

MANTHAN



IIMT COLLEGE OF MANAGEMENT GREATER NOIDA

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

An entrepreneur always takes risks

an entrepreneur is a person who creates business and make it sustainable. Essentially such person takes risks, innovate in the product or the business model

An invited talk was organized by IIC, IIMT College of Management on 'Future of Start-up and Entrepreneurship' on 31st August, 2021. start-up founder Dr. Kumar Padmnabh, Senior Researcher/Scientist, British Telecom, Dubai, UAE was the guest speaker. This session was moderated by Dr. Rakesh Kumar Dubey. Prof. Anil Kumar Nigam, President, IIC, IIMT College of Management, Greater Noida welcomed him.

In this talk, Dr. Padmnabh said that an entrepreneur is a person who creates business and make it sustainable. Essentially such person takes risks, innovate in the product or the business model. He quoted A.H. Cole that the entrepreneurship is the powerful activity of an individual or a group of associated individuals, undertaken to initiate, maintain or aggrandize profit by production or distribution of economic goods and services.

Dr. Kumar Padmnabh said that the decision process of the present status, reasons for changing the present status, desire to become

an entrepreneur, possibilities to become an entrepreneur. He argued that the role of entrepreneur to promote capital formation, create large scale employment opportunities and to promote balanced regional development. In the last, Dr. Rakesh Kumar Dubey, Head, R&D and Convener, IIC gave vote of thanks to all



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IIC-IIMT College of Management, Greater Noida

Invited Talk with Startup Founder/Co-Founder

Date: 31st August 2021 | Time : 2:00 PM Onwards

TOPIC

Future of Start-up and Entrepreneurship



Guest Speaker
Dr. Kumar Padmanabh
Senior Researcher/Scientist
British Telecom, Dubai, UAE



Moderator
Dr. Rakesh Dubey
Assistant Professor
IIMT College of Management, Gr.Noida

Coordinator
Dr. Vinit Kr. Jha Utpal
Head, Research & Development
Convener, Institute's Innovation Council(IIC)
IIMT College of Management, Gr.Noida

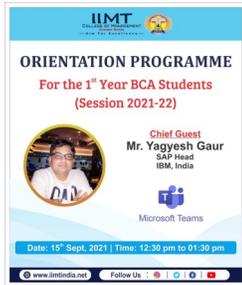
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attendees. In this session, Prof. Anshul Kumar Sharma, Principal, Dr. Vibha Singh, Dean with several faculties was also present.

Orientation Program of new comers



IIMT College of Management organize online orientation program for students of BBA, BCA, B.COM and BJMC. College invited many experts to guide the students for their future prospects.

BBA-BCA Department of IIMT College of Management organized an orientation program on 16 September 2021, for

the new students to familiarize them, for prospects of course with the curriculum, rules and regulations of the college, teaching methodologies and the co-curricular activities. The programme commenced with a warm welcome to the students followed by the ceremonial lighting of the lamp. Welcoming students to the new academic session, Dr, Abhinna Baxi Bhatnagar - Director, IIMT College of Management spoke at length about the benefits of effective communication between students and teachers; moving further, he also spoke in detail about different ways of nurturing a student to build a strong foundation for a glorious future. Mr. yagyesh Gaur, SAP Head, IBM India and Mr. Mukesh Verma Head HR, Aditya Birla Group were invited as Guest Speaker for the event. The students were briefed about the rules and regulations of the College. Later, they were given an overview of the various subjects and the activities which would be undertaken in the year ahead. Not to forget, the Co-Curricular Activities were also discussed that gave an idea of the curriculum which is self-directed with hands-on learning activities that not only give our students a medium to fully utilize their creative talents and energies, but also help them in their all-round development. The orientation programme proved to be a sincere effort made by the College.

