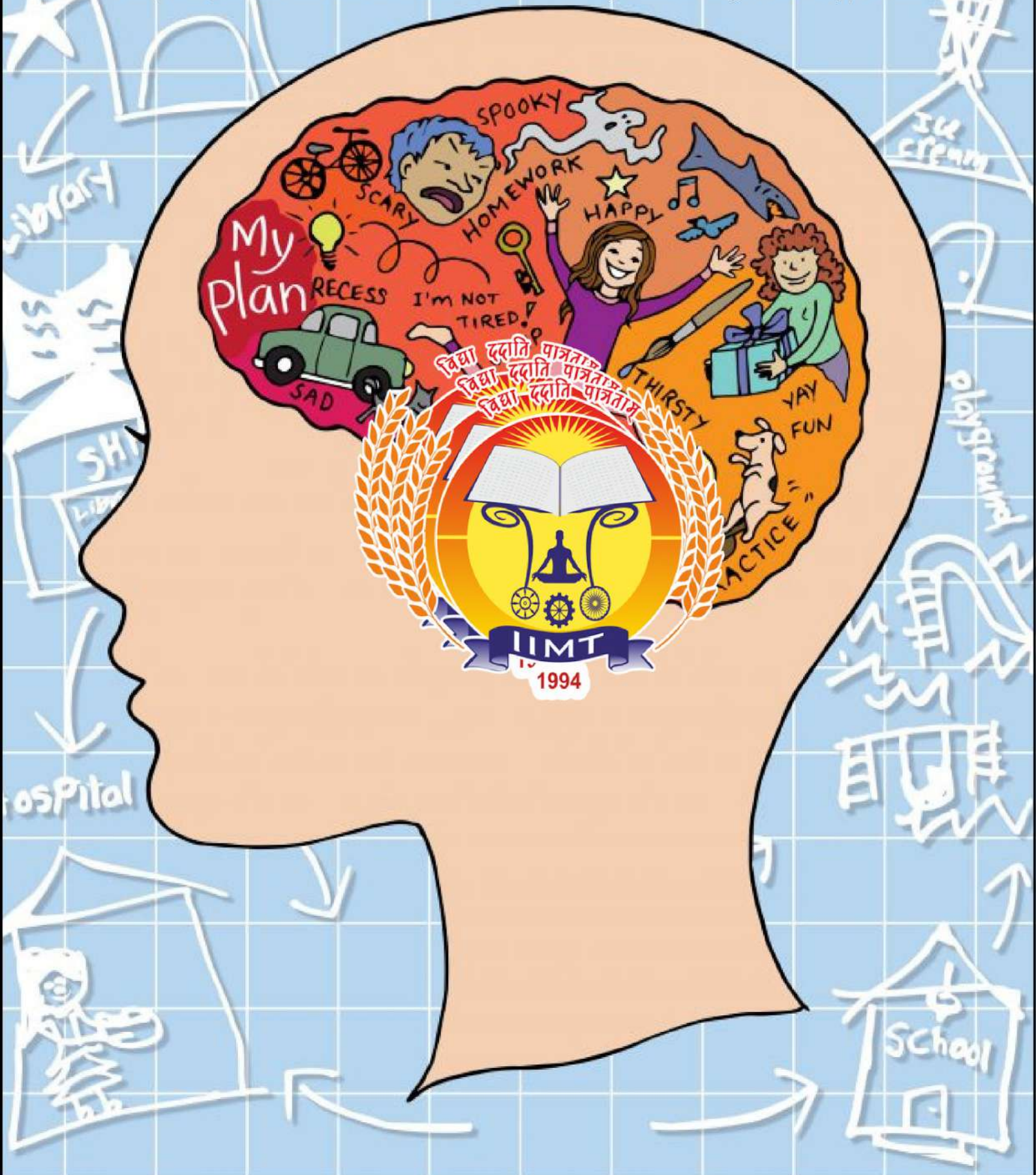




Manthan

IIMT College of Management, Greater Noida

BBA, BCA, B. Com and BAJMC affiliated to Chaudhary Charan Singh University, Meerut



From The Director's Desk



DR. ABHINNA BAXI

I would like to take this opportunity to express my appreciation for the launch of the new departmental 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.

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.

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Noida

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IIMT COLLEGE OF MANAGEMENT

IIMT College of Management Participated in Evolution Expo

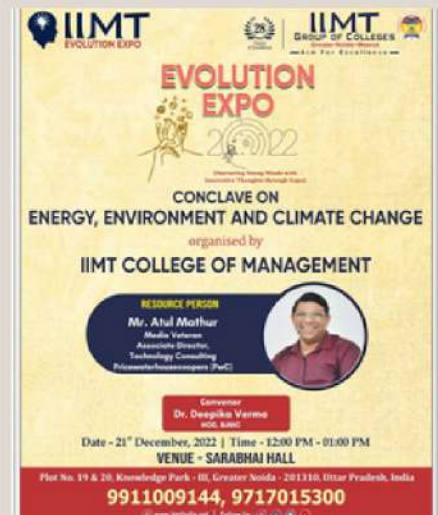


First and foremost...

