

INSTITUTE OF TECHNOLOGY & SCIENCE

MOHAN NAGAR, GHAZIABAD

E~Volve

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QUARTERLY E-NEWSLETTER OF DEPT. OF MANAGEMENT

Highlights

Matter of Pride for I.T.S.
Department of Management
during January-March 2021

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Management during
January-March 2021

Faculty Publication
@I.T.S. Department of
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January-March 2021

Student's Corner
@I.T.S. Department of
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January-March 2021

Media Coverage@I.T.S.
Department Of Management
during January-March 2021



MATTER OF PRIDE



Proud Moment for everyone @I.T.S, Mohan Nagar, Ghaziabad!

Institute of Technology & Science, Ghaziabad is awarded with “Institute of the Year – North” recognition by ASSOCHAM during 14th National Education Summit held during 18th – 20th February 2021.

We wish to share that this is for the 6th Year in a row, the Apex body of Businesses & India’s oldest Business Chamber ASSOCHAM, which caters to 4.5 lac industry members, have been recognizing our efforts for different parameters and this year has awarded I.T.S Ghaziabad as “Institute of the Year - North”

This achievement is the result of continued support, guidance and able leadership of I.T.S. Extremely Grateful to our leadership of our Dr. R.P. Chadha, Honorable Chairman of I.T.S – The Education Group and Shri Arpit Chadha, Our Vice Chairman, I.T.S – The Education Group



Proud Moment once again!!
 Happy to share that I.T.S School of Management has been ranked as 4th Top Private B schools in Uttar Pradesh by "Times B School Ranking, 2021"
 Congratulations to the I.T.S family for this achievement.



School Name	Rank
Indian Institute of Management, Udaipur	1
Institute of Management Technology, Ghaziabad	2
Indian Institute of Management, Kashipur	3
Department of Management Studies (IIT), Delhi	4
Amity Business School, Noida	5
Lal Bahadur Shastri Institute of Management, Delhi	6
Faculty of Management Studies, IIT Roorkee	7
Institute of Research & Studies (MHIRS), Faridabad	7
Amity Business School, Noida	8
IMS Unison University, Mohan Nagar, Ghaziabad	8
Chandigarh University- University School of Business, Mohali	9
Galgotias University- School of Business, Greater Noida	10
Jagadgurukul Institute of Management, Lucknow	10
Jagadgurukul Institute of Management, Lucknow	11
Lloyd Business School, Greater Noida	12
School of Management, Amity University, Noida	13
K.R. Mangalam University, Gurgaon	13
School of Management, Amity University, Noida	14
SRMS International Business School, Lucknow	15
University of Management Studies, Jaipur	16
Chitkara Business School, Gurgaon	17
Apeejay Institute of Management, Jalandhar	18
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Proud Moment once again!!
 Happy to share that I.T.S. School of Management has been ranked among Top 20 North B schools by "Times School Survey, February 2021"
 Congratulations to the I.T.S. family for this achievement.

ACTIVITIES @ I.T.S.

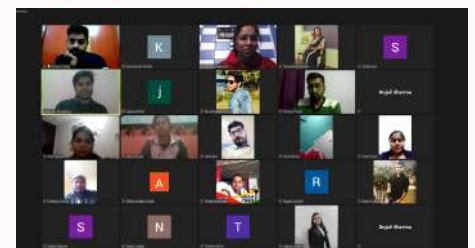
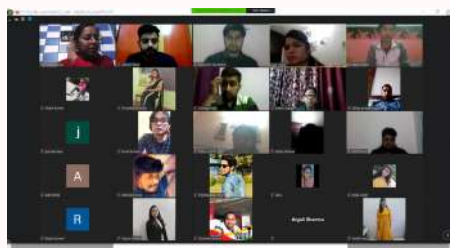
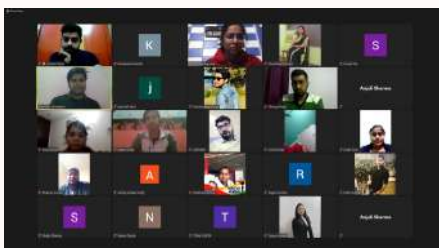
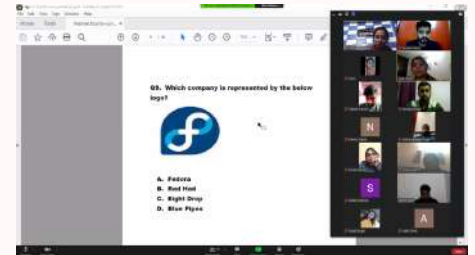
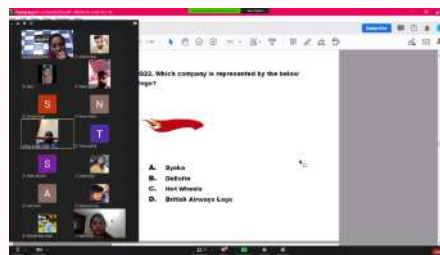
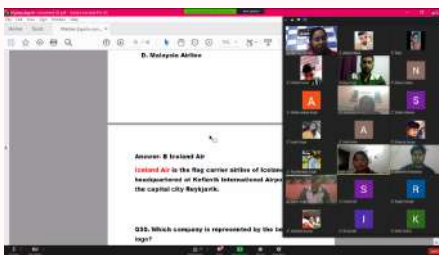
I.T.S. School of Management, Ghaziabad organized Virtual Quizzing Activity “Maîtres Esprit” for MBA batch 2020 -22 on 2 January, 2021.

I.T.S. School of Management, Ghaziabad organized Virtual Quizzing Activity “Maîtres Esprit” for MBA batch 2020 -22 on 2 January, 2021.

It was an online Quiz activity that was conducted in 2 rounds. Round 1, consisted of interesting questions of International business and events all round the world. In first round, registered participants were provided a google form with 15 questions. They were given 05 minutes to fill and submit answers. Top 15 scorers were selected and promoted to the second round. Round 2 was based on identifying logos and taglines of popular companies, brands and personalities of the business world. All participants greatly enjoyed the activity.

The Winners of the activity were:

- First- Shrang Singh Section-A
- Second- Aditi Sinha Section-B
- Third- Nancy Gupta & Piyush Pratap Singh Section-A & C



I.T.S. School of Management, Ghaziabad organized Finance Club - FINVEST activity “QUICK WITS” for PGDM batch 2020-22 on 2 January, 2021.

I.T.S. School of Management, Ghaziabad organized Finance Club - FINVEST activity “QUICK WITS” for PGDM batch 2020-22 on 2 January, 2021.

The activity was in Two Rounds. The first round of the activity was conducted on 26th December, 2020 by floating Google form to the participants through mail in which 3 sections (puzzle, sequence jumbling & pictorial) were there containing 5 questions each, which had to be done in exactly 15 minutes or before and the result of the first round was declared on the same day 02 January, 2021.

The second round of the activity was basically a Panel Discussion round which checked the ability of the students that how much they are confident and able to communicate on a public forum with their best of knowledge. There were total 12 participants divided into 3 groups of four members each with a separate moderator from the Finvest club only. The participants spoke on the respective topics allotted to them by the club.

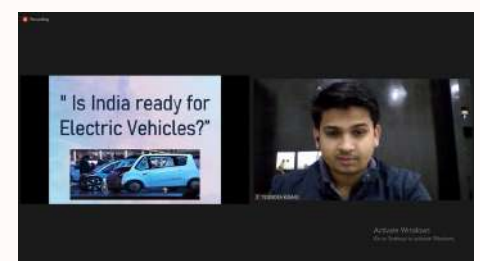
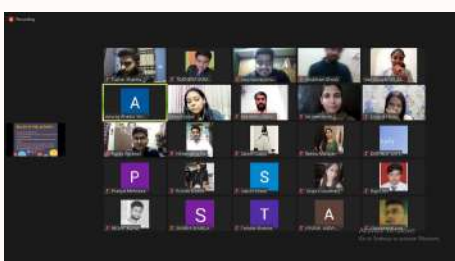
The activity started sharp at 4.10 PM with the kind words of the club coordinator where he motivated and enlightened the participants and audience. Dr. Anurag B. Singh was the judge of the competition. Out of the 12 participants, the top 3 performers of the activity were awarded with Appreciation Certificates and the rest were given the Participation Certificate.

The activity was conducted by the Finvest Club members of PGDM 2020-22 under the guidance & supervision of the Finvest club coordinator Dr. Anurag B. Singh & the senior member of batch 2019-21.

The prize winners are as follows

- First position Koushiki Basu
- Second position Anuj Kumar Srivastava
- Third position Shubham Rathor

Prof. (Dr.) Vidya Sekhri, Director-Management and Dr. Anurag B. Singh, Faculty Coordinator- of Finvest Club felicitated the winners.



I.T.S. School of Management, Ghaziabad organized Sports Club - STATESMAN activity "AFFINITY" for PGDM batch 2020-22 on 7 January, 2021.

I.T.S. School of Management, Ghaziabad organized Sports Club - Statesman activity "AFFINITY" for PGDM batch 2020-22 on 7 January, 2021.

During this COVID-19 period, in order to keep the logical thinking balance along with the fun factor of the students, the club conceptualized this event. This event has been an innovative general information quiz. There were 5 questions and the time allotted to answer these questions was 10 minutes.

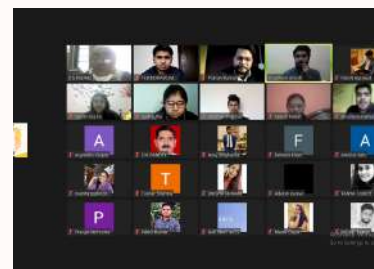
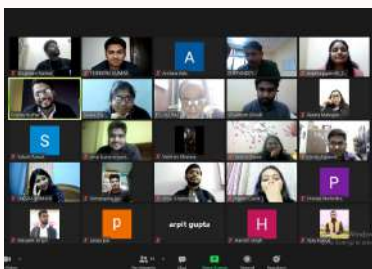
The participants were highly enthusiastic and passionate to win. The rapid fire questions were asked with the 6 teams one-by-one. They were given hints as per the guidelines of the event. The event was conceptualized under the guidance of Dr. D.K. Pandey and Dr. Sanjeev Tandon and the members of the Statesman Club.

It was a great evening and the teams were very actively replying the questions. The event required presence of mind, time management, logical thinking and general knowledge. It was a great experience and much required change for all the students during this lockdown period. The event ended happily with much of learning for each participant.

The Winners of the activity were:

1st position (TEAM LEADER & TEAM MEMBERS) - (The Inclusives)

- Anuj Kumar Srivastava
- Reena Mahajan
- Sakshi Rawat
- Shubham Rathor



I.T.S. Department of Management, Ghaziabad organized a Virtual Summit on the focal theme “Emerging Technologies: Shaping the future of Business with Blockchain and Fintech” for PGDM & MBA students on 8 January, 2021.



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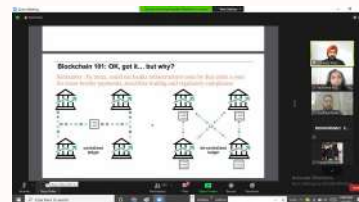
The virtual summit was graced by the presence of three guests of honour:

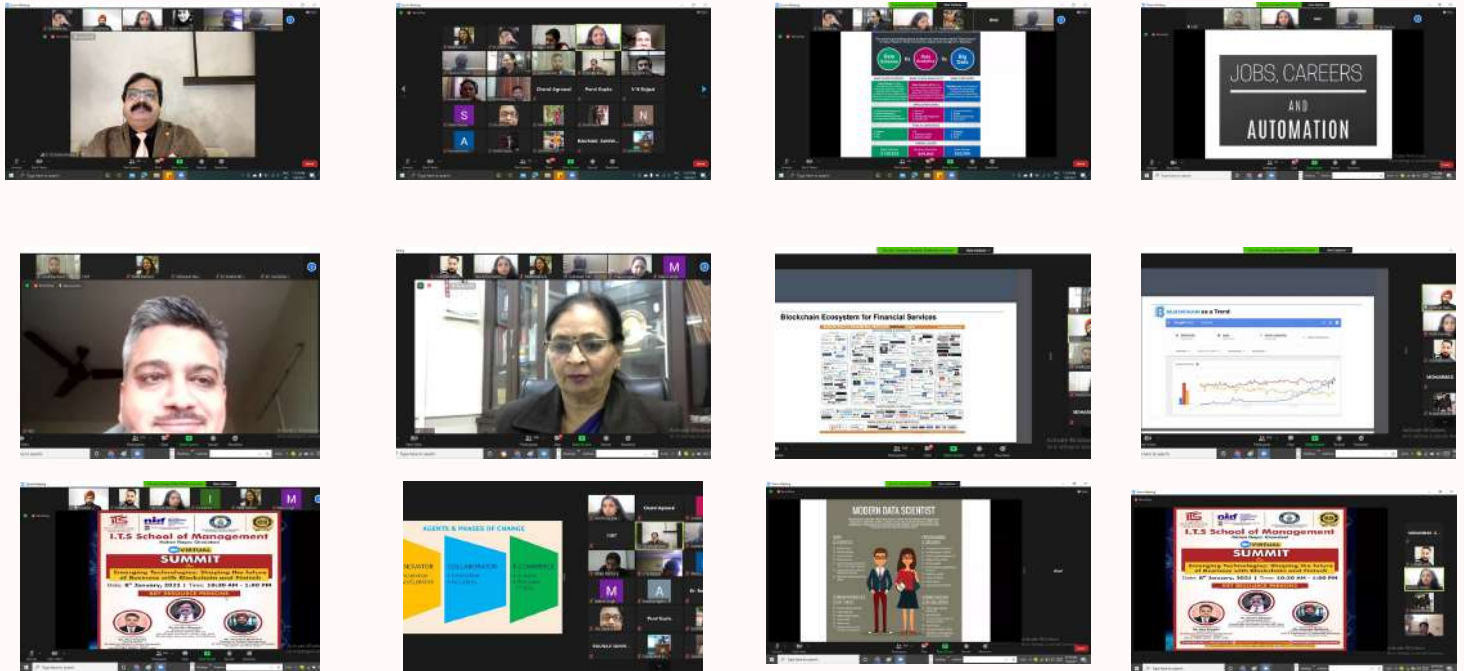
- Mr. Amanjot Malhotra, Director of Product Management at LCX, Gurgaon
- Mr. Atul Tripathi, Data Scientist Ex-National Security Council Secretariat (Prime Minister’s Office) Advisor IISER, Mohali, Delhi, India
- Dr. Sindhu Bhaskar, Chairman and CEO of EST Group EST Global Inc(Cambridge Innovation Center, MIT, USA) (Cambridge, Massachusetts, United States).

The session commenced with the welcome address by Prof. (Dr.) Vidya Sekhri, Director Management.

The first speaker Mr. Amanjot Malhotra started the session by giving a brief presentation on Introduction of Blockchain and Its Use Cases. He explained how blockchain has evolved over the years and why blockchain technology is the future. He mentioned that blockchain was introduced after the financial crisis of 2008 and since then it is experiencing exponential growth.

He then explained the working of blockchain in a simplified way and highlighted that it is basically a network in which a millions of nodes are present to validate the transaction and depends on a decentralized entity making it a safe, transparent and tamper proof technology. He described some of the services provided by the blockchain like money services, payroll and insurance, and many more, and also explained how the blockchain concept can be implemented for a liquid democracy, what advantages blockchain technology can bring to supply chains, how problems of document manipulation can be fixed with blockchain technology and how the blockchain is related with IoT (The Internet of Things).