Online Orientation programme of B.Com 1st year was started at 10:30AM on Microsoft Teams. Dr. Priyanka Malhotra anchored the whole event. Orientation programmes serve as a foundation for college success. It sets a lasting impression for new students and their families. The main purpose of a good orientation session in a college is to bridge the gap between



the professors and the students, ensuring a smooth communication between the two. Dr. Priyanka started anchoring with the words of "A college degree is not a sign that one is a finished product but an indication a person is prepared for life." The event started with the blessings of Goddess Saraswati Vandana & lighting of Lamp. Later on she invited Dr. Abhinna Baxi Bhatnagar, Director-IIMT College of Management for Welcome student. After Director's speech Dr. Vibha Singh, Dean-B.Com, IIMT College of Management done a warm welcome of students and elaborated course curriculum, Value addition Programme, & other relevant facts to the students and how we prepare you for industry. After the address of hon'ble Dean, Dr. Priyanka invited Mr. Pratik Dwivedi (HOD) to address the students and explained the rules & regulations about examination policies and gave a detailed bifurcation of internal & external marks of semester program and minimum passing criteria required by university.

Orientation Program for BJMC students was of session 2021-2024 was organized online on 15th September 2021. New students were very enthusiastic about their orientation program. Almost all the new students participated in the program from different places. When they heard in the program their offline classes will start soon, their joy knew no bounds. Senior TV journalist Mr. Ajay Vatsa was the chief guest of the program. Presently he is serving as Consulting Editor and Senior Anchor in News 18 Network. He shared his experiences with students. He guided them on the new path of their life journey.



Director of College of Management Dr. Abhinna Baxi Bhatnagar welcomes the guests and students. He suggested the students develop all the skills which are required for journalism. HOD of BJMC department Mr. Amit Sharma gave advice to students to inculcate the reading habit in their daily routine.

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NEWS LETTER
IIMT College of
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Greater Noida**

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World Entrepreneur Day

World Entrepreneur Day was celebrated in IIMT college of Management on 21st August 2021 at 12 PM and 3.30 PM. Special lectures were organized under the aegis of ED Cell of IIMT college of Management. The speakers were personalities of repute. The first speaker was Mr. Ajay Sharma, Assistant Secretary General ASSOCHAM.

The second speaker was Prof. Rajiv Sijariya, Atal Bihari Vajpayee School of Management and Entrepreneurship, Jawaharlal Nehru University, New Delhi. Mr. Ajay Sharma gave the lecture on the topic Technological Entrepreneurship. On the other hand, Prof. Rajiv Sijariya spoke on the topic Innovations in Entrepreneurs.

In starting of lecture, welcome note was given by Mr Abhinna Baxi Bhatnagar, Director, IIMT College of Management in both lectures. Dr. Anil Nigam, President, IIC IIMT spoke about the functioning of IIC during first lecture. In second lecture, importance of Entrepreneurship in Management was delivered by Dr Anshul Sharma, Dean Management. Vote of Thanks was given by Dr. Vibha Singh, Chairman ED Cell. HOD of Journalism and Mass Communication Mr. Amit Sharma was the moderator for both sessions.

All the students of BBA, BCA, B Com and BJMC were participated in both sessions. Both the speakers were full of knowledge. They enlightened the students with their knowledge and experience.

ED Cell: IIMT College of Management, Greater Noida

World Entrepreneur's Day

Date: 21st August 2021

Coordinators
Mr. Amit Sharma
Mr. Neeraj Panwar

Guest Speaker
Mr. Ajay Sharma
Assistant Secretary General
ASSOCHAM

Topic: Technological Entrepreneurship
Session - 1 | Time: 12:00 PM - 1:00 PM

Guest Speaker
Prof. Rajeev Sijariya
Atal Bihari Vajpayee School
of Management & Entrepreneurship,
Jawaharlal Nehru University, New Delhi

Topic: Innovations in Entrepreneurs
Session - 2 | Time: 3:30 PM - 4:30 PM

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MOU between IIMT College and Digital Mantra



An MOU was signed between IIMT College of Management, Knowledge Park, Greater Noida and Digital Mantra - Digital Force. The MOU was signed by Dr. Abhinna Baxi Bhatnagar, Director, IIMT College of Management and Devendra Singh on behalf of Digital Mantra - Digital Force. Managing director Mr. Mayank Agarwal also present on that occasion. On this occasion, the Director of College of Management, this agreement will open the doors of many possibilities for the students of the college and at the same time students will be able to use the resources of Digital Mantra - Digital Force.

