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IMS GHAZIABAD
(UNIVERSITY COURSES CAMPUS)
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pulse
Bi-Annual News Magazine of Institute of Management Studies (University Courses Campus)



Volume 8 | Issue 2

JAN 2025- JUNE 2025

Pulse: The Annual Fest of Culture, Creativity, and Celebration

Start-up Conclave :Igniting Ideas, Inspiring Innovators

International Conference :Global Perspectives, Academic Excellence

Spardha : Where Sportsmanship Meets Spirit

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36 years of excellence

MESSAGE FROM THE DIRECTOR

A BEACON OF DIRECTION

IMS University Courses Campus, Ghaziabad

At IMS University Courses Campus, Ghaziabad, education goes beyond the classroom. Our vision is to shape professionals who are not only academically sound but also globally aware, industry-ready, and innovation-driven.

This edition of Pulse captures the vibrant journey of our students—from boardrooms to brainstorming sessions, from interacting with international delegates to engaging in high-impact business research. It reflects how IMS is constantly evolving to stay ahead of industry trends and fostering a culture of critical thinking, leadership, and creativity. Through industry-integrated courses, global partnerships, live case studies, international conferences, and mentorship by corporate leaders, our students gain real-world exposure that sharpens their insight and broadens their perspectives.

We are proud to be grooming future-ready professionals who are fluent in technology, grounded in ethics, and equipped to lead in a fast-changing business world.

Here's to celebrating the spirit of learning, innovation, and transformation. Welcome to IMS—where future leaders are made.

Prof. (Dr.) Jaskiran Kaur
Director





EDITOR'S DESK

With great enthusiasm and a sense of fulfilment, we bring to you the newest edition of our college magazine—a vibrant chronicle of creativity, intellect, and campus life. This publication stands as a window into the thoughts, talents, and aspirations that pulse through our college every day.

More than a magazine, it is a reflection of who we are—curious minds, passionate hearts, and a community driven by the desire to learn, create, and grow. Whether it's through insightful articles, artistic expressions, event highlights, or personal musings, each contribution in these pages tells a unique story and adds to the colourful mosaic of our shared journey. Curating this edition has been an enriching experience. We, as the editorial team, have been privileged to witness the remarkable synergy of students and faculty, each bringing their distinct energy to shape a narrative that is both meaningful and inspiring.

Here's to the storytellers, the dreamers, the doers—and to the vibrant spirit that binds us all. Thank you for walking this path with us.

We offer our deepest gratitude to CA (Dr) Rakesh Chharia, General Secretary of IMS group of Institutions, and Prof. (Dr.) Pooja Rastogi, Officiating Director of IMS Ghaziabad (University Courses Campus), for their invaluable mentorship and unwavering support.

We extend a special mention to Mr. Monil Arora and Dr. Manish Kumar for their guidance and exceptional EWL team whose creative ingenuity and meticulous attention to detail have transformed our vision into a stunning reality. Their artistry and craftsmanship have breathed life into these pages, elevating them to the realm of visual poetry and leaving an indelible impression on all who behold it.



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Celebrations & Cultural Buzz

January Joy: Welcoming 2025 with Heart and Harmony

The IMS family embraced the arrival of 2025 with vibrant energy and heartfelt joy, turning the first day of the year into a memorable celebration of connection and cheer. The campus buzzed with positivity as faculty and staff came together to welcome new opportunities and fresh beginnings.

A delightful highlight of the day was the “Buddy of the Year 2025” gift exchange—an initiative crafted to deepen bonds and encourage a culture of appreciation and collaboration. The celebration was further enriched with lively games and engaging group activities, sparking laughter and reinforcing the spirit of unity.



Harvesting Happiness: Lohri Celebrations 2025

The IMS family came together to celebrate Lohri with heartfelt joy, festive spirit, and a strong sense of community. The atmosphere was alive with the rhythm of traditional dances, soulful music, and the aroma of seasonal delights, creating an unforgettable festive experience. As we paid tribute to the harvest festival, the celebration became more than just a cultural event—it was a moment of unity and shared joy.



Honouring the Nation: Republic Day 2025

IMS Ghaziabad (University Courses Campus) celebrated Republic Day with a grand ceremony, honouring the spirit of unity and national pride. The event featured a flag hoisting, followed by speeches highlighting the significance of the day and the values enshrined in the Constitution. Students and faculty united to celebrate India's diversity and heritage, reflecting on our collective responsibility to uphold justice, equality, and freedom.



Honouring Our Roots: International Mother Language Day

The Department of Journalism & Mass Communication celebrated International Mother Language Day on 20th February 2025 with an engaging session by the renowned language expert, radio jockey, and anchor Mr. Athar Saeed. The event explored the cultural power of languages like Hindi and Urdu in shaping identity and communication. Mr. Saeed's insights captivated students, highlighting how mother languages connect tradition with modern media and play a vital role in preserving heritage and enhancing expression in journalism.



Mr. Athar Saeed

JALSA 2025: A Carnival of Colours

Holi at IMS Ghaziabad (University Courses Campus) was a vibrant celebration of unity and joy as always, bringing together faculty and staff in a burst of colour and laughter. The festivities featured music, dance, and a lively karaoke session, fostering a spirit of togetherness. It was a day filled with fun, connection, and the true essence of Holi, leaving everyone energized for a year of positivity and collaboration.



Celebrating Excellence: BOL News Hybrid Award Festival

The Department of Journalism and Mass Communication hosted the BOL News Hybrid Award Festival in collaboration with BOL News. The event celebrated achievements in film, television, education, and social responsibility, with highlights including the BNHAF Awards.

The festival also featured the screening of a film by Amit R. Agarwal, showcasing innovation and social impact. It served as a platform for dialogue, learning, and inspiration, marking a significant milestone in IMS Ghaziabad's journey as a hub for academic and creative excellence.



Amit R. Agarwal
TV Director & Actor

Spardha 2025– A Celebration of Sportsmanship and Excellence

Spardha 2025 was a celebration of skill, determination, and teamwork. Students showcased their athletic abilities across various sports, badminton, volleyball, table tennis, relay race, embracing challenges with enthusiasm and sportsmanship. The event fostered camaraderie and fair play, pushing participants to excel in a healthy competitive environment. Esteemed guests Ms. Shweta Sharma, International para athlete & gold medallist, and Mr. Badal Teotia, ultra marathon runner, inspired attendees with their motivational stories.



Pulse 2025: A Confluence of Talent and Celebration

IMS Ghaziabad (University Courses Campus) proudly continued its tradition by hosting the 10th edition of PULSE 2025, a dynamic two-day inter-institutional mega fest on 28th–29th March 2025. The event aimed to nurture holistic development and offered a vibrant stage for students to showcase their talents in 13 diverse competitions, including solo singing, solo dancing, nukkad natak, rangoli making, group dance, IT gaming, and an extraordinary fashion show.



The fest was inaugurated by the esteemed Kathak artist Vidushi Ragini Maharaj of Kalka-Bindadin Gharana, who was warmly welcomed by Dr. Pooja Rastogi, Officiating Director, IMS Ghaziabad (University Courses Campus). With over 1500+ participants from top national and international institutions, including Delhi University, Bennett University, and colleges from Boston and Canada, the event truly embodied the spirit of creativity and collaboration.



Reunion of Excellence: IMS Ghaziabad (University Courses Campus) Alumni Meet

IMS Ghaziabad (University Courses Campus) proudly hosted the Silver Category alumni meet 2025 on 1st February 2025, welcoming graduates from the 2019 to 2023 pass-out batches. The evening was a heart-warming reunion filled with nostalgia, camaraderie and celebration. Alumni reconnected with their peers and faculty, enjoyed engaging performances, participated in interactive games, and were recognized for their achievements. The event also featured a live music session, special awards, and a memorable dinner, making it a truly unforgettable gathering.



