



An Initiative of IMS
Ghaziabad Society Towards
Academic Excellence



P-4

• GMA Executive
Committee Meeting



P-8

• IMS EC organized a special
talk on 'National Education
Policy-2020

आईएमएस टुडे

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In Brief

2 नवम्बर से खुला सिल्वर लाइन
प्रेस्टीज स्कूल – कक्षाएँ सुचारु
रूप से संचालित

गाजियाबाद। सात माह के लम्बे अन्तराल के
बाद 2 नवंबर से सिल्वर लाइन प्रेस्टीज
स्कूल खुल गया। शासनादेशों एवं प्रशासन
के निर्देशों का सख्ती से अनुपालन करते हुए
आज से कक्षा बारहवीं के विद्यार्थियों के लिए
कक्षाएँ शुरू की गयी। **पेज-2**

HOLAJUNIORS-Grand Finale

Ghaziabad: Pulsating
ambiance, flashing lights, and
foot-tapping music marked the
dawn of the Grand Finale of
HOLAJUNIORS 2020 at IMS
Ghaziabad, University Courses
Campus. **See P-3**

MINI FRESHERS' 2K20

Ghaziabad: **Ghaziabad:** Not
only with friends and
classmates, sometimes the
bond between senior and junior
is also unbreakable. Hence, to
cherish and sow the seeds of
that beautiful unbreakable
bond, The Department of
Journalism and Mass
Communication ... **See P-7**

UP govt allows opening of higher education institutes from Nov 23

LUCKNOW: Higher education
institutes in Uttar Pradesh will
start classes from November 23
following UGC guidelines, an
official spokesperson said on
Tuesday.

The classes will run with
certain restrictions like
maintaining social distancing,
using hand sanitizers, thermal
scanning, and other facilities,
according to the government
order. "Additional chief
secretary, higher education, Ms.
Monika Garg has issued a
detailed order to all the state and
private universities, district
magistrates, and registrars"- the
spokesperson said. The classes
will be run in a phased manner
and it has been made mandatory
for teachers, students, and
employees to wear identity cards,
he said.

The institutions have been
asked to prepare an academic



calendar and run classes as per
rotation with 50 percent of
students. The UGC had last week
notified guidelines for reopening
of universities and colleges
across the country which have
been closed since March in view
of the Covid-19 pandemic.

For central universities and
other centrally-funded higher
education institutions, the

decision for reopening of
campuses has been left to the
vice-chancellors and heads.

However, for state universities
and colleges, the respective state
governments were asked to take a
call. The universities and colleges
were asked to plan the opening of
campuses in a phased manner,
with such activities that adhere to
Covid-19 norms, including social

distancing, use of face masks, and
other protective measures.

As per the UGC guidelines,
students and staff are advised not
to visit areas falling within
containment zones. Universities
across the country were closed on
March 16 to contain the spread of
coronavirus infection. A
nationwide lockdown came into
effect on March 25.

IP University Starts Three Post graduate Diploma Programmes

New Delhi: The Guru Gobind
Singh Indraprastha University
(IP University) has introduced
three new postgraduate diploma
programs -- PG Diploma in
Entrepreneurship and Start-Up,
PG Diploma in Equity Research,
and PG Diploma in Data
Analytics -- from this academic
session. The university will admit
students to these PG Diploma
programs based on marks
obtained by them in the last
qualifying examination. IPU has
already started the application
process for the three new PG
Diploma programs. The
registration window will
continue to remain open till
November 22.

Details including application,
eligibility, admission intake, and
syllabus are available on the
university website --
www.ipu.ac.in. The university
will not charge any application
fee during the online application
process, however, a counselling



participating fee of Rs 1,000 will
be charged at the time of
admission.

IPU New Programmes

IPU had also started two new
undergraduate programs -- BSc
in Medical Technology
Radiotherapy (BSc MTR) and
BSc in Medical Imaging
Technology (BSc MIT) from this
academic session. The classes for
the new BSc in Medical
Technology Radiotherapy will be
held at Rajiv Gandhi Cancer
Institute and Research Centre,
Rohini, and BSc in Medical
Imaging Technology classes will
be held in Holy Family Hospital
Okhla.

Unlock 5 guidelines extended to November 30: What schools and colleges need to follow

New Delhi: The Ministry of
Home Affairs announced that the
Unlock 5 guidelines announced in
September for reopening schools
and colleges have now been
extended to November 30.
Lockdown will strictly continue
till November 20 in containment
zones. With a dip in Covid-19
cases, the government said that
there would be no restrictions
anymore on inter- and intra-state
movement of people. No separate
permission would be required for
the same. The Unlock 5
guidelines had been announced
on September 30 and were put in
effect the next day. Most parents
are unwilling to send their kids to
school till the Covid-19 danger is
completely over. Here are the
Unlock 5 guidelines that schools,
colleges, and educational
institutes need to note:

1. As per the earlier Unlock
guidelines, state governments and
union territories could take a
decision on when to reopen

schools and educational
institutions in respective states
depending on the local Covid-19
situation. The same continues and
states can reopen schools in a
graded manner in non-
containment zones.

2. Online learning or distance
learning methods will be
encouraged.

3. Students who want to continue
online learning and not go to
school will be permitted to do the
same.

4. Students may attend school and
institutions only with the written
consent of their parents or
guardians.

5. Attendance must not be
enforced and must depend
entirely on parental consent.

6. States and UTs will prepare
their own SOPs depending on
local requirements. This will be
based on the SOP issued by the
Department of School Education
and Literacy (DoSEL), Ministry
of Education, Government of

India. Schools that reopen have to
mandatorily follow the state/UT
SOPs.

7. The Department of Higher
Education (DHE), Ministry of
Education can consult with the
MHA and take a decision on the
timing of reopening schools,
colleges, and higher education
institutes.

8. Ph.D. students or research
scholars and MA students from
science streams who need
laboratory access may go to the
higher education institutions from
October 15 based on the
following basis:

• For Centrally Funded HEIs, the
head of the institution has to
satisfy himself/herself on the
requirement of lab/experimental
works
• Other HEIs like state
universities, private universities,
etc may reopen only for
lab/experimental works as per the
decision of the respective states or
UTs.

UGC Guidelines: UGC issues instructions for re-opening colleges

NEW DELHI: The University
Grants Commission on Thursday
issued the guidelines for
reopening the universities and
colleges post lockdown due to
Covid 19 pandemic. The
guidelines have been vetted by the
Ministry of Health & Family
Welfare and approved by the
Ministry of Home Affairs and the
Ministry of Education.

The Universities and Colleges
outside the containment zones
may be opened in a graded
manner after consultations with
concerned State/UT
Governments and subject to
adherence to the guidelines/SOP
for safety and health protocol
prepared by UGC.

Here are all about the UGC guidelines:

1. For Centrally Funded Higher
Education Institutions, the Head
of the Institution should satisfy



himself/himself regarding the
feasibility of the opening of
physical classes and decide
accordingly.

2. For all other Higher
Educational Institutions, e.g.,
State Universities, Private
Universities, Colleges, etc.,
opening of physical classes to be
done as per the decision of the
respective State/UT
Governments.

3. Universities and colleges may
plan to open the campuses in
phases, with such activities where
they can easily adhere to social
distancing, use of face masks, and
other protective measures This

may include administrative
offices, research laboratories, and
libraries, etc.

4. Thereafter, students of all
research programs and post-
graduate students in science &
technology programs may join as
the number of such students is
comparatively less.

5. Further, final year students may
also be allowed to join for
academic and placement
purposes, as per the decision of the
head of the institution.

6. However, for 3, 4, and 5 above,
it should be ensured that not more
than 50% of the total students
should be present at any point of

time and necessary guidelines/
protocols to prevent the spread of
COVID-19 are in place.

7. For the programs, other than
those mentioned in paras 4 and 5
above, online/distance learning
shall continue to be the preferred
mode of teaching and shall be
encouraged.

8. However, if required, students
may visit their respective
departments in a small number for
consultation with the faculty
members, after seeking prior
appointments.

9. Some students may opt not to
attend classes and prefer to study
online while staying at home.
Institutions may provide online
study material and access to e-
resources to such students for
teaching-learning.

10. Institutions should have a plan
ready for such international
students who could not join the
program due to international

travel restrictions or visa-related
issues. Online teaching-learning
arrangements should also be
made for them.

11. Hostels may be opened only in
such cases where it is necessary
while strictly observing the safety
and health preventive measures.
However, the sharing of rooms
may not be allowed in hostels.
Symptomatic students should not
be permitted to stay in the hostels
under any circumstances.

12. Before the reopening of any
campus, the Central or concerned
State Government must have
declared the area safe for the
opening of educational
institutions. The directions,
instructions, guidelines, and
orders issued by the Central and
concerned State Government
regarding safety and health in
view of COVID-19 must be fully
abided by the higher education
institutions.