The next speaker, Mr. Atul Tripathi (Data Scientist Ex-National Security Council Secretariat (Prime Minister's Office) Advisor IISER, Mohali) carried forward the blockchain discussion towards the Career Path and Opportunities in Block Chain and Data Analytics for management students. He emphasized the importance of maths, statistics, programming and communication skills for a data scientist. He motivated the students to get certifications for technical and non-technical courses in Blockchain. Before ending he effectively answered the queries of the students regarding the opportunities in the field of data analytics and Blockchain.

Dr. Sindhu Bhaskar (Chairman and CEO of EST Group , EST Global Inc. (Cambridge Innovation Center , MIT , USA) (Cambridge, Massachusetts, United States)enlightened the students on "Contemporary Issues and Challenges in Fintech Application in India" and also talked about emerging Fintech (Finance + Technology) & different faces of Indian Fintech where he spoke about payment and settlements, lending, supply chain & higher technology. He also talked about trends in Indian fintech where he explained Box Banking, P2P Lending, Financial Inclusion, AI and IOT based Security.

Towards the end of each session, Q/A round was held in which the guest speakers answered all the questions of the students and cleared all their doubts regarding blockchain technologies.

The summit was attended by around 400 management students of I.T.S School of Management, Ghaziabad. It was truly an enlightening session for all the participants. At the end of each session, Prof. (Dr.) Vidya Sekhri, Director Management ITS presented a virtual plaque as a token of gratitude and remembrance to the guest speakers and thanked them for sharing such valuable insights on the blockchain technology and fintech.



I.T.S. School of Management, Ghaziabad organized a Virtual Corporate Session on "Blue Ocean Strategy- Succeeding an Innovation & Startup" by Mr. Satya N. Gupta for PGDM batch 2019-21 on 13 January, 2021.

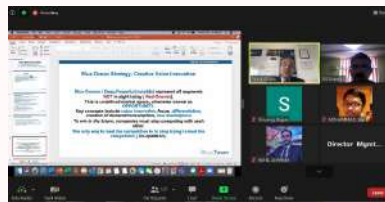
I.T.S. School of Management, Ghaziabad organized a Virtual Corporate Session on "Blue Ocean Strategy- Succeeding an Innovation & Startup" by Mr. Satya N. Gupta for PGDM batch 2019-21 on 13 January, 2021.

Prof. (Dr.) Vidya Shekri, Director Management extended a warm welcome to the expert Mr. Satya N. Gupta (Satyen), NGNguru, Chair, India IPv6 Council, Secretary General, ITU-APT Foundation of India, Co-Chair, Rural Digital Initiative & Infrastructure Committee, BIF and Secretary General, NGN Forum to mark the beginning of the session and highlighted the need of innovation and startups as key driving forces of the knowledge-based society and economy like India.

Mr. Satya shared Blue ocean strategy as the simultaneous pursuit of differentiation and low cost to open up a new market space and create new demand. It is about creating and capturing uncontested market space, thereby making the competition irrelevant. He focused on the concepts of Value innovation and technological innovation and explained the ways of creating new demand and attracting non customers. He shared that Value innovation is created in the region where a company's actions favorably affect both its cost structure and its value proposition to buyers. Cost savings are made by eliminating and reducing the factors an industry competes on. Buyer value is lifted by raising and creating elements the industry has never offered. Over time, costs are reduced further as scale economies kick in due to the high sales volumes that superior value generates.

He discussed a case of Blue Town as a successful innovation model with a vision to connect rural areas of the world.

It was great to have such deeper insights on one of the most impressive areas related to innovation and startup by the expert. At the end, Dr. V N Bajpai proposed a vote of thanks to Mr. Satya for sparing his valuable time and enriching the participants with his words of wisdom.



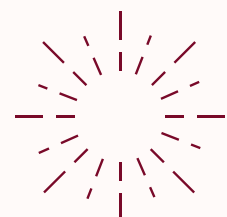
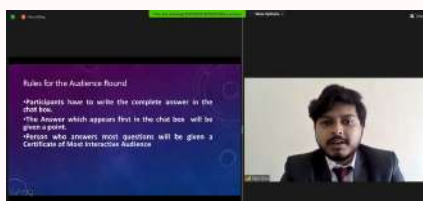
I.T.S. School of Management, Ghaziabad organized International Business Club - GLOCAL activity “GLOCAL SUMMIT” for PGDM batch 2020-22 on 14 January, 2021.

I.T.S. School of Management, Ghaziabad organized International Business Club-GLOCAL activity “GLOCAL SUMMIT” for PGDM batch 2020-22 on 14 January, 2021.

It was an MUN based activity conducted in 2 Rounds. Round 1 was conducted through Google form and was based on International Business quiz and Round 2 was a Model United Nation summit. 6 selected participants from round 1 participated in round 2 and asked to team up with any 1 audience. One team represented one country. First, Welcome note by one of the team members tells the summit about the steps taken by the country to handle Covid – 19 situation and how they will be reviving their economy. And then, was a panel discussion between the participants regarding the same where each participant shown their zeal & enthusiastically participated in panel discussion. It was really an overall fun activity which helped students not only for enhancing knowledge and garnish their skills but as well as it also helps in killing boredom due to busy schedule.

Winners of the activity were:

- Argneshu Gupta & Dr. Saloni Gupta at 1st position,
- Tushar Sharma & Koushiki Basu at 2nd position
- Mamta & Anuj Kumar Srivastava at 3rd position.



I.T.S. School of Management, Ghaziabad organized an online Guest Lecture on “Sales Channel” by Mr. Shiv Kumar Pandey for PGDM batch 2020-22 on 15 January, 2021.

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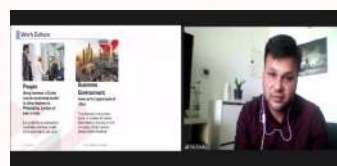
Mr. Shiv Kumar Pandey, major accounts manager, Graphic International Centre, LLC Dubai, UAE, also an Alumni of I.T.S. PGDM Batch 2008-2010, delivered an exciting online session from Dubai.

In the beginning of session, the speaker gave a brief about his company and the various roles which are managing sales and marketing of document solution. He shared information about the major accounts and his working at government segments across UAE through a team of sales professional. He also mentioned the growth prospects of UAE since 1971, GDP progress (421 Billion) and the population to GDP ratio. He focused on the industry functioning in UAE and the future scope like Expo 2020 (extended to 2021) as big business opportunities. He also highlighted about the work culture where Indian population is more as migrants in UAE. Dubai is a leading global business destination with an ease of doing business.

Mr. Pandey has also shared about the industry insights and sales as an integral function. He talked about the products and services that are differentiated into IT & Non-IT products. He also stressed about the solutions which comprises of mixture of IT product, services, software & hardware. He also highlighted the difference between business models of B2B & B2C. In the connection of B2B & B2C, he explained about direct and indirect distribution channels with examples.

Further, he emphasized about the marketing mix of his company. He marked few skills that were key traits for a successful sales management process.

Towards the end of the session, students asked a few questions related to the subject. Prof. (Dr.) Vidya Sekhri Director- Management shared her words of wisdom and presented a virtual plaque to the guest as a token of gratitude and remembrance. Dr. V N Bajpai, Prof. Durba Roy, Dr. D.K. Pandey, Dr. Sanjeev Tandon and Dr. Garima Srivastava attended this enriching session.



I.T.S. School of Management, Ghaziabad organized an online Guest Lecture on "Recruiting Overview and Overseas Practices" by Ms. Khushboo Singh for PGDM batch 2020-22 on 16 January, 2021.

I.T.S. School of Management, Ghaziabad organized an online Guest Lecture on "Recruiting Overview and Overseas Practices" by Ms. Khushboo Singh for PGDM batch 2020-22 on 16 January, 2021.

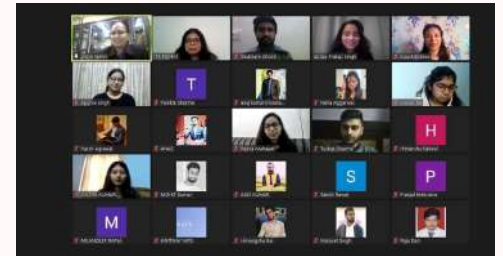
Ms. Khushboo Singh is ITS alumni of PGDM (2010-12) batch and currently working with Experis, Manpower Group, Canada. She has 8 years of experience in managing critical talent acquisition need for functional and technical organizations. She is currently supporting IBM's Pan Canada critical IT positions.

In the beginning of the session, the guest was welcomed by Dr. Charu Chaudhary. Ms. Khushboo thanked I.T.S for being her alma mater and shared about worldwide recognition of I.T.S degree while applying for jobs in foreign countries like USA and Canada. She highlighted in her discussion that industry is following two different types of approach to hiring:

- In-house recruitment
- Consultancy service

She briefed the students about the recruitment cycle followed in IT industry. Ms. Khushboo differentiated between Talent Management and Recruiting teams. She elaborated about the possible opportunities, growth and learning curve of recruiters irrespective of country boundaries. She also shared interesting tips to convince the candidate and negotiate within company budget to ensure closure of a position. She emphasized LinkedIn as one of the important tool for a recruiter to source both active and passive job seekers. Ms. Khushboo discussed about her 8 year career journey from first company to IBM now with lot of examples.

Towards the end of the session, Director Management, Prof. (Dr.) Vidya Sekhri enlightened the students with her words of wisdom. A virtual plaque was presented to the speaker as a token of gratitude and remembrance. It was a great learning experience for all participants.



I.T.S. School of Management, Ghaziabad organized an online Guest Lecture on “Quality for Business & Operational Excellence” by Mr. Sandeep Sharma for PGDM batch 2020-22 on 18 January, 2021.

I.T.S. School of Management, Ghaziabad organized an online Guest Lecture on “Quality for Business & Operational Excellence” by Mr. Sandeep Sharma for PGDM batch 2020-22 on 18 January, 2021.

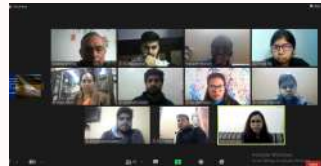
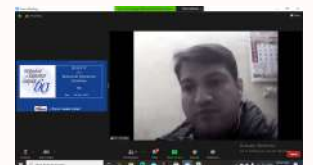
The key resource person for the occasion was Mr. Sandeep Sharma, who is an industry expert in the areas of supply chain management, business/operational and service excellence in diversified sectors like telecom & manufacturing. He has more than 20 years of experience and also holds a Six Sigma black belt.

Mr. Sharma enlightened the students about the fundamentals of quality, including the three major excellences. He talked about internal & external customers, standardization of processes and versions of a process. He also mentioned key measurement tools like KPI (key performance indicators) and SMART (specific, measurable, achievable, relevant, time-bound) qualities.

Mr. Sharma briefly talked about the business excellence framework; operational excellence and process excellence (PEX); and also discussed about the role of benchmarking, automation, digitization vs digitalization, data visualization, audit and assessment. At last he held forth on the types of training methods & the role of Six Sigma.

After this fruitful discussion he also took a round of questions from the students. Mr. Sharma patiently answered all the questions, explaining each fully to the satisfaction of the students.

At the end of the session, Prof. (Dr.) Vidya Sekhri, Director (Management), ITS Ghaziabad put on record her concluding remarks and presented a digital plaque to the guest as a token of gratitude and remembrance.



I.T.S. School of Management, Ghaziabad organized a Webinar on "Sales & Customer Communication" by Mr. Anand Rai for MBA batch 2019-21 under the Alumni Talk Series on 19 January, 2021.

I.T.S. School of Management, Ghaziabad organized a Webinar on "Sales & Customer Communication" by Mr. Anand Rai for MBA batch 2019-21 under the Alumni Talk Series on 19 January, 2021.

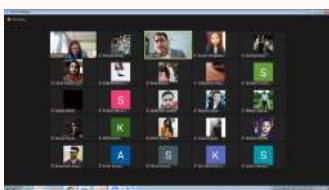
Mr. Anand Rai of MBA (2004-06 Batch) is working as a Regional Head in Sales- working capital Finance at ICICI Bank.

Mr. Anand Rai started the webinar with his experiences. He suggested the students to understand the market in a very practical method and also told that books have only theoretical knowledge, but the students need to update themselves in current general awareness. He also asked to spend more time in libraries or with books and the students should also need to focus on research sections as they really enhance our knowledge and analytical thinking.

In the current scenario of COVID 19 which is pandemic, it is not at all difficult to grab a job but it only depends on our skills and talent. If we have it then we'll definitely get a job. As the organization want proactive employees so the candidate need to keep themselves updated so that they can make themselves available for the organization with right and needed qualifications.

He also shared his the experience that we need to focus on our buyer because not all the time our consumer and a customer is the same person, so we need to focus on the buyers and partially on decision influencer also.

The webinar was really interactive and knowledge for the students. Director Management Prof. (Dr.) Vidya Sekhri has also joined the session and addressed the audience with her words of wisdom. She presented the virtual plaque as a token of gratitude and remembrance. Students enjoyed the session.



I.T.S. School of Management, Ghaziabad organized HR Club – METANOIA activity – “BIZVISIORY MASTERS” for MBA batch 2020-22 on 19 January, 2021.

I.T.S. School of Management, Ghaziabad organized HR Club – METANOIA activity – “BIZVISIORY MASTERS” for MBA batch 2020-22 on 19 January, 2021.

The activity was online so that students could participate from their homes during pandemic situation due to Covid 19.

This event focused on analyzing the IQ scores and knowledge of the students through an online quiz using the google forms. There were 30 questions related to the Taglines, CEOs and Logos of the various Indian companies which seems to be foreign and the total allotted time was about 15 minutes. There was active participation as we recorded 79 responses for the event. The questions were tricky but simple to test the knowledge of the students.

There were top three winners of the event. The active participants were more enthusiastic to analyze themselves, and were influential for the success of this event. This activity also helped the students in building their resumes and knowledge.

The winners were as follows:

- 1. Vikash Kumar
- 2. Prakhar Chauhan
- 3. Avinash Dixit

Overall feedback we received was overwhelmingly positive.



I.T.S. School of Management, Ghaziabad organized a Corporate Talk on “Navigating Disruptions : A Future Roadmap” by Mr. Gautam Hazari for PGDM batch 2020-22 & 2019-21 on 20 January, 2021.