The Evolution Expo was a two-day event that took place from December 20th to 21st, 2022 at the IIMT College of Management. The expo brought together experts and enthusiasts from various fields, including biology, technology, and business, to share their knowledge and insights on the topic of evolution. The event was inaugurated by the M.D. of the college Dr. Mayank Aggarwal. A series of talks and panel discussions on various aspects of evolution, industry, and market tactics followed this. In addition to the negotiations, the expo also featured a variety of interactive exhibits and hands-on activities presented by the students of BJMC, BBA, B.Com, and BCA. Visitors had the opportunity to see models on Communication, Hand Printed Canvas Shoes, Green Banking, and countless other presentations.

These exhibits provided a unique opportunity for attendees to learn about the different aspects of evolution and how it impacts various industries in this digital age. On the second day of the expo, 21st December 2022, Mr. Atul Verma, a renowned Media Person and Associate Director of Pricewatercooperhouses (PwC) was invited over to Sarabhai Hall where he shared a lovely time with the students of IIMT College and talked about Energy, Environment and Climate Change. This session was highly informative and exposed the students to the current scenario of the environment and the steps that can be taken to protect it.

The Evolution Expo was not only informative and educational but also a great opportunity for attendees to connect with like-minded individuals and learn from experts in the field. The Organizing Committee of IIMT College of Management would like to extend their gratitude to all the speakers, exhibitors, and attendees for making this event a success.



Guest for the event:

Mr. Atul Verma, a renowned Media Person and Associate Director of Pricewatercooperhouses (PwC) was invited over at Sarabhai Hall where he shared a lovely time with the students of IIMT College and talked about Energy, Environment and Climate Change. This session was highly informative and exposed the students to the current scenario of the environment and the steps that can be taken to protect it.

National Conference held at IIMT College of Management

30-31 ST
DECEMBER 2022



NATIONAL CONFERENCE 2022
"Transformation in Management, Technology & Media in Emerging India"
TMTMEI-2022
— Inaugural Session —

Chief Guest: Sri. ShriChand Sharma
Member of Legislative Council, Uttar Pradesh Legislative Assembly, Government of Uttar Pradesh, India

Guest of Honour: Prof. Ravindra Kumar Sinha
Vice-Chancellor, Gautam Buddha University

Guest of Prime: Prof.(Dr.) Rajiv Kumar Gupta
I/C RHEO, Meerut and Saharanpur Division

Date : 30th December, 2022 | Time : 09:30 AM Onwards
Venue : Krishna Hall

www.iimtindia.net | @iimt | @iimtc | @IIC_IIMT_Management



IIMT College of Management recently hosted a National Conference on the topic of "Transformation in Management, Technology, and Media in India" from 30th December 2022 to 31st December 2022. The conference brought together a diverse group of experts and practitioners from various fields to share their knowledge and insights on the current state of transformation in management, technology, and media in India.

For the inaugural session great personalities like Sri ShriChandra Sharma (Member of Legislative Council), Prof. Ravi Kumar Sinha (Vice Chancellor Gautam Buddha University), and Prof. (Dr.) Rajiv Kumar Gupta (I/C RHEO Meerut and Saharanpur Division) were invited as Chief Guest, Guest of Honour, and Guest of Prime respectively.

The conference was a great opportunity for attendees to learn about the latest trends and developments in these fields, and how they are impacting businesses and organizations in India. Topics covered included the impact of digital technologies on the media landscape, the role of artificial intelligence in management, and the challenges and opportunities of managing a diverse workforce in India.

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IIMT COLLEGE OF MANAGEMENT

Industrial Visit to Anmol



First and foremost...

On 12th November, 2022, the IIMT College of Management provided their students with the golden opportunity to go on an industrial visit to Anmol industries limited. The visit was an invaluable opportunity for the students to gain real-world knowledge and experience in the field of commerce and management.

Anmol Industries Limited is a well-known packaged food company with a focus on biscuits, cakes and cookies. The company has a strong presence in Northern and Eastern India and has been successful in establishing its brand, strategic supply chain, diversified product portfolio and consumer value proposition since its establishment in 1994. The company takes pride in staying true to its tagline of "Yours tastefully" and its goal of reaching every consumer with high-quality, delicious products.

The students were given a comprehensive tour of the company's facilities by Mr. Chetan and his colleague. They were able to see and learn about the procurement, storage, manufacturing and packing processes involved in the industry.

The students were able to gain a deeper understanding of the industrial environment and how it functions. The objective of the visit was to provide the students with an opportunity to gain knowledge beyond what they learn in the classroom.