Guest Editor of this issue



Dr. Mala Kapoor
Principal
Silver Line
Prestige School
(Guest Editor)



From the Editor's desk

As guest Editor of IMS Today I anticipate that
this issue would be of immense value and will
be definitely useful to all the readers. This
collection will also offer a window for new per-
spectives and directions in the area of pallia-
tive care in the readers' mind for long.

*"Thank you to the team IMS Today and comment
moderators who work so hard for the news paper on
the frontlines of audience engagement."*

The Editorial Committee of IMS Today wishes to
acknowledge and thank Dr. Mala Kapoor who con-
tributed her time to handle manuscripts as Guest
Editor of this Issue. Without her help, We could not
fulfill our mission.

The Art of Handling Odds

"Once the storm is over you
won't remember how you made it
thru –how you managed to
survive –you won't even be sure
in fact whether the storm is over-
but one thing is certain –when
you come out of the storm you
won't be the same person who
walked in, that's what this storm
is all about"

-: Haruki Murakami

These words seem to aptly sum
up the past year for almost all of
us. A lot has been said and written
about the pandemic, which has
created an upheaval in all aspects
of our lives be it an economic
meltdown, socio-cultural shock,
or threat to human life.

Some of us capsized, some
barely managed to stay afloat,
and yet others swam against the
tide to find sanctuary at a

physical, mental, and emotional
level.

It all depended on the ability to
deal with adversity and loss—or
how Resilient we are.

"A good half of the art of living
is resilience, the capacity to cope.

Resilience is not merely the
ability to bounce back but is a
lifelong process that is enhanced
with each adverse experience we
face and learn from.

To foster resilience in our
children we have to make a
conscious effort to shift our focus
from wanting success to handling
failure. We are so enamored by
winning that we forget that
success is often a culmination of
many failed attempts. It is
somewhat like an infant taking its
first steps.

Resilience helps to forge a
better version of ourselves.

DU admission: Over 67,000 seats filled in undergraduate courses

NEW DELHI: More than
67,000 seats have been filled in
various undergraduate courses
at Delhi University, officials
said on Tuesday. "A total of
67,781 students have taken
admissions so far under five
cut-off lists. Out of these,
24,261 admissions have been
done under the fifth cut-off list
which was announced on
Saturday," a senior varsity
official said.

There is a total of 70,000
seats in various undergraduate
courses at DU this year.

As per the fifth cut-off list
announced on Saturday, the
majority of arts and science

courses were closed for
different categories while there
was a dip in cut off for certain
commerce courses.

This year, the admission
process is completely being
held online due to the
coronavirus pandemic.

The cut-off for English at
Lady Shri Ram College
(LSRC) stood at 98 percent,
for political science at 98.75
percent, for psychology at 99
percent, and for sociology at
97.75 percent in the fifth list.

At Shri Ram College of
Commerce (SRCC), the cut-
off for the BCom program
stood at 98.12 percent.

News Brief

लीलावती रामगोपाल सरस्वती विद्या मंदिर में रानी लक्ष्मीबाई व भाउराव देवरास जयंती बड़े हर्षोल्लास के साथ मनाई गई



मुरादनगर। नगर क्षेत्र में दिल्ली-मेरठ हाईवे गंगनहर माधवपुरम स्थित लीलावती रामगोपाल सरस्वती विद्या मंदिर में रानी लक्ष्मीबाई व भाउराव देवरास जयंती को बड़े हर्षोल्लास के साथ मनाया गया। स्कूल के प्रधानाचार्य सोमगिरी सहित स्कूल के समस्त अध्यापक एवं अध्यापिकाओं ने सोशल डिस्टेंसिंग का पालन करते हुए जयंती आयोजन में भाग लिया। दोनों के चित्रों के समुख दीप प्रज्वलित व पुष्पाचन कर कार्यक्रम का शुभारंभ किया गया। इस अवसर पर स्कूल के उप-प्रधानाचार्य कमल सिंह, अध्यापक हरीश त्यागी, तेजपाल सिंह, अशोक नागर, सुधीर गौड़, राहुल चौहान, महेश तोमर, अमित चौधरी, राहुल शर्मा, अरविंद चौधरी, धर्मेन्द्र राणा, मोनू चौधरी, हर्षिता सांगवान, रिकू राय, रजनीश वर्मा, कुंती बिंदल, रेखा, दीपशिखा, पल्लवी, रेशम, निशा सिंह, दीपमाला, वर्षा शर्मा, सुरभि, पल्लवी आदि उपस्थित रहे।

नीट परीक्षा में दीवान स्कूल के विद्यार्थियों का उत्कृष्ट प्रदर्शन



गाजियाबाद। दीवान पब्लिक स्कूल हापुड़ परिसर में नीट 2020 वर्ष में चयनित पांच विद्यार्थियों इशिता सिंघल ए ऋषिता गर्ग हर्षिता एदर्शन एवं अंश सिंघल को सम्मानित करने हेतु विद्यालय में सम्मान समारोह का आयोजन किया गया। प्रधानाचार्या श्रीमती सुनीता बिदानी ने डॉ एण पीण जेण अब्दुल कलम द्वारा रचित एक प्रेरक पुस्तक स्पंदहे वा पितम ष्देकर विद्यार्थियों को सम्मानित किया। इस अवसर पर सम्मानित विद्यार्थियों के अभिभावक एवं कोऑर्डिनेटर्स भी उपस्थित रहे। प्रधानाचार्या श्रीमती सुनीता बिदानी ने अपने सम्बोधन में विद्यार्थियों को उनके शानदार प्रदर्शन के लिए शुभकामनाएं दी एवं उनके उज्ज्वल भविष्य की कामना की।

Dayawati Modi Public School Organized Activities for the students



Sandwich making for class I students. Students displayed huge creativity by using different shapes of green salad vegetables and created lovely salad sandwiches. Students were inspired to make a beautiful sandwich garden or any other object of their choice. The results were really yummy and eye catching. Principal Dr. N P Singh and Primary Incharge Dr. Rasmi teotia encouraged the students for the activity

Ghaziabad: In these times of corona pandemic online classes have become a new normal. We at Dayawati Modi Public School Modinagar try and engage our students in some fun activities to give them a break from regular academics and classes. One such activity was

राणा प्रताप हायर सेकेडरी स्कूल में वल्लभ भाई पटेल जयंती एवं बाल्मीकि जयंती का कार्यक्रम का आयोजन

गाजियाबाद। राणा प्रताप हायर सेकेडरी स्कूल में वल्लभ भाई पटेल जयंती एवं बाल्मीकि जयंती का कार्यक्रम आयोजित किया गया। इस कार्यक्रम का शुभारम्भ विद्यालय की प्रधानाचार्या श्रीमती पूनम शिशोदिया ने दोनों महापुरुषों की प्रतीमा पर माल्यार्पण करके किया।

प्रधानाचार्या ने इस अवसर पर बताया की सरदार वल्लभ भाई पटेल का जन्म 31 अक्टूबर 1875 में हुआ। प्रधानाचार्या ने इस अवसर पर पटेल जी के बारे में बताते हुए कहा की वल्लभ भाई झावेरभाई पटेल जी सरदार पटेल के नाम से लोकप्रिय थे। वे एक भारतीय राजनीतिज्ञ थे। उन्होंने भारत के पहले उप प्रधानमंत्री के रूप में कार्य किया। पटेल जी ने स्वतंत्रता के लिए देश के संघर्ष में अग्रणी भूमिका निभायी और एक एकीकृत, स्वतंत्र राष्ट्र में अपने एकीकरण का मार्गदर्शन किया। भारत और अन्य



जगहों पर, उन्हें अक्सर हिंदी, उर्दू, एवं फारसी में सरदार कहा जाता था जिसका अर्थ होता है मुखिया। उन्होंने भारत के राजनीतिज्ञ एकीकरण और 1947 के भारत

-पकिस्तान युद्ध के दौरान गृह मंत्री के रूप में कार्य किया।

पटेल जी को सत्याग्रह आंदोलन के सफल होने के बाद वहां की महिलाओं ने

सरदार की उपाधि प्रदान की। गृह मंत्री के रूप में उनकी पहली प्राथमिकता देशी रियासतों (राज्य) को भारत में मिलाता था। इसका उन्होंने बिना कोई खून बहाये सम्पादित कर दिखाया। केवल हैदराबाद स्टेट के ओपरेशन पोलो के लिए उनको सेना भेजनी पड़ी। भारत के एकीकरण में उनके महान योगदान के लिए उन्हें भारत का लोहपुरुष के नाम से जाना जाता है। पटेल जी के सम्मान में अहमदाबाद के हवाई अड्डे का नामकरण सरदार वल्लभ भाई पटेल अंतर्राष्ट्रीय विमान क्षेत्र रखा गया। गुजरात में वल्लभ विद्यानगर में सरदार पटेल विश्वविद्यालय आरम्भ किया गया। इनको मरणोपरांत के बाद भारत रत्न से भी सम्मानित किया गया।

