

# MANTHAN



**IIMT COLLEGE OF MANAGEMENT GREATER NOIDA**

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



**Dr. Ramshankar**

**Conferred the Award**

Dr. Ramshankar, the eminent media research teacher and assistant professor, IIMT college of management was conferred the 'Science Incen-



tive Award' under the mission inspiration of Uttar Pradesh Government. The award was presented by Dr. Suresh Chandra Sharma, Regional Scientific Officer, Department of Science and Technology, Ghaziabad and Dr. Irfana Begum, Project Officer, Department of Science and Technology, Government of India.

## Budget Analysis 2021 Workshop

IIMT College of Management organized a workshop on Budget Analysis 2021 on 10th February, 2021. This workshop was focused on Business/Economic Policies, Innovation & Entrepreneurship. Mr. Rajeev Sharma, Chartered Accountant, Dr. Digvijay Singh, Head, Digital Video, Indian Express Online Media Pvt Ltd and Mr.

Chandrakant Gupta, Branch Manager, PNB Met Life were present as panelist. All the speakers tried to present the important points of budget in simple and easy language. In this discussion, positive and negative impacts were also discussed and students enjoyed and asked questions to the experts. This session was moderated by Mr. Amit Sharma, Head, Department of Journalism and Mass Communication. On this occasion, Prof. Abhinna Baxi Bhatnagar, Dy, Director also participated in this session and welcomed all the dignitaries. Prof. Dr. Ashul Sharma, Principal, IIMTCM, Dr. Anil Kumar Nigam, Dean, Department of JMC, Dr. Vibha Singh, Dean, Department of Commerce were also present in the session.



## Workshop on entrepreneurship

Institution's Innovation Council of IIMT College of Management organized one week workshop on entrepreneurship at Chanakya hall. This workshop was held from 8th March to 13th March, 2021 for students and faculties. Prof. Abhinna Baxi Bhatnagar, Dy, Director welcomed all the delegates and mentored about the entrepreneurship and its dimensions for whole day. On Second day, Ms. Zoobie Sabah introduced the subject "Growth opportunities in MSME sector" and (Continue on page 7)



## FDP on Research methods



A seven days online faculty development programme for faculty and Research scholars was jointly organized by Dr. Bhimrao Ambedkar University of Social Sciences, Mahu, Madhya Pradesh and Institution Innovation Council IIMT College of Management, Greater Noida, Uttar Pradesh. This FDP was

based on a very crucial topic "research methods: research approaches and statistical analysis". This faculty development program was held during 16th December to 22nd of December 2020.

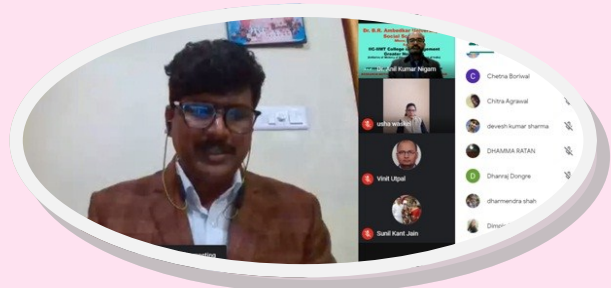
There were a total of 10 technical sessions in addition to the inaugural and valedictory sessions. The sessions were titled as follows: Awareness, attitude and perception of plagiarism in research; content analysis in research; review of literature: identification of research gap and designing of research problem; Focus Group discussion as in-depth qualitative technique: qualitative and quantitative research methods; six case study technique in research: inferential statistics: correlation and regression: uses of software in qualitative research: parametric test with SPSS and interpreting the result of hypothesis testing; report writing research.

First day, the convener of FDP Dr. Ram Shankar and Dr Manoj Kumar Gupta BRAUSS, introduced briefly about the program. Mr. Maynak Agrawal, Managing Director IIMT Group of Colleges formally inaugurated the FDP with his inaugural address. He emphasized on the significant role of teachers in the teaching-learning process and mentioned that as a teacher we have to keep updating ourselves and in turn develop our selves, because self-development is a key to success.

Professor Dr Anil Kumar Nigam Director FDP, delivering his opening remarks highlighted the aim

of the faculty development program. Professor DK Verma, Registrar BRAUSS, Mhow Madhya Pradesh in his opening remark congratulated both the organizing institutions and mentioned that this kind of collaboration was much needed to improve the condition of research in the country. Professor K John Vice Chancellor incharge BRAUSS Mahu MP, in his opening remark stated that it is very unfortunate that the students and researcher do not know what knowledge is and how to generate knowledge. Prof. Roop Kishor Shastri, VC, Gurukul Kangri Vishwavidyalaya, in his keynote address threw more light on the financial aspect of research.