The visit gave the students an opportunity to improve their job prospects and open new venues for learning by seeing and experiencing it firsthand. The visit was a valuable learning experience for the B.Com 2nd year students and gave them a glimpse into the world of commerce which would later help them learn new management concepts and improve their job prospects.

Overall, the industrial visit to Anmol Industries Limited was a great success and provided the students with an invaluable opportunity to gain real-world knowledge and experience in the field of commerce and management. It was a chance for the students to see firsthand how the industry works and how their education applies to the real world. It was a memorable and informative experience for all those who participated.



About Anmol Foods Pvt. Ltd.

Anmol Foods Pvt. Ltd. is a packaged food company that specializes in biscuits, cakes, and cookies. The company has a strong presence in Northern and Eastern India and has been successful in establishing its brand, strategic supply chain, diversified product portfolio, and consumer value proposition since it was established in 1994. The company takes pride in staying true to its tagline of "Yours tastefully" and its goal of reaching every consumer with high-quality, delicious products. The company has a wide range of products which includes different types of biscuits, cookies, and cakes. The company has also been known for its emphasis on maintaining high-quality standards in production and distribution.

31ST OCTOBER
2022

Programming War held at IIMT College of Management



First and foremost...

The IIMT College of Management is proud to announce that we recently held a successful programming event on 31st October 2022. This event was organized to provide a platform for students to showcase their programming skills and gain valuable experience in the field of computer science and technology. The event was attended by students from various colleges and universities across the region, as well as industry experts and professionals. The participants were given the opportunity to present their programming projects and compete for prizes in several different categories, including best overall project, most innovative project, and most practical project.

The event was kicked off with a keynote speech from one of the industry's leading experts, who discussed the current state of the programming industry and the importance of staying up-to-date with the latest technologies and trends. This was followed by a series of presentations by the participants, who presented their projects and demonstrated their programming skills to the audience.

The projects presented were diverse and covered a range of topics, including artificial intelligence, machine learning, web development, and mobile app development. The participants had put a lot of effort in their projects and demonstrated a high level of skill and creativity. The judges were impressed by the quality of the projects and the participants' ability to apply their programming knowledge to real-world problems.

Throughout the event, there were also several workshops and tutorials on various programming languages and technologies, such as Python, Java, and JavaScript. These sessions were conducted by industry experts and provided valuable insights and hands-on experience for the participants.

The event concluded with the announcement of the winners and the distribution of prizes. The event was a great success, and we would like to thank all the participants, judges, and sponsors for their support and contributions. We are already looking forward to next year's event and hope to see even more participation and innovation from the programming community. We would like to encourage our students to participate in such events as it provides them with a platform to showcase their skills and gain valuable experience. It also helps them to connect with industry experts and professionals, which can lead to internships and job opportunities in the future.

Creative Banner

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Greater Noida
— Aim For Excellence —
— Minor Activity —

Programming War

PARTICIPANTS:
BCA
(2nd Year)

📅 31st October, 2022 ⌚ 10:00 AM - 12:00 PM

PATRONS			COORDINATORS		
Dr. Abhinava Basi Bhattacharya Dean, IIMT IIMT College of Management	Dr. Abhayanand Prasad Dean, IIMT IIMT College of Management	Prof. Chandra Kumar Dean, IIMT IIMT College of Management	Mr. Anshul Assistant Professor, IIMT IIMT College of Management	Ms. Kavita Bhasin Assistant Professor, IIMT IIMT College of Management	Ms. Kavita Bhasin Assistant Professor, IIMT IIMT College of Management

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IIMT COLLEGE OF MANAGEMENT

Workshop held on Future of Finance

Insights of the event

On October 10th, 2022, the BBA department of IIMT College of Management hosted a workshop on the topic of "The Future of Finance" at Chanakya Hall. The guest speaker for the event was Mr. Kamal Chabra, CEO of KC GlobEd and an experienced Chartered Accountant with over 15 years of experience.

Mr. Chabra has a diverse background, having worked in various countries including the USA, Africa, the Middle East, and India for companies such as EY, PWC, and Indorama Group. In his role as CEO of KC GlobEd, an Edtech company, he has brought his wealth of experience in auditing and business advisory to bear on G360 companies and mid-sized public and private companies.

During the workshop, Mr. Chabra focused on the importance of communication and leadership skills for students and provided insight into various national and international certifications. He also shared his expertise on the implementation of new accounting standards such as US GAAP-ASC 606, ASC 842, ASC 326, IFRS 1, IFRS 15, and IFRS 16, as well as the Company Act 2013 in India. The session aimed to give students a deeper understanding of the future of finance and equip them with the skills they need to succeed in their future careers. Overall, it was a valuable and informative event for all who attended.