Exploring Manali: An Excursion Journey

The students of BBA embarked on an unforgettable journey to Manali, an adventure that left lasting memories. They explored the lively Mall Road, enjoying local treats and picking up souvenirs. Activities in Manali and Kullu Valley were a thrilling highlight, especially for first-timers. The tranquil beauty of the Hadimba Devi Temple and the peaceful monasteries added a cultural essence to the experience. Evenings were filled with laughter and camaraderie, particularly during the DJ Night. This trip was the perfect combination of adventure, relaxation, and cultural exploration.



All India Radio Excursion: Journey into the Heart of Media

The Department of Journalism & Mass Communication organized an enriching visit to All India Radio (AIR), offering students a first-hand look at the world of radio broadcasting. During the visit, students explored radio programming, content development, and live broadcasting, gaining insights into the technical and editorial aspects of the industry. They learned about voice modulation, scriptwriting, sound editing, and news presentation, highlighting the power of radio in mass communication. The experience provided valuable exposure to the art of storytelling through sound, enhancing students' understanding of radio's impact in the digital age.



All India Radio, New Delhi



All India Radio, New Delhi

Excursion Trip – Enhancing Education with India TV

The Department of Biosciences arranged an excursion trip for B.Sc. (Hons) Biotechnology students (Batch 2024-27) to India TV. Throughout the conclave, the students had the chance to engage in a variety of sessions. Students benefited from Educators, Policymakers, Researchers, and education experts understanding various facets of education as well as significant trends, issues, and innovations in this field. The experience gained during the visit was invaluable and has significantly enhanced their understanding of the Modern tools and Techniques of Education.



India TV, New Delhi



India TV, New Delhi

BIOSCOPE 2025 – Celebrating Cinema at its Best

The Bioscope film festival was a remarkable celebration of creativity and cinematic expression. Hosted by the BAJMC department, the event featured an inspiring selection of short films and documentaries, each showcasing innovative ideas and powerful storytelling. It provided an excellent platform for students to bring their visions to life through the art of film.



The screenings were filled with impressive talent, offering everything from thought-provoking narratives to visually captivating stories. Each film highlighted the dedication and passion of its creators, while also demonstrating the power of cinema in delivering meaningful messages.



Dancing to the Rhythm of Culture: IMS Celebrates International Dance Day

To celebrate International Dance Day, the Cultural Club at IMS Ghaziabad (University Courses Campus) organized a lively workshop that introduced students to various dance forms—from classical and folk to modern styles. The interactive sessions encouraged artistic expression, teamwork, and cultural appreciation. The event culminated in a vibrant flash mob on campus, spreading joy and showcasing the students' newfound confidence and creativity. Through this initiative, the club highlighted the value of holistic development and the importance of the arts in education.



Mother's Day Celebration

The Women Cell of IMS Ghaziabad (University Courses Campus) organized a heartfelt Mother's Day celebration in the Mini-Auditorium. Themed "Nourish the Nurturer: A Day of Self-Care for Moms," the event honored the dedication and dual roles of women faculty and staff. Attendees engaged in self-care activities and shared moments of relaxation, appreciation, and empowerment followed by guided meditation.



World Environment Day

On the occasion of World Environment Day, the NSS and IMS Green Unit of IMS Ghaziabad (University Courses Campus) organized a tree plantation and cleanliness drive. More than 150 saplings were planted by students, faculty members, and volunteers to promote sustainability and environmental awareness. The event was graced by noted environmentalists Ms. Sweta Kanchan and Mr. Mohit Arora at City Hawks Centre, Knowledge Park-III, Greater Noida. Their guidance and commitment to ecological welfare inspired active participation and meaningful learning. The initiative was led by Dr. Pooja Rastogi, Officiating Director, and coordinated by NSS Program Officer Dr. Rishi Kumar Singh. The drive reflected IMS Ghaziabad's continued commitment to environmental stewardship and community engagement.



International Yoga Day

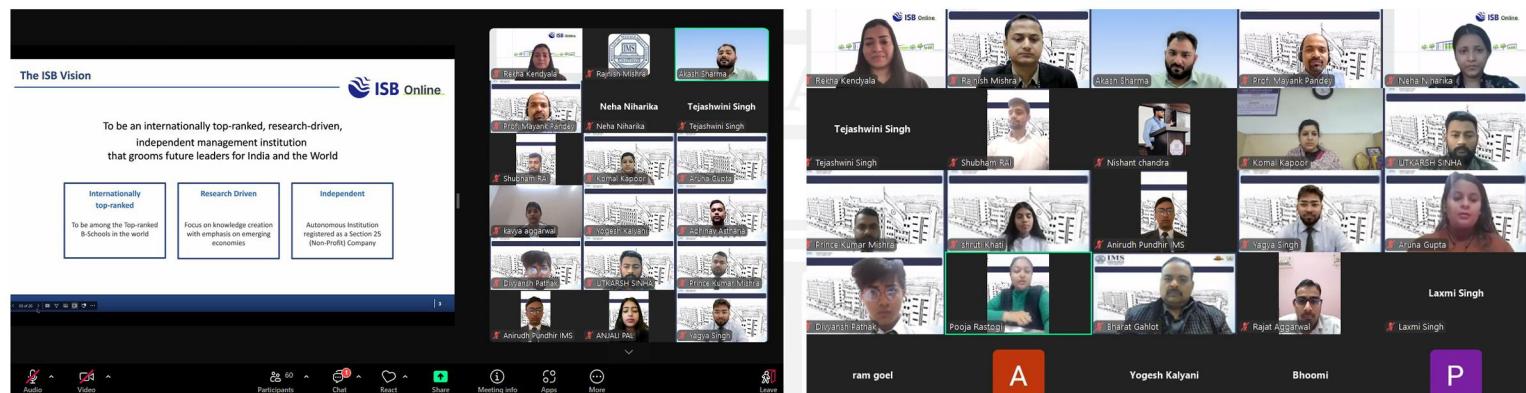
IMS Ghaziabad (University Courses Campus) celebrated International Yoga Day with great enthusiasm – promoting health, harmony, and inner peace. Faculty, staff, and students actively participated in a guided yoga session that emphasized the importance of physical and mental well-being. The event served as a reminder of the holistic benefits of yoga in daily life. Participants experienced a refreshing blend of mindfulness, movement, and community spirit, reinforcing the value of incorporating yoga into everyday routines.



Academic Enrichment & Knowledge Sharing

ISB Online Orientation Session for MIB Students

IMS Ghaziabad (University Courses Campus) hosted an Orientation Program in collaboration with ISB Online for MIB (2024–26) students. The session provided an in-depth overview of navigating the ISB Online courses, including certification, timelines, assessment criteria, and the course completion process. Students walked away with a clearer understanding of the platform's structure, expectations, and procedures.



IMS Students Excel at AIMA Student Management Quiz, Bhopal

Four students from MIB 2024 batch participated in the AIMA Student Management Quiz at Jagran Lakecity University, Bhopal, competing with teams from various institutions. The quiz tested skills in strategy, branding, economics, and logical reasoning. The event offered valuable learning, exposure, and motivation to excel in future competitions.



Celebrating Excellence: AIMA's 69th Foundation Day & National Management Day

The Department of Management celebrated AIMA's 69th Foundation Day and 19th National Management Day in collaboration with the Ghaziabad Management Association (GMA). The event, themed "India Tomorrow: Unlocking Industry, Innovation, and Talent," was a great success.



Dubai Calling: International Immersion Program 2025

Department of Management successfully hosted an insightful session on "Effective Strategies for Managing Global Teams in International Delivery" by Mr. Ayan Das, Senior VP & Head - International Delivery & Customer Success, PeopleStrong— for MIB 2024-26 and MIB 2023-25 batches. The session offered valuable insights into global leadership, team management, and international business success.