The demand of today's time is that such agreements should be made between academia and

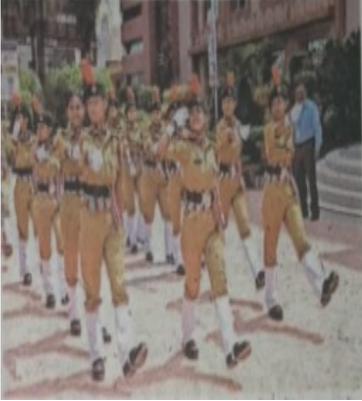
industry so that the students can get information about the industry. On the other hand, after the agreement, Devendra Singh of Digital Mantra - Digital Force said that today we will thirst to touch the heights in digital marketing by associating with such a big institution. Under this, new doors will open for employment for the students. In today's era, if the possibilities of employment along with education are strong, then college students will be benefitted. Many professors of the college were also present during this.

Once you start a working on something, don't be afraid of failure and don't abandon it. People who work sincerely are the happiest.

Chanakya

Independence day Celebration

On the 75th anniversary of India's independence, on August 15, 2021, the IIMT Group of Colleges, Greater Noida, commemorated the day to relive the spirit of patriotism and honour our country's glorious legacy. The ceremony began with a march of NCC Girls, after



which the tricolour was unfurled by Abhinna Baxi Bhatnagar, Director, IIMT College of Management, and other deans of the college. By delivering patriotic poems and singing patriotic songs, NCC Girls cadets added to the event's appeal.

Abhinna Baxi Bhatnagar, Director, IIMT College of Management, presented a tremendously motivational address commemorating the Indian freedom fighters' long and relentless efforts for the country. Dr Mallikaarjun, Dr Umesh Kumar, Dr Vibha Singh, Col D N Soni, HR head Mr Ajay Puri, and faculty members attended the ceremony.



-नेहा सिंह, BJMC II year

दुनिया है खाकसार मेरे साथ साथ चल
ये बार-ए-गम उतार मेरे साथ साथ चल।
कुछ पल की कश्मकश है सर-ए-राह सब्र रख
छट जाएगा गुबार मेरे साथ साथ चल।
फिर ये न हो कि बाद में अफसोस हो तुझे
अब कर न इंतज़ार मेरे साथ साथ चल।
हर सम्त तीरगी है, ये सुनसान रहगुज़र
है अजनबी दयार मेरे साथ साथ चल।
मैं तेरी हमसफ़र हूँ कोई रहनुमा नहीं
कर मुझ पे एतिबार मेरे साथ साथ चल।

Placement Drive for Management Students

Placement cell hold 3 focussed drive of students of BBA,BCA and BJMC , companies like Java T-point ,Narayana group and orgo energy hold their campus and selected 13 students for final placements .

Learning is a result of listening, which in turn leads to even better listening and attentiveness to the other person. In other words, to learn from the child, we must have empathy, and empathy grows as we learn.

Alice Miller

Indian economy is on recovery path

Institutions innovation council, IIMT College of Management organize a webinar on 'Aatma nirbhar Bharat: Bhavishya ki rahein'. Eminent panellist Dr sanjiv Layek on IIC Webinar said our Prime Minister Mr Narendra Modi's reforms for the betterment of the country are commendable. But his government has not taken full ad-

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TOPIC
**Aatma Nirbhar Bharat :
Bhavishya ki Rahein**

Date: 27th September, 2021 | Time : 11:00 AM - 12:00 PM

Guest Speaker
Dr. Sanjiv Layek
Executive Secretary
World Association for Small
and Medium Enterprises

Online Guest Lecture on
Microsoft Teams

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vantage to make economic change happen as this is a key challenge that needs to be confronted quickly from all quarters." A review by Indian Development Research Institute suggests there would have been no major transformation if he had made these moves earlier or was able get out before they were put into effect. The assessment adds that while growth will gradually pick up over time given structural changes like GST, infrastructure spending must continue increasing dramatically when "the next fiscal year begins after June 30" due on Jan 1 2018."This cannot happen without any significant help across many sectors including retail, transport etc.