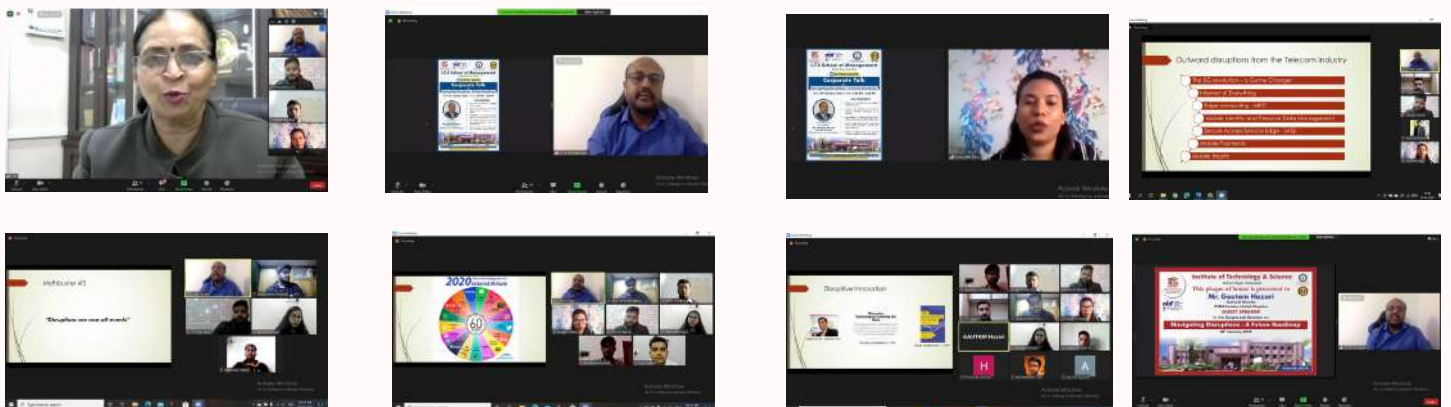
I.T.S. School of Management, Ghaziabad organized a Corporate Talk on “Navigating Disruptions : A Future Roadmap” by Mr. Gautam Hazari for PGDM batch 2020-22 & 2019-21 on 20 January, 2021.

Mr. Gautam argued that as companies focus their attention on their best and most reliable customers, they can all too easily overlook the threat of disruption from young upstart competitors. Those competitors, exercising their creativity, develop innovative capabilities and reach customers that the incumbents ignore.

Mr. Gautam said that for a company to manage disruptive change with minimal trauma, its employees must be willing and eager to make the transitional shifts it requires, despite the challenges. If your business is prepared to remain resilient during a period of disruption in hindsight, the disruptive phase may be viewed as simply an interruption.

Mr. Gautam has added that fortunately, major disruptions are rare and most of the transformed companies who manage to take a strong position in the new market get to sustain their successes, illustrating just how big a difference mastering Disruption Management can make.

The session was very participative. There were various queries from the student’s side, regarding the Managing disruptions. The Session was concluded by honouring him with a virtual plaque and a special vote of thanks was given to him.



I.T.S. School of Management, Ghaziabad organized a Guest Lecture on "Derivatives Market" by Mr. Sachendra Patel for PGDM batch 2019-21 on 21 January, 2021.



I.T.S. School of Management, Ghaziabad organized a Guest Lecture on "Derivatives Market" by Mr. Sachendra Patel for PGDM batch 2019-21 on 21 January, 2021.

Mr. Sachendra Patel has a rich experience of 8 years in the field of capital markets. His academic interest includes equity analysis, derivatives markets and mutual funds.

Mr. Sachendra Patel started his conversation with students by bringing in few hard facts about Indian economy; he spoke about the size of the Indian economy and the future ahead.

He talked about how derivative segment is generating lot of interest among traders and investors now days, as the investment is very less. He said that instruments in this segment should be used as hedging tools but we surely can use them as trading tools as well.

Derivatives markets are driven by big players with financial power. These big players or HNIs who invest huge amount of money in the markets, but while investing they take the advantage of derivative segment to multiply their profits.

He also talked about the various types of margin requirement of derivatives market which can play a major role in changing the ROI of trader. He also gave a brief overview of Mutual fund and Currency market. Mr. Patel emphasized the importance of various certification programs that students can pursue from NSE and NISM, He also explained how these certification programs can enhance their employability prospects.

Session ended with a vote of thanks given by student.



I.T.S. School of Management, Ghaziabad organized Marketing Club – MERCATO activity "The Pitch Game" for MBA batch 2020-22 on 22 January, 2021.

I.T.S. School of Management, Ghaziabad organized Marketing Club – MERCATO activity "The Pitch Game" for MBA batch 2020-22 on 22 January, 2021.

The activity was conducted in Two rounds. In the first round, students were asked to make a short video of 60 seconds upon the marketing of the products of their own brand used in the period of COVID 19 pandemic. A link was provided to everyone on the Gmail account where they have to upload that video. Out of these videos 10 innovative videos was shortlisted for the second round of the activity. Second round will be question & answer round where few questions were asked from these video presenters.

A filler round was also kept for the audience as well, the audience has to identify the brand logos and CEO for the images displayed on their screen.

The Top Three winners were as follows: -

- FIRST - SHEFALI SAINI (MBA Batch 20-22 section- C)
- SECOND- PIYUSH PRATAP SINGH (MBA Batch 20-22 section-C)
- THIRD- SAURABH VAISH (MBA Batch 20-22 section-C)
RIYA AGGARWAL (MBA Batch 20-22 section-D)

The Activity was immensely informative, elucidative and interactive, student remained captivated throughout the activity.

The Activity was performed under the supervision of Club Coordinator Dr. Garima Srivastava.



I.T.S. School of Management, Ghaziabad organized a Corporate Talk on "Digitalization- Revolutionizing Marketing Strategy" by Mr. Syed Rahim for PGDM batch 2020-22 & 2019-21 on 25 January, 2021.

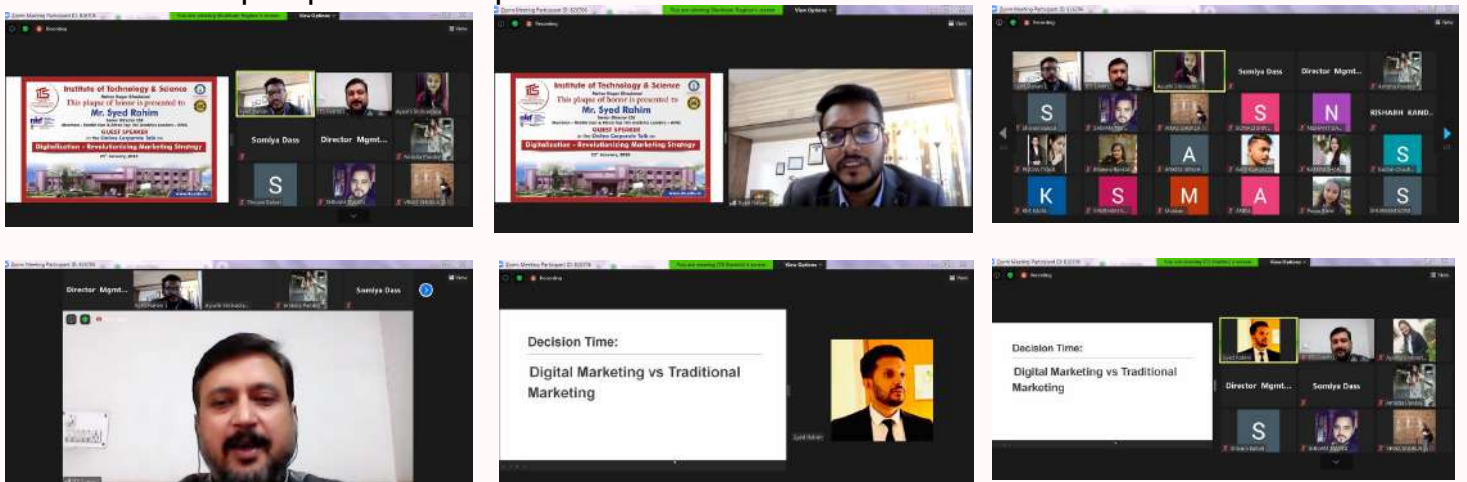
I.T.S. School of Management, Ghaziabad organized a Corporate Talk on "Digitalization- Revolutionizing Marketing Strategy" by Mr. Syed Rahim for PGDM batch 2020-22 & 2019-21 on 25 January, 2021.

Mr. Syed Rahim explained that Digital marketing strategies and platforms are evolving at an astounding rate requiring all marketers and companies to be creative and innovative to keep up with the trends. He further added that now companies need to concentrate on Identifying the 'inflection points' indicating a shift in the customer's needs.

Ms. Syed said that AI technologies are the future of work, because they enable companies to collect, analyze and apply data in the right place at the right time. There is enormous potential for increasing sales by enabling businesses to make informed data-driven decisions and improve personalization.

Mr. Rahim emphasized that companies does not need to complete overhaul of their digital marketing initiatives. Instead, businesses can adopt a strategic evolution of their digital marketing strategies and how they engage with customers.

The session was very participative. There were various queries from the student's side, regarding the digitalization. The Session was concluded by honouring him with a virtual plaque and a special vote of thanks.



I.T.S. Mohan Nagar, Ghaziabad - PG Campus celebrated 72nd Republic Day on 26 January, 2021.

I.T.S. Mohan Nagar, Ghaziabad - PG Campus celebrated 72nd Republic Day on 26 January, 2021.

The celebration started with the hoisting of the National Flag by Prof. (Dr.) Vidya Sekhri, Director Management, along with Students, Staff and Faculty members. In her speech, she highlighted the importance of the Constitution and its unique features such as Sovereign, Democratic and Republic enshrined in the preamble of the constitution.

The speech was followed by the National Anthem. The program ended with the message to create a great nation through collective efforts from all individuals. Sweets were distributed among all.



I.T.S. School of Management, Ghaziabad organized The Soft Skills - ZENITH Activity “One Step Forward” for MBA batch 2020-22 on 5 February, 2021.



I.T.S. School of Management, Ghaziabad organized The Soft Skills - ZENITH Activity “One Step Forward” for MBA batch 2020-22 on 5 February, 2021.

The objective of the activity was to give a glimpse of Current affairs of businesses to the students. As an MBA student, it is very important to evaluate every small change done by companies for general awareness and also for better understanding of the subjects.

This activity was conducted in two rounds. The first round was conducted on 4th February through the Google form, in which questions related to aptitude and current affairs were given. And there was a huge participation of students.

The second round was conducted on 5th February on Zoom platform in which Business quiz was conducted. Participants were given 10 seconds to answer each question.

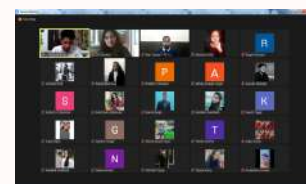
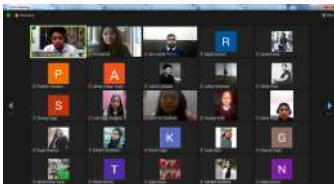
The event was made even more interesting and interactive when the audiences were also allowed to participate in the filler round during the activity.

The result of the activity is as follows:

- Gaurav Ahlawat- Winner
- Suraj- First runner up
- Avinash Dixit- Second runner up



Winners received e-certificates and participants were also awarded with participation certificates. Activity got the positive and encouraging feedback by all the participants.



I.T.S. School of Management, Ghaziabad organized a Virtual Industry Visit - Mother Dairy, Delhi for MBA batch 2020-22 on 5 February, 2021.



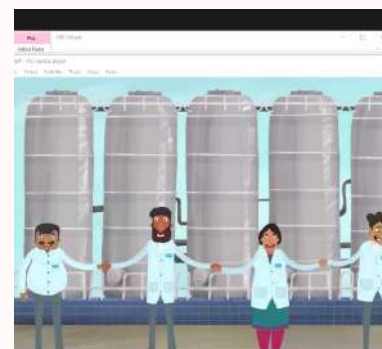
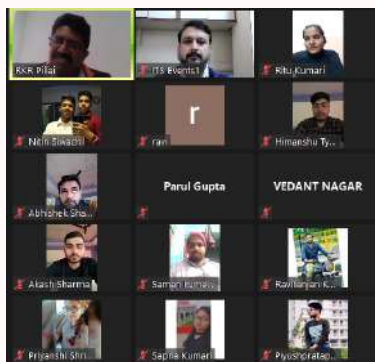
I.T.S. School of Management, Ghaziabad organized a Virtual Industry Visit to Mother Dairy, Delhi for MBA batch 2020-22 on 5 February, 2021.

The objective of the visit was to provide the newly admitted batch a unique learning exposure by closely observing the functioning of the plant.

The virtual session began with a detailed explanation about the company and its different products, followed by a foray into the entire processing at the plant. The company representative Mr. R.K.R Pillai explained how Mother Dairy is achieving consumer satisfaction by continuously ensuring quality in its range of products.

He also discussed how Mother Dairy is facing the increasing competition and its future plans to expand the operations in the untapped markets of India.

The students found the session highly informative and engaging and raised many queries which were duly answered by the guest.



I.T.S. School of Management, Ghaziabad organized a Virtual Industry Visit – Mother Dairy, Delhi for PGDM batch 2020-22 on 6 February, 2021.

I.T.S. School of Management, Ghaziabad organized a Virtual Industry Visit – Mother Dairy, Delhi for PGDM batch 2020-22 on 6 February, 2021.

The resource person of the event, Mr. RKR Pillai is working with Dairy product influencer Mother Dairy. He has great years of experience of managing organization.

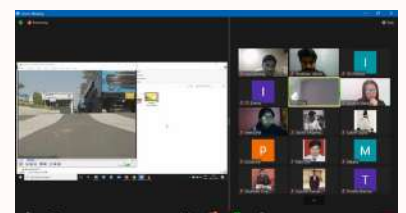
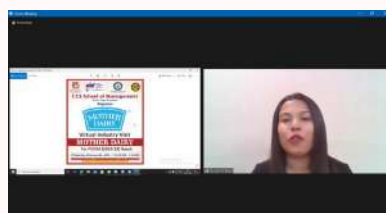
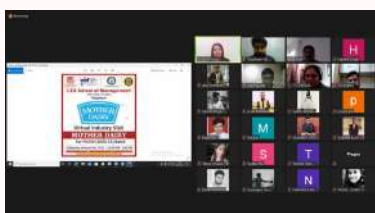
In the beginning of the session, the guest was welcomed by Prof. (Dr.) Vidya Sekhri, Director (Management). She told about how I.T.S. has worldwide recognition and students are in a right place. Also, she mentioned that before the pandemic college used to do the industrial visit with students by visiting the place but as per the current scenario college organized the virtual industry visit for the students.

Then the session was taken further by Mr. RKR Pillai who gave the brief knowledge about the history of successful years of Mother Dairy and also describes the number of products produced by the organization and what is the process of making such high quality milk and other products which nearly has maximum number of shares in the market.

Mr. RKR Pillai gives the student information about how the milk and dairy product started to produce in India and about its past years of experience and how the organization used in to cooperate in different states by different names of same products. He enlighten student about the quality and hygiene of milk and about the contribution of farmers as well. He enlighten student about the 'clarification, homogenization and pasteurization process and how the milk go through it.

Mr. RKR Pillai shared two videos with the student to have more basic understanding of organization, products and quality assurance and showing the virtual visit of the plant for proper understanding. The speaker also answered the queries of the students by quoting examples from his own experience.

Towards the end of the session, Dr. Anusha Agarwal enlightened the students with her words. A virtual plaque was presented to the speaker as a token of gratitude and remembrance.



I.T.S. School of Management, Ghaziabad organized Online Workshop on “Investment Awareness Among the Young Generation ” by Mr. Shamsher Singh for MBA batch 2019-21 on 10 February, 2021.

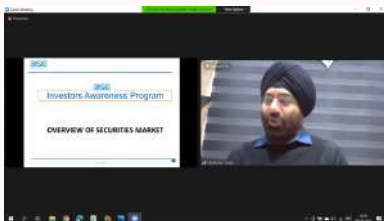


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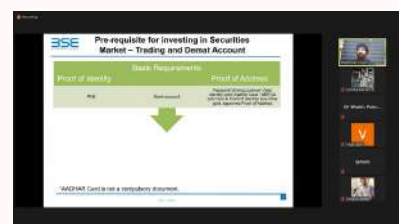
Mr. Shamsher Singh, Financial Planner & Winner of CNBC TV 18 Financial Advisor Award. Mr. Shamsher Singh described the students the difference between Primary Market and Secondary Market. And he also explained the different types of issues provided to the public and to shareholders. He suggested the students that what the basic requirement for Trading and Demat Account.