World Trade Connect: A Global Exchange by ATLAS-IB Club

The International Business Club organized The World Trade Connect on 28th March 2025, simulating strategic trade negotiations among global economies. The event highlighted key international trade flows—like U.S. exports to China and the UK, China's industrial trade with India and Japan, and India's partnerships in textiles and pharmaceuticals. Through dynamic role-plays, students explored real-world trade scenarios, emphasizing economic collaboration, innovation, and sustainable global partnerships.



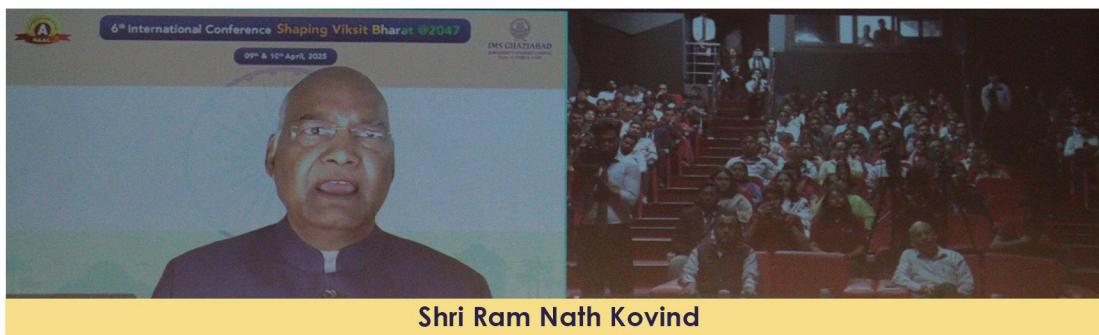
Mastering Analytics: Certification Workshop for Budding Managers

The Department of Management organized a certification workshop on Analytics for Managers for MIB (2023-25) and MIB (2024-26) students. Led by Coach APM, a trainer with over 22 years of experience, the workshop offered practical learning through group activities centred around industry-specific dashboards. Students explored key analytics concepts such as churn rate, cohort analysis, and data-driven decision-making in business.

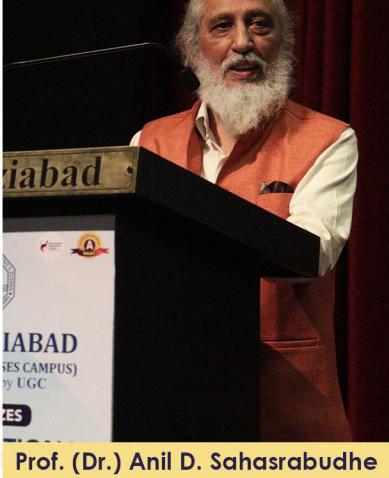


SVBRISI 2025: 6th International Conference on Shaping a Resilient Future for India

IMS Ghaziabad (University Courses Campus) proudly hosted the 6th International Conference on 'Shaping Viksit Bharat @2047: Resilient Future Through Innovation, Sustainability and Inclusivity' (SVBRISI - 2025). Sponsored by ICSSR, the conference underscored the institute's commitment to academic excellence and nation-building. The event was graced by Shri Ram Nath Kovind, Hon'ble Former President of India, as Chief Guest, and Prof. (Dr.) Anil D. Sahasrabudhe, Chairman of NETF, NAAC & NBA, as Guest of Honour.

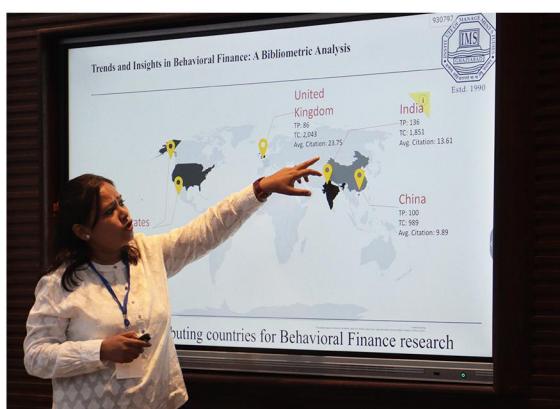


Shri Ram Nath Kovind



Prof. (Dr.) Anil D. Sahasrabudhe

Organized in collaboration with S P Jain School of Global Management, UCAM (Spain), and Kwangwoon University (South Korea), the conference served as a global platform for scholarly exchange. It brought together researchers, academicians, and industry experts from across the world to engage in meaningful discussions and present impactful research.



Visualize to Realize: Tableau Workshop 2025

Department of Computer Science organized a hands-on workshop on Data Visualization with Tableau, led by Mr. Dhruv Govil, CEO & Founder of PINAKI IT Consultant Pvt. Ltd., and a seasoned Data Scientist.

The session covered Tableau's interface, data connectivity, interactive dashboards, and dynamic visualizations. Participants engaged in practical exercises to analyze trends, create geospatial maps, and build insightful charts. By the end, students gained a strong foundation in Tableau and understood the role of impactful data presentation in strategic decision-making.



Design Thinking Certification Program

The Department of Computer Science organized a two-day "Design Thinking" certification program in collaboration with the School of Design Thinking, Chennai. The workshop introduced students to creative problem-solving through the five stages of design thinking: Empathize, Define, Ideate, Prototype, and Test—enhancing their empathy, innovation, and critical thinking skills.



Guest Lecture on Mojo Journalism: Embracing the Future of Digital Reporting

The Department of Journalism and Mass Communication organized an insightful guest lecture on Mobile Journalism (MOJO). The session was graced by Dr. Ramkinkar Singh, Senior Special Correspondent at Aaj Tak, as the esteemed resource person. Dr. Singh, a renowned journalist, shared insights on digital media trends and the growing role of mobile journalism (MOJO), highlighting its impact in making news reporting faster, cost-effective, and more accessible.



Expert Talk: Transitioning from College to Corporate

The Career Pathway Club of CDC organized a Career Enrichment Talk – “College to Corporate”. led by Dr. Krishna Chaitanya Jha, Deputy General Manager (DGM), IIFCL, the session aimed to help students transition smoothly from college to corporate life by enhancing their understanding of workplace expectations, skill development, and career growth strategies. Dr. Jha shared valuable insights on corporate adaptability, communication skills, time management, and networking. He introduced the “learn-unlearn-learn” process, highlighting the importance of continuous skill enhancement and professional growth.



Dr. Krishna Chaitanya Jha
Deputy General Manager, IIFCL

Guest Lecture on “Consumer Insights & AI”

The Department of Management hosted a guest lecture for students of BBA on "Consumer Insights in Action: The Power of Data, AI, and Behavioural Science." Ms. Anukriti Agarwal, Principal Researcher at Gartner Research and Advisory, shared her expertise in leveraging data analytics, AI, and behavioural science to decode consumer behaviour. She highlighted AI-driven personalization in marketing, such as chatbots and recommendation engines. The session was interactive, with students discussing real-world AI applications and the ethical implications of data-driven decision-making, providing valuable insights for their academic and professional growth. Dr. Manish conducted this event successfully.



Ms. Anukriti Agarwal, Principal Researcher at Gartner Research and Advisory

Kautilya Talk- A Power-Packed Session!

Department of Management successfully hosted an insightful session on "Effective Strategies for Managing Global Teams in International Delivery" by Mr. Ayan Das, Senior VP & Head - International Delivery & Customer Success, PeopleStrong – for MIB 2024-26 and MIB 2023-25 batches. The session offered valuable insights into global leadership, team management, and international business success.



Mr. Ayan Das

Essay Competition – NEP 2020

IMS Ghaziabad (University Courses Campus) organized an Essay Writing Competition, themed "NEP 2020 in Reshaping Higher Education in India." The event aimed to foster critical thinking and policy awareness among students. Participants from various disciplines showcased their writing skills by analysing the transformative reforms introduced by NEP 2020, including multidisciplinary education, academic flexibility, digital learning, and inclusivity. Essays were judged on clarity, depth and originality.