प्रधानाचार्या जी ने इस अवसर पर ये भी बताया की महर्षि वाल्मीकि जी का जन्म अश्विन मास के शुक्ल पक्ष की पूर्णिमा यानी

की शरद पूर्णिमा को हुआ था। महर्षि वाल्मीकि जी को आदि कवि के नाम से भी जाना जाता है क्योंकि वे प्रथम कवि थे जिन्होंने प्रथम श्लोक की खोज की। वैदिक काल के प्रसिद्ध वाल्मीकि रामायण महा काव्य के रचयिता के रूप में विश्व में विख्यात है। महर्षि वाल्मीकि जी ने ज्ञान प्राप्त के बाद रामायण जैसे प्रसिद्ध ग्रन्थ की रचना की। जब श्री राम ने सेता को त्याग दिया था तब आपने ही उनको आश्रय दिया था। उनके आश्रम में ही माता सीता ने लव - कुश को जन्म दिया। उन्होंने लव- कुश को अस्त्र-शस्त्र की विद्या में निपुण किया। अश्वमेध यज्ञ के समय लव-कुश ने लक्ष्मण की सेना को पराजित कर अपना शौर्य दिखाया। महर्षि वाल्मीकि जी का जीवन दर्शन ये प्रेरणा देता है की सच्चाई के रस्ते पर चलकर है मानव महापुरुष बन सकते है यह दिन सत्कर्म को प्रेरित करता है।

2 नवम्बर से खुला सिल्वर लाइन प्रेस्टीज स्कूल - कक्षाएँ सुचारु रूप से संचालित



गाजियाबाद। सात माह के लम्बे अन्तराल के बाद 2 नवंबर से सिल्वर लाइन प्रेस्टीज स्कूल खुल गया। शासनदेशों एवं प्रशासन के निर्देशों का सख्ती से अनुपालन करते हुए आज से कक्षा बारहवीं के विद्यार्थियों के लिए कक्षाएँ शुरू की गयी। जिसमें मास्क, थर्मल स्क्रीनिंग, टेम्पेचर चैकिंग, सैनिटाइजेशन एवं सोशल डिस्टेंसिंग का पूर्ण रूप से ध्यान रखा गया। बच्चों की



उपस्थिति के लिए अभिभावकों ने लिखित सहमति दी है। जिसके पश्चात बच्चों को दशहरा एवं ईद अवकाश के बाद 2 नवम्बर से बुलाया गया।

प्रथम दिन कक्षा बारहवीं के साइंस सेशन के विद्यार्थियों को बुलाया गया। प्रथम दिन विद्यालय में 18 बच्चों उपस्थित रहें। बच्चों अपने स्कूल के मित्रों से मिलकर काफी उत्साहित थे। टीचर्स भी अपने

विद्यार्थियों से प्रत्यक्ष रूप से मिलकर काफी प्रसन्न हैं। वे अभी तक ऑनलाइन कक्षाओं के माध्यम से अपने विद्यार्थियों का पठन-पाठन नियमित रूप से चलाने के लिए जुड़े हुए थे। अभिभावकों एवं बच्चों ने स्कूल खुलने पर खुशी व्यक्त की। अभिभावकों ने बच्चों के स्वास्थ्य की सुरक्षा की दृष्टि से स्कूल के द्वारा किये गये इन्तजाम के लिए सन्तोष एवं सराहना व्यक्त की।

संस्कार द को एजुकेशनल स्कूल में ऑफ लाइन कक्षाओं का आरंभ

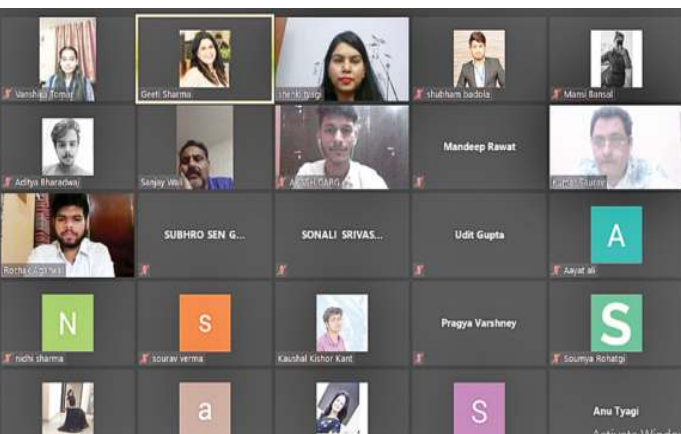


गाजियाबाद। यह प्रसन्नता का विषय है कि संस्कार द को एजुकेशनल स्कूल में कक्षा 9 से 12 तक के विद्यार्थियों के लिए जिससे छात्र कोविट की विपरीत परिस्थितियों के साथ जीवन जीना सीखें। इस प्रक्रिया के अंतर्गत सरकार द्वारा निर्धारित एस0 ओ0 पी0 का पूर्णतः ध्यान रखा गया। सर्वप्रथम विद्यालय को सैनेटाइज किया गया। कक्षा में छात्रों के लिए फर्नीचर उचित दूरी के साथ रखा गया। आज प्रातः विद्यालय

की प्रधानाचार्या श्रीमती छाया अग्रवाल व सभी अध्यापकों द्वारा छात्रों का हार्दिक अभिनंदन किया गया। छात्रों की स्क्रीनिंग व सैनेटाइजेशन का श्री प्रबंध किया गया। छात्रों व अध्यापकों के लिए मार्क व सैनेटाइजर का प्रयोग करना अनिवार्य किया गया व सोशल डिस्टेंसिंग के भी निर्देश दिए गए। कक्षा में ऑनलाइन व ऑफलाइन दोनों प्रकार की सुविधा का प्रबंध किया गया, जिससे अनुपस्थित छात्रों को भी कक्षा की दूरी के साथ रखा गया। आज प्रातः विद्यालय

Leadership Talk Session 2, on Business in India

Ghaziabad: IMS Ghaziabad, University Courses Campus organized the Leadership Talk Session on "Business in India post COVID-19". The guest speaker for the session was Mr. Sanjay Wali, Sr. Vice President, Godfrey Phillips India Ltd. The Guest Lecture commenced with a warm welcome and greetings. CRC Head, Prof. Mandeep Singh Rawat introduced Mr. Wali to the Marketing Head of the campus, Dr. Kumar Saurav, and vice-versa. Dr. Kumar Saurav welcomed Mr. Wali and expressed his gratitude for giving his kind consent to address the students. The session started with a positive quote with the introduction of the IMS-Ghaziabad University



Courses Campus and the introduction of Dr. Geeti Sharma, Chairperson BBA. She proposed a welcoming address to Mr. Wali and thanked him for taking out time to give insights about Sales/Marketing to the students. The session was

around the three major topics (Economy, Impact on customers/ consumption, and what changes have been there) in the context of Business- Post COVID-19. He made students aware of the current scenario of the dropping and shrinking economy and about

its implications and parameters. He also versed us in the picture of some of the sectors that bloomed out sowell in this pandemic. He made us familiar with the implications of COVID-19 on the organizations. Students were briefed about Trade-offs, Consolidation, Burnette, Configured office, and Customer Acquisition. He also added that companies will grow if they take risks and risk comes with different shapes and sizes. Then he acquainted students with the impacts and implications of COVID on marketing strategies, head that typically we had demographic, psychographic strategies but now we have Customer

Segmentation 2.0 and Omnichannel and hyperlocal marketing strategies. Then he justified his part by making the students aware of the if and buts of Marketing and Sales.

Mr. Wali addressed the questions of the students and satisfied them with his answers. Dr. Kumar Saurav and Dr. Geeti Sharma proposed a heartfelt vote of thanks to Mr. Wali for making his presence and addressing the students and giving them insights on Marketing/ Sales and business during COVID-19. It was indeed a super interactive and great learning session for students. Students have got vast knowledge in 90 minutes.

MORALITY THROUGH GENERATIONS

Ghaziabad: As the world has gotten smaller, competing for moral narratives louder and more confusing. Through the generations, the moral compass of the human race is continuously reforming dynamically. Although, what never got old was the nation that each successive generation has tended to think that the one behind it is morally degenerate. This gesture is fairly reciprocated by the preceding generation in a not so kind manner. So, in the concept of morality, how change is caused by generation?

To traditionalists (born 1922-1943) and Baby Boomers (born 1944-1964) being moral meant loyalty, respect for authority, strict adherence to a religion, patient, and hardworking. They expected delayed rewards and



Haniya Wajid
Queen Mary's School

were uncomfortable with conflicts. Baby boomers were optimistic, team-oriented, and service-oriented. They were interested in preserving the relationship and getting results.