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

ED CELL - IIMT COLLEGE OF MANAGEMENT IS ORGANIZING

Workshop on

Future of Finance

RESOURCE PERSON
Mr. Kamal Chabra
CEO - KC GlobEd

Date - 07th October, 2022
Time - 11:00 AM
Venue - Chanakya Hall

COORDINATOR
MS. CHAVI PRAKASH ARORA
Assistant Professor
IIMT College of Management

PATRONS

DR. ASHWINI BHATNAGAR
Director
IIMT College of Management

DR. VINAY SINGH
Chairperson, ED Cell
IIMT College of Management

DR. AMIT RAI
President, IC
IIMT College of Management

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Mr. Kamal Chabra (Guest Speaker)

Mr. Chabra has a diverse background, having worked in various countries including the USA, Africa, the Middle East, and India for companies such as EY, PWC, and Indorama Group. In his role as CEO of KC GlobEd, an Edtech company, he has brought his wealth of experience in auditing and business advisory to bear on G360 companies and mid-sized public and private companies.





First and foremost...

On 10th October, 2022, students of B.Com 2nd year of IIMT College of Management went on an industrial visit to Ducat.

Ducat is one of the nation's largest Training and Consultancy Providers. It has its corporate office in Noida (UP) with its branches in Delhi NCR. They provide services to 20000 professionals annually. With over 18+ years of experience in the Industry. Ducat is recognized as a leading expert in the design, development and delivery of technical and soft skills training – from individual courses and seminars to certification. Industrial visits provide the students with an opportunity to learn practically through interaction, working methods and employment practices. It gives the students an exposure to current work practices as opposed to theoretical knowledge being taught at their college classrooms.

Over the years, DUCAT has consolidated its relationships with numerous key clients by assisting them in delivering in-house and tailor-made training courses. Such customised training solutions not only give a cost benefit to the respective client, but also provide the added advantage of adapting the course to address their specific requirements.

The aim of this industrial visit was to provide students with an insight regarding internal working of companies. We know, theoretical knowledge is not enough for making a good professional career. With an aim to go beyond academics, industrial visits provide students a practical perspective on the world of work.



About DUCAT

Ducat is one of the nation's Largest Training & Consultancy Providers. And due to the fact that Ducat is a completely Indian Company, We understand India's training needs, and how they affect our unique place in the global economy. Ducat has its corporate office in Noida (UP) with its branches spread over Delhi/NCR. They provide services to 20000 professionals annually. With over 18+ years of experience in the Industry, Ducat is recognized as a leading expert in the design, development and delivery of technical and soft skills training – from individual.

Workshop held on "Technology : Machine Learning "

Insights of the Workshop

On 8th November, 2022, Mr. Rohit Pahwa was invited by the faculty members and students of BCA to deliver a lecture and enlighten the students about 'Machine Learning' and its evolving scope. Artificial Intelligence (AI), Machine Learning (ML) and Data Science (DS) are the pillars of the fourth industrial revolution. Machine Learning is an application of AI which allows computers to automatically learn from data without being explicitly programmed.

It has been adopted by a wide variety of industries and applications including Data Science, Machine Learning, Data Analytics, Predictive Analytics, Business Intelligence and Web Analytics.

The main objectives of this event were to introduce Machine Learning to the students of BCA at IIMT College of Management and accelerate their interest in it and tell them more about its needs in today's digital market. Overall it was a really informative session and the students attained a ton of knowledge from it.



Mr. Rohit Pahwa

Mr. Pahwa has a diverse background, having worked in various companies such as DUCAT, CETPA Infotech Pvt. Ltd. and a ton of experience in the fields of Data Science, Artificial Intelligence, Data Analytics, Tableau, Data Visualisation and Statistics which makes him an excellent teacher and a torch bearer for the students.



Industrial Visit to Yakult



First and foremost...

On 12th October, a group of students from IIMT College of Management had the opportunity to visit Yakult India, a leading probiotic dairy products company. The visit was organized as part of the college's industry visit program, which aims to provide students with a firsthand experience of the operations and processes of different organizations.

The students were received by the management team at Yakult India and were given a brief introduction about the company's history and operations. They were then taken on a tour of the facility, where they were able to observe various stages of production, from the mixing of ingredients to the packaging of the final product. The students were particularly impressed by the state-of-the-art technology and equipment used in the production process, which ensured a high level of efficiency and consistency in the quality of the products.

After the tour and presentation, the students were given the opportunity to ask questions and engage in a discussion with the management team. They were able to gain valuable insights into the challenges and opportunities faced by the company in the highly competitive dairy industry. They also learned about the various marketing and distribution strategies used by Yakult India to promote its products and increase its market share.

Overall, the visit to Yakult India was a valuable learning experience for the students. They were able to gain an understanding of the operations of a leading probiotic dairy products company and the science behind probiotics. They also had the opportunity to engage with the management team and gain valuable insights into the challenges and opportunities faced by the company. The students are grateful for the opportunity and are looking forward to applying the knowledge gained during the visit in their future careers.