Prof. Brij Kishor kuthiyala chairman Haryana Higher Education Council in his presidential address defined research as a process of searching truth. Second day was Technical session-1, titled



"awareness attitude and perception of Plagiarism in research". Third day was Technical Session 3 titled "review of literature identification of research gaps and designing of research problem". Technical Session 4 titled "Focused Group Discussion: In depth qualitative technique". Day 4 started with Technical Session 5 titled "qualitative and quantitative research methods". Technical Session 6 titled "Case study in research". Fifth day started with Technical Session 7 titled "inferential statistics correlation and regression". Technical Session 8 titled "uses of software in qualitative research". Day-6 was Technical Session 9 titled "parametric test with SPSS and interpreting the result of hypothesis testing". Technical Session 10 titled "report writing in research".

**MANTHAN**  
**NEWS LETTER**  
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**Management**  
**Greater Noida**

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# Students got job



A Mega Job fair specifically organized for IIMT Group of institute by Placement Team of Management & Poly technic on 19<sup>th</sup> February 2021.

There were more than 450 Students participated from different stream and courses of IIMT.

18 Companies were present to select/shortlisted the students and all these companies have their criteria/ process of selection, pre-placement talks were organized for the students so that students get the complete know how about the companies.

After the completion of job fair the list of 91 Selected



Students has been prepared and offer letters were distributed to the student.



## MOU with MQuest Business Solution

MQuest Business Solution Pvt Ltd. an Indian incorporation aspire to build global footprint brick by brick, is a step forward by group of professionals having expertise from various verticals of businesses, with envision of not only to be part of radical paradigm shift majority of business undergoing at micro & macro level whereas be harbinger of it.

IIMT College of Management and MQuest Business Solution Pvt Ltd, Noida have entered into a MOU for hiring students of BBA, BCA and B.Com for the academic session. Dr Anshul Sharma, Principal, IIMT College of Management and Mr. Ram, Vice President of MQuest Solutions Pvt Ltd signed the Memorandum of Understanding on this day 3rd February, 2021. More than 200 students were present from BBA, BCA and B.Com Departments. On more feather in IIMT College of Management's Cap. MOU Signing with Minda Quest Solution Pvt Ltd on 3rd February 2021 completed successfully.

### International MOU



IIMT College of Management and International company Deer Smart India Pvt Ltd , Noida have entered into a MOU for hiring students of BBA, BCA and B.Com for the academic session. Dy. Director Dr Abhinna Baxi Bhatnagar, IIMT College of Management and Mr. Cheng Hongfei, Managing Director of Deer Smart India Pvt Ltd signed the Memorandum of Understanding on this day 10<sup>th</sup> March 2021.

### MOU with Awake India



IIMT College of Management & Awake India, Sector 62, Noida have entered into a MOU for hiring students of BBA, BCA & B.Com for the academic session. Dr Anshul Sharma, Principal, IIMT College of Management and Ms Zoobie Sabah, Director, Awake India signed the Memorandum of Under-

### MOU with A K Automatics

IIMT College of Management and A K Automatics (Micro Turners Group) Rohtak have entered into a MOU for hiring students. Dr Anshul Sharma, Principal, IIMT College of Management and Ms Farha Khan, HR Manager, AK Automatics signed the Memorandum of Understanding on 3rd February, 2021.

### MOU with Digital Mantra

Digital Mantra is India's 1st Simulation based Digital Marketing Company and offers Services, Products and Training for more than 150 Corporate Clients all across the globe in the Digital Landscape. They will hire our students for the profile of social media analyst, Digital Marketing Executive and Ads Expert Executives to name a few. Dr Rahul Goyal, then director, IIMT College of Management and Mr. Devendra Singh, signed the Memorandum of Understanding on 16<sup>th</sup> January, 2021.

## Session on Business Model Canvas

Offline session on “Business or business plan can be converted into prototypes. This session opened up the young minds to brainstorm for innovative ideas. IIMT College of Management on 23.02.2021. Prof S.K. Mahajan was the main speaker of the workshop. In this session, students and faculties of IIMT College of Management got the insight about the Business models and how the business ideas

Presentation, Clarity of Business idea and execution. This session was attended by Dr Abhinna Baxi Bhatnagar, Dy. Director, Dr Anil Kumar Nigam, President, IIC-IIMT College of Management, Dr Anshul Sharma, Principal among several faculties and students. Vote of thanks was presented by Dr Vibha Singh, Dean, Department of Commerce, Greater Noida, U.P. Dr. Swati Singh has coordinated this session.

