

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

Dear Readers,

Welcome to the IIMT College of Management Newsletter
A Message from Prof. Dr. Amit Rai, Director IIMT College Of Management
Respected Faculty Member's, Students, and Esteemed Colleagues,

It is with great enthusiasm that I welcome you to the latest edition of our newsletter, "Manthan." As we embark on another exciting academic year at IIMT College of Management, I reflect on the incredible journey we've undertaken together over the past 18 years. Our commitment to excellence in education and research in Management, Data Science, Engineering, and Biotechnology remains unwavering.



As a Director of IIMT College Of Management, I am privileged to witness the remarkable dedication of our faculty and the relentless pursuit of knowledge by our students. Together, we have achieved significant milestones, including successful NAAC accreditation, participation in the Atal Ranking of Institutions on Innovation Achievements (ARIIA), and ongoing efforts within the National Institutional Ranking Framework (NIRF).

Our initiatives, such as the Internal Quality Assurance Cell and the Kalam Program for Intellectual Property Literacy and Awareness Campaign (KAPILA), demonstrate our commitment to fostering a culture of quality and innovation. These programs not only enhance our academic environment but also prepare our students to become leaders in their respective fields.

This newsletter serves as a platform to inform, engage, inspire, and entertain a diverse readership, including alumni, parents, students, faculty, and staff. The vibrant life of every department at IIMT College of Management is reflected in its pages, showcasing the impressive range of activities conducted by our students and teachers. It is a pleasure to see the creative expressions of our students, reflecting their ethos and aspirations.

Our teaching methodologies emphasize practical learning through case studies, management programs, and group assignments. Students are empowered with a multifaceted platform to unveil their hidden potential across various curricular and extracurricular activities. Through numerous clubs and activities, they sharpen their interpersonal skills, preparing them to become effective leaders and managers.

As we celebrate the achievements of our students, faculty, and our beloved institution in this edition, I heartily congratulate everyone involved in the release of "Manthan." Reading this newsletter will undoubtedly inspire all students and staff to contribute even more to future issues.

Thank you for your unwavering support and dedication. Let us make this year memorable!

Warm regards,

Prof. Dr. Amit Rai
Director : IIMT College of Management



Dear Readers,

EDITOR'S MESSAGE

Ms. ARCHANA SINGH

(Assistant Professor/JMC Department)

As we dive into another exciting edition of our newsletter, I am thrilled to extend a warm welcome to each of you in our vibrant community at IIMT College of Management. With a heart full of enthusiasm, I can't wait to share the latest updates, achievements, and inspiring stories that truly capture the dynamic spirit of our college.

At IIMT, we are on a relentless quest for academic excellence, shining brightly as a beacon of knowledge, innovation, and holistic development. Our students, faculty, and staff embody an incredible blend of dedication, resilience, and an unquenchable thirst for learning. This edition is like a canvas, beautifully painted with the collective achievements and milestones that define our journey together.

Within these pages, you'll find uplifting stories of our students who have soared to new heights in academics and extracurricular pursuits. Their achievements not only showcase their individual brilliance but also reflect the nurturing environment that IIMT cultivates for growth and exploration.

As we navigate the rich tapestry of college life, let's take a moment to celebrate our devoted faculty members. Their unwavering commitment to creating a dynamic learning experience and shaping the leaders of tomorrow is nothing short of inspiring. This newsletter is a heartfelt tribute to their passion for education and their relentless pursuit of excellence.

We're also excited to share articles, insights, and industry collaborations that highlight our dedication to staying at the forefront of management education. In a world that's evolving faster than ever, IIMT embraces change and innovation, equipping our students to tackle the challenges and seize the opportunities that lie ahead.

I invite you to explore the diverse content within these pages, connect with the inspiring narratives, and celebrate the achievements of our IIMT family. Our journey toward excellence is a collaborative adventure, and each of you plays a crucial role in shaping the success story of IIMT College of Management.