2nd International Bioscience Symposium 2025: Exploring Innovations in Life Sciences

The Department of Biosciences hosted the 2nd International Symposium-2025 on February 8, 2025, centered on the theme "Tech for Tomorrow: New Innovations for Food and Health Security." The one-day event brought together students, scholars, and professionals globally for keynote speeches, poster and oral presentations, panel discussions, and networking. Eminent speakers included Dr. Ritu Kulshrestha, Dr. Arunabh Sharma, and Dr. Ashish Warghane. The symposium served as a vibrant platform for knowledge exchange and reinforced the institute's commitment to advancing science in food and health security.



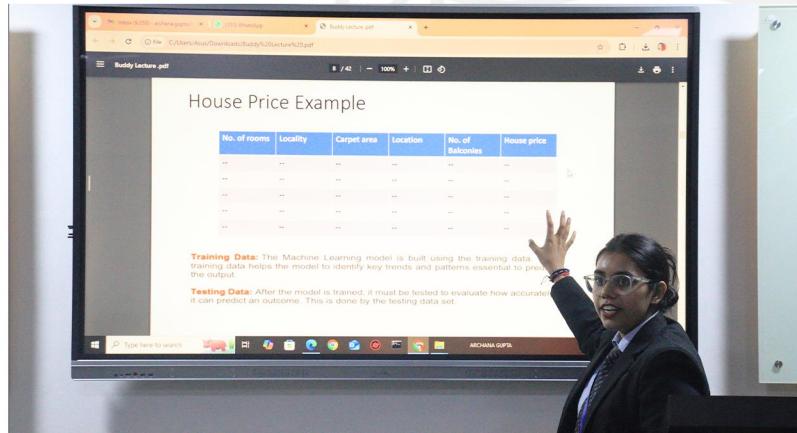
Peer Enrichment on Neurodegenerative Research

The Department of Biosciences at IMS Ghaziabad (University Courses Campus) hosted a talk by Ms. Shalini Sharma on “Quantitative Analysis of Flavonoids as Acetylcholinesterase Inhibitors in Neurodegenerative Disorders.” The session focused on using flavonoids to inhibit acetylcholinesterase (AChE), a key enzyme in Alzheimer’s. Ms. Sharma highlighted methods like spectrophotometric assays and molecular docking to identify natural inhibitors, emphasizing their therapeutic potential in neuroprotection and cognitive enhancement.



Exploring Machine Learning: A Buddy Mentoring Session

This buddy mentoring session introduced BCA 1st Year students to the practical applications of Machine Learning, led by mentors Ms. Drishti Sinha and Ms. Vidushi Phogat, BCA 2nd year students. The session explored Machine Learning applications across industries, showcasing how it addresses real-world challenges. Trends, benefits, and future advancements in the field were discussed. A fun, interactive quiz tested students' understanding and encouraged engagement. The session ended with a positive response and anticipation for more such programs in the future.



World Creativity and Innovation Day Celebration

The Innovation and Entrepreneurship Cell (IEC) of IMS Ghaziabad (University Courses Campus) celebrated World Creativity and Innovation Day, in collaboration with AICTE and the Ministry of Education's Innovation Cell. Themed “IP and Music: Feel the Beat of IP,” the event emphasized the role of IP rights in promoting creativity, particularly in the music industry. Faculty, mentors, and IEC members participated in hybrid sessions to gain insights into IP laws and practical knowledge on IP filing and commercialization. The event fostered collaboration, motivated students towards innovation-driven projects, and reinforced the institution's commitment to entrepreneurial growth.



IPR Utsav 2025: Celebrating Creativity, Innovation, and Intellectual Property Rights

IMS Ghaziabad University Courses Campus, in collaboration with the Ministry of Education Innovation Cell, hosted the “IP UTSAV” from April 21st to 25th, 2025, to celebrate World Creativity and Innovation Day and World Intellectual Property Day. Themed “IP and Music: Feel the Beat of IP,” the event highlighted the role of IP in protecting and promoting creativity, especially in the music industry. Through online sessions and masterclasses, participants learned about various IP rights like patents, trademarks, and copyrights. The program emphasized AICTE initiatives like KAPILA and YUKTI, and raised awareness on IP protection, commercialization, and its relevance in fostering innovation across creative sectors.



Pratibha Samman: A Tribute to Talent and Perseverance

IMS Ghaziabad (University Courses Campus), in collaboration with Dainik Jagran, organized the Pratibha Samman ceremony to honour outstanding students for their exceptional academic achievements in board examinations. The event was graced by Chief Guest Mr. Alok Priyadarshi, Additional Superintendent of Police (Uttar Pradesh), Ghaziabad, along with senior officials from IMS. Over a hundred students from various schools received certificates and mementos in recognition of their hard work and dedication. Speakers encouraged students to remain focused, disciplined, and continue striving for excellence. The event concluded with enthusiastic participation from students, parents, and faculty, making it a memorable celebration of talent and perseverance.



Industry Connect & Experiential Learning

Audio-Visual Training Program at FTII Pune

The Department of Journalism and Mass Communication organized an intensive training programme in Audio-Visual and Short Film Making at the prestigious FTII, Pune. This incredible opportunity was specially designed for BAJMC students, aiming to sharpen their creative skills, gain hands-on experience, and learn from industry experts in the heart of India's premier film institute.



FTII, Pune



FTII, Pune

Exploring the Future of Tech: Industrial Visit

Our BCA 3rd-year students had a remarkable opportunity to explore the practical side of technology during an industrial visit to Uniconverge Technologies Pvt. Ltd. The visit offered valuable insights into areas like 'Wireless Communication,' 'Internet of Things,' and product development, bridging the gap between academic knowledge and industry practices. It was truly inspiring to witness how cutting-edge technologies are shaping the future.



Uniconverge Technologies Pvt.Ltd

Exploring Industry Insights: UFLEX Noida Visit

BBA students visited UFLEX in Noida, gaining valuable insights into the manufacturing processes of flexible packaging. The tour covered raw material handling, printing, lamination, and converting technologies, showcasing UFLEX's innovation and sustainability efforts. Students connected classroom theories with real-world applications and interacted with industry professionals, enhancing their understanding of the manufacturing sector and career opportunities.



Exploring Innovation: Industry Visit to Haier Manufacturing Plant

BBA students visited Haier's manufacturing plant, where they explored the production process from raw material to assembly, highlighting automation, robotics, and sustainability efforts. The team learned about Haier's commitment to energy efficiency and eco-friendly practices. The visit concluded with an interactive Q&A session, offering insights into operational challenges, supply chain management, and market strategies in consumer electronics.



Exploring Dairy Excellence: Mother Dairy Visit by Department of Biosciences

The Department of Biosciences, along with CRC, organized an insightful industrial visit of 2 days for B.Sc. (Hons) Microbiology and Biotechnology students to Mother Dairy's Patparganj plant. The visit provided hands-on experience to milk processing, quality control, and microbiological testing methods. Such experiences bridge the gap between theory and practice, empowering future research scientist microbiologists.



Empowering Financial Literacy: Women Cell's Visit to Yes Bank

As part of the Financial Literacy Week by the Women Cell, IMS Ghaziabad (University Courses Campus), female students visited Yes Bank, Dasna. The session focused on bridging theoretical knowledge with practical insights on saving, budgeting, digital banking, loans, and investments. Students toured the bank, observed operations, and participated in live demonstrations and an open Q&A forum. The visit proved to be an enriching and interactive learning experience.



Yes bank, Ghaziabad

Industrial Visit: Exploring Logistics at Delhi International Cargo Terminal – Dry Port

IMS UC Campus organized an industrial visit for MIB first year students to Delhi International Cargo Terminal (JM BAXI Group) in Sonipat, Haryana. Students received insights into dry port operations, logistics, import-export processes, and advanced technologies used in handling in-land containers. The visit emphasized real-world applications of supply chain practices, safety measures, and industry trends. It served as a valuable learning experience, bridging classroom knowledge with practical exposure.