Mr. Shamsher explained the parameter to be taken care of before investing in a company. He further emphasized the SEBI’s recent investor’s protection measures and Do’s & Don’ts of investing in security market. He advised students about contract note and how to settle buy and sell trade.

The Workshop was very participative. There were various queries from the student’s side, The Session was concluded by honouring her with a virtual plaque and a special vote of thanks.



Features	Primary Market	Secondary Market
Definition	Securities issued first time to the public.	Trading of already issued and listed securities.
Also called as	New Issue Market	Post-Issue Market
Also Determination	By issuing Company in consultation with Market Statist	Shareholder
Key Stakeholders	Merchant, Business and RTAs	Share Broker
Purpose	Raise capital for expansion (Start-up, etc).	Trading (Buying/Selling) capital raised



I.T.S. School of Management, Ghaziabad organized an Alumni session on "Opportunities in International Business" by Mr. Shamshad Siddiqui for MBA batch 2019-21 on 11 February, 2021.

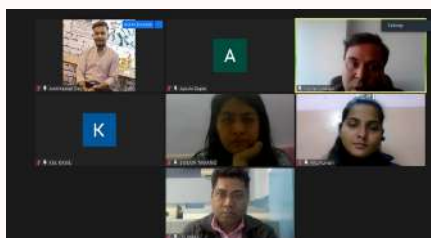
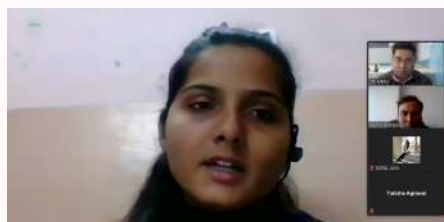
I.T.S. School of Management, Ghaziabad organized an Alumni session on "Opportunities in International Business" by Mr. Shamshad Siddiqui for MBA batch 2019-21 on 11 February, 2021.

The speaker for the session was Mr. Shamshad Siddiqui, who is an alumni of MBA 2004-06 Batch. He is currently working as an entrepreneur and running his own business in the area of international business.

The session was started with the welcome address of Director Management Prof. (Dr.) Vidya Sekhri, who in her address told students to be rigorous in their studies and to be placement ready for the coming placement drives.

Mr. Shamshad in his address brief about the procedure of international business. The session was focusing on the opportunities in international business and in overseas markets. As he has also worked in China for three years, he has shared his experience about his working in China and with Chinese. He also mentions how a student can start his own business and can grab the opportunities in the international market.

Relating the topic Mr. Shamshad briefs all the nitty-gritty's of international business and the challenges that come into the way while doing business abroad. At the end Dr. Nitin Saxena presented a virtual plaque as a token of thanks to the eminent speaker Mr. Shamshad Siddiqui.



I.T.S. School of Management, Ghaziabad organized Library Club - The Reader's Café activity "The Networkers -Dare to be Different" for PGDM batch 2020-22 on 11 February, 2021.



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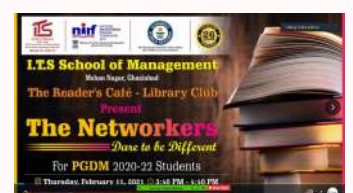
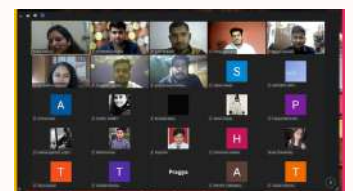
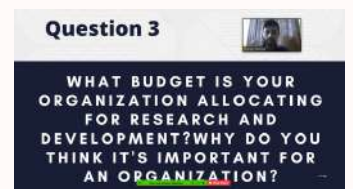
The activity was organized in Two Rounds. The first round of the activity was conducted on 09th February, 2021 by floating a literature crossword on Google form to the participants.

The Final round of the Activity was conducted on 11th February, 2021 on Zoom. Here the top 6 participants of the first round were invited and each winner had to select a partner for round 2 & name his/her team. Participants were given a product & they had to give a name to their company and then give very detailed presentation on how the production is being done, what is the process of B2B or B2C marketing, where they see their product in next five years, and what are they doing or expecting to do to bring innovations in their product etc. Then there was a Q&A round in which they were asked 3 questions according to their specialization. The overall performance was judged according to their production details & accuracy of answers along with their confidence, body language, critical thinking, etc. After completion of activity, the vote of thanks & words of wisdom were shared by Faculty coordinator Prof. Ritika Rathore.

The winners of this activity were:

- First Position: Team Warmongers (Koushiki Basu & Tushar Sharma)
- Second Position: Team Spark (Shubham Singhal & Himangshu Rai)
- Third Position: Team Doctor with Strange (Shubham Ghosh & Dr. Saloni Gupta)

This online activity was a great success where students got an opportunity to use their creativity.



I.T.S. Department of Management under the Institution Innovation Council organized an online special session on the topic "Horizons of Intellectual Property Rights" on 12 February, 2021.

I.T.S. Department of Management under the Institution Innovation Council organized an online special session on the topic 'Horizons of Intellectual Property Rights' for on February 12, 2021.

The resource person of the session was Mr. Mayank Sood, partner at K&S Partners Intellectual Property Attorneys. In the beginning of the session, the guest was welcomed Prof. Ritika Rathore and the guest began with his session. Intellectual property rights are legal rights that provide creators protection for original works, inventions, or the appearance of products, artistic works, scientific developments. There are four types of intellectual property rights (IP): patents, trademarks, copyrights, and trade secrets. The essentiality of this concept for contemporary business cannot be stressed enough.

During the session Mayank sir shares his knowledge on the following topics related to the horizons of intellectual property right:

- What is Intellectual property?
- Various terms of I.P
- About Patent
- About Trademark
- About different types of marks
- What is Copyright
- Plants Various Acts
- Integrated circuit layout design
- Some IP found in mobile phone
- Possible types of IP and other

The speaker also answered the queries of the students by quoting examples from her own experience. Towards the end of the session, Director (Management), Prof. (Dr.) Vidya Sekhri presented a heartfelt thanks to the guest and a virtual plaque as a token of appreciation and gratitude.



I.T.S. School of Management, Ghaziabad organized a Corporate Talk on "Deriving Customer Lifetime Value (CLV) through Big Data-Driven Marketing" by Mr. Anuj Tripathi, for PGDM batch 2020-22 on 12 February, 2021.

I.T.S. School of Management, Ghaziabad organized a Corporate Talk on "Deriving Customer Lifetime Value (CLV) through Big Data-Driven Marketing" by Mr. Anuj Tripathi, for PGDM batch 2020-22 on 12 February, 2021.

Mr. Anuj Tripathi, Director - Enterprise Business Development - Affle (India) Limited explained that you have to acquire new customers and to retain existing ones, but the former costs five times as much so its important to work on retaining your existing customers. Ms. Tripathi further added to segment your customer properly and build your products or service that complement your existing offerings.

Mr. Anuj Tripathi has taken several case studies to make students understand that to take advantage of the freemium model and constantly, consistently send out coupon codes and other special offers. He advised to properly funnel traffic from social media and create a seamless buying experience by offering a well designed Loyalty Program.

In the end he emphasized to use big data analytics to map customer Journey and increase the accuracy of the Customer Lifetime Value prediction significantly. The session was very participative and well appreciated by students. There were various queries from the student's side. The Session was concluded by honouring him with a virtual plaque and a special vote of thanks.



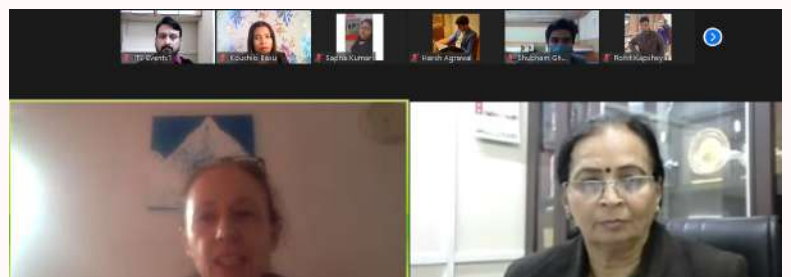
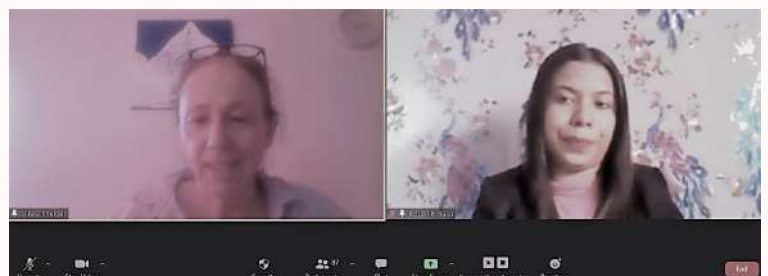
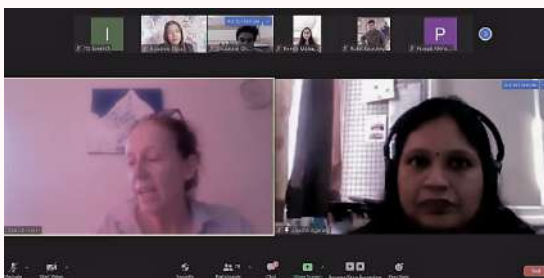
I.T.S. School of Management, Ghaziabad organized a Corporate Talk on “Leadership & Scientific Workforce Management” by Dr. Silke Schneider for PGDM batch 2020-22 on 17 February, 2021.

I.T.S School of Management, Ghaziabad organized a Corporate Talk on “Leadership & Scientific Workforce Management” by Dr. Silke Schneider for PGDM batch 2020-22 on 17 February, 2021.

Dr. Silke Schneider , Managing Director-Personalized Health Alliance -Zurich-Basel, Switzerland, Personalized/Precision Medicine University of Zurich explained that every manager will have their own unique style of management; however, every manager has to use strategies which are compatible with the organizations nature of work and the culture of the workforce. Dr. Silke Schneider suggested that workforce management requires a clear division of tasks and responsibilities along with use scientific methods to determine the ‘one best way’ of doing a job.

Dr. Silke Schneider suggested that proper scientific selection of best person for the designed job is utmost important. To make an impact in their field of study and to become an influence in the scientific community, the scientists even need leadership skills that are rarely the focus of their formal education and that are certainly difficult to acquire on the job.

In the end she emphasized that it’s very important to be an energy emitter, proactive and with open mindset to be a leader of diverse scientific workforce. The session was very participative and well appreciated by students. Session was concluded by honouring Dr. Schneider with a virtual plaque and a special vote of thanks.



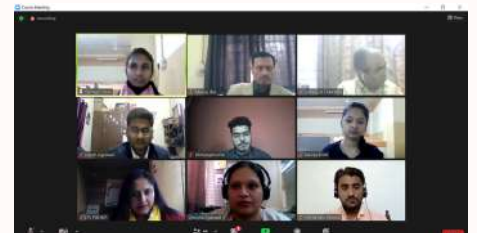
I.T.S. School of Management, Ghaziabad organized Director's Executive Club Activity "Breakthrough 2.0" for PGDM batch 2020-22 on 18 February, 2021.

I.T.S. School of Management, Ghaziabad organized Director's Executive Club Activity "Breakthrough 2.0" for PGDM batch 2020-22 on 18 February, 2021.

Activity started off with the valuable words of wisdom shared by Director Management, Prof. (Dr.) Vidya Sekhri. She congratulated the students for getting shortlisted for presenting the case study analysis which was the theme of the event.

The activity was conducted in two rounds. First round was conducted on 17th February which comprised of picture-based story-telling and answering multiple choice questions based on current business affairs. Top four teams were shortlisted for the second and the final round. All four teams were given a case study selected from different functional areas. The panel of judges consisted of Dr. Anusha Aggarwal, Dr. Manoj Kumar Jha, Dr. Sanjeev Tandon, Prof. Lokesh Upreti and Prof. Shikha Arora. After the presentations, judges gave their valuable feedback & also highlighted the areas of improvement for the participants.

First winner was Team Revolution and the team members were Shubham Singhal, Saloni Gupta and Sakshi Rawat and the runner up team was Team Financial Advisors with the team members Himangshu Rai, Farheen Khan and Kavita Bisht. It was a wonderful learning experience for all the participants.



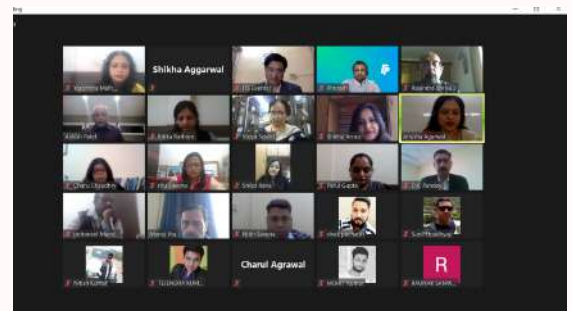
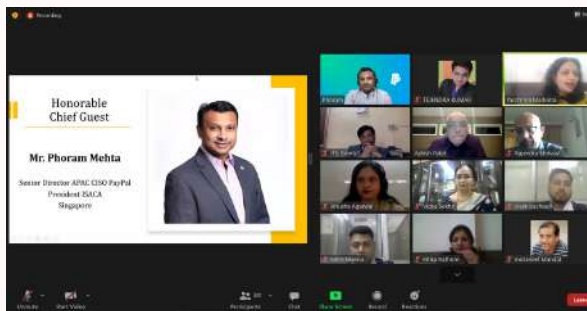
I.T.S. Department of Management, Ghaziabad organized a Virtual Business Summit on the focal theme of “Enterprising Skills & Growth Strategies in the Post Pandemic Period” on 20 February, 2021.



I.T.S Department of Management Ghaziabad organized a Virtual Business Summit on the focal theme of “Enterprising Skills & Growth Strategies in the Post Pandemic Period” on 20 February, 2021.

The program commenced with the enriching address by Shri Arpit Chadha, Vice Chairman, I.T.S - The Education Group and welcome address by Prof. (Dr.) Vidya Sekhri, Director- Management. The overview of the summit was delivered by Convener, Dr. Anusha Agarwal. The inaugural session was graced by the presence of Mr. Ashish Patel, Managing Director- Morgan Franklin (U.S), as the Guest of Honor; Mr. Rajendra Shrivastav, President, AES India, Chairman & MD of JV, as distinguished Guest of the day and Mr. Phoram Mehta, Senior Director, APAC CISO PayPal, President ISACA, (Singapore) as the chief Guest of the ceremony.





Followed by the Inaugural Ceremony, the summit highlighted very prominent points via Panel Discussion- 1 with the sub theme – New Frontiers of Environment, Sustainability & Governance deliberated by eminent speakers from Industry. Mr. S.K. Sethi, Founder & CEO, Insurance Foundation of India discussed how environment is changing rapidly and how each one of us should contribute towards it. He talked about three pillars, primarily, Government, Industry and Society whose combined contribution play a major role towards environment sustainability.

Another speaker of the session, Mr. Saurabh Jain, Vice President PAYTM discussed about how the environment changed during lockdown. He emphasized that “future belongs to entrepreneurs” and quoted the example of Elon Musk, how his idea Tesla and SpaceX contributed towards sustainability and made him a success.