As we look forward, let's remember that the path to greatness is paved with creativity, collaboration, and courage. Thank you for your unwavering support, and here's to another year of empowering minds and transforming lives!

With warm Regards,



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S.No	Topic	Content
1	Activities	Overview of events and initiatives throughout the semester, highlighting participation and engagement.
2	Major & Minor Events	Accounts of significant events, including workshops, competitions, and festivals, with student involvement and outcomes.
3	Guest Lectures	Summaries of guest lectures by industry professionals and academic experts, featuring key takeaways and student interactions
4	Industrial Visits	Reports on visits to local industries, sharing insights gained and enhancing academic learning.
5	Students' Corner	A platform for students to express creativity through articles, artwork, and reflections, fostering community collaboration.
7	Campus in Focus	A photographic section capturing vibrant moments on campus, featuring student life, events.
8	A Note of Gratitude	A heartfelt thank you to everyone who contributed to this edition, celebrating our vibrant IIMT community and shared achievements.

Champions on the Mat: IIMT's Judo Triumph at CCS University!

We're thrilled to celebrate the incredible success of our IIMT Judo team, who clinched *Second Place* overall in the recent Judo Competition at CCS University! Our athletes earned an impressive *11 medals*: 2 Gold, 3 Silver, and 6 Bronze, showcasing their hard work, resilience, and sportsmanship.

Leading the victory were Gold medalists **Kartik Rathee** and **Vanshika Sahu** with outstanding performances. **Sushant Sharma**, **Shrisha**, and **Priya Kumari Gupta** claimed Silver, while **Devansh Singh**, **Yash Vardhan Singh**, **Priyanka Verma**, **Nistha Shukla**, **Shruti Sharma**, and **Arshika** earned Bronze. Special thanks to our coach, **Tarun Singh**, for his dedicated mentorship. Congratulations to our team for setting the bar high!



Guest Lecture on Cybersecurity at IIMT College of Management

Affiliated with Chaudhary Charan Singh University, Meerut, U.P., INDIA

On September 10, 2024, IIMT College of Management hosted an engaging guest lecture on the critical theme of cybersecurity, attracting 78 students and 7 faculty members. The session covered essential topics, including Information Security, IT Auditing & Consulting, Ethical Hacking, Software Development, Digital Forensics, and Cryptography. Participants explored the roles of cybersecurity analysts and engineers, the importance of compliance through IT auditing, and the proactive measures of ethical hacking to identify vulnerabilities. They also learned about integrating security into software development, investigating cyber attacks through digital forensics, and the significance of strong encryption codes. The lecture highlighted key learning outcomes such as Network Security, Application Security, and End-User Education, emphasizing the need for effective data management and disaster recovery strategies. Active engagement from attendees fostered a collaborative spirit, enhancing understanding and community among participants. Overall, the event served as an enlightening experience, equipping attendees with the knowledge necessary to navigate the complexities of the digital world. IIMT College remains committed to providing opportunities for growth in this vital field. For updates on future events, stay connected through our social media platforms. A heartfelt thank you to everyone who participated and contributed to the success of this enlightening event!





Industrial Visit by BBA Department: A Learning Experience at Yakult Danone

Sonipat, September 5, 2024 — The BBA Department of IIMT College of Management organized an insightful industrial visit to Yakult Danone, engaging 37 enthusiastic students and 2 faculty members. Coordinated by Assistant Professors Mr. Devendra Mohan Vidyarthi and Ms. Soni Tikoo, the visit aimed to enhance students' employability skills through real-world corporate exposure.

Students were greeted by the Public Relations Officer of Yakult, who provided an informative session detailing the products, benefits, and history of the Yakult brand. Following this, participants toured the facility, gaining firsthand insights into the machinery and operational processes involved in production and research.

The visit focused on several key objectives, including:

- Enhancing management capabilities through fundamental principles.
- Updating knowledge on the latest operational and technological advancements.
- Improving communication skills.
- Increasing awareness of the social, cultural, global, and environmental responsibilities of managers.
- Providing valuable exposure to industry operations.