Generation X (1956-1981) was cynical, informal, casual, and direct. They were less intimidated by authority. Many Gen Xers were

found to be self-reliant. They also preferred life/work balance and were interested in blending these elements without becoming a workaholic.

However, the millennials' definition of morality broadened the concept of the term. They value family, personal connection, and loyalty. Uniaials (1983-1996) seek out the genuine and are repulsed by phony. They are famously optimistic and believe in the possibility of change. They advocate for the environment and social justice and treasure tolerance and diversity, teamwork, and balance. Although there is nothing extraordinarily revolutionary here. What has changed is not the content but the dedication to those values.

To generation Z (born 1997-

2015), the right beliefs are the ones that don't hurt anybody. This future diversifies the moral landscape of humankind as freedom of expression is a primary concern for them. They are more accepting of others' beliefs and opinions. They care about the collective good and well-being as well as the environment and planet. One of their core values is authenticity.

To conclude, in the last two generations, the vegetarian has become popular, racial and gender equality has risen, homosexuality is more acceptable, and transgender and non-binary identities are more welcomed. Although people have regressed religiously, an overall and dynamic increase in morality is seen.

IT Industry grew in this Corona Pandemic

Ghaziabad: As we all entered the month of March in the year 2020, the world faces an unprecedented situation in the form of the virus called 'Corona Virus'.

Somewhere in the news, we heard about the spread of a deadly virus in Wuhan, China while we were busy empathizing with the people out there. Within a blink of an eye, this epidemic turned into a pandemic and the virus started spreading all across the world.

There was just an expression of incredulity, the fear of a virus we did not know about. Due to the sudden cessation of the world, people were losing their jobs, laborers/employees were laid off. In the recent past, different industries responded differently to the impact of Covid-19.



KHYATI KHURANA
Queen Mary's School

Companies with a focus on digital business such as Automation Software and Cloud base services in IT Industry grew with pace.

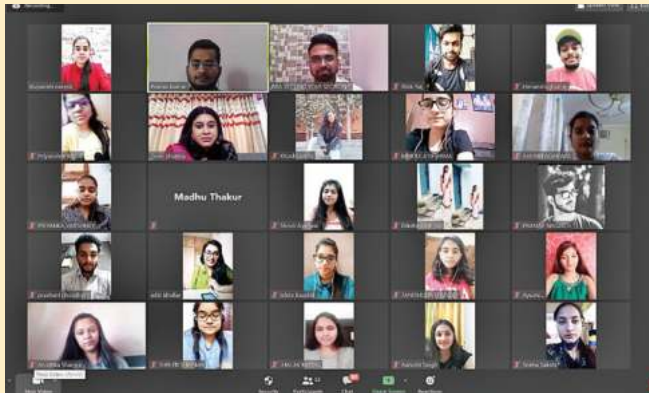
One of the biggest stories of the moment is the major hit delivered to the tech sector that has enormous companies like 'Apple', 'Google' and 'Amazon' grappling with unexpected challenges to business continuity.



Technology has emerged as a critical tool for both living and working. Suddenly there are swathes of opportunities that have emerged to a lot of technology companies that provided an innovative and unique solution to improve the management of the pandemic. However, the overall tech industry faced uncertainty, few companies in the tech sector continual investing in new-age technologies and grew the share of digital revenues.

News Brief

Cultural Club activity 'KALAKRI-TI'- Show Your Unique Moves



Ghaziabad: Dancing with feet is one thing. Dancing with the heart is another. Dancers do not always get the stage for their performance, sometimes they only have to perform on screen, but the only thing that never changes is the enthusiasm of the dancer and their audience. Keeping this in mind, the cultural club of IMS Ghaziabad, university courses campus conducted a dance competition with well-renowned judge Dr. Geeti Sharma, HOD Management Department, IMS Ghaziabad, university courses campus. The event was

organized to give a stage to dancers who never stop dancing in any situation. The event was on Saturday, 3 October 2020 on the zoom platform. This event was organized for the students of all the courses and we got enrollment especially from 1st year. The event was attended by club mentor Dhruv Sharma, our honorable judge Geeti Sharma, club president, vice president and secretary, club members, and the audience. 21 participants had participated and all gave their 100 percent.

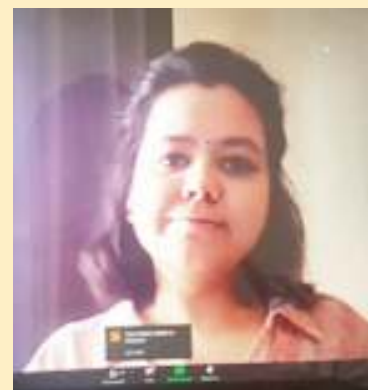
Panel Discussion on-Aamdani Atthanni Kharcha Rupaiya



Ghaziabad: Finance Club (Finanza) of IMS Ghaziabad, University Courses Campus organized a panel discussion on 'Aamdhani Aatani Kharcha Rupaiya' on 6th October 2020. The event was moderated by Abhishek Thakur (BBA 3rd year). Panelists were Kanika Bhardwaj (BBA 3rd year), Akanksha Rai (BBA 1st year), Chirag Khandelwal (BBA 3rd year), and Naman Sehgal (BBA 2nd year). Every element of low income and high expenses were perfectly explained by every panelist. The core point which draped the whole discussion was Pandemic and its hostile fallouts on every individual and business. From dipped GDP to a 3% rise in GST last month, from lay-offs to Aatmanirbhar Bharat everything was covered. How businesses are being impacted by unlocks- Many factors were being mentioned by panelists. From time to time, great insights were kept coming by jury members. One 'Income-Expenditure' Mantra was also shared by Dr. Indrani Bhattacharjee. Overall, the event was an erudite discussion that was not only restricted to panelists but also involved everyone from judges to the audience. The best speaker of the event was: Akanksha Rai (BBA 1st year) And Chiarg Khandelwal (BBA 3rd year).

Sports Club Event 'Know Your Mind From Sound To Silence'

Ghaziabad: Sports club, IMS Ghaziabad University Courses Campus always focuses on transforming young minds into a creative, innovative, and responsible sportsman who can lead the world. We at IMS pay strong emphasis on experimental learning, design thinking while sharpening the ability through providing various opportunities to the students for their holistic development. The event was started by the anchor Kriti Jain BBA II year



Student, IMSUC, where she highlighted how important it is to know about our mental health. The Guest of the event was Ms. Anandita Kaul, she is a HR professional and volunteer at the art of living organization. She started the session by telling us how to make time and do meditation and how to make it a habit. She also told the benefits of meditating and made the participants do some of the meditating techniques like while closing eyes and breathing in and out slowly. She also discussed how one can calm down themselves by breathing in and out many more. At the finishing of the session, anchor Kriti Jain gave a vote of thanks to the guest Ms. Anandita Kaul, Dean sir, and Director ma'am.

HOLA JUNIORS-Grand Finale

Ghaziabad: Pulsating ambiance, flashing lights, and foot-tapping music marked the dawn of the Grand Finale of HOLA JUNIORS 2020 at IMS Ghaziabad, University Courses Campus. The excitement augmented to a joyful high as performances graced the stage. Joy and happiness could be seen on the faces all around. Excited about campus life and conscious of the latest fashion trends, the fresher students dressed at their very best. Fresher's party gave room to the newcomers to build a rapport with their batch mates, seniors, and faculty and become part of the IMS family. Dr. Geeti Sharma (Chairperson, Management Department), IMS Ghaziabad University Courses



Campus welcomed the young energy in the clan and inspired them to have an everlasting bond with each other.

Every year Management Department of IMSUC organizes "Hola Juniors" -Senior Junior

interaction to celebrate the warmth of togetherness and to showcase the hidden talent of the fresh batch. This time it has been brought on the digital platform however the zeal, excitement, and enthusiasm were not less. The program was

Finance Club activity on 'Financial Memegasm'



Ghaziabad: Finance Club of Department of Management Studies IMS University Courses Campus organized 'Financial Memegasm' - a meme competition. The first round of the competition was based on Instagram -likes on contestant's memes followed by the second and final round which was based on presentation.

On 21st October 2020, the second & final round of the competition was conducted,

where based on Instagram -likes, the top 10 participants were selected. The event was kick-started by an introduction and welcoming of the judges by anchors Komal Kansal and Aryan Bhardwaj. The judges for the event were Anusha Tyagi and Aman Raj (Alumni IMS Ghaziabad). Dr. Geeti Sharma (Chairperson BBA) inaugurated the program by sharing her thoughts and Motivated the participants.

After that, Participants were called one by one to present their creativity (meme) and share their thought and facts about their meme to inspire others for such creativity. The contestants went on presenting one by one and impressed the judges with their creativity and the facts and figures which added more value to their creativity.