About Yakult

Yakult Danone India Private Limited is an unlisted private company incorporated on 26 October 2005. It is classified as a private limited company and is located in South Delhi, Delhi. Its authorized share capital is INR 26.40 cr and the total paid-up capital is INR 20.40 cr. Yakult Danone India's operating revenues range is INR 1 cr-100 cr for the financial year ending on 31 March 2021. Its EBITDA has decreased by -403.47 % over the previous year. At the same time, its book net worth has decreased by -8.64 %.

MOJO Event held at IIMT College of Management



About The Event

On December 8th, the department of BA-JMC organized a mojo event for BA-JMC first and second year students. The event was focused on preparing the students for field reporting and interacting with diverse audiences and their diverse mindset.

MOJO event required the students to choose interesting topics related to society and interview the locals to gain their perspective for which they had to roam around the college and nearby places in order to find a target audience and record their opinion on their mobile phones.

It was displayed in front of the students and a panel of judges, who observed and scored the efforts of the participants. The whole event was video recorded.

The main objective of this event was to make students comfortable with the friendly side of journalism. Mobile journalism is mobile in nature as well because of its convenient nature and affordability. It'll just be you and your phone. You can move at your own pace, going wherever you want, whenever you want, without being held back. Your phone empowers you to control every aspect of production, meaning you get the opportunity to make your voice heard.

The faculty who coordinated the event was Dr.Sandeep Kr. Sirivastava (the dean of BJMC),Dr.Niranjan (HOD),Mr.Archana Singh (assistant professor). With the lamp lighting ceremony, the commencement of the event was addressed by the director of the BA-JMC department, Dr.Abhin Bakshi Bhatnagar, who encouraged the participants with his kind words. In the end the event was wrapped up with the prize distribution ceremony and a group photograph.

Creative Banner

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— Minor Activity —

MOJO

PARTICIPANTS:
BJMC
(2nd Year)

📅 08th December, 2022 ⌚ 10:00 AM Onwards
Venue - Chanakya Hall

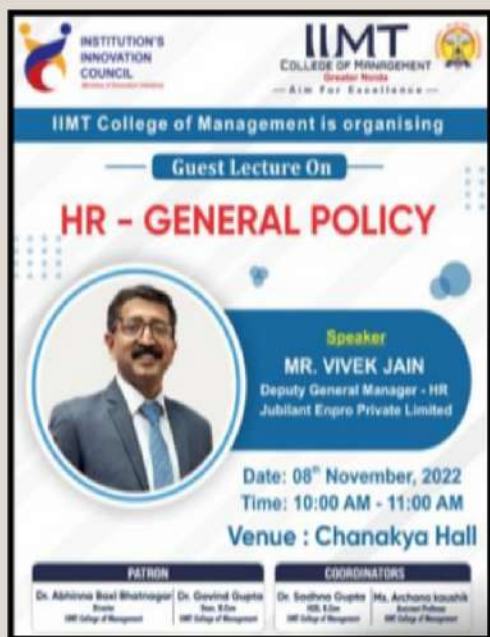
FACULTY COORDINATORS		STUDENT COORDINATORS	
Dr. Sandeep Kr. Sirivastava Dean, BJMC IIMT College of Management	Dr. Niranjan HOD, BJMC IIMT College of Management	Ms. Archana Singh Assistant Professor IIMT College of Management	Anushka (BJMC) (F. No.) Saurabh (BJMC) (F. No.)

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Insights on the event

Creative Banner



A workshop on HR General policy was conducted by Mr. Vivek Jain. He is a deputy general manager in Corporate Jubilant Enpro private limited.

He explained the main duties and responsibilities of an HR person. In the modern era an HR is called a business partner. He dwells to identify the problem of the employee if there is any issue. He said, that “HR has the role of the doctor, first he diagnoses the problem and then provides a satisfactory solution to and for the employee. HR policies that the company drafts must be aligned with the benefits of the employee. We have to show the growth part to the employees.”

HR policy is a helpful tool in making routine decisions on frequently occurring HR Problems. HR policies specify the relationship that is shared between the organization, management and its employees. Besides, they allow members to work towards achievement of the objectives of the organization without friction/conflict, paving the way for better control. Examine current issues, trends, practices, and processes in HRM. The main objective of the following guest lecture was, to provide students with real-life insights into Human Resource Management, to help them understand the relation between theory and practice and to present conceptual framework of HR policy before students.

Mr. Vivek Jain

Mr. Vivek Jain is a Business Management professional having 20+ years of progressive HR experience at Plant and Corporate Roles in Aerospace, Oil & Gas /Marine Services, FMCG, Sugar & Distillery & Automobiles. He is currently working as a HR Head at Jubliant Enpro Pvt. Ltd.