This enriching experience was deemed a great success, equipping students with practical insights essential for their future careers. The BBA Department remains dedicated to facilitating such opportunities that prepare students for the competitive job market.

B.Com Department Explores Industry Insights During Visit to Yakult

Sonipat, September 16, 2024 — The B.Com Department of IIMT College of Management organized an insightful industrial visit to the Yakult manufacturing unit in Sonipat, engaging 30 enthusiastic students and a faculty member. Coordinated by Assistant Professor Mr. Shivanshu Kumar, the visit aimed to provide practical exposure to the manufacturing and distribution processes in the food industry.

Upon arrival at Yakult Danone India Pvt. Ltd., a joint venture between Yakult Honsha of Japan and Group DANONE of France, students were welcomed by PR Manager Ms. Muskan Kausal. She delivered an informative presentation on Yakult's operations, emphasizing its global presence and the health benefits of its probiotic drink, which contains 6.6 billion friendly bacteria per serving.

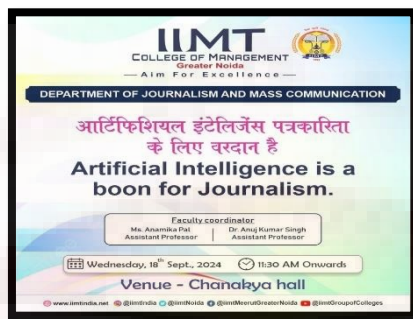
During the tour of the state-of-the-art facility, students observed the automated production process, which adheres to stringent hygiene standards. With the plant producing around 300,000 bottles daily, students gained insights into quality control and innovation in product development.

The visit was both educational and enjoyable, featuring a tasting session of Yakult and Hide & Seek biscuits. Students reflected on their experiences through individual reports, deepening their understanding of biotechnology, quality assurance, and potential career paths in the food and beverage industry. This successful visit highlighted the importance of experiential learning in preparing students for their future careers.



Workshop Report: Debate Competition on AI in Journalism

On September 19, 2024, the JMC Department hosted a successful Debate Competition aimed at enhancing critical thinking and public speaking skills among students. The event, coordinated by Dr. Anuj Kumar Singh and Ms. Anamika Pal, along with Activity Coordinator Mr. Sumit Mahajan, saw participation from 112 students and 14 faculty members.



they explored diverse viewpoints and formed well-reasoned arguments.

Key learning outcomes included a foundational understanding of AI applications in journalism, data analysis, and the ethical challenges posed by AI technologies. Students learned how AI can transform journalistic practices, improve accuracy through data processing, and personalize content for audience engagement.

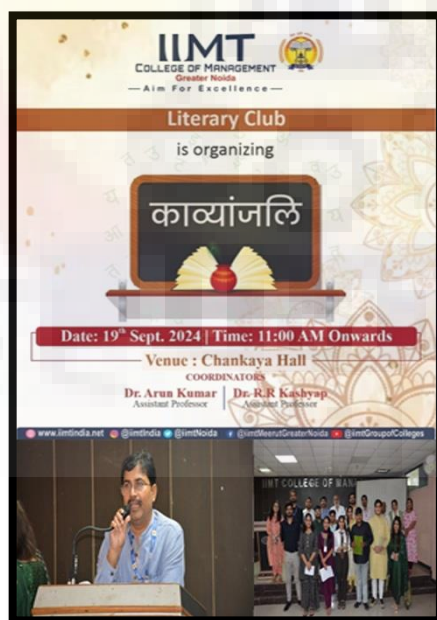
The competition focused on contemporary issues surrounding Artificial Intelligence (AI) and its impact on journalism. Participants engaged in structured debates, fostering intellectual curiosity and promoting healthy discussions essential for future media professionals. The workshop provided a platform for students to enhance their critical thinking, teamwork, and research skills, as

Overall, the event not only sharpened participants' public speaking abilities but also equipped them with valuable insights into the evolving landscape of journalism in the age of AI. The JMC Department continues to prioritize such initiatives to prepare students for the challenges of the media industry.

