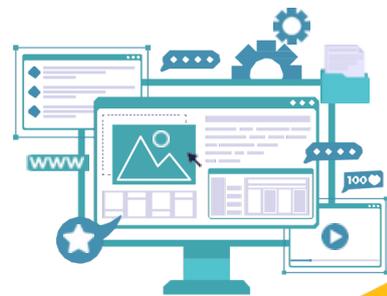
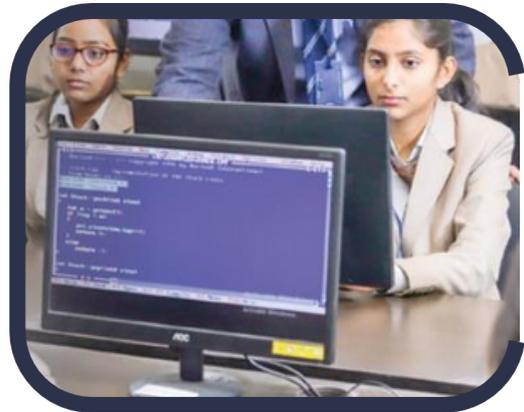


## MANTHAN 2025

BBA || BCA || BJMC || MAJMC || B.COM || B.COM (Hons.)



## Director's Message



Excellence is not an exception but a prevailing attitude at IIMT College of Management. At IIMT we provide professional experience to our students that prepare them for future and make them industry ready. To nurture academic proficiency in learners varied pedagogical methods are applied at different level. At IIMT College of Management, industry interface is a year-round activity that covers live projects, industrial visits and training sessions. In addition, knowledge series by eminent industry personalities keep students well abreast of latest developments in the corporate world. Our teaching methodologies also emphasize practical learning, through case study approach, management programs and group assignments. Students are empowered with a multi faceted platform to unveil and bring their hidden potential at large in the field of various curriculum and extra curriculum activities. Through myriad clubs and various minor and major activities students get a concrete platform to sharp their intrapersonal skills that help them to convert into effective leaders and managers. The IIMT College of Management is all set to take the challenges of the new business environment and determine to make our students as successful

Global citizens with their roots embedded in Indian Values. I welcome you to the new world Of education at IIMT College of Management.

**EDITOR'S NOTE:**

Welcome to this edition of our newsletter! At IIMT College of Management, we are thrilled to showcase the incredible spirit of our community as we dive into stories that inspire and uplift. This month, we celebrate not just the achievements of our brilliant students and dedicated faculty, but also the strong partnerships we've forged with industry leaders that enrich our learning experience. As we enter exam month, I want to take a moment to wish each of you the very best. Remember, this is not just a test of knowledge, but a celebration of your hard work and perseverance. Embrace this challenge with confidence, and know that your efforts will pave the way for your future success! A heartfelt thank you to our readers for your unwavering support, and to our editorial team for their dedication and creativity in bringing this newsletter to life. Your contributions make a difference!

Together, let's continue to create an environment that nurtures growth and exploration. Here's to new opportunities and the exciting journey ahead!

Regards,

Archana Singh

Assistant Professor JMC

Department

IIMT College of Management)

## SESSION ON “NATIONAL POLLUTION DAY”



The National Pollution Control Day workshop provided an exceptional platform for participants to gain awareness, enhance critical skills, and cultivate a proactive mindset toward environmental sustainability and pollution management. Through a combination of interactive sessions, practical activities, and collaborative dialogues, attendees were able to bridge the gap between theoretical knowledge and actionable practices, fostering active participation and a commitment to lifelong learning.

The workshop emphasized the critical role of both individual and collective efforts in mitigating pollution and promoting environmental conservation. Participants concluded the event with a deeper understanding of their responsibility towards creating a sustainable future and were motivated to apply the knowledge and skills gained to address pollution challenges in their communities.



By achieving its goals and successfully delivering the intended outcomes, the event inspired a culture of environmental stewardship, innovation, and continuous improvement, leaving a lasting impact on all participants.

## SESSION ON “NATIONAL EDUCATION DAY”



The National Education Day celebration at our institution successfully underscored the significance of education in shaping a progressive society. This annual observance, dedicated to honouring the legacy of Maulana Abul Kalam Azad, allowed Participants to reflect on the journey of Indian education and the contributions of pioneering educators who have shaped the nation’s educational landscape.