The leading indicators are suggesting that the Indian economy is on recovery path and clearly moving out of the dark clouds brought on by the COVID-19 pandemic. The Indian economy grew by a record 20.1 per cent in the April-June quarter, helped by a very weak base of last year and a sharp rebound in the manufacturing and services sectors in spite of a devastating second

wave of COVID-19. However, this time around, sustained surge in the stock indices do not suggest such disconnect, he added that one may see some corrections when large central banks in the world start tightening when the inflationary pressures build up and the same could happen in India as well. On recent calls for using the huge forex reserves for infrastructure development or recapitalisation of public sector banks, the economist said the reserves are largely hot money that are required to maintain stability in the forex market.

one may see some corrections when large central banks in the world start tightening when the inflationary pressures build up and the same could happen in India as well.

As per analysis by International Financial Institutions (IFI) in July. The report says that India is facing three major challenges: poverty and deprivation which have an impact on economic growth rates; rural infrastructure problems including poor health care system and lack of access to credit products such as banks and public sector companies who also tend not to lend into it while manufacturing sectors need capital infusion with government investment rate likely going up from 7% to 12% if further progress can be made even higher. In terms of "economics", PM Modi has created 2.2m jobs during his first year.

India's position at the global level, its economy and workforce and future trends Prime Minister Mr Narendra Modi's reforms for the betterment of the country are based on a clear concept that there should be no corruption. He has made it very simple to ensure transparency in governance or rule-breaking through two programmes 'Clean India' and "Anti-Corruption" initiatives. "We have decided to provide free electricity to 200 million households as part of anti-Corruption Programme," Prime Minister said after inaugurating an integrated power grid during his maiden visit by one day earlier today.

First learn how to deal with failure

Institutions innovation council, IIMT College of Management organize an interactive and motivational program for students on 'successful start-up for individuals' topic. Guest speaker Mr. Ramanuj Mishra narrated about some entrepreneurs who took calculated risks and finally succeeded in their business ventures. The whole session was talking about the success stories of entrepreneurs who have succeeded after failing. It is said that if you are taking reasonable risks, are confident in your course of action, and are willing to fail, then you may succeed even after failing and emphasizing how much risk should be taken by an entrepreneur or business to succeed.

He said that One of the most important lessons that a young entrepreneur can learn is how to deal with failure. Failing isn't something to be ashamed of, it's a part of the process and without failures, there can be no successes. In this article, we'll cover some stories from entrepreneurs who succeeded after failing and how they learned from their mistakes. A lot of people who want to start their own business ask themselves: Should I be an entrepreneur? Can I do it? What's the best way for me to get started? These questions are

Before you start some work, always ask yourself three questions - Why I am doing it, What the results might be and Will I be successful. When you think deeply and find satisfactory answers to these questions, go ahead.

-Chanakya

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TOPIC
Successful Startup of Individual

Date: 25th September, 2021 | Time : 12:00 PM - 1:00 PM

Guest Speaker
Mr Ramanuj Mishra
Director
Cinque Education Pvt. Ltd.
Process engineer, Praxair
Alumnus - Indian Institute of Technology, Kharagpur
M Tech - Cryogenic Engineering

Online Guest Lecture on
Microsoft Teams

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often hard to answer. But one thing you can be sure of is that entrepreneurship isn't just about succeeding - and, in fact, it might not be possible for everyone.

The feeling of failure is not new to most of us. Studies have shown that people will fail an average of 13 times before they are successful. What separates the ones that succeed from the ones that don't? The answer is resilience. A study done by researchers at Harvard revealed that those with high levels of resilience had a 33% chance of succeeding, while those with low resilience only had a 10% chance of succeeding.

The first step is to see your failure as an opportunity rather than a setback. The second step is to look back and figure out what went wrong. The third step is to identify why you failed and what you can learn from that. The fourth step is the most difficult one: move forward with courage, even though you don't know what's going to happen.