JMC Department Hosts Inspiring Poetry Reading Workshop

September 19, 2024 — The JMC Department held an engaging Poetry Reading event, drawing 69 students and 12 faculty members. Coordinated by Dr. Arun Kumar and Dr. R.R. Kashyap, the workshop aimed to enhance participants' appreciation for poetry and its diverse benefits.

The event focused on several key objectives, including fostering emotional resonance, intellectual stimulation, and cultural enrichment. Attendees analyzed poetic devices and themes, promoting critical thinking and empathy through varied perspectives. Participants also explored the therapeutic aspects of poetry, discovering stress relief and personal growth through self-



expression and mindfulness.

This immersive experience enabled students to connect deeply with the poet's world, improving their analytical skills and expanding their vocabulary. The workshop underscored the importance of community building and social commentary, encouraging discussions around societal issues through poetry.

Learning outcomes included enhanced language skills, emotional intelligence, and creative writing abilities, equipping participants with valuable transferable skills for their future careers. The event effectively showcased poetry as a potent medium for personal and academic development, leaving attendees inspired and reflective. The JMC Department remains committed to providing enriching experiences that foster a love for literature and effective communication among students.

B. Com Department Hosts Insightful Financial Statement Analysis Workshop

September 20, 2024 — The B. Com Department organized a successful minor activity focused on Financial Statement Analysis, attracting 54 students and 4 faculty members. The event, coordinated by Ms. Deepali Garg and Ms. Diksha Singh, commenced at 2:15 PM and featured guest judge Mr. Abhijit Ghosh, Assistant Professor at IMT College of Management.

The workshop aimed to promote innovative ideas and build a vibrant startup ecosystem by connecting students with academia, financial institutions, and industries. Participants engaged in discussions and presentations, analyzing the financial statements of various companies through PowerPoint presentations. This hands-on approach allowed students to apply theoretical knowledge to real-world financial scenarios, enhancing their practical skills.



Key learning outcomes included understanding the recording and classification of business transactions, analyzing profit and loss accounts, balance sheets, and cash flow statements. Students also explored the role of IFRS/Ind-AS in accounting and utilized ratio analysis to evaluate financial statements from various stakeholder perspectives.

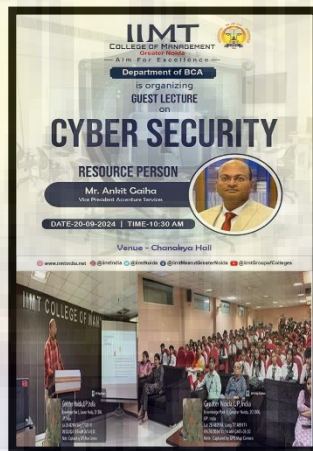
The event successfully equipped students with essential communication and technical skills, preparing them for future career opportunities in finance. The B.

Com Department continues to prioritize initiatives that foster industry readiness and innovation among students.

Guest Lecture on Cloud Computing: A Comprehensive Overview

September 20, 2024: The B. Com Department hosted an enlightening guest lecture on cloud computing, focusing on its transformative role in modern business practices. The session attracted a robust attendance of 125 students and 6 faculty members, highlighting the growing interest in this critical area of technology.

Cloud computing represents a significant shift from traditional IT resource management, offering services such as servers, storage, databases, and software over the Internet. The lecture emphasized the numerous benefits of cloud computing, including cost efficiency, speed, global scalability, enhanced productivity, performance, reliability, and security.



Key topics covered included the different types of cloud computing—public, private, and hybrid clouds—along with their respective advantages. Attendees learned how organizations can optimize IT costs by leveraging cloud services, which eliminate the need for extensive on-site infrastructure and maintenance.

The session aimed to provide students with a foundational understanding of cloud computing's architecture and its applications in real-world scenarios. By the end of the lecture, participants gained insights into how cloud technology can drive innovation and efficiency in various

industries, preparing them for future career opportunities in this dynamic field.