Delhi International Cargo Terminal, Sonipat

Media Visit: Behind the Scenes at AAJ TAK

The Department of Journalism and Mass Communication at IMS Ghaziabad (University Courses Campus) organized an insightful educational trip to the Aaj Tak studios. Students had the unique opportunity to witness renowned anchor Anjana Om Kashyap host three impactful programs: "Gath Bandhan Flop: Congress and AAP," "Political Stock Market," and "Bihar Election." This visit offered students valuable, hands-on exposure to broadcast journalism and media production, allowing them to observe firsthand how news programs are crafted and delivered.



Aaj Tak studio, Noida

Industry Visit: Media Exposure at Network 18

The Department of Journalism and Mass Communication organized a media visit to Network18 where students observed the live recording of the political satire show "Netaji Lapete Mein," hosted by Kishore Ajwani. The visit provided valuable exposure to news production, anchoring, and live broadcasting techniques.



Exploring Operations: Industrial Visit to Coca-Cola

BBA students visited Haier's manufacturing plant, where they explored the production process from raw material to assembly, highlighting automation, robotics, and sustainability efforts. The team learned about Haier's commitment to energy efficiency and eco-friendly practices. The visit concluded with an interactive Q&A session, offering insights into operational challenges, supply chain management, and market strategies in consumer electronics.



Bridging the Gap: GT Bharat Industrial Visit & PDP Session

The Department of Biosciences, along with CRC, organized an insightful industrial visit of 2 days for B.Sc. (Hons) Microbiology and Biotechnology students to Mother Dairy's Patparganj plant. The visit provided hands-on experience to milk processing, quality control, and microbiological testing methods. Such experiences bridge the gap between theory and practice, empowering future research scientist microbiologists.



Career Readiness & Professional Skills

Alumni Insights: A Series of Inspirational Talks

The Department of Computer Science hosted an alumni talk Session, where Ms. Kashish Shishodia, Senior Software Engineer at Ultimate Kronos Group and BCA alumna (2017-20), shared her professional journey and valuable insights into the software engineering industry.



Ms. Kashish Shishodia

The Department of Management organized an engaging alumni talk for MIB students on "The Power of Presence: Elevating Your Corporate Persona through Etiquette and Style." Ms. Sonal Agarwal, Senior Manager Operations at ORIX Group and BBA alumna (2004-07), shared valuable insights and practical examples from her 15 years of experience. The session focused on business etiquette and corporate style essential for future managers.



Ms. Sonal Agarwal

The Department of Journalism and Mass Communication, in collaboration with the alumni cell, organized an alumni talk with Mr. Gautam Dhiman, Senior Director – Films and Production at Dentsu and BJMC alumnus (2008-2011). He shared his journey and offered valuable insights into filmmaking, production, and the media industry.



Mr. Gautam Dhiman

The Department of Biosciences hosted an alumni talk by Ms. Tanya Bhagat, Medical Affairs Executive at Haleon and Ph.D. candidate in Biochemistry. A 2022–2024 M.Sc. Biotechnology graduate, Ms. Bhagat spoke on "Perseverance, Dynamic Will, and Hard Work: A Road to Success," sharing her journey and inspiring students to stay resilient in their pursuit of success.



Mr. Vipranshu Pant

Ms. Tanya Bhagat

The Department of Journalism and Mass Communication at IMS Ghaziabad (University Courses Campus) hosted an alumni talk Session with Mr. Vipranshu Pant, Sub Editor at InShorts and a proud alumnus. He shared his journey into digital journalism, emphasizing adaptability, practical skills, and journalistic integrity. Highlighting the importance of ethics in fast-paced media, his talk inspired students to stay informed, work hard, and uphold truth in their future careers.

CDC Expert Talk: Embracing Holistic Wellbeing with Dr. Vani Puri

On 25th February 2025, the Career Development Centre (CDC) organized an expert talk session titled "Holistic Well-being: A Doctor's Guide to Lifestyle and Health." Led by Dr. Vani Puri, a renowned gynaecologist and obstetrician, the session highlighted the importance of a balanced lifestyle and informed healthcare choices. Dr. Puri shared valuable insights on key health concerns, lifestyle modifications, and preventive care strategies, using real-life examples to emphasize holistic well-being. Students actively participated, gaining actionable knowledge to implement in their daily lives.



Summer School Programme 2025: Insights from Ranchi and Indore

IIM Indore

The MIB Batch 2024–26 participated in an enriching week at IIM Indore as part of the On-Campus Summer School Program. The week was filled with interactive sessions, case studies, and discussions, offering valuable insights into business, strategy, and leadership. This experience expanded students' academic knowledge while deepening their understanding of real-world challenges and global business practices. Studying at IIM Indore, which is known for its excellence and innovation, enhanced their perspective on global business dynamics.



IIM Indore

IIM Ranchi

The Department of Management at IIM Ranchi successfully hosted the "Summer School Programme – 2025" for our BBA students (Batch 2024–27). This program provided students with an enriching opportunity to deepen their understanding of core management concepts, participate in interactive sessions, and enhance their academic experience through hands-on learning in a vibrant academic setting.

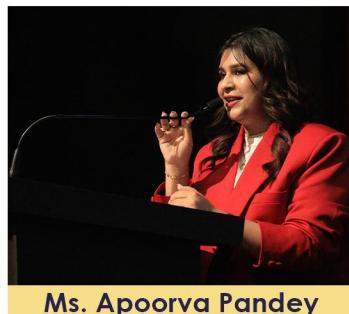


IIM Ranchi

Innovation, Entrepreneurship & Technology

Startup Conclave 2025: Fuelling Innovation with E-Cell

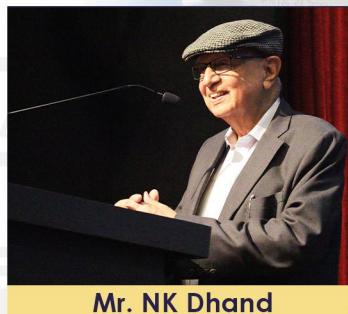
The 6th Edition of Startup Conclave 2025, organized by the E-Cell in collaboration with the Ghaziabad Management Association (GMA). Under the theme “Dream. Design. Disrupt: Powering the Innovation Ecosystem,” the conclave brought together over 100 participants from leading institutions across Delhi-NCR for a day of ideation, learning, and entrepreneurial collaboration.



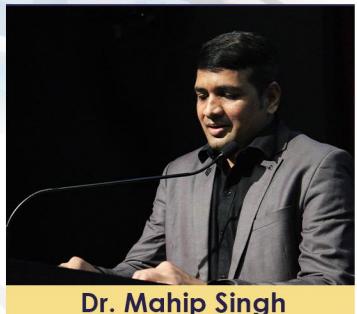
Ms. Apoorva Pandey



Mr. Sujit Panigrahi



Mr. NK Dhand



Dr. Mahip Singh

The event featured distinguished guests, including Mr. Sujit Panigrahi (Founder & CEO, Sequoia Fitness), Ms. Apoorva Pandey (Owner, Geetanjali Salon), and Dr. Mahip Singh (Head, Innovation Hub, Dr. APJ Abdul Kalam Technical University). It included three dynamic sub-events: the Start-up Expo, the business plan competition EN-venture, and the strategic simulation game Bizz Neeti.



Startup Conclave 2025 was a powerful celebration of innovation and entrepreneurship, reinforcing the role of IMS Ghaziabad (University Courses Campus) in shaping India's entrepreneurial landscape.