## Essay Writing Competition

The offline essay writing program was organized on 15<sup>th</sup> January, 2021 in Management building, room no 211, by Sahitya Kunj, Literary club of IIMT College of Management Greater Noida. In this program, 28 students from BJMC, B.Com, BBA and BCA participated in competition.

Students were given four subjects to write an essay on any one of them.

The subjects are- Innovative challenges in democracy Innovation in digital marketing Importance of research in marketing

Civil liberties and rights in republic system.

Most of the students wrote essay on ‘Innovation in digital marketing’ and ‘Innovative challenges in democracy’.

Students securing first 3 positions are

1. Kunal Thakur (BJMC) 1<sup>st</sup> position
2. Sufiyan Shamsi (B.COM) 2<sup>nd</sup> position
3. Satya Singh (B.COM) 3<sup>rd</sup> position



## Prototype Competition

IIC-IIMT College of Management was conducted online Prototype Competition among students. On this occasion Mr. Amit Arora, CEO, Ccovisinaire knowledge infinity Pvt. Ltd. was the chief guest. In this competition, students have grouped themselves in various sections and presented their prototype ideas.

## Legal and ethical steps for start-up

IIC organized the online session on legal and ethical steps for start-up on 17<sup>th</sup> Feb, 2021. Mr. Shivam Rai, Divisional Manager, Bandhan Bank was the mentor of this session and introduced the students about the legal steps for startup. He said that this is very important for any entrepreneur or start-up founder.

## Interaction with Innovation Ambassadors

Management students were interacted with Innovation Ambassador Mr. Mayank Raj on 15<sup>th</sup> February, 2021. He shared his knowledge and experience about the entrepreneurship and Startup. He invited startup ideas among students and gave a brief introduction how to register their startup and what College will promote your ideas. Ms. Madhuri Kushwaha has coordinated this event. On this occasion, Prof. Abhinna Baxi Bhatnagar, Dy. Director, IIMTCM, Prof. Anil Kr. Nigam, President, IIC-IIMTCM, Dr. Vinit Kr. Jha Utpal, Convenor, IIC-IIMTCM were also present there.

## Alumni Interaction program

An 'Alumni Interaction' was made with students of B Com. Versha Chauhan of the B Com batch (2017-2020) shared her experience with IIMT College. She narrated how the teachers of IIMT trained her to get good placement. While she is working as Sales and Retention Associate in Tech Mahindra Noida, she has understood how she got this ability. She communicated that as she had participated in all the activities of IIMT College and it helped her to stand in her legs sternly. She conveyed that she is so thankful to the environment given by IIMT College.

## Communication Skills Programs

A Symposium on Communication Skills was organized for up skilling students of BBA, BCA and B.Com on 15th and 16th January 2021. The Guest speaker was Ms. Kamini. She is an Ex. Air Hostess, Swiss Air International and a certified PDP and IELTS trainer from Linguasoft. She briefed students about importance of Communication Skills.

## Thought Provoking Skills

IIMT college of management organized an orientation session on thought provoking skills by Mr Rajesh Bakshi. He briefed students on how to work on new creative ideas to deal with difficult situations.

## Excellent AD MAD show

The students of B Com third year conducted an excellent AD MAD show on 25<sup>th</sup> February, 2021. Approximately 29 students participated in it. Such an activity really equipped them to give confidence to frame advertisements of business organizations. Students came up with the advertisements of hair oil, hair shampoo, face wipes, mobile phones, head phone, paint etc. Students came in teams for showing advertisements. They performed AD MAD show with songs which made it more attractive. **Riya Shukla and team** won the first position. **Ritesh Shukla and team** bagged second position. **Ashutosh and team** came in the third position.

## Nukkad Natak

On 3<sup>rd</sup> of February, 2021 Nukkad Natak was conducted by IIMT College of management as an activity of Social Club. From B Com department Deepak Bhagel, Amulya

Mishra, Bhavna Kumari, Ajay Kant, Kalash Sharma and Gourav Rawat of second year B Com participated. Nukkad Natak was conducted by BBA, BCA and B Com students with the initiative of Vikram Sawan Singh, President, Social club. A large number of students gathered near temple ground to see the programme. Then the students cleaned some areas around IIMT college by forming different teams.