Ideas behind the memes were presented by every contestant. The whole event was covered with an air of interaction, questions were being asked by the judges. The event was a combination of both entertainment and learning. With the encouraging words of faculty members, the synergistic event came to an end.

Winners of the activity-

1st Position:

Harshit Sharma- BBA 1st Year

2nd Position:

Shorya Gupta- BBA 1st Year

3rd Position:

Nakul Parashar- BBA 2nd Year

Nishant Sharma- BBA 1st Year

Panel Discussion on 'Let's Prove our Domain'

Ghaziabad: Management Department of IMS, Ghaziabad, University Courses Campus organized a panel discussion on the topic 'Let's Prove our Domain' where the specialized students from the BBA batch (2018-21) were the panelists for the session. The session was about the specialization domains the institute provides to the students of BBA department, the panelists told the importance of the various domains in the corporate world and also told the attendees that which domain one should opt for based on interest and scope. The panelists also shared their experience of various internships and projects and what learning



they got from their specialized domains. The session was interactive as the Moderator of the session and all the attendees and panelists asked questions amongst each other to give more detail about their domains to the students of the first year and second year as

well. The discussion ended with the note that each Domain plays an equally important role to make an organization efficient and effective. The session ended with wonderful insights and a vote of thanks by our Marketing Head Dr. Kumar Saurav.

Marcadeo Society organized - 'Brandcast'

Ghaziabad: With a strong sense of purpose and the intent to influence the participants about Advertising, the Marcadeo Society organized an event, BRAND + BROADCAST = BRANDCAST.

Broadcast advertising is radio, television, and internal advertising. The role of broadcast advertising is to persuade consumers about the benefit of the product. As customers continue to engage with brands and businesses via voice technology, new voice marketing opportunities have come into view, enabling an experience that is personalized and more attuned to the motions and patterns of modern users.

With this Marketing thought, the competition was organized where participants had to do a voice-over where they will be promoting a brand by narrating a story as each customer have a



story behind every brand/product.

The event began with the introduction by the master of ceremony, Vanshika Tomar where she gave a brief introduction about Brandcast. Further, she introduced the judges for the day, Mr. Santosh Shah along with Mrs. Nidhi Sharma. Then Dr. Geeti Sharma, the ever wonderful chairperson of the BBA Department took over the screen by wholeheartedly welcoming and motivating all the participants present in the event.

Ayushi Singh, the first

participant of the event had made presented audio about the brand she relates with the most, i.e. Nescafe. After this, Abhinav Ranjan Mishra captivated the minds of all the audience by telling his overwhelming story of the struggles he had to face during the pandemic and highlighting the brand 'Tata' that how it helped the people going through with the same struggle and how the brand inspires him to be a better person.

Following him, there were performances of Shaurya Gupta and Rishika Naskar where they gave a brief introduction about

initiated by welcoming all the faculty members and students present in the meeting. The program began with an entertaining cultural extravaganza comprising of dances, melody songs, instrument playing, and various other talents. The most thrilling and exciting was to earn the title of Mr. Fresher and Ms. Fresher. 40 students amongst boys and girls after qualifying the last two rounds participated and gave a tough competition to win this title.

The evening started with ice-breaking fun activities followed by REVERIE - 2020 (DRESS TO IMPRESS) wherein all the participants put their best foot forward by wearing their best

dress. At first, all the contestants gathered virtually and did a ramp walk one by one. The sight was extraordinary. All of them did a great job. The stage setting, the music, the lights everything was awesome on the virtual platform. Followed by FACE-OFF wherein the selected participants showed their talent.

The last TRICKY FOR VICTORY round was conducted to check the presence of mind of the contestants. Judges asked them different Questions and their performance was evaluated by the panel of judges from the faculty members on their communication skills, confidence, and Spontaneity in answering the questions.

KreaNabo Buzz cell - Wednesday Wisdom (Basics of Anchoring)



Ghaziabad: An initiative "Wednesday Wisdom" started by KreaNabo - The Buzz Communication Cell of IMS Ghaziabad, University Courses Campus. On 28th October 2020, the 3rd talk session was successfully organized by the cell on the theme "The Basis of Anchoring." The session's main objective was to highlight the principal components of anchoring and to understand the concept of the same in a special context to a virtual platform.

The speaker of the day was Mr. Shiv Nidhi Bhardwaj. The event was initiated by emphasizing the prominence of anchoring in an event by the speaker. Every facet of anchoring was shared by the speaker and later followed by Mr. Ashutosh.

The 'Wednesday Wisdom' program focuses mainly on

students' personal growth. And growth can't be sought without interaction. So, the session moved forward by Mr. Ashutosh, interacting with the audience regarding his experience with anchoring.

After that, the salient factors of anchoring were shared by Mr. Shiv regarding 'how anchors' communication, comfort, adaptability, and confidence can do wonders in the event. Moreover, a book was advised by him to improve the vocabulary and work on phonetics- Norman Lewis's "WORD POWER MADE EASY." Then, the session was wrapped up with great insights from Prof. Yagbala Kapil and Prof. Aastha Sawhney. The art of moving on after making mistakes and overcoming the hesitation and stage-fear was ideally put-up by the professors.

their respective brands and why they chose it.

An informative visual podcast by Aditya Bhardwaj enthralled the audience. The video showcased the betterment of society by highlighting the brand 'The Better India'. He further added to his video that how this brand calls attention to the problems of the country which most other platforms do not highlight. Maitri Pathak then engaged the audience by the story of her riveting dream she had because of the discomfort she was facing from the sleeping mattress. She mentioned how sleep is important for her and the decision of switching to brand like 'Sleeppwell' makes her nights more comfortable than ever before. Further Sagnik Dutta mentioned the problems he faces as a content writer by highlighting 'Grammarly'. He talked about how Grammarly

makes his work more efficient and easy in his day to day life as a content writer.

Brand Loyalty is a very aspect that all the brands expect from their customers. Keeping this thought in mind Rishika Vatsal mentioned how loyal she has been to her brand 'Amul' since the time of her childhood and how she has never switched to other competitors of the brand.

Post this, participant Gaurish Makhija expressed his love for cricket by highlighting the brand 'Sanspareils Greenlands' known by the abbreviation SG through a visual podcast following which Khushi Rastogi took the audience back to their childhood by expressing her love towards 'Walt Disney'. Last but not the least; we had Vatsalya where he highlighted the social message through a video and the importance of being Vocal for local.

News Brief

GMA Executive Committee Meeting



Ghaziabad: The Executive Committee meeting of GMA was organized on Saturday, 31st October over the zoom platform. There were 18 participants where most of the Office bearers were present and many important issues were deliberated upon and decisions made. Specific responsibilities were given to the EC members to drive different activities that should be undertaken in the next five months of the financial year such as activities related to Competitive events among the corporate members, the institutional members, and the individual professional members. Also, the strategy was decided to realize the outstanding payments of membership fees as well as of Sponsorship amount earlier committed.

IMS UC Campus Organized Workshop On 'Resume Writing And Interview Skill'



Ghaziabad: The Student wing of GMA, STUGMA, in collaboration with IMS Ghaziabad, University Courses Campus, organized a workshop on 'Resume Writing and Interview Skill' on 16 October 2020 for the students pursuing post-graduation and graduation courses in Ghaziabad. Mr. Vinay Gupta, Executive Director, Ghaziabad Management Association gave the welcome address and shared his insights about resume writing, as an important document for presenting oneself professionally. The esteemed guests for the session were Ms. Priyanka Sadhna, Chairperson, Career Development Centre & Ms. Raunak Bhardwaj, Assistant Professor, CDC. Ms. Raunak Bhardwaj explained CV format, the difference between functional & chronological resume and the relevance of applicant tracking system whereas Ms. Priyanka Sadhna explained the person-job fit theory and person-organization fit theory emphasizing that with the right set of competencies, candidates can sail through the interview successfully with the help of some real-life examples. This workshop was attended by about 250 student members of GMA from different colleges.

Webinar on Indian Economy during COVID and Its projected recovery in the coming years



Ghaziabad: A webinar was organized in association with the Meerut Management Association on Saturday, 10 October 2020. The theme of the session was the Indian economy during COVID and its projected recovery in the coming years. The session was taken by Dr. S.K. Dubey, Ex-Professor,

International Marketing, IMS, Ghaziabad, and now a freelance consultant. The session was attended by about 31 participants and witnessed good interactions.

Sports Club organized 'LUDO COMPETITION'



Ghaziabad: 'Successful organizations understand the importance of implementation, not just strategy, and recognize the crucial role of their people in this process'. Sports Club at IMS Ghaziabad, University Courses Campus organized- Ludo Competition on October 15&16, 2020 for all students.