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## WORKSHOP ON “ENTREPRENEURSHIP & INNOVATION as Career OPPORTUNITY”

The primary objective of the workshop was to foster an entrepreneurial mind-set among participants, encouraging them to take initiative and pursue their business ideas as a career opportunity.



Professor (Dr) Amit Rai gave very insightful real world business scenarios, their challenges and required approach with growth mind-set on the entrepreneurial journey, covering everything from overcoming obstacles to highlighting the significance of tenacity, flexibility, and a growth mind-set. The ground realities & challenges of entrepreneurship, the value of leadership, and the effectiveness of networking were all truly understood by the

Participants. In the end, the workshop gave participants the tools they needed To follow their passion and build their career ahead with consistency and continuous learning.

## SESSION ON “INSTITUTIONS ’s INNOVATION DAY”

World Creativity and Innovation Day is an important and possibly underrated day. It provides individuals and organizations with an opportunity to explore new ideas, experiment with new technologies, and come up with innovative solutions to the world’s problems. As university students, we should embrace this day and use it as an opportunity to think, execute and develop ourselves, whether it is through our academic pursuits or our entrepreneurial endeavours. We should remember that creativity and innovation are essential for success in today’s rapidly changing world, and that by embracing these qualities, we can create a better future for ourselves and for the world around us.



The main objective of an institution's Innovation Day is to foster creativity, promote a culture of innovation, and encourage students, faculty, and staff to develop and showcase new ideas, technologies, and solutions

## Session ON “NATIONAL ENTREPRENEURSHIP DAY”



National Entrepreneurship Day serves as an essential platform to inspire, educate, and empower the academic community by fostering an entrepreneurial mindset.

By celebrating the achievements of entrepreneurs and providing a space for collaboration, learning, and innovation, the event nurtures the spirit of creativity, resilience, and adaptability. Through engaging sessions, skill-building opportunities, and industry connections, participants gain valuable insights and practical tools to embark on their entrepreneurial journeys. Ultimately, National Entrepreneurship Day underscores the pivotal role of entrepreneurship in driving innovation, creating jobs, and fueling economic growth, while positioning the institution as a catalyst for positive societal impact and economic advancement.



**SEssION ON “My STORY-  
MOTIVATIOnAl STORy by sUCCESSFUL  
INNORvATOR”**



The whole session had a profound impact on the students. In the whole session students were enthusiastic and interactive. Students thoroughly enjoyed the session and looked very optimistic. They learnt to approach problems from different angles. Students explored how embracing innovation can shape their education and future. By the end of the session, students were able to understand that being an innovator can lead to a variety of positive outcomes, both personally and professionally.



INSTITUTION'S INNOVATION COUNCIL  
IIMT COLLEGE OF MANAGEMENT Greater Noida  
— Aim For Excellence —

**MY STORY- MOTIVATIONAL  
SESSION BY SUCCESSFUL INNOVATOR**

  
**Mr. Abhinav Kumar Singh**  
Founder and Managing  
Director  
Adcraft Communications

Venue: Chanakya Hall

Thursday, 8<sup>th</sup> October, 2024 | 10:00 AM Onwards

Convenors:  
Ms. Sani Tiboo Assistant Professor | Ms. Ravina Nibhar Assistant Professor

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## STUDENT'S JOURNEY WITH IIMT

### Journey Of Mantosh With IIMT:-

#### *My Journey with IIMT: More than Just a College*

Joining IIMT Group of Colleges wasn't just about academics—it became the turning point in my life. From the very beginning, IIMT saw something in me beyond the classroom. They didn't just give me a chance; they gave me a stage—literally.

As someone deeply passionate about dance, I was searching for a place that would support not just my education, but also my dreams. And IIMT did just that. From encouraging my performances to giving me platforms to shine, the support I've received has been overwhelming. Faculty, friends, and the entire environment here push you to grow, not just as a student, but as an individual.

IIMT gave me the freedom to express myself, to follow my rhythm, and to chase my passion

fearlessly.

Forever grateful to be a part of a college that doesn't just teach lessons in books, but also in life

- Mantosh Kumar (BAJMC, 1st Year)



## **SOME FrAMED sTOrIEs**



“शहर म तो पेड़ ती ा म ही रह ज ते है  
, म िलक तोड़ने ही नह देते फल य फूल  
कुछ भी हो”.