JMC Department Hosts Inspiring Open Mic Challenge

September 23, 2024 :The JMC Department organized an engaging Open Mic Challenge, providing a vibrant platform for students to showcase their creativity through music, poetry, and storytelling. Coordinated by Dr. Arun Kumar and Dr. Ranjeet Kumar, with Mr. Sumit Mahajan as the activity coordinator, the event successfully attracted 57 students and 12 faculty members. The primary objective of the Open Mic Challenge was to foster public speaking skills and encourage self-expression among participants. It aimed to promote critical thinking, inclusivity, and creativity, allowing students from diverse backgrounds to share their unique perspectives on current issues and personal experiences. The event created a supportive atmosphere where students could perform in front of their peers, helping them manage nerves and refine their delivery.



Participants engaged in lively discussions and received immediate feedback, enhancing their confidence and performance skills.

Learning outcomes included improved public speaking abilities, increased visibility for talents, and opportunities for networking with peers and mentors. The Open Mic Challenge not only boosted self-esteem but also inspired students to continue exploring their creative potential, making it a

cherished tradition within the department. Overall, the event successfully combined education and entertainment, fostering a sense of community among participants.

BCA Department Workshop on Machine Learning

On September 24, 2024, the BCA Department hosted a workshop on Machine Learning (ML) from 11:30 AM onwards, attracting 47 students and 8 faculty members. Coordinated by Mr. Anshul Kumar and Ms. Aakriti Bhardwaj, with assistance from Ms. Shallu Bains and Ms. Rajita, the workshop aimed to introduce participants to the fundamentals of ML, focusing on the development of algorithms that learn from data. Key objectives included understanding pattern recognition, making accurate predictions, categorizing data, estimating continuous values, identifying anomalies, optimizing system performance, automating decision-making processes, and generalizing models for unseen data.

The event provided a comprehensive overview of ML as a vital subset of artificial intelligence, highlighting its distinction from traditional programming by allowing systems to improve through experience. Participants explored core components such as data, algorithms, and models, and learned about various categories of machine learning, including supervised, unsupervised, reinforcement, semi-supervised learning, and deep learning. The workshop

also discussed key applications of ML across industries, such as predicting patient outcomes in healthcare and assessing risks in finance.

By the end of the session, participants gained valuable insights into ML concepts, data preprocessing techniques, model building and training using libraries like TensorFlow and scikit-learn, model evaluation metrics, and practical problem-solving skills.

Overall, the workshop successfully equipped students and faculty with foundational knowledge and practical skills in Machine Learning, fostering a deeper interest in this dynamic field.



IIMT College of Management Hosts Industrial Visit for BBA 1st Year Students



On September 23, 2024, the BBA Department of IIMT College of Management organized an industrial visit for first-year students of Section B to Yakult Danone in Sonapat. The visit began at 09:30 AM, with 41 students and 2 faculty members participating. The primary aim of the visit was to provide a platform for enhancing employability skills and offering real corporate

exposure. Students gained insights into production processes, self-confidence, and leadership abilities.

Upon arrival, students were greeted by the Yakult Public Relation Officer, who delivered an engaging presentation about Yakult's products, benefits, and history. Following

this, students toured the plant, observing various machinery and operational processes firsthand. The learning outcomes were significant; students updated their knowledge of management principles, technological advancements, and improved their communication skills. Additionally, they developed an awareness of the social, cultural, global, and environmental responsibilities of managers. The event was coordinated by Ms. Soni Tikoo and Mr. Akshay Kumar, Assistant Professors in the BBA Department, with support from Activity Coordinator Ms. Anjali Yadav. Overall, the visit inspired students and equipped them with valuable insights for their future careers.

BBA Department Conducts Insightful Industrial Visit to Mother Dairy

On October 7, 2024, the BBA Department organized an industrial visit to Mother Dairy in Delhi, engaging 90 students and 2 faculty members. Coordinated by Ms. Priyanka Kataria, the visit aimed to enhance employability skills and provide real corporate exposure. Students participated in a session led by a Mother Dairy officer, who discussed the brand's history and products. The tour included a firsthand look at the plant's machinery and operations. This experience not only boosted students' confidence but also enriched their understanding of management principles and industry responsibilities, making it a valuable educational opportunity.



