education aimed at better education and better life have resulted in visible positive change. The union budget 2023-24 with an increase of 8.3% than 2022-23 has allotted Rs 1,12,899 crores to the Ministry of Education. Our forefathers dreamt of an India where every child could receive education, he/she deserves and make him/her capable of earning decent livelihood. "Be the change you wish to see in the world", these were the words of Mahatma Gandhi. Today, every agent of change in academics; institutions, educators, policymakers are contributing their share in the betterment of education to live up to those expectations.

## STUDENT CORNER



**सफर एक पल की तरह होता है  
जो याद रहता है लेकिन साथ नहीं**

कुछ कहानियां अनकही होती है जिसकी कोई जुबान तो नहीं होती लेकिन बहुत कुछ कह जाती है कोई पहलू सा उसमें एक बात छुपा होता है।

जब हम किसी कहानी को पढ़ते हैं सुनते हैं तो उस कहानी का माहोल को अहसास करते हुए उसे समझने लगते हैं और सुनने के बाद वो एक अपना सा बात लगता है जो हम सोचते हैं तो है लेकिन कभी जुबान से या कलम से कभी उसको पिरोने की कोशिश नहीं करते ऐसे जब कहानी हमारे जीवन काल के चल रहे समय पे आधारित हो तो और हम रोमांचक बनाती है और पढ़ने व समझने पे मजबूर करती है। जब कोई अपना आपके बीच न हो और वो अपना होने का अहसास दिलाता है तब हमें किसी व्यक्ति की मूल्य का पता चलता है की हमारे जीवन में उसका क्या अस्तित्व है जब किसी अनजान और कामयाब इंसान को देखते हैं तब पता चलता है हमारे सरल जीवन का बाहुल्य क्या है। जब हम एक शहर से दूसरी शहर के लिए रवाना होते हैं तब हमें दूरी का अहसास होता है तब हमारे दिमाग में अजीब - अजीब सा ख्याल आते हैं लेकिन हम कभी ये नहीं सोचते की कितना कठिन होता होगा वो सफर जिस सफर में मंजिल तक पहुंच नहीं पाते वो लोग जो बेसब्री से वो मंजिल का इंतजार किए होते हैं उतना ही कठिन होता है अपने शहर से दूसरी शहर तक सफर करना जितना कठिन अपने प्रेम को छोड़ किसी और संग जब आपको अपना जीवन व्यतीत करने के लिए बोला जाए। आपका जीवन का बाहुल्य का पता उस दिन चलेगा जिस दिन अहसास होगा आप कितने ज्यादा महत्व रखते हैं अपने जीवन में।

### चारों ओर जंगल सा

चारों ओर जंगल सा फैला हुआ है,  
राजनीतिक शिकारियों ने पूरे जंगल में विरोध की भावनाओं को  
भड़का दिया है,  
शेरों को लोमडियों के डर से डराया जा रहा है,  
उनकी आबादी को खतरे में बताया जा रहा है  
और वे डर भी रहे हैं,  
सबको अपनी आबादी खतम होने का डर निरंतर सताए जा रहा है,  
जंगल के विकास पर से ध्यान हट चुका है,  
मानो अपनी श्रेष्ठता के लिए सब मिट चुका है,  
कुछ हाथियों को, अपनी ताकत का अंदाजा नहीं है,  
कुछ की बुद्धि को उन्हीं ने सादा नहीं है,  
शिकारियों के सिंकजे में जंगल है सारा,  
मानो लगता है पुरुष वर्धिण ही है सारे कोई मादा नहीं है।

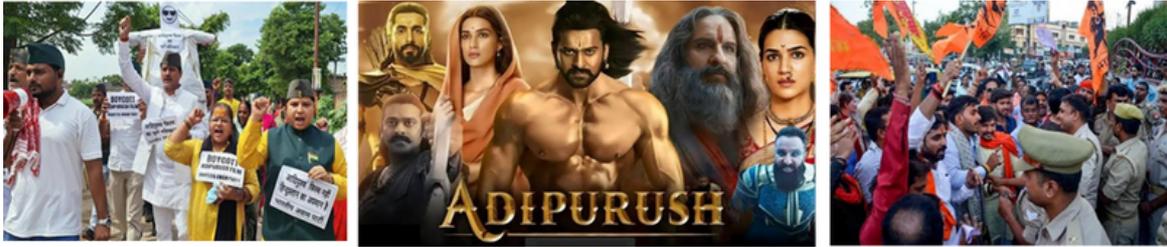
**रोशन पांडे  
बीजेएमसी छात्र**



**सिदरा कौसर  
छात्र बीजेएमसी**



## MOVIE REVIEW



Om Raut's highly anticipated adaptation of the Hindu epic Ramayana — “Adipurush,” has been met with controversy and disappointment. Despite an impressive start at the box office, the film has rapidly declined in performance due to massive criticism from Hindus who felt that it insulted their religious beliefs. The movie's lackluster box office numbers reflect the negative word of mouth it has received.

One of the most expensive Indian films ever made, “Adipurush” suffered from numerous flaws. The colloquial dialogues penned by Manoj Muntashir Shukla, the subpar performances, uninspiring outfits, weak storyline, shoddy visual effects, and poor direction all contributed to its failure. The film deviated significantly from the source material, further disappointing fans of the Ramayana.

The outcry against “Adipurush” was not unfounded. Many Hindu organizations and audiences called for a ban on the film, citing its derogatory dialogues and departure from the sacred Ramayana. Manoj Muntashir eventually agreed to change the dialogues after the public backlash, but the damage had already been done.

Director Om Raut, however, seemed oblivious to the film's shortcomings and expressed pride in its initial box office success. His comment about only fools claiming to fully understand the Ramayana added insult to injury. The lack of response from other cast members speaks volumes about their perception of the film's disastrous outcome.

In conclusion, “Adipurush” is a disappointing and disastrous film that failed to live up to its hype. Its controversy, lack of respect for the source material, and overall poor execution make it a regrettable adaptation of the revered Hindu epic.

**Aditya Chaudhary**  
**BJMC**

### TALK SOLUTIONS, NOT PROBLEMS

Once Mr. A and Mr. B were having some serious conversation concerning system, society, and the stakeholders. Both contemplated, deliberated, and debated over the concern and went home afterwards. After 20 years, they are having the same conversation on the same issue. Mr. A and Mr. B are consistently in touch which means, for the last twenty years these unhappy fellows have been revolving around one issue.

In a similar way, at every nook and corner people regularly have chit chats over issues. There are very few who strive and succeed in making their words their destiny.

Come into the system, live for a better society, and make participation of people a real tool. In true sense, this would be the real contribution.



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