National Entrepreneurship Challenge – IIT Bombay

Team E-Cell of IMS Ghaziabad (University Courses Campus) participated in E-Summit 2025 at IIT Bombay, qualifying in the National Entrepreneurship Challenge on Day 1. On Day 2, they developed a budget and sponsorship proposal, followed by the “10 Minute Millionaire” pitching event, featuring guests Gaurav Chaudhary and Sonam Wangchuk—offering a valuable platform to showcase entrepreneurial skills and network.



Designed Thoughts 2.0 – Where Innovation Meets Ambition!

Organized by the E-Cell at IMS Ghaziabad (University Courses Campus), Designed Thoughts 2.0 was a vibrant display of entrepreneurial vision, creativity, and innovation. The event featured groundbreaking pitches from IMSians, showcasing in-depth market analysis, unique business models, and compelling value propositions. Designed Thoughts 2.0 underscored the institution's dedication to fostering an entrepreneurial ecosystem, where innovation is not only encouraged but celebrated.



Power to the People: Janta Ki Awaaz

The Big Ideas Club of IMS Ghaziabad (University Courses Campus) organized "JANTA KI AWAAZ," a panel discussion on the topic "Who Holds More Power: Influencers or Politicians?" The event explored the influence of social media versus political leadership in shaping public opinion and the accountability both spheres should uphold. Student, panellists and participants offered diverse perspectives on digital media, political authority, and ethical responsibilities.



Leaving Footprints Behind

A Heartfelt Farewell

Farewell is that one moment every graduating student eagerly awaits—a beautiful blend of emotions where dreams of the future meet memories of the past. Held as a vibrant daytime event, the farewell ceremony for our students across programs—MIB, BBA, BAJMC, Biosciences, and BCA—was filled with sunshine, smiles, and celebration.



Decked up in their finest, students arrived with aspirations in their eyes and hearts full of nostalgia. The campus was abuzz with laughter, tight hugs, and endless clicks and selfies, as everyone captured memories to last a lifetime.

The ceremony recognized outstanding achievements through various merit-based awards, and excitement peaked as the much-anticipated titles were announced. The crowning moment was the declaration of Mr. and Ms. Farewell, greeted with cheers and applause.



Hack-a-Thon 2K25: Code. Create. Conquer

HACK-A-THON 2025, held on 7th April at IMS Ghaziabad (University Courses Campus), was a vibrant celebration of innovation and tech brilliance. Organized by the Department of Computer Science, the event welcomed participants from various institutions for a series of dynamic challenges. Honoured by the presence of Dr. Pankaj Dixit, CTO at Government e Marketplace (GeM), the hackathon featured AI debugging in BUG SENSE, logic-based tasks in DECodeX, and high-energy contests like CODE RED, QUERY QUEST, and IoTVERSE—each reflecting participants' creativity, collaboration, and problem-solving prowess.

HACKATHON



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Dr. Pankaj Dixit

Leaving Footprints Behind

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Adding energy to the occasion, juniors put on vibrant dance performances and shared heartfelt messages, turning the event into a joyful expression of love and admiration. It was a day of fun and frolic, laughter and tears, celebration and reflection. As our students move on to new chapters, they carry with them the friendships, values, and unforgettable moments from their time here. We bid them adieu with immense pride and warmth, wishing them a future full of promise, purpose, and success.



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Bidding Farewell to the Pillars Behind the Lens – EWL Team 2025

IMS Ghaziabad (University Courses Campus) bid farewell to the Earn While Learn (EWL) Team 2025, recognising the outstanding contributions of students who worked tirelessly behind the scenes. The team captured memorable moments, curated impactful content, and strengthened the digital identity of the campus through their creativity, consistency, and dedication. Their efforts set a benchmark for future teams, turning EWL into more than just a cell — it became a close-knit family. The farewell expressed gratitude to every member, mentor, and supporter, and wished the team success in their future endeavours.



Faculty, Staff & Management Development

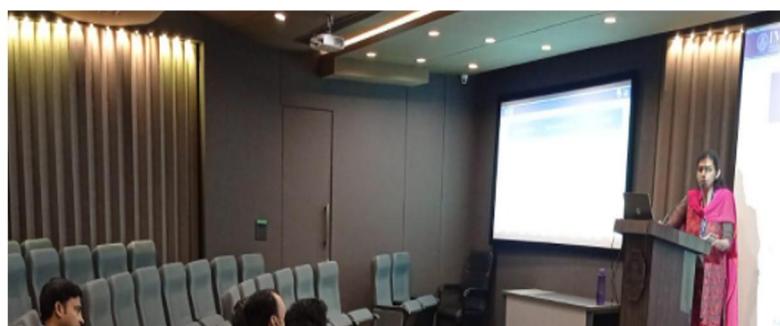
Management Development Program (MDP)- "How to Protect Your Intellectual Assets- IPR 1.0"

The MDP Cell of IMS Ghaziabad (University Courses Campus) hosted a successful Management Development Program (MDP) on "How to Protect Your Intellectual Assets – IPR 1.0," led by Mr. Harish Sharma, Director at VATS IPR Services. The hybrid event, with over 200 participants from academia and industry, covered essential IPR topics such as patents, trademarks, and copyrights. The session concluded with certificate distribution, marking an enriching experience for all attendees.



Peer Learning on Computer Vision

The Department of Computer Science organized a Peer Enrichment Session on "Computer Vision" for faculty members on 8th March 2025. The session was conducted by Dr. Nikita Joshi Mishra, Associate Professor, who provided an insightful overview of Computer Vision, covering its objectives, architecture, and functionality. Real-world applications and live examples helped clarify complex concepts, making the session engaging and relatable.



Promoting Wellness: Staff Development Program on Healthy Living

The Research Cell at IMS Ghaziabad (University Courses Campus) successfully organized the Staff Development Programme on "Healthy Living: The Ultimate Guide to Weight Loss Management." Led by Dr. Sanghdeep Gautam, Assistant Professor, Department of Biosciences, the session provided invaluable insights into healthy living and sustainable weight management. This initiative marks another significant step toward fostering well-being and academic growth among faculty and staff, reinforcing our commitment to holistic development and excellence.



Unwinding and Learning: Faculty Excursion

On 27th January 2025, the IMS Ghaziabad (University Courses Campus) faculty and staff enjoyed an exciting excursion to Rajwada Farms- Ethnic Village, Sports and Adventure Camp in Faridabad. The trip offered a unique rural experience, with vibrant cultural displays, local food, and traditional music and dances. Thrilling activities like rope climbing, zip lining, sky biking, and zorbing, along with exploring village life, provided memorable moments. The day was filled with team-building activities, laughter, and relaxation, strengthening bonds and fostering camaraderie among participants.



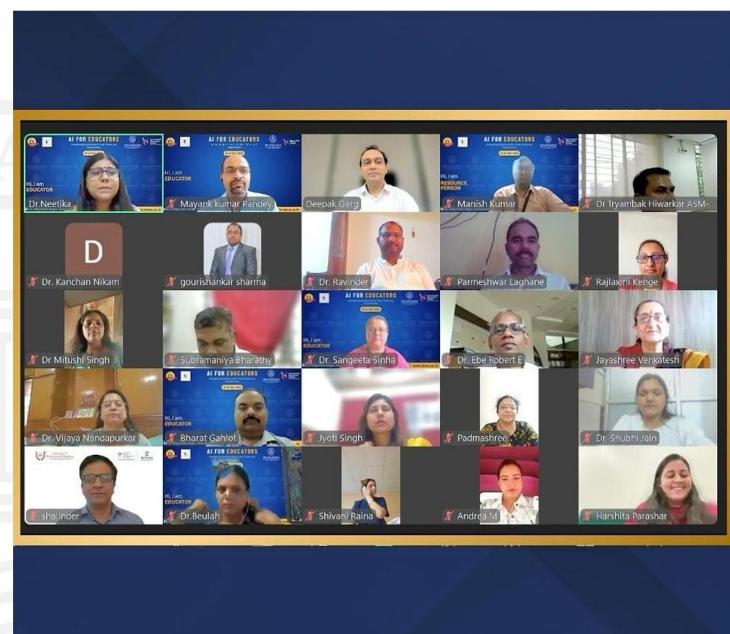
Deep Dive into Excel: Peer Enrichment Workshop

The Department of Management with Research Cell (under the aegis of IQAC), IMS Ghaziabad (University Courses Campus), successfully conducted a Peer Enrichment Session on "Dive Deep into Data Excel." The session, led by Mr. Subhro Sen Gupta, Assistant Professor, provided in-depth insights into data management and analysis using Excel. Participants had the opportunity to enhance their technical proficiency through practical applications, enabling them to leverage data effectively for decision-making.