" शहर क बस म कह नय ां समेटे हमसफ़र!;



" जांगल क क पर शहर म इंस न के घर दे ...!

" कतना मुिSकल है शहर के  
एक ांत म नजी पल क होन ...!



## congratulation for phd award



Dr. Akash Kumar Srivastava earned his Ph.D. in Finance from GLA University in 2024 and is a seasoned academician, researcher, and corporate trainer with over 15 years of experience. Currently serving as an Assistant Professor at IIMT College of Management, he actively engages in research, guiding students in project work and research endeavors. Dr. Srivastava is proficient in writing and publishing research papers in renowned journals indexed in Scopus, Web of Science, ABDC, and UGC CARE. He is also skilled in thesis writing with a focus on producing plagiarism-free work. As a reviewer, he maintains high Standards in academic evaluation. His research interests cover Marketing, finance, smart decision-making in entrepreneurship, and the ethical dimensions of digital finance.

### IEEE SCOPUS CONFERENCE IN AMITY UNIVERSITY GREATER NOIDA



## Article

### Just in time

**:Archana Singh**

Reading is a workout for the brain.

And like any exercise, its benefits evolve with time and commitment. I cherish the experience of being lost in a book as the day passes.

In our goal-setting lifestyle: 12 books in 12 months or a book a week, we find these resolutions challenging as life gets busy.

With dropping attention spans where memes live rent-free in our heads and screens demand constant attention, reading often falls to the bottom of the priority list.

I have been an avid reader all my life. War and Peace with its 1200+ pages was not a tome to me, it was an enlightening summer read. However, I am noticing the impact of Shorts and my own diminishing ability to read for long periods of time.

How do you keep your reading habits alive?

Groups like Cubbon Reads or Lodhi Reads are creating spaces for bibliophiles to connect. Even Uber collaborated with Penguin Publishing House to put books back in our hands.

Reading benefits us at every stage of life and offers us meaningful value.

Continued....

The Benefits of Reading, By Age: For children: Reading builds vocabulary, strengthens imagination, and

fosters empathy by exposing them to diverse characters and stories.

For young adults: Books help navigate identity and life transitions, offering wisdom and perspectives during formative years.

For adults: Reading sharpens cognitive functions, enhances critical thinking, and provides a much-needed escape from daily pressures.

For older adults: It slows cognitive decline, strengthens memory, and offers comfort through nostalgia and emotional connection.

As we age, it can evolve into a richer, more layered experience. I picked up these two old favourites to read as a New Year project, *Great Expectations* and *The Color Purple*. The books are revealing entirely new meanings.

The words haven't changed, but I have and so have my perspectives, and that's the magic of revisiting stories.

How can you start or rebuild your reading habit?

Read on topics you love, not what you think you should. Biographies and historical fiction classics will be my go-to this year.

Curate your reading for moments: short stories for quick breaks, self-help for personal growth, expert insights for inspiration, etc

Block 15 minutes to read on your calendar daily, perhaps before bedtime?

Treat it as if you were having an important meeting.

Find an accountability partner or join a local book club to stay inspired.

The books will always be waiting. Are you ready to turn the page?

## Editorial Board

### Editor-In-Chief

Dr. Amit Rai

### Editorial Advisors

Dr. Abhyanand and Dr. Govind Gupta

### Editor

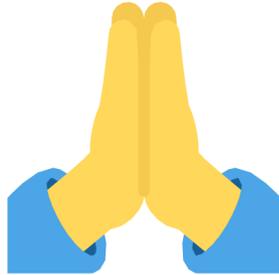
Ms. Archana Singh

### Student Member

Nitin Shakya



## A NOTE OF GRATITUDE



As we wrap up the edition of the IIMT COLLEGE OF MANAGEMENT Newsletter, we extend our heartfelt gratitude to everyone for their contribution and support. Let's embrace this session with excitement and continue to inspire and uplift one another as part of the IIMT College of Management Family, diligently to compile and present this newsletter. Your commitments ensure that our milestones are celebrated and shared with pride.

Thank you for being integral part of the IIMT Family,  
Together, let's continue to inspire and uplift one another.

Regards,  
Editorial Team  
(IIMT College of Management)