IIMT College's Environmental Club Hosts Successful Tree Plantation Activity

On September 27, 2024, the Environmental Club of IIMT College of Management organized a tree plantation activity, engaging 75 students and 8 faculty members. Coordinated by Ms. Archana Kaushik and Ms. Shubhi Shukla, the event aimed

to promote environmental awareness and sustainability. Students presented informative speeches on tree plantation and displayed banners with slogans, highlighting the importance of trees. The plantation took place in the green belt of IIMT Polytechnic, Greater Noida, fostering a sense of responsibility and community among participants. This initiative not only beautified the campus but also contributed to the students' learning and personal growth.



BCA Department Conducts Insightful Industrial Visit

On September 30, 2024, the BCA Department organized an industrial visit for 67 students and 1 faculty member, led by Event Coordinator Ms. Shallu Bains. The visit aimed to enhance students' employability skills and provide real-world corporate exposure. Focusing on practical knowledge, the event allowed students to gain insights into industry operations and the latest technological advancements. The initiative emphasized the importance of hands-on experience in management and computer applications, fostering leadership and communication skills. This successful outing underscored the institute's commitment to bridging the gap between theoretical learning and practical application in today's corporate environment.



Alumni Talk Inspires BJMC and MJMC Students at IIMT College

On September 30, 2024, IIMT College an engaging alumni talk for 99 members, featuring Mohd Shadab, a cinematographer and photographer. Ramshankar and Mr. Sumit Mahajan, the technical aspects of photography emphasizing exposure, composition, shared valuable insights into and the importance of passion in the event provided students with career trends, and networking opportunities, their goals with determination and



of Management hosted students and 13 faculty renowned Coordinated by Dr. the session focused on and videography, and lighting. Shadab storytelling, filmmaking, creative industry. The guidance, industry inspiring them to pursue creativity.

B.B.A Department Hosts Informative Workshop on GST

On October 3, 2024, the B.B.A Department at conducted a workshop on Goods and Services 4 faculty members. Led by Mr. Tanay Ojha, a provided a comprehensive overview of GST's implications. Participants engaged in an world applications and challenges of GST in enhance students' understanding of taxation's explore career opportunities in tax their academic experience.



IIMT College of Management Tax (GST), attended by 74 students and Fellow Company Secretary, the session structure, rates, and compliance interactive discussion, addressing real-various sectors. The workshop aimed to impact on business operations and consultancy, significantly enriching

BBA Department Hosts Inspiring Alumni-Connect Event

On October 7, 2024, the BBA Department Alumni-Connect event attended by 123 by Mr. Sunil Tegwal and Ms. Lata S.P. Mittal, a Human Resources Manager at experiences, emphasizing the importance adaptability for career success. The event insights into industry challenges, inspiring establish their goals for a successful future



at IIMT College of Management organized an students and 5 faculty members. Coordinated Singh, the session featured Ms. Divyanshi Sampurna Health Care Pvt. Ltd. She shared her of communication, networking, and encouraged networking and provided valuable students to develop creative strategies and in the corporate world.

JMC Department Conducts Workshop on Misinformation

On September 12, 2024, the JMC 94 students and 10 faculty members, Arun Kumar. The event aimed to equip critically evaluate information and combat Google fact-checking tools, visual journalism. Participants engaged in hands-and critical thinking skills. Sponsored by importance of responsible information challenges of the digital age effectively.