Speech Competition held at IIMT College of Management



About The Event

On 29th November, 2022 the faculty members of BCA branch of IIMT College of Management arranged a Declamation event for its III Year students on the topic 'Famous politicians, Socialists and Businessmen'. Declamation requires students to select a speech that was delivered in public and perform an excerpt of that speech to an audience. Speeches are up to 10 minutes in length. As a result, students typically shorten the text of the speech to meet time requirements.

A declamation speech is the term used to describe the re-giving of an important or famous speech. It could be a political, graduation or commencement speech, a eulogy, a sermon: any type of speech at all as long as it's one that had a significant impact on those who heard it. But what's their purpose? How do you choose a good piece? Where do you look for one? And how do you work with it?

The main objectives of this activity were to help students communicate effectively, become a better listener and gain some experience to present themselves better in front of interviewers or appear confident in their everyday life. Overall it was a really fun and informative activity for those who attended it.

Creative Banner



Industrial Visit to Haier



First and foremost...

On October 17th, 2022, a group of BBA students from IIMT College had the opportunity to visit Haier, a leading global home appliance company. The visit was organized by the BBA department at IIMT College as part of their efforts to provide students with practical, real-world experience in the corporate world. During the visit, the students were given a tour of the Haier facility and had the chance to observe the various production processes firsthand. They also had the opportunity to interact with Haier employees and learn about the company's operations and management strategies. In addition to gaining valuable insights into the inner workings of a successful global company, the students also had the chance to ask questions and engage in discussions with Haier employees. This allowed them to develop their communication and networking skills and get a better understanding of potential career paths in the home appliance industry. The objective of this Industrial visit was to provide the students with an opportunity to learn something practically or something out of the books through interaction, know more about the industrial environment, and provide exposure that is not limited to the four walls of the classroom and more open to free ideas to grow. Overall, the visit was a valuable learning experience for the BBA students and gave them a glimpse into the world of business and industry which would, later on, help them learn new management concepts, improve their job prospects and open new venues for learning by seeing and experiencing it firsthand.



About Haier

Haier Electricals India is a subsidiary of the company which operates in India, it is a leading provider of home appliances and consumer electronics in the country. They offer a wide range of products including refrigerators, washing machines, air conditioners, televisions, and more. The company is known for its innovative and energy-efficient products that cater to the needs of Indian consumers. Haier Electricals India has a strong distribution network across the country and provides after-sales service to ensure customer satisfaction. The company has a vision to become the most trusted and preferred brand of home appliances in India.



About The Event

On October 10th, The Department of Journalism and Mass communication organized an event of poetry focused on the topic of 'Army and Social Awareness'. The motive of the event was to uphold the honor and dignity of the educational field. To help in achieving the mission, vision and goals of the college also the students. Ethical values influencing the standard of teaching, knowledge, skill, competence and conduct Performances are excellent motivators. Students will learn how to operate in "performance mode" and it will help them sharpen their interpretation skills. The main objective was to create a connectivity among students. The learning outcome of the event was to build the process of writing and sharing poetry to build vocabulary.

Students will learn how to incorporate new words when writing and understand their meanings. Poetry writing will expose individuals to literary devices such as alliteration, metaphors and personification. The event was coordinated by Dr. Mamta Pathak and Ms. Archana Singh. The director of BA-JMC, Dr. Abhinav Baki Bhatnagar and Dean of BA-JMC Department, Dr. Sandeep Kumar Srivastava were on hand to commence the event and honor students with their presence. The entire hall was filled with creativity and enthusiasm from our youth of IIMT. The young poets took the stage with confidence and put it on rhythm. The start of the soulful event was with a power came after and didn't let the fire die. The event ended with a few lines from BA-JMC Director, Mr. Abhinav Baki Bhatnagar, who thanked all the participants and the audience.

Creative Banner

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अल्फाज़

Open Mic : Your Time To Shine

We want to hear what you want to say!
Whether you sing it tell a joke or let
music speaks for you!

📅 12th October, 2022 ⌚ 11:20 AM - 01:00 PM

Venue - Chanakya Hall

PATRONS

Dr. Abhinav Baki Bhatnagar Director IIMT College of Management	Dr. Sandeep K. Srivastava Dean, BA-JMC IIMT College of Management	Dr. Niranjana Kumar Vice-Chancellor IIMT College of Management	COORDINATOR Ms. Archana Singh Assistant Professor IIMT College of Management
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Insights on the Workshop

Creative Banner

On November 11th, 2022, the faculty members of the BBA department at IIMT college of Management invited Mr. Tushar Gulati, Vice President of Strategy & Business Development at Aumirah, to speak about intellectual property rights.