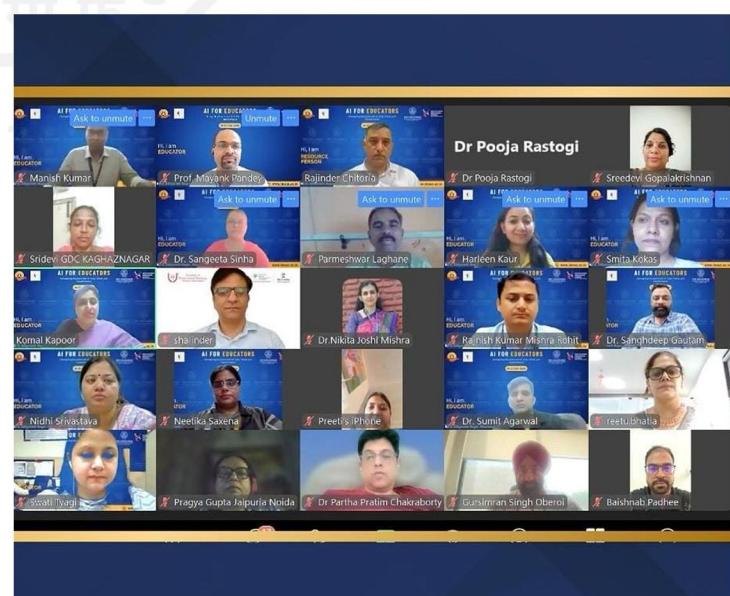
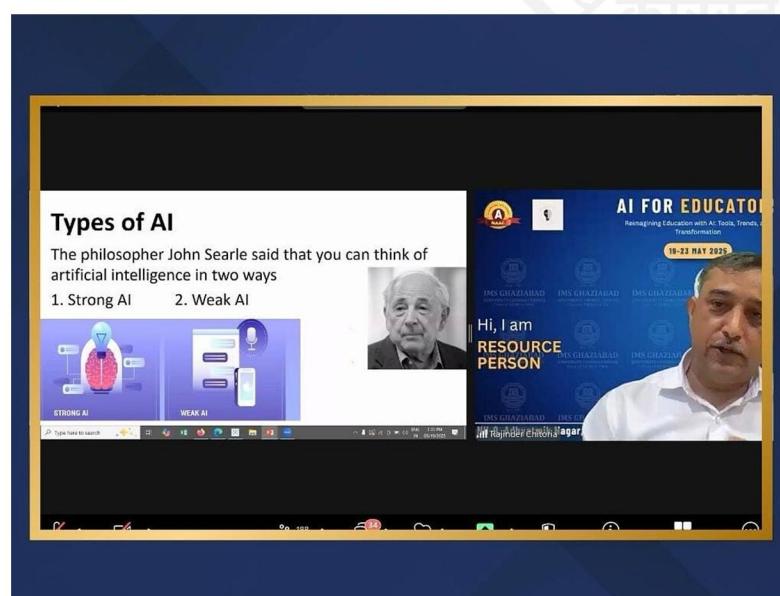


FDP: Empowering Educators Through AI: A Week of Learning and Transformation

IMS Ghaziabad (University Courses Campus) successfully organized a One Week Faculty Development Programme titled “AI for Educators – Reimagining Education with AI: Tools, Trends and Transformation”. The event commenced with a warm Welcome Address by Dr. Pooja Rastogi, Officiating Director, IMS Ghaziabad (University Courses Campus), followed by the introduction of the keynote speaker, Mr. Rajinder Chitoria, Data Scientist and Founder-Director of Froyo Technologies (P) Ltd.



The program brought together expert speakers and educators from diverse domains, exploring topics such as foundational AI in education, AI-powered course design, automating academic tasks, enhancing student engagement, and measuring AI's impact in policy and integration. With insightful sessions by industry leaders like Dr. Manish Kumar, Dr. Rajdev Tiwari, and Dr. Deepak Garg, the FDP served as a vital platform for reimagining pedagogy in the age of artificial intelligence. The event concluded with an engaging Valedictory Session and experience-sharing, marking a significant step towards transforming, teaching and learning through emerging technologies.



Social Responsibility & Civic Engagement

CSR Conclave – In association with SEWA International

IMS Ghaziabad (University Courses Campus), in collaboration with Sewa International, hosted the CSR Conclave 2025 on "Reimagining CSR: Strategic Pathways to Sustainable Impact" on 24th January 2025. Graced by dignitaries like Shri Piyush Goyal, Shri Atul Garg, and Shri Harsh Vardhan Shringla, the event featured impactful panel discussions and World Café sessions on CSR innovations, disaster management, and workplace wellness. The conclave offered valuable insights into leveraging CSR for sustainable development.



IMS Blood Donation Camp: A Noble Cause in Action

The SSR Club and NSS Unit of IMS Ghaziabad (University Courses Campus), in collaboration with Rotary District 3012, Rotary Club Sahibabad, and Rotary Vardaan Blood Bank, organized a Blood Donation Camp on 18th February 2025. The camp was inaugurated by CA (Dr.) Rakesh Chharia and Mrs. Deepa Chharia, with several dignitaries from Rotary Clubs gracing the occasion and encouraging the noble initiative. Over 217 units of blood were donated by students, faculty, and staff, reflecting strong community spirit and social responsibility.



Sensitization Program

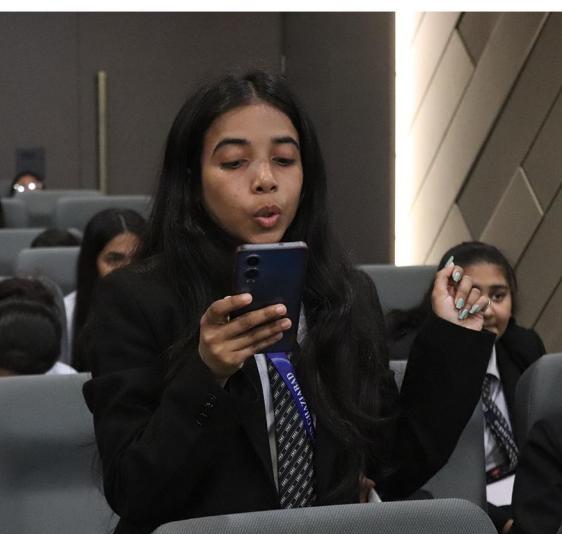
The Department of Management at IMS Ghaziabad (University Courses Campus) conducted a value added program sensitization session for BBA (Batch 2024–27) students. The session introduced various specialization options like marketing, finance, HR, international business, and data analytics. Dr. Manish Kumar, Assistant Professor, guided students on making informed choices aligned with industry trends and career goals.



The Department of Computer Science at IMS Ghaziabad (University Courses Campus) organized a Sensitization Program for BCA 1st-year students to introduce them to core concepts in computer applications, emerging technologies, and industry expectations. The session focused on building a strong foundation in programming, data structures, networking, cybersecurity, and software development. Through interactive discussions, faculty emphasized the importance of logical thinking, problem-solving, and adaptability in today's dynamic tech environment.