Department hosted a workshop attended by coordinated by Dr. Ranjeet Kumar and Dr. BAJMC and MAJMC students with skills to misinformation. Key topics included verification techniques, and ethical on exercises, enhancing their digital literacy Google, the workshop emphasized the sharing, preparing students to navigate the

IIMT College of Management Hosts Inspiring Alumni Talk

On October 21, 2024, the B.Com Department of IIMT organized an Alumni Talk, attracting 157 students and 8 Coordinated by Ms. Archana Kaushik and Ms. Diksha foster networking between alumni and students, share support scholarship initiatives. Held in Chanakya Hall, the motivating platform for students to learn from alumni job and internship opportunities, and expand their The event was a resounding success, enriching the all participants.



College of Management faculty members. Singh, the event aimed to industry insights, and session provided a success stories, explore professional networks. academic experience for

Thrilling Programming War Unfolds at IIMT College of Management

On October 22, 2024, the BCA Department at IIMT College of Management organized a Programming War, attracting 24 students and 3 faculty members. Coordinated by Ms. Parul and Ms. Shubhii Shuklla, the event aimed to enhance coding skills, foster teamwork, and stimulate innovation among participants. Following the inaugural ceremony in Chanakya Hall, students engaged in practical challenges in the computer lab. The competition provided valuable learning outcomes, including improved problem-solving, coding proficiency, and time management skills. The event successfully promoted a competitive spirit and networking opportunities, enriching the academic experience for all involved.



JMC Department Hosts Insightful Guest Lecture on Fact Checking in Media

On October 24, 2024, the JMC Department of IIMT College of Management conducted a guest lecture titled "Fact Relevancy and Fact Checking in Media," attracting 90 students and 13 faculty members. Coordinated by Dr. Ramshankar and Mr. Sumit Mahajan, the event featured esteemed speakers Dr. Irene Lalruatkimi, Professor & Head at Mizoram Central University, and Dr. Dheeraj Kumar, Assistant Professor at the same institution.

The primary objective was to equip students with essential skills to critically analyze information and distinguish between credible and unreliable sources. Key topics included the significance of fact relevancy, practical guidelines for fact-checking, and the intricate relationship



between media, society, and development, particularly in the North East region of India. The interactive session fostered lively discussions, with students engaging actively in Q&A sessions. Feedback highlighted the

valuable insights gained, enhancing students' understanding of the contemporary media landscape and the importance of accuracy in journalism. Overall, the lecture was a significant contribution to the academic experience of the JMC students.

Alumni-Connect: Bridging Generations and Industry Insights at IIMT

On 30th September 2024, the Department of BCA at IIMT hosted "Alumni-Connect," a dynamic meet-up aimed at building ties between alumni and current students. Led by Mr. Shivam Sengar (Batch 2021-24), Business Development Manager at Dodev Technology Private Limited and founder of the IoT startup *The Normal World*, the event was designed to blend academic knowledge with real-world industry expectations. With 51 students and 4 faculty members in attendance, Mr. Sengar emphasized the importance of strong communication skills, technical expertise, and adaptability in preparing for career success. Coordinated by Ms. Shallu Bains, this zero-cost event fostered invaluable learning and networking.



JMC Department Workshop: Exploring the Evolution of Photography at Museo Camera Centre

On October 5th, 2024, 70 students and 2 faculty members from the JMC Department attended a workshop at the Museo Camera Centre, delving into the rich history and advancement of photography. Coordinated by Ms. Kumari Jyoti, Prof. Bhupendra Pal Singh, and Mr. Sumit Mahajan, the session guided participants through different photography eras, from vintage cameras like the Box Brownie to modern digital models. Students gained insights into traditional darkroom techniques and contemporary equipment, discovering how technology and creativity intertwine in photography. This hands-on experience left students inspired to explore photography as both a technical skill and an art form.



IIMT's BAJMC Department Hosts "PHONESCAPHILM MAKING" Workshop on Women's Health Awareness

On October 14, 2024, the BAJMC Department at IIMT College of Management launched "PHONESCAPHILM MAKING," a workshop under the "FIT RAHO, HIT RAHO" initiative. Guided by Ms. Archana Singh and Mr. Sumit Mahajan, 40 students and 10 faculty members learned mobile filmmaking techniques focused on creating films around women's health issues, with an emphasis on menstruation. The event combined technical training in scripting, filming, and editing with powerful insights from guest speakers Neeraj Sharma and Ms. Kalpana, who addressed the legal and ethical aspects of media production. Awards were presented for the best films, celebrating student creativity and teamwork.