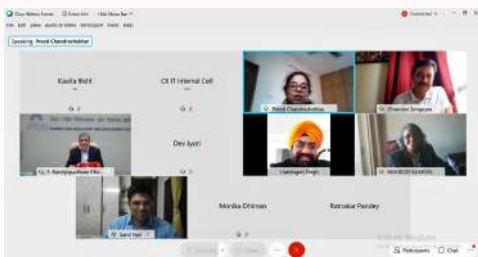
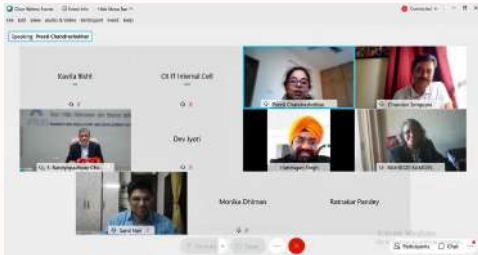
Mr Sahil Nayar , Senior Associate Director, KPMG (Mumbai) talked about how Covid become best example of VUCA. He redefined the term NEW NORMAL as NEO NORMAL. Mr Nayar gave a wonderful insight to audience about work life balance, work life harmony, gratitude, multi-tasking and switch task.

Then session was carried on by Mr Sulabh Goel, VP, Ernst & Young. He focused on sustainability and talked about before-covid era and after-covid era. He also talked about how people are adjusting and adapting to the new normal, private financing for infrastructural development and work from home culture.

Another Speaker of the session was Ms. Ritika Mathur, Director, Grant Thornton. She discussed how our policy makers needs to think differently and quoted the point that equity and environment go hand in hand together. She discussed about the importance of investment in clean technology, the new area of health care technology, drivers of sustainable environment& new transformation that can be helpful. The Moderator of this panel discussion was Prof Yachhna Malhotra.



I.T.S. School of Management, Ghaziabad attended CII webinar on “National Pension System (NPS) For Corporates and Importance of Retirement Planning – Role of NPS” for PGDM batch 2020-22 on 23 February, 2021.



I.T.S. School of Management, Ghaziabad attended CII webinar on “National Pension System (NPS) For Corporates and Importance of Retirement Planning – Role of NPS” for PGDM batch 2020-22 on 23 February, 2021.

Programme was commenced by Mr. Harbhajan Singh, Chairman of CII, Gurugram zone. He is also Chairman, Ease of Doing Business, CII Haryana, & Chairman CSR & Affirmative Action, CII Northern Region. He gave a brief introduction of all the speakers and mentioned the importance of investing tools and how not investing in right tools means losing on lucrative opportunities and he also mentioned how NPS is considered one of the best investment tool for retirement planning in India. 3 options to invest in NPS are: Equity, Corporate Debt and Government Debt and NPS subscribers enjoy full tax exemptions upto limit of 1.5 lakh under section 80C.

Mr. Supratim Bandyopadhyay is Chairperson, Pension Fund Regulatory and Development Authority(PFRDA). His area of expertise includes Finance and Investment. He mentioned that how in India we are still not ready for retirement, how pension rates are coming down and how corporate has a very large role to play in making their employees ready for retirement and how NPS ensures regular income post working life which is not ensured by many other schemes which one generally takes as retirement solutions. NPS is cost effective as well as safe way of creating income.



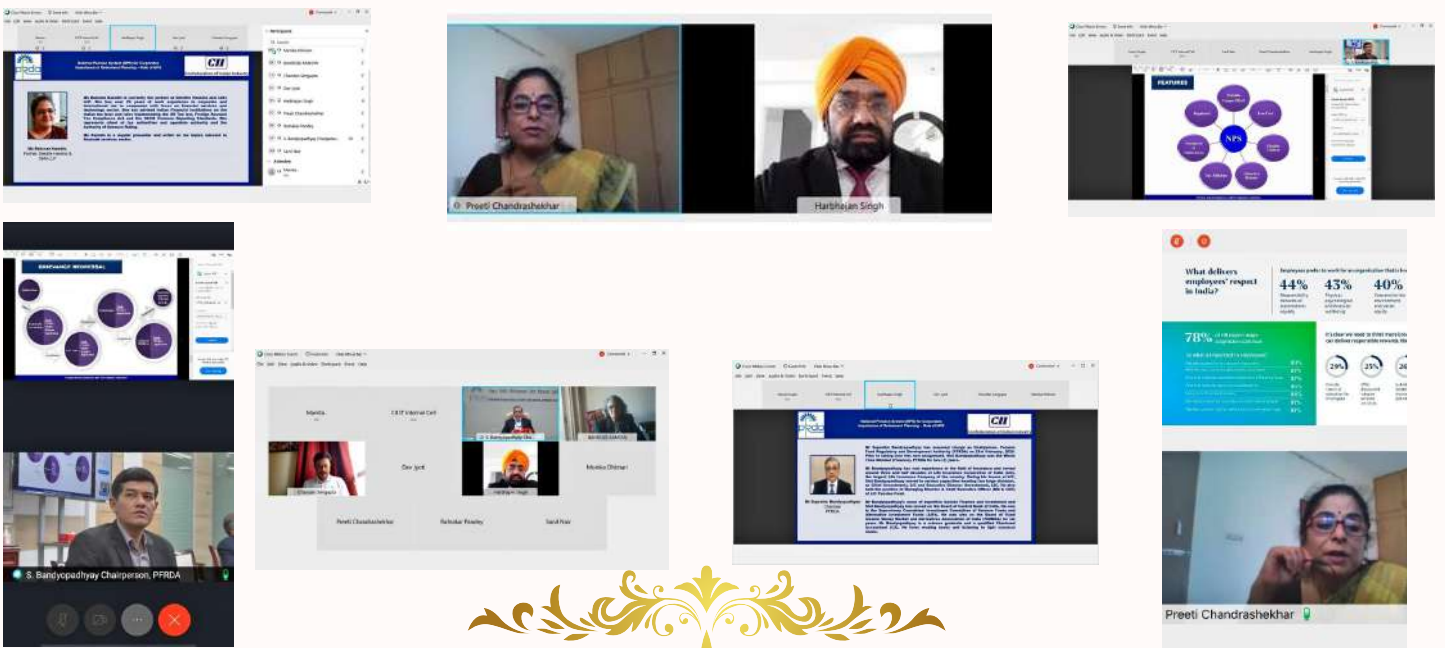
Ms. Preeti Chandra Shekhar is currently working as the India Benefit Leaders at Mercer, she discussed the 3 key dimensions: We will live longer (can we afford it?), Distressing financial distress (At the workplace), what works for investing in (and for future of employees), she also mentioned that in India people have very low trust in pension systems. Low rate, low growth, less stable employment careers are few reasons. She also discussed what happens during career and what happens after retirement.

Mr. Sanil Nair, working as senior consultant at Mercer Wealth Practice, he described the problems of employees ; retirement benefit among young workforce is low , they value cash in hand rather than saving in pension, employees are not ready to take risk are few of them. He also mentioned the challenges for the employer like global leadership, dependency on third party, operational support etc. Challenges for employee include balancing spending and saving, understanding how much saving is enough. Critical success factors for NPS were also mentioned by him that are: Better employee communication, Ease of opening NPS account and NPS implementation, On- going continuous engagement, Lead by example.

Mr. Mono Phukan is presently working as General Manager with PFRDA, he discussed about features of National Pension Scheme few of them are: Flexible choices, Low cost, Attractive Runs, Tax Efficient, Transparent & online access etc. He also mentioned about the various types of account under tier 1 and tier 2.

Ms. Bahroze Kamdin is currently the partner at Deloitte Haskins and sells LLP, she discussed about the tax incentives on investment in NPS and changes by the Finance Act 2020 and what are the tax benefits of investing in NPS like deduction for Individual contribution made to the fund in PY, contribution made by employer to the fund in PY, Annual Accretion to the NPS account and at last she explained what is Finance Act 2020.

At last the session was ended by Mr. Harbhajan Singh after putting his concluding remark and thanking all the speakers.



I.T.S. School of Management, Ghaziabad organized The Soft Skills Club-ZENITH activity “Burst The Cloud - Choose, Create, & Communicate” for PGDM batch 2020-22 on 25 February 2021.

I.T.S. School of Management, Ghaziabad organized The Soft Skills Club-ZENITH activity “Burst The Cloud - Choose, Create, & Communicate” for PGDM batch 2020-22 on 25 February 2021.

The objective of the activity was to enhance the creative and communication skills of the participants.

This activity was conducted in 2 rounds. The first round was conducted on 23rd February through Google form; there were 30 MCQs related to Soft Skills.

The second round was conducted on Zoom platform which was judged by Faculty Coordinators.

In this round, participants were given a word cloud and they had 3 words from the word cloud out of which 2 words were selected by the participants and 1 word was given by the host of the activity. 30 seconds were given to each participant to frame a relevant story or a paragraph.

After 30 seconds, participant had to speak for 2 minutes by using all 3 selected words in his/her story or paragraph. Participants were judged on the basis of confidence, communication skills, content & usage of 3 words. Filler round was also conducted for the audience.

At the end, Club launched it's ZENITH TIMES Vol.3 Magazine.

Winners of the activity were:

- 1) Reena Mahajan (Winner)
- 2) Pranjal Mehrotra (1st Runner Up)
- 3) Megha (2nd Runner Up)



I.T.S. Department of Management, Ghaziabad organized "Genesis 2021" - Business Plan Competition under the auspices of Ministry of Education and IIC ITS on 26 February, 2021.

Inaugural Session

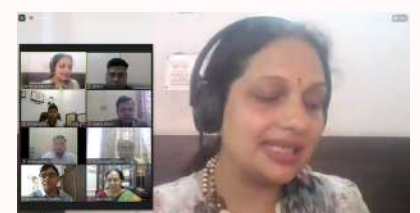
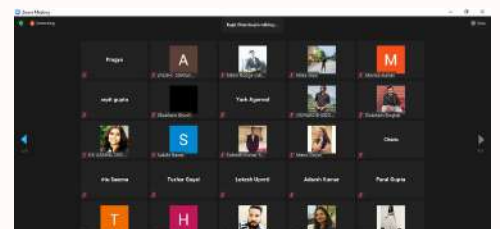
The Chief Guest for the Inaugural Session was Dr. Buddha Chandrashekhar, CCO AICTE, Ministry of Education and Head, NEAT. The Guest of Honour was Mr. Amitava Pal, Author and Associate Dean IISM, Mentor AIM IIT Mumbai.

The program commenced with an enriching address by Respected Shri Arpit Chadha, Vice Chairman, I.T.S - The Education Group and a warm welcome address by Respected Prof. (Dr.) Vidya Sekhri, Director (Management).

The Chief Guest Dr. Buddha Chandrashekhar focused on the importance of the business plan and pointed out the five aspects which should be kept in mind while preparing it, viz., - People, Process, Technology, Funding and Management.

The Guest of Honour Mr. Amitava Pal added that an entrepreneur should be a good human being and should not take any shortcuts.

At the end of the session a virtual plaque was presented to both the esteemed guests by Director Management as a token of gratitude for their valuable inputs and ideas.



TRACK I

Track I featured five teams with ideas based on themes as diverse as agriculture, the Internet of Things, cloud computing, and beekeeping.

The first team consisting of Swetha Reddy, Vishal Raj, Mucherla Sahith from Telengana dealt with the topic Green IoT for Smart Agriculture in New India.

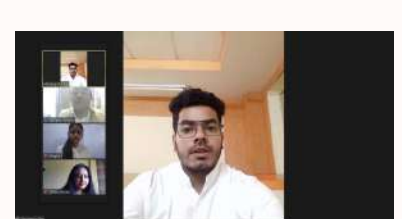
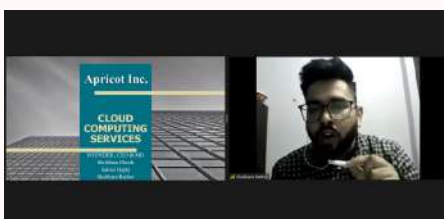
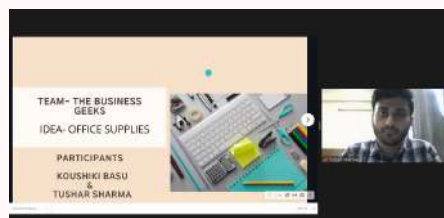
Next up was Team Spark featuring Shubham Singhal, Himangshu Rai and Megha with their venture Sole Mates, a shoe startup.

The Business Geeks team from ITS, involving Koushiki Basu & Tushar Sharma. Their company Cascade Stores revolved around office supplies.

Then came BeeCastle from Tathawade made up of Nikhil Manoj Rodge & Hemant Rajendra Borole, whose concept was based on honey; they intend to sell different types of flavoured organic honey.

The final team was the uniquely named Doctor With a Stranger having Shubham Ghosh, Saloni Gupta and Shubham Rathore with Apricot Inc. Their services included IaaS, PaaS, and SaaS.

Vote of thanks and Virtual Plaque was given to the visiting Dr. Rajiv Rattan Shah.



TRACK II

Track II included service industry presentations. Mr. Rajat Bharadwaj & Mr K.K. De were the jury members for the session.

The first team to present was from NMIMS University, Mumbai. The Concept Crew presented on the concept of “IoT Based Smart Parking System” which helps the car owner to pre book a parking slot at their destination so as to avoid hassles and to reduce traffic congestion.

Next was Team Mavericks from CVR College of Engineering, Hyderabad with their business plan “IoT Based Smart Saline Bottle System” used to monitor and regulate the flow of saline.

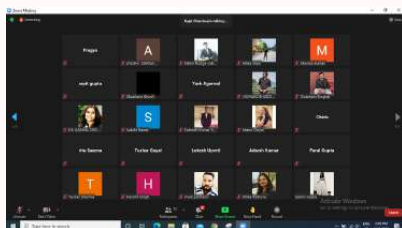
Then there was all girls Team Sunshine from Ganpat University, Gujarat, who presented on the idea of “Wardrobe Secrets”, an application for personalized outfits based on body type, skin tone etc. which suggests all available outfits on various e-commerce websites.

The penultimate team was Team De-Constructors from NICMAR Pune. Their business De-Con was aimed at creating an end to end network of resources that helps in turning waste materials into reusable sustainable material.

Last was “Thought Process Events” from ITS Mohan Nagar. Thought Process Events is a talent management company which provides a stage to new talents for showcasing their talent and following their passion like open mics.

At the end of the session, Prof.(Dr.) Vidya Sekhri shared her concluding remarks and appreciated the innovative ideas by all the teams and thanked all the jury members for their valuable guidance to budding entrepreneurs. She presented a virtual plaque to the Mr Bharadwaj as a token of gratitude and remembrance.

The takeaway for the students was that any idea could be workable through a judicious thought process and the right business plan.



I.T.S. School of Management, Ghaziabad organized a Virtual Session on “Towards Excellence: A Journey with I.T.S Achievers” under Alumni Week for PGDM batch 2020-22 from 1 March - 6 March, 2021.

DAY 1

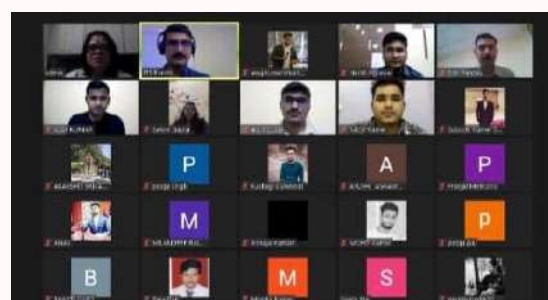
I.T.S. School of Management, Ghaziabad organized a Virtual Session on “Towards Excellence: A Journey with I.T.S Achievers” under Alumni Week for PGDM batch 2020-22 from 1 March - 6 March, 2021. The Alumni Week celebration on 1st March, 2021 started with Mr. Sudeep Jain, who is the CEO of Strawberry Infotech Pvt. Ltd.