Continue from page 2



"Entrepreneurship and start-up" in both sessions respectively. On third day, entrepreneur Mr. Amit Bharadwaj speaks on the topic "Team Building in Entrepreneurship" and give practical experiences to the participants. With Chinese entrepreneurs Mr. Cheng and Mr. Jason. On fourth day, senior entrepreneur and consultant Mr. Ashok Singh was the chief speaker and he spoke about "Innovative learning and capacity Building" and Dr. Vinit Kumar Jha Utpal mentored on the difference between "Idea and Startup" on fifth day. Prof. S.K. Mahajan, Senior Scientist introduced the topic Entrepreneurship, Start up and Marketing Strategy" among participants on sixth day.



## Creative Rara explore the talent

IIMT College of Management is known for various cultural activities in which all the students of BBA, BCA, B.Com, BJMC and participants from about 50 Colleges of Delhi NCR took part with zeal and enthusiasm. The Management College, despite of the COVID-19 Protocol organized Creative Rara in Online Mode. The list of activities consists of: Solo Dancing, Solo Singing, Mimicry and Quiz. Students were full of excitement to participate in the above activities. Around 550 Registrations were done which includes sizable entries from other colleges of Greater Noida and Delhi NCR. The Mimicry Compe-



tion was conceived in online mode. The time limit for act was 2 minutes which was administered through online video. 4 students took part in the Mimicry competition successfully. The following were names of the winners—1<sup>st</sup> Prize Ms. Ritik Sharma, JVM GRR, Dadri, 2<sup>nd</sup> Prize Mr. Aryan Dubey, IIMT College of Management. 3<sup>rd</sup> Prize Mr. Paryush

Dhyani, IIMT College of Management, BBA Dept. The General Quiz was conceived in Multiple Choice Question form. There were 50 questions from different topics viz. General Knowledge, Current Affairs, Sports, Business and Economy. The limit for quiz was 30 minutes which administered automatically by Google Forms. 242 students took part in the quiz successfully. The following were names of the winners—1<sup>st</sup> Ms. Neha Tiwari, Sanskar College of Engineering and Technology. 2<sup>nd</sup> Mr. Kunal giri, IIMT College of Management, 3<sup>rd</sup> Ms. Himanshi Chaudhary, IIMT College of Management, BBA Dept.

## Online Debate Competition

Online Debate Competition of B Com first year students was conducted. Topic of discussion was 'Social media a bane or boon to the society'. Some students expressed their opinion favoring



the topic and some others communicated against the topic. The speech of the students were very clear and helped all listeners to get new ideas. The online debate competition made it a creative class room really. The participants armed with statistics and data made their views more interesting. They expressed their great oratory skill. Atithi Tiwari got first position, Satya Sigh second position and Pragati Gupta was in third position.

## Innovative Presentation in Anchoring

The Department of Journalism & Mass Communication organized a Guest Lecture on 'Innovative Presentation in Anchoring' on Monday, 18 Jan 2021. All the students of BJMC attended this guest lecture. The speaker was Mr. Akhilesh Anand. He is expert in Television Journalism. He tried his best to let the students aware about television journalism. He focused on the opportunities of television journalism as well as the challenges faced by professionals. He has emphasized his lecture on innovative presentation in anchoring. He introduced innovative techniques and tools of anchoring. The lecture was organized at Chanaqya Hall, IIMT College Of Management. During lecture Mr. Mayank Agrawal, MD IIMT Group of Colleges, Dean of the Department Prof. Anil Kr. Nigam, and all the faculties of department were present.

## Online Sports Quiz

IIMT College of Management is known for various activities in which all the students of BBA, BCA, B.Com, BJMC take part with zeal and enthusiasm. This is an activity which is being organized in Odd semester every year. This year the Management College, despite of the COVID-19 Protocol organized Sport Quiz in Online Mode on 11<sup>th</sup> January 2021.

Like the previous years, students were full of excitement to participate in this activity. Around 279 Registrations were done.

The Sport Quiz Competition was conceived in online mode. The time limit for quiz was 40 minutes which was administered through Google Form. 279 students took part in the Sport Quiz competition successfully. The following were names of the winners who stood first second



and third in the quiz competition.

1<sup>st</sup> position -Vivek Kumar Yadav, BBA

2<sup>nd</sup> position -Suraj kumar, BBA Student

3<sup>rd</sup> position - Dilshad, BBA Student



## Kite Flying Festival

Breaking the monotony of academics, a festive spirit permeated across the Department of Commerce as scores of students from various departments flocked to the "Kite Flying" event to catch a glimpse of an array of colourful kites in flight in the skyline above, on account of Makar Sankranti and Lohri on 13<sup>th</sup> January 2021. Approximately 70 students participated and more than 100 students cheered them in the event and youngsters competed with each other to capture the spectacular view of the skyline dotted with a bunch of kites in varied hues and sizes. The students enjoyed to the tunes of festive music and raised the spirits higher.