The objective of this session is to provide an opportunity for students where they can interact with the people, raise their excitement for joining E-Ludo because for the betterment and the relaxation of the student's mind. The program was initiated by the members of the sports club and they divided it into break rooms for the smooth play for the event. The total people who joined the room were nearly 17 and the event had reached the Semifinal and the finale round. The game was further taken by the 3 people, the 2nd Runner up was Prashant Sharma (BBA 1st Year), 1st Runner was Draun Vashishtha (BBA 3rd Year) and the winner of the Event was Shraddha Verma (BBA 1st Year).

Webinar on Career Enrichment Talk, Series 5

Ghaziabad: Career Development Centre at IMS Ghaziabad, University Courses Campus organized a webinar on Career Enrichment Talk, Series 5 on the topic- 'Youth and Career Development' on 10 October 2020. The objective of the session was to shed light on the various transitions that youth witness in their career path.

Er. Gopalkrishna Vishwanath, also known as the 'Indian Grandpa of Quora' and Dr. Sapna Rakesh, Director- IMS Ghaziabad, University Courses Campus were the panelist of the talk. Er. Gopalkrishna Vishwanath shared his life experiences and the initiatives taken by him in his youth age to



face the challenges. He also emphasized that his ability to initiate and ideate, helped him to avail first-mover advantage. He explained how he worked with diverse teams and took a decision at the age of 52 years to initiate his entrepreneurial venture. He

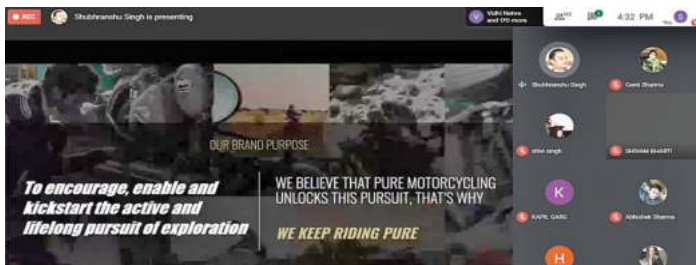
mentioned that the youth today is a fast learner, but need to improve upon their interpersonal skills and patience. Dr. Sapna Rakesh explained various instances where she availed opportunities and therefore, attained leadership positions at a very young age. She

also mentioned that today's youth need to self-explore and know their true potential. Both the panelists strongly believed that one should always learn constantly, irrespective of age by being open to new ideas and advancements. By squeezing out the past and absorbing the present time, one can truly achieve the desired goals.

More than 120 students of the BBA and BCA program participated in the talk and got to know how their well-thought decisions and receptiveness can positively influence their career in the long run. Shivnidhi Bhardwaj, the member of the Career Pathway Club facilitated the talk session and shared the

dilemma that the youth is facing today. Ms. Priyanka Sadhna, Chairperson, Career Development Centre along with her team members- Ms. Sapna Kumar, Ms. Anuradha Bhardwaj and, Ms. Raunak Bhardwaj executed the programmed effectively. Students appreciated the talk session and showed their eagerness to participate in the next series of Career Enrichment Talk. The centre extended its note of gratitude to Dr. Geeti Sharma and Dr. Gagan Varshney for their support and smooth coordination. All the faculty members thanked CA (Dr. Rakesh Chharia, Treasurer, IMS Ghaziabad for his unwavering support and encouragement.

Guest Lecture of Mr. Shubhranshu Singh-An event by Marcadeo Society



Ghaziabad: Marcadeo Society- the Marketing Club of IMS- Ghaziabad, University Courses Campus organized an event Guest lecture by Mr. Shubhranshu Singh who is Global Head Marketing and Brand Marketing, Royal Enfield on October 3, 2020, for all the students irrespective of courses and year. The event took place on a virtual platform. The event was all about telling new marketers the key strategies that successful marketing people have derived. The purpose of this event was to let new minds exposed to the techniques of attaining Excellence.

The event commenced with an enriching introduction to IMS, the Leading Business School, then it continued with Director Dr. Sapna Rakesh wisdom of words, where she said, she is privileged to have the respected guest here and she is looking forward to getting great learning and she also added that all

the students will take this learning ahead. The guest Mr. Shubhranshu Singh initially began by introducing the well-known brand, Royal Enfield. The brand collaborated with Aisha motors in 1995 on its 50th anniversary, he also mentioned the tough times the brand faced, still it manages to be a global success story in the automobile. He also conveyed that marketing is a practical discipline that needs long-term vision and consistency.

He added up by saying how Royal Enfield is a community brand and to give a glimpse of the events that it organizes for the community, he showed the audience a video of one of their most exciting and thrilling event, Rider Mania, he also added that reputation is made by customers, the brand is not advertising rather it is meta-opinion, Royal Enfield is world's oldest motorcycle brand since 1901. Royal Enfield as a

brand was a part of two world wars.

He also informed that they have their plants in Chennai, the brand is indulged in relationship value by community and experience value by focusing on events then further he came up with a video which showcased that they are more into defense advertising and also shared the brand's tag line with us "Ride, Ride more, Ride pure".

He talked about how the brand has a reach of 7 to 7.5 million people, and it's an evocative brand as it always gives its customers goosebumps whenever they conduct something new. He also quoted, "when others are lagging, you should be zigging" and gave the young marketers the biggest mantra for working and competing in the market. He further talked about how Royal Enfield as a brand connected with people during the pandemic.

In the end, he showed the audience a video of their Astral photography project and a video about their customize bikes, "Make your own legend Royal Enfield".

Mr. Shubhranshu Singh concluded by saying "Management is a practical science".

Online Workshop on PERSONAL BRANDING

Ghaziabad: Management Department at IMS Ghaziabad, UCCampus has always strived to achieve the highest set benchmark for the overall holistic growth of each student. The department organized a workshop for the students on personal branding. The soft-skill building workshop was led by Dr. Kumar Saurav and Prof. Shenki Tyagi. It was a hands-on personal brand workshop, where students learned to make a better, more enduring impression within their desired industry, learned to build a network through LinkedIn and other social channels, as well as in-person at work, conferences, and networking events. The workshop incorporated inducing

and self-analytical activities like SWOT Analysis, Board of Directors, Three Words on your personality, and many more other activities for hands-on experience. This helped students to increase profile building on various social domains and awareness for themselves and their company, the students also learned to more effectively communicate who they are and why that matters to potential clients, stakeholders, etc. They also learned to build credibility. As it is the need of an hour, so it will help students to embark on their importance to the world with their social accounts and making themselves a big hit on a personal branding level.

GMA Workshop On Managing Stress For Higher Performance & Work-Life Balance

Ghaziabad: Ghaziabad Management Association organized a two and a half-hour free Workshop on Managing Stress for Higher Performance & Work-Life Balance on Sunday, 18 October 2020.

The genesis was that the world is passing through a challenging time which typically personifies a VUCA world. Although this word was coined a few years back, the real meaning of VUCA has been understood by us now. Many of us, in family and at the work-place, suffer from excessive stress and anxiety as a result of numerous stressors. A lot of these were

unknown till now and have cropped up post-COVID in the 'New Now'.

The purpose of this session is to equip corporate leaders with the information they need to examine the existence, strength, and direction of relationships between work-life conflict, job performance, perceptions of social support, and workplace stress in the organizational set-up. This workshop was attended by 35 to 40 participants from GMA.

The resource persons were: Dr. Deepak Singh, an academician, consultant, trainer, and researcher, with more than 24

years of experience in the field of Strategic Management & Marketing Management. Currently, he is Pan Campus Area Chair- Marketing and had been Associate Dean- Academics at Jaipuria Institute of Management, Noida; and Prof. Amita Srivastava, who is presently holding the position of the Director at Bencris Centre for Research Training and Consultancy, (BCRTC.) Ghaziabad India and is a well-known expert in Management Philosophy, Strategic Management, Human Resource Development, Quality Systems, and Human Values.

Industry Expert Sessions for Skill Development

Ghaziabad: The Career Development Centre successfully organized three industry expert sessions for the students enrolled in online certifications. For the students enrolled in Blog Writing Certification Course, Ms. Ashita Verma, Blogger and Content Writer was invited for the virtual session on 'The Blogging Techniques and its Career Scope' on 3 October 2020. She mentioned that niche identification, careful selection of words and contextual communication are important ways to attract and retain the target audience. In her talk, she mentioned that the content of one's thoughts crystalize around the big two- target audience and the tone.



Ms. Akshita Goel, Career Pathway Club Student Member, coordinated the entire program with great zeal and enthusiasm. Buddy Mentorship Program in this certification program was also conducted, where students of IMS, Himanshu Bhardwaj, Rohit

Yadav and Vivek Barnwal explained the considerate points related to blogging tools. They also mentioned how feeding oneself mind with information and ideas on a constant basis can help bloggers to climb the ladder of success. Mr. Puneet Aneja,

Manager, Business Development- Platforms, Mastercard took the invigorating session on 'How to build your USP to get placed?' with the students enrolled in e-Skill Enhancement and Employability Development Session (eSEEDS) on 3 Oct 2020.