During his interaction, Mr. Jain shared his motivational journey from Campus to Corporate to becoming an Entrepreneur.

He discussed that how in short span of time Strawberry Infotech, an IT organization, became a key player offering services in the field of Application Development Management, ERPs and Analytics, with a team of 300+ consultants, catering to few of the reputed global brands.

He emphasized upon continuous learning and skill improvement as key to success in professional life. While answering the questions of students, he also mentioned many good memories of his time related to his classmates and institute.

Prof. Durba Roy highlighted the importance of such interactions and presented virtual plaque to Mr. Sudeep Jain, as a token of gratitude and remembrance.



DAY 2

I.T.S. School of Management, Ghaziabad organized a Virtual Session on “Towards Excellence: A Journey with I.T.S Achievers” under Alumni Week for PGDM batch 2020-22 from 1 March - 6 March, 2021.

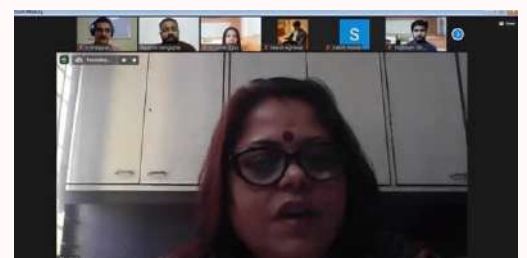
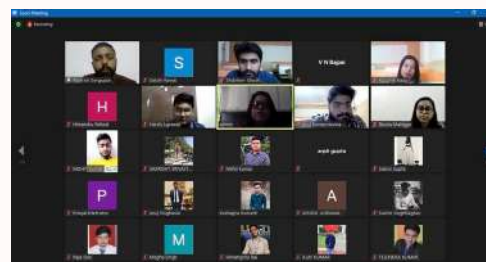
Continuing with the second day of virtual Alumni Week, it was pleasure to welcome Mr. Rajarshi Sengupta, an alumni of PGDM (2015-17) batch on 2 March, 2021.

Mr. Rajarshi Sengupta is Senior Associate, Strategic Consulting, Government Advisory at CBRE. He has been involved in some of the largest and most prestigious domestic advisory assignment acquisitions from reputed Government Clients including residential townships, retail, hospitality, commercial office developments, integrated mixed-use developments, tourism, convention & exhibition center related projects along with airport-based developments

Dr. V.N Bajpai extended a warm welcome to begin with the session. He said that the idea behind conducting these sessions is not only to motivate students by individual success stories but also help them in choosing their professional career with the alumni mentorship and guidance.

Mr. Sengupta discussed in length about the functioning of industry and his job role as an employee. He shared many good initiatives taken by him related to sports activities and other areas during his time with the institute. He motivated students to have inquisitive mind and explore various dimensions of their personal and professional life.

At the end, Prof. Durba Roy proposed vote of thanks and presented a Plaque of honour to Mr. Rajarshi Sengupta for sparing out time and being here with us virtually.



DAY 3

I.T.S. School of Management, Ghaziabad organized a Virtual Session on “Towards Excellence: A Journey with I.T.S Achievers” under Alumni Week for PGDM batch 2020-22 from 1 March - 6 March, 2021. Day 3 witnessed the presence of a versatile personality Mr. Nishant Arora, an alumni of PGDM (2005-07) batch on 3 March, 2021.

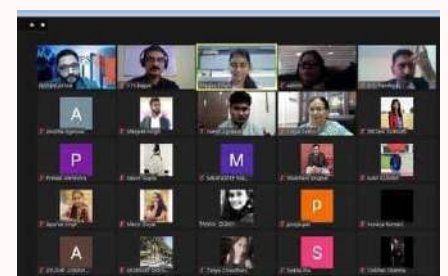
Mr. Nishant is the Managing Director of his own venture, Train For Success Private Limited. The session started with the welcome address by Prof. (Dr.) Vidya Sekhri, Director (Management). She highlighted the need for such interactions regularly for the students.

In a mesmerizing session, Mr. Arora shared his professional voyage, embellished with multi-faceted business ventures and exploration of diverse business environments in the domain of fund management, value investing, F&O trading, IT hardware, printing solutions, servers/storage solutions, internet gateway security solutions, telecom solutions, GPS/GSM based solutions, vehicle tracking solutions, financial consultancy, international business development and management, FMCG, healthcare/personal care and e-commerce.

He discussed many examples of his own professional life with the participants and gave some very important life lessons to the students.

The excitement of the session could be seen by the plenty of questions asked by the students.

Prof. Durba Roy concluded the session with her memories related to Mr. Nishant and his batch and presented Virtual Plaque to him as a token of appreciation and recognition.



DAY 4

I.T.S. School of Management, Ghaziabad organized a Virtual Session on “Towards Excellence: A Journey with I.T.S Achievers” under Alumni Week for PGDM batch 2020-22 from 1 March - 6 March, 2021.

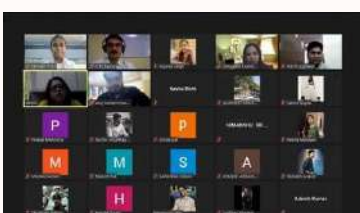
Ms. Sangeeta Kushwaha, alumni of PGDM (2008-10) batch was invited to share her professional journey with the management students on 4 March, 2021. At present Ms Sangeeta Kushwaha is Regional Head at Times Internet.

The session started with the formal welcome address by Prof. (Dr.) Vidya Sekhri, Director Management. She shared her words of wisdom on changing roles and expectations of corporate world and advised students to prepare for future.

Interacting with students, Ms. Sangeeta shared her motivational journey from Campus to corporate. She discussed that starting with the initial job at executive level in digital marketing area in the year 2010 when this field was emerging, how over a period of time she got exposure and experience of multiple domains of this growing field including, SEO, SEM, Content marketing, developing customized solutions for the client any may more. She emphasized on the need of inculcating behavioral skills along with technical skills with the growth of professional career.

While answering to the queries of students, she covered various job roles which she had performed over a period of time including Maintaining relationship with Advertising Agencies and Direct Corporate clients, Exploring ways to new client acquisition, Handling Client’s Queries & Providing Solutions, Coordinating with campaign management & servicing team, Providing daily reports from clients end to them, Preparing innovative media plans and presenting out of the box ideas & solution to clients, Reporting and Campaign performance analysis etc.

Towards the end of the session, Prof. Durba Roy shared some good memories with Ms Sangeeta and her batch and presented a virtual plaque as a token of gratitude and remembrance.



DAY 5

I.T.S. School of Management, Ghaziabad organized a Virtual Session on “Towards Excellence: A Journey with I.T.S Achievers” under Alumni Week for PGDM batch 2020-22 from 1 March - 6 March, 2021.

Continuing with the Fifth day of Virtual Alumni Week, it was our pleasure to welcome Mr. Saurabh Singh Rajput, alumni of PGDM (2007-09) batch and Mr. Amrit Tyagi, alumni of PGDM (2008-10) batch to share their experiences with management students.

- Mr. Saurabh Singh Rajput is a versatile actor featured in some of the popular TV serials and ads of popular brands.
- Mr. Amrit Tyagi is Regional Head, Telco: North & SAARC at Radware.

Session started with the welcome address by Prof. (Dr.) Vidya Sekhri, Director Management. She said that it gives us immense satisfaction, pride and honour to see our students spread their wings and take flight into the infinite sky of their professional career.

Both the alumni shared their exciting professional journey from campus to corporate. Mr Amrit Tyagi mentioned that how Goal clarity helped him to not only making himself equipped with required skills in industry but also achieving satisfactory professional growth.

Mr. Saurabh Singh Rajput started his career working with some of the leading brands including Bose, LG, Nerolack and eventually shifted to Mumbai for doing something of his passion. He shared many stories of his own life showing how he has been able to overcome the challenges, he faced. He has been featured in some popular TV serials including Savdhaan India, Kasauti Zindagi Ki, Chhoti Sardarni etc and advertisements of popular brands.

At the end, Prof. Durba Roy, Dr. D K Pandey & Dr. V N Bajpai concluded the session with memories related to Mr. Amrit and Mr. Saurabh and their batches.

Dr. Anusha Agrawal presented the Virtual Plaque to both of them as a token of appreciation and recognition.



DAY 6

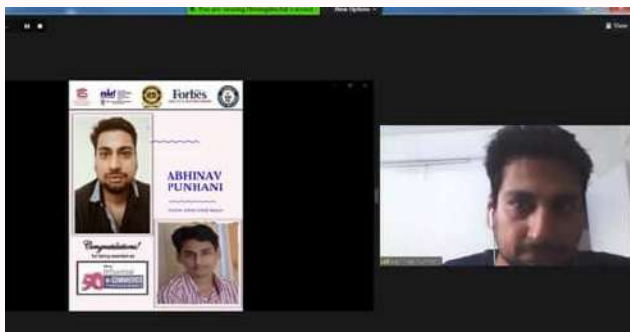
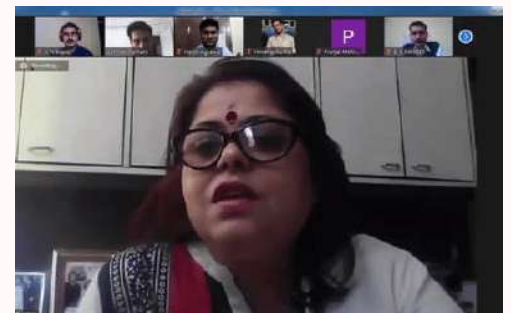
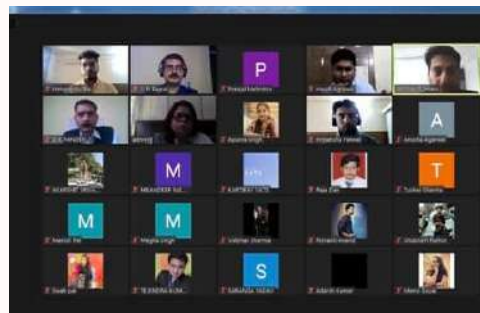
I.T.S. School of Management, Ghaziabad organized a Virtual Session on “Towards Excellence: A Journey with I.T.S Achievers” under Alumni Week for PGDM batch 2020-22 from 1 March - 6 March, 2021. Continuing with the Sixth day of Virtual Alumni Week, Mr. Abhinav Punhani, alumni of PGDM (2006-08) batch interacted with the students. Currently Mr. Abhinav is associated with Touchstone Teleservices Pvt. Ltd. as General Manager.

He shared his exciting journey from Campus to corporate with the students. He discussed the functioning of his industry and his role in particular as a General Manager. He motivate students to stay relevant always in professional career by acquiring skills as required.

He discussed many examples of his own professional life with the participants and has given some very important life lessons to the students.

The excitement of the session could be seen by the plenty of questions asked by the students.

Dr. V N Bajpai concluded the session with and presented Virtual Plaque to him as a token of appreciation and recognition.



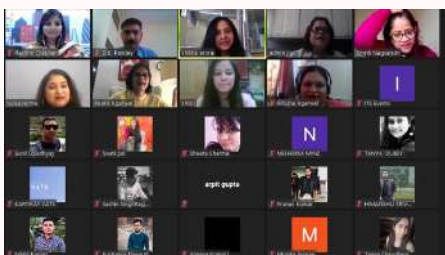
I.T.S. School of Management, Ghaziabad celebrated "International Women's Day" with its own alumni luminaries on 8 March, 2021.

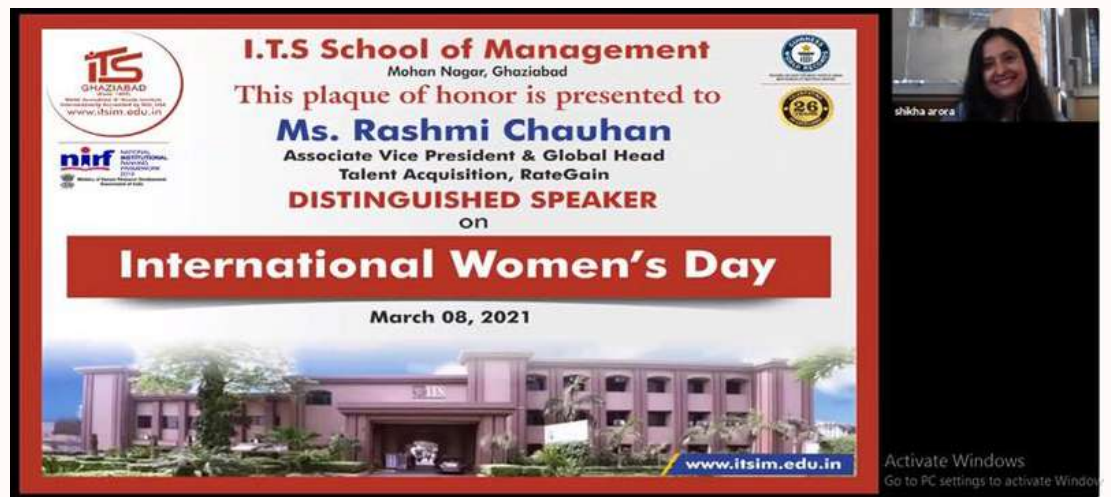
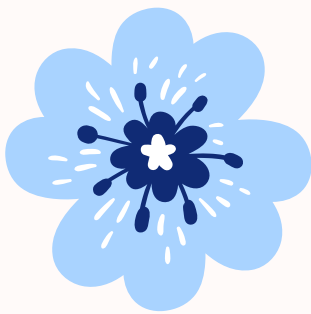
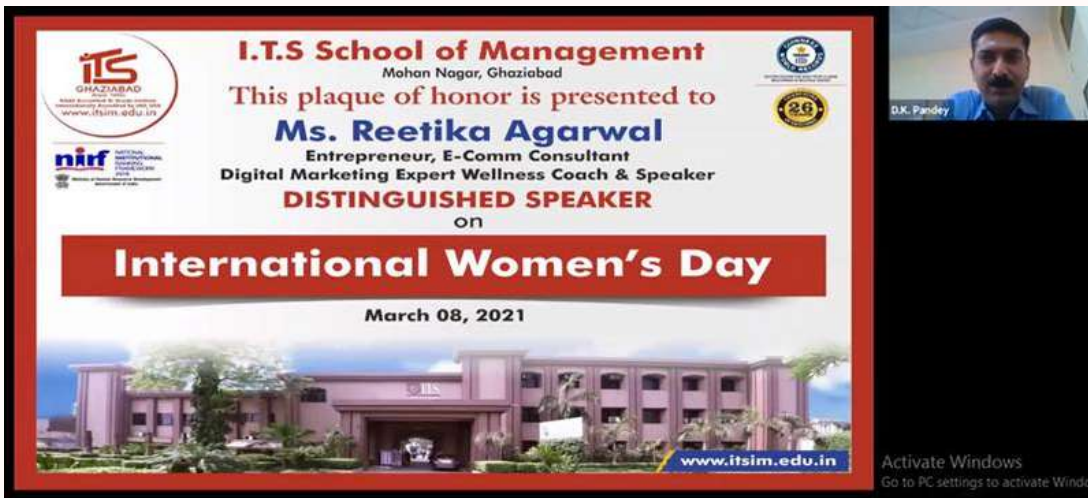
I.T.S. School of Management, Ghaziabad celebrated 'International Women's Day' with its own alumni luminaries on 8 March, 2021.