The Student Lens

'A GOOD GIRL'S GUIDE TO MURDER'

BOOK REVIEW

A well-crafted murder mystery you should not miss

If you are a fan of thrillers and murders mysteries then you should definitely give a read to A Good Girl's Guide to Murder by Holly Jackson. The well-crafted book series takes you to the world of an unsolved Murder mystery and hooks you till the end with its amazing character Development throughout the read.

Summary- The book is set in a small cozy town which looks perfect on the outside but hides some of the most thrilling details about the residents. The town has its own thrilling unsolved Murder case, but here's the catch: everyone, including the police, knows about the culprit and believes he is the one to be blamed.

5 years ago, the Murder of Andie Bell, a school girl by her boyfriend Sal Singh shook the gated community to the core. Despite believing that the killer is Sal the police couldn't do much due to the lack of evidence they had up their sleeves. However, things changes when a school girl in her final year named Peppa Fitz Amobi, (who has lived in the same village all her life) decides to take up this case as the topic of her school project. For someone who has known Sal since she was young Pippa is not someone who believes that he is the murderer.

As she dives deep in the case she starts unraveling some of the deepest secrets which were hidden by the very people of the town. As Pippa comes closer to unveiling the killer, things start getting harder and harder for her as there is someone spilling danger for her at every point.

Why is it a worth-trying read?

Jackson's Narration is fast, intriguing and on point. There is never a dull moment as each twist and turn gets more exceptional and unexpected as the previous one. The tone hooks you till the end and the unbelievable character development of our main protagonist Pippa is amazing as she transitions from a normal school girl to a budding investigator rather smoothly.

The suspense is well-maintained till the end and the climax does not miss out the opportunity to give a thrilling impact. The book series is perfect for someone who loves unsolved Murder mysteries with an actually good plot line. The book delivers just what it claims as the story forces Pippa to transition from a good girl to a cunning investigator and detective.

WRITTEN BY : AAKRITI GAUR

BAJMC 2ND YEAR

FILM REVIEW: OPPENHEIMER

Oppenheimer, directed by Christopher Nolan, is a powerful cinematic dive into the mind of J. Robert Oppenheimer, the theoretical physicist known as the "father of the atomic bomb." The film meticulously follows his journey from a young scientist to his crucial role in the Manhattan Project, highlighting the moral complexities and internal conflicts he faced.

Nolan's direction keeps audiences engaged through intense dialogue and a non-linear narrative that explores Oppenheimer's struggles, decisions, and eventual regrets about the devastating consequences of his creation. With a stellar performance by Cillian Murphy as Oppenheimer, supported by an incredible ensemble cast, including Emily Blunt, Matt Damon, and Robert Downey Jr., the film achieves an emotional and intellectual depth rarely seen in biographical dramas.

Verdict: A gripping and profound look at one of history's most pivotal figures, Oppenheimer is a must-watch for its compelling storytelling, intense performances, and thought-provoking themes.

WRITTEN BY : NIKHIL KUMAR

BJMC : 2ND YEAR





MANTHAN

News Letter

**IIMT College Of Management Greater
Noida**

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A Note of Gratitude

As we conclude this edition of the IIMT College of Management Newsletter, we extend our heartfelt thanks to all contributors, participants, and supporters who made this possible. Your enthusiasm and dedication bring our vibrant community to life.

A special acknowledgment goes to our faculty and guest speakers for sharing their invaluable insights and knowledge, enriching our learning experience. To our students, thank you for your creativity and passion; your achievements inspire us all.

We appreciate the efforts of our editorial team, who worked tirelessly to compile and present this newsletter. Together, we celebrate our milestones and look forward to more exciting activities ahead!

Thank you for being a part of the IIMT family!

*Warm regards,
Editorial Team
IIMT College of Management*