He highlighted that the amalgam of technical and unique behavioural competencies along with tech skills will now shape the future at work. On 17 October 2020, renowned news anchor and editor, Ms. Neelu Vyas addressed the students on the 'The Role of Intonation and Pitch in Conversations'.

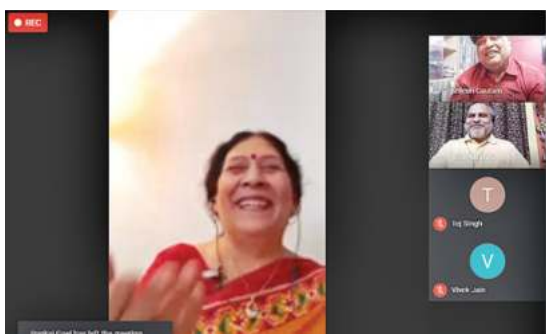
She shared how intonation can be used to interpret the deeper meaning of words, expression

emotions and attitude while presenting. She shared few interesting exercises on taming the voice and suggested the students to practice regularly. Students enrolled in 'Presentation Skills for Speaking Online' were extremely thrilled to see Ms. Neelu Vyas and they expressed great appreciation for this initiative taken by the CDC. Ms. Priyanka Sadhna, Chairperson CDC, and faculty members- Ms. Sapna Kumar, Ms. Anuradha Bhardwaj, and Ms. Raunak Bhardwaj expressed their gratitude to CA (Dr.) Rakesh Chharia, Treasurer and Dr. Sapna Rakesh, Director for encouraging the faculty members to upskill the students for fostering employability in the gig economy.

Colours of 'KAVYANJALI' spread at IMS EC

Ghaziabad: Ghaziabad 10th October 2020 – 'Ankuran', the cultural committee of IMS Engineering College, Ghaziabad organized 'Kavyanjali', an online Kavi Sammelan on 10th October 2020, Saturday. The event was graced by eminent National level poets namely - Ms. RaginiChaurvedi from Ghaziabad, Mr. Yash Malviya from Allahabad, Dr. Shlesh Gautam from Allahabad, Mr. Dheeraj Singh 'Chandan' from Kanpur & Ms. Shikha Singh from Kanpur. The event started at 3:00 pm and ran for well over two hours in an online room of packed audience consisting of over a hundred enthusiastic listeners who were left mesmerized by the wonderful creations and magical recital skills of the poets.

The program was conducted by Mr. Ashish Awasthi, Assistant Professor, Department of MBA, IMS Engineering College, Ghaziabad, who played the role of the anchor during the Kavi sammelan. Before the beginning of the program, Dr. Upasana Pandey, Head, Cultural Committee, IMS Engineering College, Ghaziabad welcomed the poets who gave their kind consent to appear in 'Kavyanjali' along with their magical creations.



Mrs. Ragini Chaturvedi from Ghaziabad was the first poet to present her recital in Kavyanjali. She began by singing Saraswati Vandana, then went on to present her poem 'ghatyaadayi, nadiyaadayi..'. The poem was based on life's reflections on the time gone by. This was followed by another gem from her titled 'Jeesako to jiyoaadmikeliye', the composition focused on human relations and sacrifices for each other socially. Her recitations were followed by a huge round of applause from the audience.

Ms. Shikha Singh 'Urjita' from the industrial city of Kanpur was the next poet of Kavyanjali. Being a poet of 'veeras' her poem filled one and all with pride and enthusiasm. Her theme was patriotic, based on India China conflict. The poem reflected a sense of national pride and challenge for the enemies of India,

who will be defeated on all the fronts as the India of today is the new India which will not tolerate miscreants so far as its National integrity is concerned, as her poem said. The audience went into a frenzy as soon as she completed her recital. The applause was a roar.

Dr. Shlesh Gautam from Allahabad, the city of Sangam of rivers Ganges and Yamuna, was the next and third poet to present his creations in Kavyanjali. Dr. Shlesh presented touching compositions like 'Milne kekhwaab koi bun to rahahai..' and '..jaan de de to apnewatankeliye', the poems presented by Dr. Shlesh had many colours like love, patriotism, humanism, etc. He ended his recital with a prayer in which he requested the almighty to reduce the sufferings of mankind and heal the wounds of everyone, the poem prayed for unity and universal love. His recital lasted



well over 20 minutes in which he left the audience spellbound through his ability to spun thoughtful lines with excellent rhyming. He received a loud applaud at the end of his recitals.

The fourth poet of the event Kavyanjali was Mr. Yash Malviya once again from Allahabad. He began his recital with his famous composition 'dabepairon se ujala aa rahahai ..' which echoed hope and love. The composition instantly established vibrations with the audience. Apart from poetry, Mr. Malviya also presented Ghazal and also a poem on the uprising of Hindi language 'sudhiyon ka sammohan, chhaviyon ka vrindavan..'. With these compositions, he once again struck the chord with the audience who did not hold back in reciprocating through intense applause.

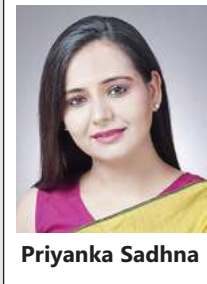
Last but not the least, Mr. Dheeraj

Singh 'Chandan' from Kanpur presented his poem. He began by appreciating IMS Engineering College Ghaziabad for this literary initiative. His poetical composition 'jo hainarmanaa hum mein bas wahiarmanaa tum me hai ..' was dipped in feelings of love. Being a poet of the 'Shringar Ras', Mr. Chandan recited 'kitabon me chaleaao ..' in which the protagonist is calling his beloved. His recitals made a special place in the hearts of the youthful audience comprising of IMSEC students.

With his composition, the event came to an end. Mr. Ashish Awasthi at the end of the program, presented a short composition on 'Maa' in which he revered the 'mother' and her sacrifice towards her child. Dr. Upasana Pandey delivered a vote of thanks and everyone thereafter departed with resounding memories of Kavyanjali in their hearts.

CAREER CANVAS

1. How can I prepare effectively for the job interview in this extremely competitive placement scenario amid pandemic? Mayank, BCA



Priyanka Sadhna

Knowledge and skills are the two sides of a coin. In the hiring process, candidates who are able to exhibit the combination of both are able to reach a higher level of impact. The most important part of the job-hunting process is to understand the correlation between the preparation and the final outcomes. Before facing any job interview, a thorough and detailed research about the company and the profile offered is crucial. To answer the questions effectively, STAR technique is suggested - Situations, Task, Action, and Results. It's like a compelling narrative that helps the employees to know how well the aspirant fit with the job offered. The right way of using the STAR technique is to answer questions by giving two to three statements for each element. Candidates must focus on issues, action, and results, in order to build upon credible and logical explanations for sounding more convincing and genuine. Framing of answers with the STAR technique helps the recruiters to understand the job aspirants' way of responding to issues in the future workplace. However, one must also understand that answers should not be exaggerated and irrelevant details should be avoided, as it's about the right combination of quality and quantity. Apart from knowledge and skills, amid pandemic, organizations nowadays are aiming to hire the candidates who are equipped with technological resources too. Therefore, tech savvy competence cannot be ignored in today's scenario.

2. What is the most important skill to develop for analyst profile? Himanshu, MIB

Critical thinking is considered as one of the most important competencies for analyst profile. It refers to reasonable thinking that involves reflective skepticism for facilitating good judgment. In other words, critical thinkers question ideas and assumptions by identifying inconsistencies and errors in reasoning. To be effective decision maker at the workplace, employees must evaluate information by effective listening and discuss the situation and its multiple solutions. There is a strong correlation between critical thinking skills and decision making, as a well-thought decision is always based on facts, data and information. Employees in analyst profiles follow a step-by-step approach and come up with the most feasible solution. This ability helps to avoid jumping to conclusions and focus on the other side by explaining each and every possible alternative with logical reasoning. In analytics profile, employers value candidates that exhibit critical thinking skill as it leads to better problem solving, innovation, and helps the organizations to gain a competitive advantage.