The program commenced with the welcome address of Prof. (Dr.) Vidya Sekhri, Director-Management who wished all the students on the occasion of Women's Day and emphasized that every day is celebration for women and they have been breaking barriers and scaling new heights. Prof. Durba Roy presented the program overview and quoted that feminism isn't about making women strong rather it's about changing the way the world's receives this strength.

The program was graced by successful and accomplished alumni of ITS, Ms. Rashmi Chauhan, Associate Vice President & Global Head, Talent Acquisition, Rate Gain; Ms. Smriti Nagvanshi, HR BP, Tata Technologies Ltd; Ms. Reetika Agarwal, Entrepreneur, E-Comm Consultant, Digital Marketing Expert, Wellness Coach & Speaker; and Ms. Tulika Verma, Key Account Manager, International Hiring Specialist

Ms. Rashmi Chauhan, Associate Vice President & Global Head, Talent Acquisition, Rate Gain expressed her desire to see women taking positions in board room, taking leadership roles and be an integral part of decision making. She motivated the female students to be open about their feelings and putting forward their points.





Ms. Smriti Nagvanshi, HR BP ,Tata Technologies Ltd, reminisced about her time in ITS and talked about taking challenges and breaking the stereotypes to become successful in all spheres.

Ms. Reetika Agarwal, Entrepreneur, E- Comm Consultant, Digital Marketing Expert, Wellness Coach & Speaker truly motivated the students by sharing her story of learning from failures. She asked the students to discover the diamond in themselves and not be defined by what others think.

Ms. Tulika Verma, Key Account Manager, International Hiring Specialist, stressed the importance of planning in life. She also highlighted the role of hard work and passion to reach greater heights. She acknowledged the role of women in her organization where 70% employees are women.

During the sessions, many anecdotes were shared by the guests, which kept the audiences enthralled.

At the end of the session Dr. D. K. Pandey put on record his concluding remarks and presented a digital plaque to each of the guests as a token of gratitude and remembrance.



I.T.S. School of Management, Ghaziabad organized HR Club- “THE OPPO MAKERS” activity “THE RECRUITERS HUB” for PGDM batch 2020-22 on 9 March, 2021.



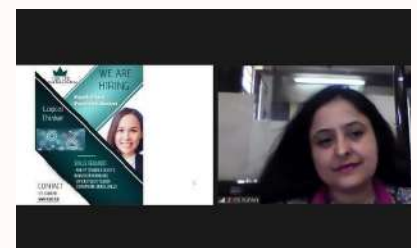
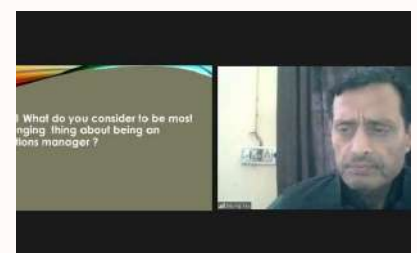
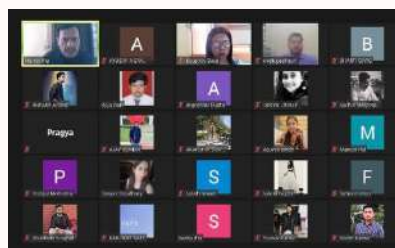
I.T.S. School of Management, Ghaziabad organized HR Club- “THE OPPO MAKERS” activity “THE RECRUITERS HUB” for PGDM batch 2020-22 on 9 March, 2021.

The objective of the activity was to enhance knowledge of participants and boost up their HR ability and critical thinking. PGDM students participated in teams of two members. The Club Activity started by welcoming everyone who were present there. It was followed by motivating words for participants by Dr. Vivek Pachauri , Faculty Coordinator of the Club. Dr. Manoj Kumar Jha and Prof. Shikha Arora were the judges of the activity to evaluate the performance of the participants. The activity started with wonderful poster presentations by the participants teams in different domains on prescribed theme. After the presentations judges gave their feedback & also highlighted the area of Improvement for participants. Later, concluding remark was given by all the judges about the activity & the words of appreciation for all participants and for club members. The Activity was conducted by HR Club - “THE OPPO MAKERS” members of 2020-22 Batch under the guidance & supervision of HR club coordinator Dr. Vivek Pachauri.

Following were the winners of activity.

- Ist winner Sakshi Rawat and Saloni Gupta
- Ild winner Anuj Kumar Shrivastava and Arnima Vats
- Illrd winner Harsh Aggarwal & Himanshu Paliwal

HR Club "THE OPPO MAKERS" wants to thank each and everyone who made this activity a huge success. Hoping for your active participation in future.



I.T.S. School of Management, Ghaziabad organized The Marketing Club - MARRECUS activity “Hit and Try” for PGDM batch 2020-22 on 11 March, 2021.



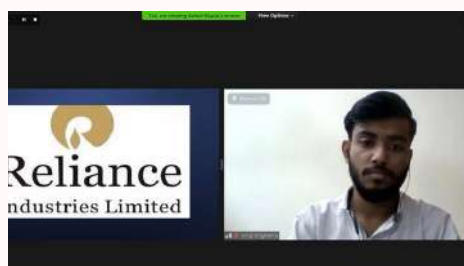
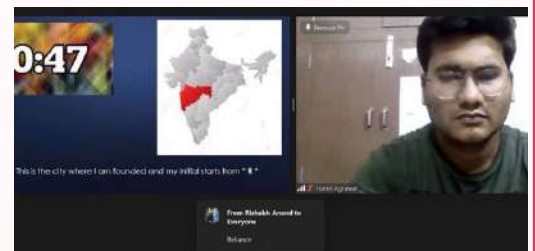
I.T.S. School of Management, Ghaziabad organized The Marketing Club - MARRECUS activity “Hit and Try” for PGDM batch 2020-22 on 11 March, 2021.

The objective behind the event was to tickle the sales skill of the students. The activity was conducted in two rounds. The first round was conducted over google forms, where the participants had to answer simple questions regarding the marketing field. Out of all the participants, top 6 participants were selected for the second round. In the second round selected participants have to form a team along with one member of the PGDM 2020-22 batch and proceed to the second round. Participant will be shown a photo of the product and will be given 2 minutes of time to prepare and 5 minutes of time to pitch the products to our judges.

A filler round was also kept for the audience as well, the audience has to guess the brand name according to the hint of the native country of the brand.

The top three winners were as follows:-

- FIRST –Kushagra Dwivedi and Himanshu Paliwal (PGDM batch-20-22)
- FIRST RUNNER UP- Rohit Kapshey and Himangshu Rai (PGDM batch-20-22)
- SECOND RUNNER UP- Kavita Bisht and Farheen Khan(PGDM batch-20-22)

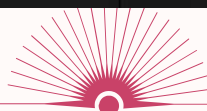
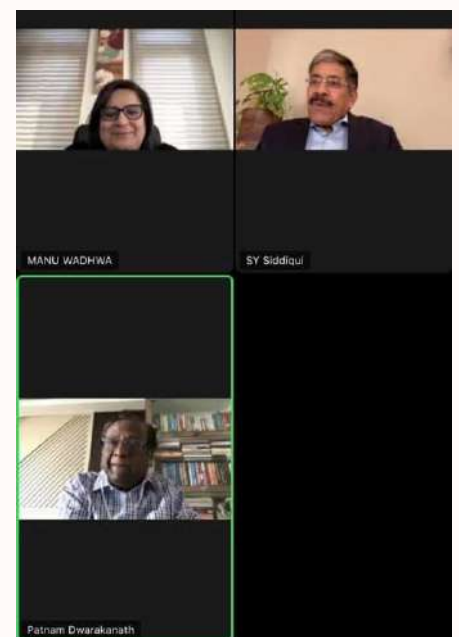


I.T.S. School of Management, Ghaziabad attended digital event "HR Playbook To Re-Imagine The New World Order" organized by AIMA for HR students on 12-13 March, 2021.

I.T.S. School of Management, Ghaziabad attended digital event "HR Playbook To Re-Imagine The New World Order" organized by AIMA for HR students on 12-13 March, 2021. The event was attended by Dr. Anusha Agarwal, Dr. Charu Choudhary, Dr. Vivek Pachauri, Prof. Ritu Saxena and Prof. Shikha Arora from Management Department of the Institute along with 10 students of PGDM batch 2020-22.

The program started with the welcome address delivered by Ms. Rekha Sethi, Director General, All India Management Association. She mentioned that working in this new environment is drastically different from the past and there is need for new attributes, culture & customs and new processes in this hyper digital age. There were eight sessions on different dimensions emerging in the area of Human Resource Management in the post pandemic world. All the sessions were addressed by the experts from various industries.

The session was very interesting and full of learning where all experts shared their views about the challenges posed by the pandemic situation and how people can remain engaged and productive in this uncertain and turbulent environment. Experts were from very reputed organizations like Tata Steel, Schneider Electric, Mahindra and Mahindra, Flipkart, Genpact, Deloitte, Mondelez International, HCL technologies among others. It was a great learning experience for all the participants.



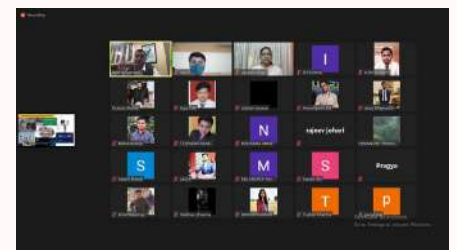
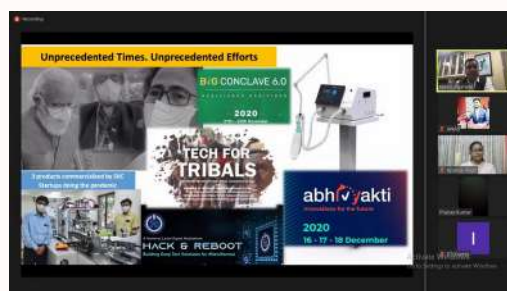
I.T.S. Department of Management, Ghaziabad organized an online workshop on “How to Plan for Startups: Legal and Ethical Steps” under the aegis of Institution Innovation Council (IIC) for PGDM & MBA on 16 March, 2021.

I.T.S. Department of Management, Ghaziabad organized an online workshop on “How to Plan for Startups: Legal and Ethical Steps” under the aegis of Institution Innovation Council (IIC) for PGDM & MBA on 16 March, 2021. The key speaker of the occasion was Dr. Nikhil Agarwal, who is currently CEO of Foundation in Innovation & Research in Science and Technology at IIT-Kanpur.

Dr. Agarwal started the session by mentioning how startups had risen to the occasion and done exceptionally well during the current pandemic. He described the features of startup businesses, explaining the benefits and importance of the startups during the post pandemic period. He also pointed out to the students how to deal with different compliance as per the Companies Act and Income Tax requirements.

Dr. Agarwal also went on to emphasize on the ethical aspects of business. He advised students to be humble and ethical, mentioning that ethics is the most important factor in building business success. He also talked about various government initiatives which are ready to help and support the entrepreneurs. He also highlighted that "Where there is a problem, there is an opportunity"; so students should work on the problem part and try to come up with different innovative ideas.

The overall session was very interactive and encouraging. At the end of the session the students raised several interesting questions, which were diligently dealt with by Dr. Agarwal. At last the event was concluded with presentation of a virtual plaque on behalf of the institute as a token of gratitude.



I.T.S. School of Management, Ghaziabad organized IT Club - Team Binary activity “Dazzling Presenters” for PGDM batch 2020-22 on 18 March, 2021.

I.T.S. School of Management, Ghaziabad organized IT Club - Team Binary activity “Dazzling Presenters” for PGDM batch 2020-22 on 18 March, 2021.

The activity was conducted in offline mode under the guidance of faculty coordinator Prof. Mansi Singh.

Purpose of this activity was to enhance the presentations skills of students and making them confident in giving presentation on stage.

In this activity students took part in team of two. They have to give presentation on a IT company chosen by them on first come first basis. Presentation of students is followed by question and answer asked by judges and audience. Evaluation parameters are presentation skills, communication skills, content, handling questions , etc. The judges for the activity are Prof. Ritika Rathore and Prof. Mansi Singh.

There was audience round also which consisted few questions. The winners were felicitated with certificates and amazing prizes.

The activity was a great success where students enjoyed a lot along with fun and learning.



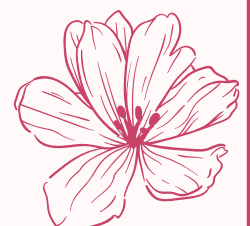
I.T.S. School of Management, Ghaziabad organized a “Welcome Party” to celebrate the arrival of PGDM batch 2020-22 on 20 March, 2021.



I.T.S. School of Management, Ghaziabad organized a “Welcome Party” to celebrate the arrival of PGDM batch 2020-22 on 20 March, 2021.

The welcome party started with the auspicious lamp lighting Ceremony followed by the welcome address delivered by Director Management, Prof. (Dr.) Vidya Sekhri. She welcomed all the students on behalf of I.T.S School of Management and blessed them for a successful corporate career and a bright future.

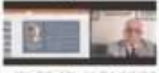
A cultural program was planned by the students entailing wonderful performances including solo singing, poem recitation, solo dance and stand-up comedy act which left the audience mesmerized. PGDM Chairperson, Dr. Anusha Agarwal congratulated the students for their amazing talent and appreciated them for coordinating & managing the event successfully. Event was concluded with a high tea party. The colors of joy, happiness, togetherness could be seen in students as well as faculty members of the department.