During the lecture, Mr. Gulati provided valuable insights into the concepts of intellectual property rights, including the differences between patents, copyrights, and trademarks. He also shared some trade secrets on how to succeed as an entrepreneur in today's economy.

The students who attended the lecture were given a thorough understanding of the importance of intellectual property rights, the scope and benefits of such rights, and the consequences of violating these rights.

They also learned about the advantages of protecting one's intellectual property. Overall, the lecture was a great success, and the students left with a wealth of knowledge and practical advice that they can use to further their own careers and endeavors.



Mr. Tushar Gulati

Mr. Gulati has a wealth of experience in various fields, including marketing, business development, and operations, and has served as a mentor to startups in incubators such as Nexus. In addition to his professional pursuits, Mr. Gulati is also the co-founder of innovation projects such as Netshiksha.com and Step in Systems.

Advertisement Creation



About The Event

On an artistic day of December 14th, 2022, the Department of BA-JMC of IIMT college of Management organized an event of poster making . There were 9 faculties in attendance with 100 young minds who were either there to showcase their posters as an enthusiastic audience. As the name states, the event was about poster creation for the advertisement of an original product born from the imagination of talented BA-JMC scholars of IIMT.

Advertisement has become an important part of mass communication today. It is all over the places, on TV and radio, in newspapers and magazines on billboards and even plastered across the sides of the buses. It is persistent and persuasive. If an advertisement can persuade us to buy a product, surely it can be just as effective in persuading us to think in a certain way. The global market has expanded many folds in the last few decades. Numerable products are being launched everyday.

The companies are engaged in cut throat competition to highlight their products. Herein enters the glamorous field of advertising. The more innovative advertising, the better is the market.

So a field this interesting and diverse requires creative brains to storm it and dish out an advertisement attractive enough to excite the viewers in an instant to buy the showcased product. This event was arranged for the sole purpose of helping students and providing them with the exposure they wanted and the guidance they needed in the field of advertising 'planning and implementation'.

The event was coordinated by Dr. Arun kumar and Mr. Bhuvnesh Mishra, who worked as helping hands and provided the students with solutions when they faced any problem during the making of E - posters and Advertisement videos. An advertisement is a whole package of content writing, art & design, graphics, editing, photography and videography. Many students naturally talented in various fields mentioned above were recognised in the event and were awarded with prizes..

Creative Banner

The banner features the IIMT logo at the top, followed by the text 'COLLEGE OF MANAGEMENT Greater Noida - Aim For Excellence -'. Below this, the title 'विज्ञापन सृजन -Competition-' is written in Hindi. The banner also includes icons for '1 Poster (Print)' and '1 Video (Electronic)'. At the bottom, it specifies the date 'December 14, 2022' and the time '10:00 AM Onwards' at 'Chanakya Hall'.

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Industrial Visit to AajTak and SansadTV

30TH SEPTEMBER
2022



First and foremost...

BA-JMC Department of IIMT college of Management is known for its frequent visits to news channels like Aaj tak , Sansad TV and many more prominent centers. For these adventures we should Thank respected Director, Dean Sir & Head of Department of BA-JMC for giving students an opportunity to visit India's top leading News Channel, and also appreciate BA-JMC 's competent faculty members who coordinated the visits and took responsibility for the students of a safe and informative experience.

These visits helped students receive ample experience about the media world and its functioning. They got a chance to see and explore the studio so close to their proximity. There they saw how a Show is broadcasted to a larger audience live. They got a glimpse of the PCR room for the first time and they felt really excited. Objective & Learning Outcome of these Activities was that Students learned how to be active for all types of situations in media, they learned about the anchoring and its ethics from the anchor and also had a live experience in how to conduct and how to handle a debate show.

These practical visits proved very beneficial for the students who want to pursue a career in this field of line. It also helped in breaking myths and revealing secrets about the glamorous and sparkling world of anchoring and hosting .For one to expand the boundaries ,one has to accept the restrictions as well

We know, theoretical knowledge is not enough for making a good professional career. With an aim to go beyond academics, these visits provide students a practical perspective on the world of work. News channel visits provide the students with an opportunity to learn practically through interaction, working methods and employment practices. It gives the students an exposure to current work practices as opposed to theoretical knowledge being taught at their college classrooms.

Photographs from the events



WWW.IIMTINDIA.NET

IIMT COLLEGE OF MANAGEMENT

Talent Hunt held at IIMT College of Management



About The Event

On November 18, 2022, the IIMT By participating in the event, Group of colleges held a talent students were able to pursue their show coordinated by Dr. Parul passions, gain exposure, and Garg and Dr. Seema Verma. This develop their personalities.

event provided students with the opportunity to showcase their Not only did the participating talents in a variety of fields, students get the chance to show off including music, dance, and other their abilities, but the talent show performance arts.