## Webinar on Investment

Jan 19<sup>th</sup>, 2021 Online webinar on Share Market was conducted by Venkata Sri Harsha, Shine Projects from 05:00PM to 06:30 PM. In the talk it was mentioned that a disciplined way of investment is an effective way to build up one's net worth. He also mentioned that the investments in mutual funds are also so good as it is a properly pooled investments and professionally managed one. The Speaker also mentioned the importance of smart investment in this era. The speech motivated all the students to get more knowledge in that field.

## AD MAD SHOW

AD MAD SHOW' was conducted for B Com second year at the seminar hall of the B Ed building. The competition was an enthralling experience for the participants as well as the audience. 8 group of students participated in the show. **Ajay Kant and group** won the first position in it. Other participants in his group were Deepak Baghel, Anushka Chauhan, Amulya Mishra and Kalash. They came with the advertisement of a biscuit. Second position was won by Chanchal & Group. Ayushi Rajvanshi, Chanchal Senger, Chanchal Sharma and Bhavna. They came with the advertisement of perfume. Riya Pegwal and group got third position.

## Debate competition

The Department of Journalism & Mass Communication organized Debate competition for BJMC 1<sup>st</sup> students at Chanakya Hall. Topic selected of debate was Farmers Protest: Right or Wrong. The aim of the competition was to develop public speaking skills of the students and teach them to be articulate while expressing their thoughts and opinions. Large number of students participated in the competitions and speak for both 'for' and 'against' of the topic The session was a kaleidoscope of opinions, thoughts, ideas and perspectives that definitely enhanced the knowledge and understanding of the topic among



## Radio Jockey Competition

The Department of Journalism & Mass Communication organized Radio Jockey competition on Thursday, 24 Dec 2020 for BJMC 1<sup>st</sup> year students at Radio studio, IIMT college of management.

In this competition students have given various topics i.e. storytelling, prank call and interview. Students have to select any one of given topics and perform the act in particular time.

All the students of BJMC 3<sup>rd</sup> participated in the hunt. Best students were selected on the basis of their performance and the same was evaluated on three different parameters (knowledge of subject, presentation and confidence).

Winners(Offline) for this event are Honey Sharma first,



Anurag Rathore second and Ishika third and winners (Online) for this event are Joyti first, Juhi Pandir second and Abhishek Chauhan third.

## Upcoming Events

### International FDP

Institution's Innovation Council & IQAC Cell, IIMT College of Management, Greater Noida will be organizing an International faculty development program titled "Innovative Pedagogy for Effective Teaching & E-Learning during COVID-19 Era" from 2nd- 8th June 2021.

### Creative Rara

IIMT College of Management will be organizing Creative Rara Management fest on 2nd & 3rd June 2021 through online mode. In this event, various activity will be conducted like Collage Making, Slogan Writing, General Quiz, and Web Designing.

### Importance of Tree Plantation

Environmental Club IIMT College of Management A Guest will be organizing lecture on the Importance of Tree Plantation. Guest Speaker will be Dr. KULDEEP MALIK who is a known motivational speaker.

### कोरोनाकाल और मानवसेवा

IIMT news, official news channel of IIMT college of management will be organizing an interactive online talk कोरोनाकाल और मानवसेवा on 25th May

21 with Sri. Indresh Kumar, RRS, Secretary spoke and Shree Yogesh Mohan ji Gupta, chainman of IIMT Group.

### Portfolio Management during Pandemic

Finance Club of IIMT College of Management will be organizing an online talk on the Topic 'Portfolio Management during Pandemic' on 24th May 21. ( Dr.) Ashutosh Mishra, AC-MA (ICAI-COST) Practitioner, Proprietor/ Cost & Management Accountant will be the speaker.

### Salute to Corona Warriors

Rang Manch cultural club, IIMT college of Management will be organizing an online poetry competition on the theme "Salute to Corona Warriors" on 26th May 21.

### Filmania

Filmania 2021, a short and documentary film competition, will be organizing by department of journalism and mass communication on 15th June 2021. The Award ceremony was held on 15th June 2021. Famous Anchor and Sr. editor of News Nation Ms. Peenaz Tyagi will be the chief guest.