MEDIA COVERAGE

गाजियाबाद में वर्चुअल रिसर्च कन्वेंशन 2020 का आयोजन

गाजियाबाद, 15 अक्टूबर: आइटीएस के प्रशासकीय अधिकारियों के नेतृत्व में वर्चुअल रिसर्च कन्वेंशन 2020 का आयोजन किया गया। इस अवसर पर संस्थान की निदेशिका डॉ. विद्या सेखरी ने सभी छात्रों को प्रोत्साहित किया।



वर्चुअल बिजनेस समिट आयोजित

■ वस, मोहन नगर: आईटीएस में प्रबंधन विभाग की ओर से शनिवार को वर्चुअल बिजनेस समिट का आयोजन किया गया। उद्घाटन-वाइस चेयरमैन अर्पित चड्ढा ने किया। उद्घाटन सत्र में मैनेजमेंट डायरेक्टर डॉ.विद्या सेखरी ने समिट

वर्चुअल बिजनेस समिट आज

स, मोहन नगर: आईटीएस के मैनेजमेंट डिपार्टमेंट की ओर से शनिवार को वर्चुअल बिजनेस समिट का आयोजन किया जाएगा। इस अवसर पर सभी विभागों के स्टाफ मौजूद रहेंगे। वाइस चेयरमैन अर्पित चड्ढा ने बताया कि दो सत्रों में पैनल डिस्कशन होगा।

आईटीएस मोहन नगर में फ्रेशर पार्टी का आयोजन

अच्छा संवाददाता

साहिबाबाद। मोहन नगर स्थित आई टी एस ऑफ मैनेजमेंट में सी जी डी एम (2020 -2022) सत्र के नए प्रवेशी छात्रों के स्वागत के लिए फ्रेशर पार्टी का आयोजन किया गया। कोरोना संक्रमण के संदे नजर सत्र की शुरुआत एवं पढ़ाई का कार्य ऑनलाइन माध्यम से पूर्व निर्धारित अकादमिक कैलेंडर के अनुरूप चल



के लिए स्वागत समारोह का आयोजन किया गया। स्वागत समारोह का शुभारम्भ दीप प्रज्वलन एवं सरस्वती वंदना के साथ संपन्न हुआ। इस अवसर पर संस्थान की निदेशिका डॉ. विद्या सेखरी ने सभी छात्रों का स्वागत किया तथा उनके उज्ज्वल भविष्य की कामना की। आई टी एस -द एजुकेशन ग्रुप के वाइस चेयरमैन

सूर्या अस्पताल में वैक्सिनेशन सेंटर

■ एनबीटी न्यूज, मुरादनगर : आईटीएस कालेज के सूर्या अस्पताल में वैक्सिनेशन सेंटर बनेगा। दो दिन पहले डीएम व अन्य अधिकारियों ने सेंटर का निरीक्षण किया था। इसके लिए

वर्चुअल रिसर्च कन्वेंशन 2020 का आयोजन

ट्रांस हिंडन। मोहन नगर स्थित आईटीएस कॉलेज में मंगलवार को आत्मनिर्भर भारत लिविंग इन द एज ऑफ इनोवेशन विषय पर वर्चुअल रिसर्च कन्वेंशन 2020 का आयोजन किया गया। वर्चुअल

आईटीएस में वर्चुअल रिसर्च कन्वेंशन-2020 आयोजित

हिन्द संवाददाता

साहिबाबाद। मोहननगर स्थित आईटीएस में आयोजित वर्चुअल रिसर्च कन्वेंशन 2020 का आयोजन किया गया। इस अवसर पर संस्थान की निदेशिका डॉ. विद्या सेखरी ने सभी छात्रों को प्रोत्साहित किया।



पर विद्यार्थी जनशक्ति से (डॉ.) कोलेज में चला सका है। इस अवसर पर संस्थान की निदेशिका डॉ. विद्या सेखरी ने सभी छात्रों का स्वागत किया तथा उनके उज्ज्वल भविष्य की कामना की। आई टी एस -द एजुकेशन ग्रुप के वाइस चेयरमैन अर्पित चड्ढा ने बताया कि दो सत्रों में पैनल डिस्कशन होगा।

आईटीएस मोहन नगर में वर्चुअल बिजनेस समिट 2021 आयोजित

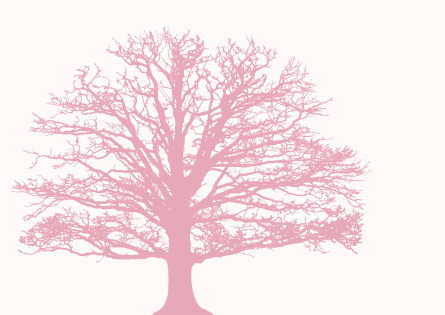


एनबीटी न्यूज, मुरादनगर : आईटीएस कालेज के सूर्या अस्पताल में वैक्सिनेशन सेंटर बनेगा। दो दिन पहले डीएम व अन्य अधिकारियों ने सेंटर का निरीक्षण किया था। इसके लिए

आईटीएस में वर्चुअल बिजनेस समिट 2021 का आयोजन



गाजियाबाद। (हिन्द संवाददाता)। मोहननगर स्थित आईटीएस इंटरप्राइजिंग स्कूल एंड ग्रेजुएट स्टडीज इन द पोस्ट पेन्डमिक पीरियड विषय पर वर्चुअल बिजनेस समिट का आयोजन किया गया। वर्चुअल समिट का उद्घाटन मुख्य अतिथि फोरम मेहता, विशिष्ट अतिथि राजेंद्र श्रीवास्तव, आशीष पटेल, ग्रुप के वाइस चेयरमैन अर्पित चड्ढा, संस्थान की निदेशिका डॉ. विद्या सेखरी एवं समिट समन्वयक डॉ. अनुष्ठा अग्रवाल द्वारा विधिवत रूप से किया गया। डॉ. विद्या सेखरी ने समिट के प्रासंगिकता पर चर्चा की तथा वर्तमान परिदृश्य में इमर्जिंग टेक्नोलॉजीज का बिजनेस के क्षेत्र में अहम भूमिका पर प्रकाश डाला। ग्रुप के



MEDIA COVERAGE



आईटीएस मोहन नगर में पीजीडीएम नव प्रवेशी छात्रों हेतु स्वागत समारोह आयोजित



एन.एन.एस.एस.एस. आईटीएस मोहन नगर में आज 10 नए प्रवेशी छात्रों का स्वागत समारोह आयोजित किया गया। कार्यक्रम में प्रवेशी छात्रों को उनके अध्ययन के लिए आवश्यक सामग्री प्रदान की गई। कार्यक्रम में प्रवेशी छात्रों को उनके अध्ययन के लिए आवश्यक सामग्री प्रदान की गई। कार्यक्रम में प्रवेशी छात्रों को उनके अध्ययन के लिए आवश्यक सामग्री प्रदान की गई।

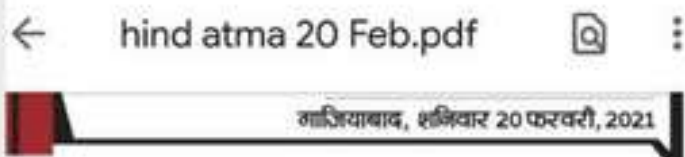
आई टी इस मोहन नगर में वर्चुअल रिसर्च कन्वेंशन 2020 का आयोजन

आज समारोह का आयोजन
आईटीएस मोहन नगर में आज 20 फरवरी 2021 को 10 नए प्रवेशी छात्रों का स्वागत समारोह आयोजित किया गया। कार्यक्रम में प्रवेशी छात्रों को उनके अध्ययन के लिए आवश्यक सामग्री प्रदान की गई। कार्यक्रम में प्रवेशी छात्रों को उनके अध्ययन के लिए आवश्यक सामग्री प्रदान की गई। कार्यक्रम में प्रवेशी छात्रों को उनके अध्ययन के लिए आवश्यक सामग्री प्रदान की गई।



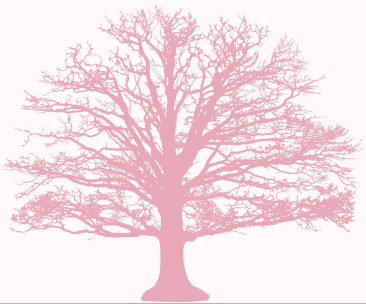
आईटीएस मोहननगर में वर्चुअल बिजनेस सम्मिट 2021 का आयोजन आज

मोहननगर (अ.सं.)। आईटीएस मोहननगर गतिचक्र के मैनेजमेंट डिपार्टमेंट द्वारा शनिवार को प्रातः दस बजे से इंटरनैशनल रिस्क एंड क्रोस स्ट्रेटेजीज इन द पोस्ट-पेंडमिक पेरिऑड विषय पर वर्चुअल बिजनेस सम्मिट का आयोजन किया जायेगा। वर्चुअल सम्मिट का उद्देश्य मुख्य अतिथि फोरम में, सीनियर इक्विपमेंट एक्जीक्यूटिव्स और प्रमुख प्रेजिडेंट आईएसएसीए सिंगपुर, विशिष्ट अतिथि राउंड बीचरस प्रेजिडेंट एडवर्ड ड्रिफ्ट वेंचरमैन एंड एमडीओके जे वी गैस्ट ऑफ ऑनर जर्जीन पेटेल एमडी मेगन ड्रिफ्टलिन एक्स, आईटीएस -द एक्जिक्यूटिव सूच के वॉर्ड्स वेंचरमैन अतिथि चक्रु, सस्वन की निर्देशिका डा. शिवा मेखरी एवं सॉल्यूट कन्वेंटर डा. अनुष्ठा अग्रवाल द्वारा विधित किया जायेगा। इस अवसर पर प्रथम पैन्ल डिस्कशन सब में न्यू फ्रंटियर्स ऑफ एन्वॉयरमेंट, सस्टेनेबिलिटी एंड गवर्नंस विषय पर वर्चुअल की जर्जीन जिसमें एस्के सेटी फाउंडर एंड वॉर्ड्स प्रेजिडेंट इन्फुरेस फाउंडेशन ऑफ इंडिया, लौरन जैन वॉर्ड्स प्रेजिडेंट पेटियम, सुलभ मेखल वॉर्ड्स प्रेजिडेंट एनरेट एंड योग, सहित मेखर सीनियर एक्जीक्यूटिव इक्विपमेंट कैम्पेजीजी (मुंबई) एवं रिसिक्ला मायुर इक्विपमेंट फाउंडर वॉर्ड्स प्रेजिडेंट प्रेसल डिस्कशन सब में डावरेकशन एंड वेस ऑफ रिपोर्म फॉर पोस्ट-पेंडमिक पेरिऑड विषय पर पैन्ल डिस्कशन आयोजित किया जायेगा जिसमें पीटर डोरिगन फाउंडर एक्सप्लोरिड कन्वेंटर लि. इतैव (चूक), अनुष्ठा मेखरी इक्विपमेंट सीआरआईइएआईएस (मुंबई), अनुष्ठा सुलभ वॉर्ड्स प्रेजिडेंट, लीबी मेगन वेस, वी कन्वन्स सीनियर रीजिस्ट्रार मैनेजर कजाज किनसर्वा, मीगमहन रमेश हेड -सेल्स ऑटोमोबाइल, बिजनेस एक्जिक्यूटिव हल्दीराम कुइस इंटरनेशनल लि. एवं मेहा सुखता एक्जीक्यूटिव एंड वेस्ट बैंक परिचर्या में भाग लेंगी।



आईटीएस मोहन नगर में आज होगा वर्चुअल बिजनेस सम्मिट 2021 का आयोजन

गतिचक्राबाद। आईटीएस मोहन नगर में आज 20 फरवरी 2021 को 10 नए प्रवेशी छात्रों का स्वागत समारोह आयोजित किया गया। कार्यक्रम में प्रवेशी छात्रों को उनके अध्ययन के लिए आवश्यक सामग्री प्रदान की गई। कार्यक्रम में प्रवेशी छात्रों को उनके अध्ययन के लिए आवश्यक सामग्री प्रदान की गई। कार्यक्रम में प्रवेशी छात्रों को उनके अध्ययन के लिए आवश्यक सामग्री प्रदान की गई।



FACULTY PUBLICATION

Paper Publications in National Journals 2021

1. Rajeev Jauhari (December 2020), Research Paper titled “ India’s Economic Growth and Covid 19 Pandemic” in Saaransh Journal of Management, Vol.12, No.2, Dec 2020.
2. Rajeev Jauhari (January - March 2021), Research Paper titled “ Longitudinal Analysis of Investment Pattern” In Vol.38, no.4., Jan-March 2021 issue of ABHIGYAN, Journal of FORE School of Management.

Paper Publications in International Journals 2021

1. Dr. Anurag Bhadur Singh (March 2021), co-authored a research paper titled ‘Antecedents and Extent of Financial Inclusion : A Cross-Sectional Study in Indian Journal of Finance, Vol 15, Issue 3, March 2021.

Chapter Edited

1. Dr. Vivek Pachauri edited a chapter named ‘Covid 19- Challenges for Industries and The Road Ahead’ in a book titled ‘Business & Trade Practices During and After Corona Pandemic’ in January 2021 by Swaraj Prakashan ISBN no. 978-93-88891-95-0.

FACULTY PUBLICATION

Articles in Newspaper / Blog Writing / Magazine

1. An article titled 'Challenges in Privatisation of PSBs' written by Dr. Vinay Kr. Srivastava in Money Control.com published on 22nd March 2021.
2. An article titled 'An effective plan to monetize government assets' written by Dr. Vinay Kr. Srivastava in Livemint.com published on 19th March 2021
3. An article titled 'How Saudi Arabia can thrive in a world beyond oil' written by Dr. Vinay Kr. Srivastava in Livemint.com published on
4. An article titled 'Privatise, monetize and modernize is the right approach' written by Dr. Vinay Kr. Srivastava in Livemint.com published on 25th February 2021.
5. An article titled 'Budget 2021_ Government must speed up disinvestment to bridge fiscal deficit' written by Dr. Vinay Kr. Srivastava in Livemint.com published on 01st February 2021.
6. An article titled 'Hope on the horizon' written by Dr. Vinay Kr. Srivastav in Hindu Business Line.com published on 26th January 2021.
7. An article titled 'Budget 2021: Fiscal Deficit Consolidation' in News 18.com published on 20th January 2021.

STUDENT'S CORNER

STAY IN YOUR LIMITS

I have a doubt, I never ask
Is I am ridiculous all the time
Some pages will have to be turn
Our mind must have clear from wine..

Days are started to merge with months
How I remember myself was different
Take one step below to four step high
Some short stories are long enough..

We behave like we infected with something
To show the real inner self without doubt
I do the things, I waited to say aloud
After all that no virus will actually found..

I need to put my lavishness behind curtain
Ask myself is my column remains to shut
But want to ride the waves of tidea
To show what is meant to fly high..

Shut the barriers of some big mouth
Let the rope burn behind the wound
Sky is big enough to put your face in it
Clear your doubts before it clears you!



Farheen Khan
PGDM BATCH 2020-22
SECTION-A

Benefits of Meditation

Benefits of Meditation for the Body

By alleviating stress, meditation can improve your physical health. One of the physical benefits includes reducing the risk of stress-related illnesses.

Medical researchers and doctors have reported the effects that stress has on the body. A number of illnesses are the result of stress. For this reason, medical practitioners recommend meditation to their patients to reduce stress levels. This includes meditating to decrease your heart rate and blood pressure. They recommend meditation to enhance the body's immune response. Hospitals and medical clinics even offer classes in meditation to patients.

Benefits of Meditation for the Mind

Meditation produces a deep state of relaxation and a calm mind, providing mental benefits. Studies have shown the positive effects meditation has on the brain and on improving memory. It also enhances concentration, attention, and focus. Meditation can improve concentration, whether one needs to concentrate for sports, education, work, or hobbies. When focused, we can increase our effectiveness and productivity. Sports figures and champion athletes have reported that meditation helps them to improve their focus to prepare for competing in their sport at the highest level.

Benefits of Meditation for the Emotions

Your emotional wellness, too, can be enhanced through meditation, resulting in inner tranquility and joy. Through meditation, you can reduce anxiety and depression that are caused by feelings of hopelessness and disappointments in life. When these are the result of emotions, such as feeling isolated or lonely, or a sense of sadness from dealing with life's losses, meditation can supplement the support received from professionals.

When you meditate, you tap in to a place of happiness and peace. This increases a sense of positivity. You realize that, beyond your daily problems that cause emotional pain, there is a pool of joy within that you can access and feel more joyous. Meditation helps you to recharge, refresh, and rejuvenate.

When you feel happier, you are calmer and more balanced. This creates a ripple effect that will radiate to others. Meditation can improve your relationships with family members, friends, partners, co-workers, and even your neighbors and community.



Ayushi Agrawal

PGDM BATCH 2020-22

SECTION-B

Announcement and Contact Details:



E-Volve is a Quarterly E-Newsletter of Department of Management, I.T.S. Mohan Nagar, Ghaziabad. We look forward to the contribution from our students, alumni, faculty members and industry experts.

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