The talent show not only allowed hidden potential. The main goal of participating students to the talent show was to nurture the demonstrate their abilities, but intrinsic qualities of students, help also inspired other students to them overcome their stage fear, and come forward and reveal their promote personality development.

own hidden potential. One of the main goals of the talent show was to help students nurture their innate talents and overcome their fear of performing in front of an audience.

Overall, the talent show was a great success, with all students participating actively and enthusiastically. The display of talent and dedication was truly impressive, and the event served as a valuable learning experience for all involved.

Creative Banner



Quiz Contest at IIMT College of Management



About The Event

On 19th October, 2022, an interactive quiz contest on 'Shares and Debentures' was conducted in IIMT Group of colleges. This Activity was conducted and co-ordinated by Ms. Sushma Kumari and Dr. Manish Aggarwal and the two judges who were invited were Ms. Archana Kaushik and Ms. Ritika Ambast.

Tests and quizzes can also be useful for encouraging students to engage with course material more deeply. When students know that they will be tested on the material, they are more likely to pay attention to lectures and readings, and to try to understand the material rather than just memorising it for the test. This deeper level of understanding can be more rewarding for students and can also lead to better long-term retention of the material.

Additionally, tests and quizzes can be a useful tool for instructors to assess the effectiveness of their teaching and to identify areas where additional support may be needed for students.

The Objective behind organizing Quiz competitions is to evaluate the knowledge of the participants within academics as well as beyond academics and to make them familiar with the prospects of quizzes and the objectivity of the questions. These competitions can help students develop critical thinking skills and encourage them to engage in innovative learning. By participating in quizzes, students can gain a better understanding of their strengths and weaknesses, allowing them to focus their study time more effectively.

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COLLEGE OF MANAGEMENT
— Aim For Excellence —
— MINOR ACTIVITY —

Quiz Contest on Share & Debentures

PARTICIPANTS:
B.Com
(2nd Year Section A & B)

19th October, 2022 09:15 AM - 10:10 AM
Venue - Chanakya Hall

PATRONS
Dr. Abhinava Basal Bhatnagar, Dr. Govind Gupta
COORDINATORS
Ms. Sushma Kumari, Dr. Manish Aggarwal

Alumni Connect: Connecting the Past with Present

19TH OCTOBER
2022



GPS Map Camera

About The Event

On October 20th, the BA-JMC Department of IIMT college of Management organized an alumni meet. The purpose of this event was to let the freshers meet the older members of the IIMT family and to learn from their experience in the college and how the college helped them in their successful career.

The guest speaker of this event was Ms. Jyoti Mehra (Alumni of BJMC 2021 pass out batch) and Divyank Choudhary (Alumni of BJMC 2021 pass out batch), They shared their Experience, and told about the preparation of News and how to handle pressure while working with multiple challenging organizations. They both shared their Personal Experience of the Corporate sector with students impacted on students to establish their goal in the right manner.

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IIMT
COLLEGE OF MANAGEMENT
Greater Noida
— Aim For Excellence —
Department of BMC

ALUMNI CONNECT
NEWS VALUE

Jyoti Mehra
Sub Editor @ Amar Ujala

Divyank Choudhary
Asst. Manager (MCR) @ Zee Media & Entertainment

🕒 10:00 AM Onwards 📅 Thursday 20/10/2022
Venue - Chanakya Hall

WWW.IIMTINDIA.NET

CLUB ACTIVITIES



The IIMT College of Management has conducted various club activities throughout the academic year to provide students with opportunities to develop their interests and skills outside the classroom. These activities cover a wide range of interests including business, media, technology, and social service. These club activities are important as they provide students with a platform to explore their interests and passions in a more in-depth and hands-on way and also help students to develop important skills that are vital for their personal and professional growth.

CELEBRITY VISIT ORGANISED BY IIMT COLLEGE OF MANAGEMENT





PROUD MOMENT FOR IIMT COLLEGE OF MANAGEMENT

IIMT
GROUP OF COLLEGES
Meerut • Greater Noida

CONGRATULATIONS
To

DR. VAIBHAV UPADHYAY
ON BEING INVITED AS
ASSISTANCE PROFESSOR AT CENTRAL INSTITUTE OF HINDI, AGRA



Elite
NPTEL Online Certification
(Funded by the MUE, Govt. of India)

This certificate is awarded to
MS ARCHANA KAUSHIK
for successfully completing the course

Cost Accounting
with a consolidated score of **94** %

Online Assignments	24.17/25	Proctored Exam	70.31/75
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Total number of candidates certified in this course: **393**

Jul-Aug 2022
(4 week course)

swayam

Indian Institute of Technology Bombay



At IIMT College of Management, we take great pride in pushing our faculty past their limits and capabilities. Dr. Vaibhav Upadhyay got invited as Speaker at the Central Institute of Hindi, Agra and Ms. Archana Kaushik completed her Cost Accounting course from NPTEL.