The Department of Journalism & Mass Communication at IMS Ghaziabad (University Courses Campus) conducted a Sensitization Program for BAJMC students. Renowned Radio Jockey, Anchor, and Radio Artist Mr. Athar Saeed shared his expertise on Radio Jockeying and Creative Journalistic. The session equipped students with industry knowledge, emerging trends, and career guidance, motivating them to explore creative opportunities in media and communication.



Clubs and their Creativity

Dugout 2.0: The Ultimate Bidding War – A Thrilling Success!

The Marketing Club at IMS Ghaziabad (University Courses Campus) hosted Dugout 2.0 – The Bidding War, an electrifying event that brought marketing concepts to life through a high-energy simulation. Five dynamic teams competed by strategically bidding with virtual money to acquire high-value products, mirroring real-world marketing challenges. The event provided an excellent platform for students to master key marketing skills, including resource allocation, competitive positioning, negotiation, market analysis, and evaluating return on investment.



CASEWIZ: DECODE, DEVELOP, DELIVER – A Grand Success!

Srijan – The HR Club at IMS Ghaziabad (University Courses Campus) successfully organized CASEWIZ: DECODE, DEVELOP, DELIVER, an exciting case study competition that brought together sharp minds in HR and strategy. The event featured intense problem-solving sessions, thought-provoking case studies, and engaging discussions that highlighted real-world HR applications. Participants demonstrated outstanding analytical and strategic thinking while networking with peers, faculty, and industry professionals. The collaborative spirit, innovation, and enthusiasm of all involved made the event a resounding success.



Brain Blitz 2025: A Power-Packed Finance Challenge!

RAQAM – The Finance Club at IMS Ghaziabad (University Courses Campus) organized Brain Blitz: Decode, Play, and Remember — an engaging event that tested students' financial acumen and presence of mind. The competition comprised three dynamic rounds: MythBusters, where participants challenged common financial misconceptions; Decode the Jargon, focusing on unraveling complex finance terms; and a high-energy Memory Game (Buzzer Round) that put their reflexes and memory to the test.



Madhubani Painting Workshop - A Celebration of Art & Culture!

The Splash- Art & Craft Club at IMS Ghaziabad (University Courses Campus) successfully organized a Madhubani Painting Workshop. The event was a vibrant blend of creativity and cultural expression, bringing together enthusiastic students eager to explore the intricate beauty of Mithila Art. Guided by the esteemed Ms. Payal Jha, participants dived into the origins, motifs, and techniques of Madhubani painting, creating their own artistic masterpieces. Students gained hands-on experience in intricate brushwork & natural colours while understanding the rich heritage of Madhubani Art.



Celebrating International Dance Day

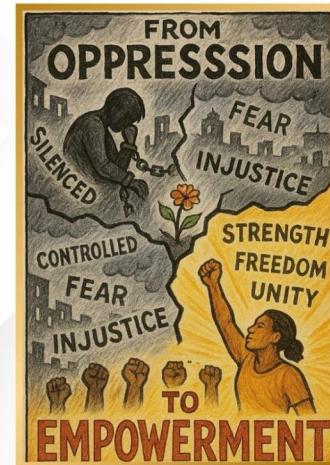
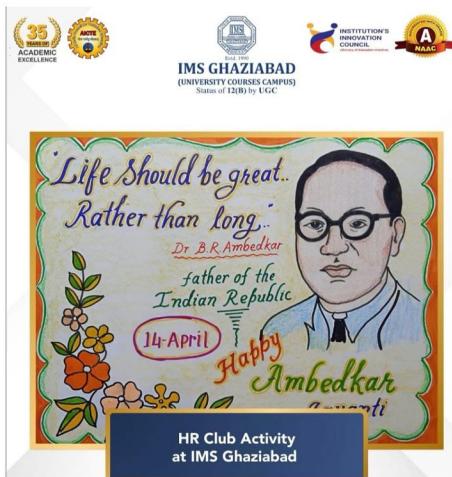
The Cultural Club at IMS Ghaziabad (University Courses Campus) celebrated International Dance Day with a vibrant workshop. Students explored various dance forms, from classical to contemporary, learning choreography and understanding rhythm, movement, and dance as storytelling. The workshop concluded with a lively flash mob on campus, which was met with great enthusiasm. The event encouraged artistic expression, confidence-building, and a deeper appreciation for India's dance heritage, highlighting the importance of the arts in holistic education.



Ambedkar Jayanti, Srijan – The HR Club

In celebration of Ambedkar Jayanti, Srijan – The HR Club organized the "Empower Through Art: Poster-Making Competition," paying tribute to the legacy of Dr. B.R. Ambedkar.

This online competition saw enthusiastic participation from our talented students, who submitted intricately designed posters that powerfully illustrated the journey from oppression to empowerment. The entries beautifully encapsulated Dr. Ambedkar's principles of justice, equality, and inclusion.



IMSUC Toastmasters Club Achievement

The IMSUC Toastmasters Club has had an exceptional year, fostering communication and leadership skills through regular meetings, contests, and training sessions. The club earned the Silver Sustainer Award at the District level, reflecting its sustained excellence.

Two executive committees led the club in 2024, with Bhumi Singhal and later Dev Parashar as Presidents. Members won multiple accolades in speech contests, with Bhumi securing top spots in club and area-level events, including the prestigious International Speech Contest.



Leaders like Dev, Bhumi, and Sneha took up key roles in District, Division, and Area events, further enhancing the club's reputation. Dev Parashar was honored as Toastmaster of the Year – Division F, and several members contributed to TLI officer training programs across institutions.

The club also shone in PR, winning the Poster Recognition Contest, with special mentions for Sajal and Dev. Leadership roles at the Area F4 Council and creative achievements highlighted the club's dynamic presence.

Strengthening Academic and Industry Ties with MOUs

IMS Ghaziabad (University Courses Campus) and PINAKI IT CONSULTANT Pvt. Ltd., Delhi, signed a Memorandum of Understanding to foster academic collaboration and enhance student opportunities. The ceremony was attended by Director, IMS Ghaziabad (University Courses Campus), Dr. Gagan Varshney (HOD, Computer Science), Mr. Dhruv Govil (Sr. Data Scientist, PINAKI), and faculty members. The MOU aims to support professional development, global certifications, placement assistance, industrial visits, and interview preparation for students.



IMS Ghaziabad (University Courses Campus) has signed a Memorandum of Understanding (MoU) with Gujarat Technological University (GTU) to strengthen academic collaboration, joint research, and faculty and student exchanges. The MoU was signed in the presence of Dr. Kher Kanji (Registrar, GTU), Dr. Pooja Rastogi (Officiating Director, IMS Ghaziabad, University Courses Campus), Dr. Vaibhav Bhatt (Professor & Director, SAST GTU), and Dr. Surabhi Johari (HoD Biosciences, IMS Ghaziabad, University Courses Campus). The event also saw contributions from Dr. Ashish Warghane, Dr. Dolatsinh Zala (GTU), and Dr. Sanghdeep Gautam (IMS Ghaziabad, University Courses Campus).

On International Dance Day, IMS Ghaziabad (University Courses Campus) signed an MoU with SPIC MACAY (Society for the Promotion of Indian Classical Music and Culture Amongst Youth) to promote Indian classical arts and cultural heritage. SPIC MACAY, a nationwide voluntary movement, aims to foster appreciation for Indian and world heritage through various cultural activities. This collaboration will enhance the student experience by integrating classical music, dance, and heritage programs. The MoU was signed in the presence of Dr. Pooja Rastogi (Officiating Director, IMS Ghaziabad, University Courses Campus) and Mrs. Abha Bansal (Coordinator, SPIC MACAY, Ghaziabad Chapter). A 'Heritage Club' has also been established on campus to celebrate and preserve cultural traditions.







Estd. 1990

INSTITUTE OF MANAGEMENT STUDIES (UNIVERSITY COURSES CAMPUS)

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