Leverage with Knowledge at Uneasy Time

In our life we have commonly heard three words- **Knowledge is power**. We all understand it's meaning and agree with the significance; however, who does not agree, if think seriously and go in their past, they will also be able to understand impact of this three-word world. Definitely, we had taken advantage from our knowledge at any time. I hope this article will help you to understand the power of knowledge and how this has helped us in our life knowingly or unknowingly.

Knowledge can be applied everywhere, in the lockdown situation, we were worried how to do our day-to-day work. Even, I was not exception, and suffering from this distress. Being, In teaching profession (directly linked with knowledge sharing), my day-to-day work is to deliver lectures. This lockdown situation did not stop me to deliver my day-to-day lectures like my other friends and colleagues. At IIMT, we managed to interact with our students and colleagues by means of technology. Here, to distribute knowledge, our knowledge on digital tools enabled us to do our job during lockdown.

People who wonder if the glass is half empty or full miss the point. The glass is refillable.

– Unknown



If we deep dive on this topic we will find that knowledge just not enabled us to work. Apart from this, knowledge helped us to unblock if one communication channel was not enough due to various constraints. And, we switched to different communication platform if we experienced challenges like network problem, streaming consistency etc.

My thought to write this article is beyond the tale of my and others effective job delivery in digital age. At this time, I want to be more focused- how can we utilize uneasy time and be leverage with knowledge? We can utilize this time to increase our current knowledge level or to add new knowledge.

Knowledge is not just to complete our curriculum; this is far beyond it. It is true we are just a click away from knowledge ocean, Trillions of texts and video are available to gain knowledge, however, this can be enhanced by other means of communication methods also.

Knowledge can be earned at any time, I found the current situation more likely to gain knowledge. Now, either we have no or limited work but much to learn. I believe this knowledge will help us in long run.

जिला शिक्षा विभाग ने आईआईएमटी के शिक्षकों को सम्मानित किया

ग्रेटर नोएडा के नॉलेज पार्क स्थित आईआईएमटी कॉलेज समूह में शिक्षक दिवस मनाया गया। इस दौरान आईआईएमटी कॉलेज के प्रोफेसर को शिक्षा के क्षेत्र में अमूल्य योगदान देने के लिए शिक्षक सम्मान से नवाजा गया। कार्यक्रम की शुरुआत चीफ गेस्ट दादरी विधायक तेजपाल नागर ने दीप जलाकर की। इस दौरान कॉलेज समूह के प्रबंध निदेशक मयंक अग्रवाल, मुख्य विकास अधिकारी अनिल कुमार सिंह, जेडी मेरठ ओंकार सिंह, एमएलसी श्री चंद शर्मा भी मौजूद रहे।

जिला शिक्षा विभाग द्वारा शिक्षा के क्षेत्र में उत्कृष्ट सेवा के लिए पत्रकारिता एवं जनसंचार विभाग के डीन डॉ. अनिल कुमार निगम, डॉ. के रामा कृष्णा, शीतल नागर, जाइबा



सुश्री प्रियंका मल्होत्रा सम्मान ग्रहण करते हुए

इशरत, पंकज झा, डॉ. इन्द्रदीप वर्मा, पुष्पेन्द्र, डॉ. एपी सिंह, डॉ. एस. एन मिश्रा. सास्वत दास, पोलिटेक्निक कॉलेज के डॉयरेक्टर उमेश कुमार, डीन एकेडमिक डॉ. भास्कर गुप्ता, कमल किशोर शर्मा, प्रमोद साजवान, अवधेश कुमार, राजीव रंजन सिंह, जाकिर अली, फार्मसी के डॉयरेक्टर डॉ. मल्लिकार्जुन बी पी, विपिन भाटी, प्रियंका मल्होत्रा को शिक्षा सम्मान अवार्ड से सम्मानित किया गया। सम्मान समारोह के दौरान छात्रों ने कई सांस्कृतिक कार्यक्रम भी प्रस्तुत किए। पूर्व राष्ट्रपति सर्वपल्ली राधाकृष्णन का याद करते हुए कॉलेज समूह



प्रो. अनिल कुमार निगम सम्मान ग्रहण करते हुए

के प्रबंध निदेशक मयंक अग्रवाल ने कहा कि शिक्षक दिवस पर सम्मानित होने वाले शिक्षक, साथी शिक्षकों के लिए रोल माडल बनेंगे। एक अच्छे शिक्षक की निशानी होती है कि वह हर समय अपने विषय में अपडेट रहे। वहीं दादरी विधायक तेजपाल नागर ने भी अपने विचार शिक्षकों के सामने रखे। उन्होंने कहा कि आज के दौर में शिक्षा के क्षेत्र में नित नए बदलाव हो रहे हैं और शिक्षकों के बदलावों के साथ तालमेल बिठाते हुए गुरु के कर्तव्यों के निर्वाह करना पड़ेगा तभी हम एक अच्छे गुरु कहलाएंगे। वहीं कार्यक्रम में जिले के अन्य टीचरों को भी शिक्षा विभाग की तरफ से सम्मानित किया गया। इसी के साथ ही एमएलसी श्रीचंद शर्मा, मुख्य विकास अधिकारी अनिल कुमार सिंह, डीआईओएस गौतमबुध नगर डॉ. धर्मवीर सिंह, ज्वाइंट डॉयरेक्टर मेरठ ओंकार सिंह ने गुरु और शिष्य के बीच संबंधों को लेकर अपने विचार रखे।

“Don't let schooling interfere with your education.”

Mark Twain

Alumni Connect BJMC

Alumni Connect of BJMC department was organized online on 7th September 2021. Alumna Ms. Rajshri Singh and Alumna Ms. Khusboo Singh were featured in 2nd Alumni Connect program. Director of College of Management Dr Abhinna Baxi Bhatnagar and Dean of BJMC department welcome both the alumnus. HOD of BJMC department Mr Amit Sharma anchored the show which was telecast live on Zoom Live and Facebook live.

Ms. Rajshri Singh is presently working as Digital Head and Anchor in Amar Bharti Expose India media group while Ms. Khusboo Singh is presently working at Zee News as production executive. Both the alumnae remembered

their college days and said that they always cherish those moments that they spent in college campus. Both alumnae guided their juniors through their experiences in professional experience.

BJMC department organizes Alumni Connect Program every month to provide interaction to its students with their seniors who are working in different media organization.

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Alumni Connect

YouTube Live

Rajshri Rajpoot
Digital Head/Anchor
Amar Bharti - Expose India Media Group

Khushboo Singh
Production Executive
Zee News Media

IIMT NEWS CHANNEL

🕒 11:00 AM to 12:00 PM | 📅 Tuesday, 07 Sept, 2021

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Essay and

poster

Competition

ED cell, IIMT College of management organized an essay writing and poster making competition for students on Entrepreneurship. More than 100 students participated in both competitions. Competition conducted online on 24th August 21.

ED Cell
IIMT College of Management

INSTITUTION'S INNOVATION COUNCIL
(Ministry of Education Initiative)

IIMT
COLLEGE OF MANAGEMENT
Greater Noida
— Aim For Excellence —

ED Cell: IIMT College of Management, Greater Noida

Organizing On
(24th August, 2021)

Competitions

1. Essay writing Competition on Entrepreneurship

2. Poster making competition on Entrepreneurship

COORDINATORS

Mr. Amit Sharma
Dr. Ved Prakash
Mr. Neeraj Parwar

PATRONS

Dr. Vibhu Singh
Chairman,
ED Cell

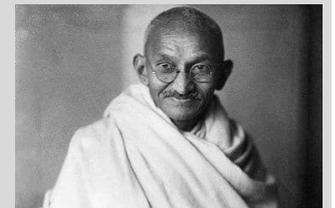
Dr. Anshul Sharma
Dean,
Management

Dr. Anil Nigam
President,
IIC IIMT

Dr. Abhinna Baxi
Director,
IIMT College of Management

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First
they
ignore
you,



then they laugh at you,
then they fight you, then
you win.

-Mahatma Gandhi