Priyanka Sadhna heads the Career Development Centre at IMS Ghaziabad, University Courses Campus. Mail your queries to priyanka.sadhna@imsuc.ac.in

Successful completion of Research Project – 'A Multipurpose Drone'



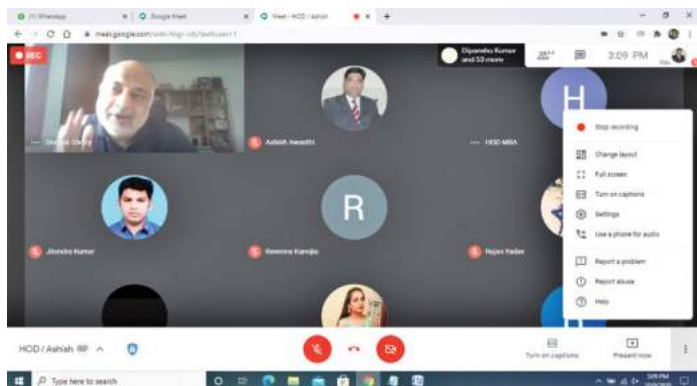
Ghaziabad: Department of Computer Science & Engineering completed the AKTU funded Research project 'Multipurpose Drone' under Visvesvara Research Promotion Scheme. The total cost of the funding & the project is 4.3 lacs.

UAV is equipped with the following features:

- GPS enabled
- High-quality Live video Surveillance with Go-pro camera
- video recording mechanism for identifying water sources
- Water landing mechanism
- water sampling mechanism
- air quality monitoring

Following two versions of UAV were developed

IMSEC MBA organized Guest Lecture by Mr. Deepak Shetty

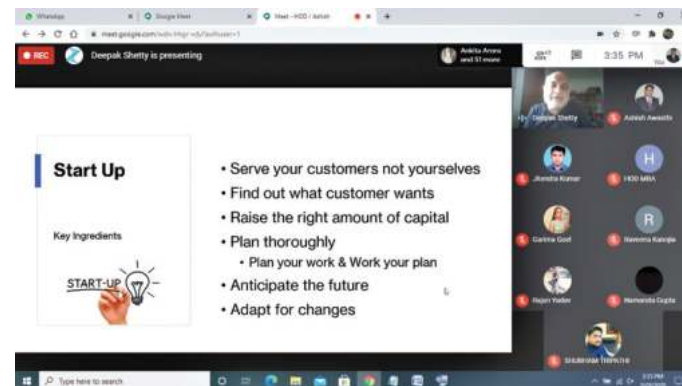


Ghaziabad: Ghaziabad, 9th October 2020 – The Department of MBA, IMS Engineering College, Ghaziabad organized a webinar for the students of IMS Engineering College, Ghaziabad. The topic of the webinar was 'How to make a good pitch deck'. Mr. Deepak Shetty, Director, World V fund was the Guest speaker for the webinar. Prof. (Dr.) Monica Verma, Head, Department of MBA welcomed Mr. Shetty, who showered wonderful insights upon the students regarding how to make a good sales pitch for their startups and also explained in wide detail as to what the investors expect from the startup

owners looking for funding. The webinar was organized using the Google meet platform.

The students of IMS Engineering College Ghaziabad participated with full enthusiasm in the webinar along with their faculty members. Each person in the audience was excited to understand how investors decide in which startup to invest and which to avoid. Mr. Deepak Shetty took the audience through a detailed presentation and lucidly explained the importance of making a good sales pitch.

In his lecture, Mr. Deepak Shetty explained the meaning and essential features of an



Entrepreneurial mindset. He went on to explain the various types of entrepreneurs and how each one is looked at by the investors. He touched upon various topics such as the pros and cons of being an entrepreneur, why so many startups fail? how to get funding for startups? What is a pitch deck and how to go about making a winning pitch? He also explained the importance of having a viable business model.

Mr. Deepak not only kept his lecture simple to understand but the examples he quoted instantly struck a chord with the audience who in turn posed several questions to him which were

suitably and patiently answered by him. Overall, it was a great learning session for both MBA as well as Engineering students.

At the end of the webinar, Dr. Monica Verma, Head, Department of MBA expressed her gratitude towards Mr. Deepak Shetty for finding time out for the students of IMS Engineering College Ghaziabad out of his busy schedule and interacting with them, the faculty of IMSEC MBA and enlightening all with such great insights, knowledge, and information.

IMSEC MBA invites Mr Rohit Koshy for session on 'Classroom to Corporate'



Ghaziabad: 16th October 2020 – The Department of MBA, IMS Engineering College, Ghaziabad organized a webinar for the students of MBA. The topic of the webinar was 'Classroom to Corporate'. Mr. Rohit Thomas Koshy, Director, Ernst & Young [India] was the Guest speaker for the webinar. Prof. (Dr.) Monica Verma, Head, Department of MBA welcomed Mr. Koshy, who showered wonderful insights upon the students regarding how to make a successful transition from the classroom to corporate and also explained in wide detail as to what the corporate organizations expect from the students at the level of a fresher. The webinar was organized using

Microsoft teams platform.

The MBA students of IMS Engineering College Ghaziabad participated with full enthusiasm in the webinar along with their faculty members. Each person in the audience was excited to understand how they can ensure a successful career with the corporate. Mr. Rohit Koshy took the audience through a detailed presentation and lucidly explained the importance of 'preparation on multiple fronts' in case they want to be successful in the corporate. Mr. Koshy, during his lecture, iterated the importance of learning from mistakes. He said that mistakes are natural but it is important for us not to repeat them again and again. He also added

that the best learner learns from the mistakes made by others.

An alumnus of IIT Delhi and IIM Kozhikode, Mr. Rohit Koshy, in his lecture, laid the importance of practicing communication as according to him, good and fluent communication can help someone to set him or her apart from others and make a good impression on the interviewers. Besides this, he gave a number of valuable tips to the students by sharing his own experience at IIT Delhi and later at IIM Kozhikode. His profound experience of the corporate was visible in his sharp insights that he shared with the students of IMSEC MBA.

A regular writer for online and print media, Mr. Koshy not only

kept his lecture simple to understand but the examples he quoted instantly struck a chord with the audience who in turn posed several questions to him which were suitably and patiently answered by him. Overall, it was a great learning session for MBA students

At the end of the webinar, Dr. Monica Verma, Head, Department of MBA expressed her gratitude towards Mr. Rohit Thomas Koshy for finding time out for the students of IMS Engineering College Ghaziabad out of his busy schedule and interacting with them, the faculty of IMSEC MBA and enlightening all with such great insights, knowledge, and information.

Knowledge

Solve Quiz No. 73

For Students

Solve the following quiz and reply promptly through email. Names and photos of students who answer correctly will be published in IMS TODAY. IMS Engineering college students can provide reply through personal submission-Editor. Email imstoday.imsec@gmail.com

1. The Comptroller and Auditor General of India is appointed by?

- The Prime Minister
- The President on the Advice of Prime Minister
- The Parliament
- The President on the advice of Parliament

2. Which court in India works as a Human Rights Court?

- The Commissioner's Court
- The District Magistrate Court
- The District Session Court
- None of the above

3. In which of the following years was India declared Polio-free?

- 2010
- 2012
- 2014
- 2016

4. In which of the following positions of Sun, Earth and Moon, does the full lunar eclipse occurs?

- Conjunction
- Opposition
- Quadrature
- None of the above

5. Which of the following cities the Indian Standard Meridian (82° East) passes through?

a) Bangluru

b) Allahabad

c) Mirzapur

d) Indor

6. The Gobi desert is located in

a) Mangolia

b) Ukraine

c) Russia

d) Tazikistan

7. Which of the following is the largest coal field of India?

a) Raniganj

b) Jharia

c) Bokaro

d) Giridih

8. If the price of a television set is increased by 25%, then by what percentage the new

price be decreased to bring the price back to the original level?

a) 15%

b) 20%

c) 25%

d) 30%

9. Grave's disease occurs due to

a) Hypothyroidism

b) Hyperthyroidism

c) Hyperadrenalism

d) Hypoadrenalism

10. The normal pH value of saliva is

a) 7.30 to 7.45

b) 1.5 to 3.5

c) 6.0 to 8.5

d) 6.0 to 7.4

Participation format

Quiz No.....
Name of Student.....
(also attach your PP size Photo)
Class.....Year.....
College Name.....
Mobile Number.....
Email.....
Present Address.....
Permanent Address.....

Answers (QUIZ-72) October, 2020 issue:

1	2	3	4	5	6	7	8	9	10
c	c	a	a	a	c	d	c	d	b

Prepared By: Prof. Pradeep Kumar, Assistant Professor (AS&H)

News Brief

Workshop by Desktop App Club – ‘All About C’



Ghaziabad: Desktop App Club Organized a workshop-‘All About C’, on 8th Oct 2020. The workshop was primarily for those students who wanted to make a fresh start with a programming based future. The session was started at 2:00 PM which was held under the supervision of Prof. Surya

Saxena, Faculty coordinator, Desktop App Club. The workshop was all about making students familiar with the basics of C programming. The workshop was started by Akshita Goel, Vice president, Desktop App Club, who was also the host of the workshop. Then the stage was handed over to Sachit Sharma, President, Desktop App Club. He along with motivating the students also introduced the Core faculty Prof. Surya Saxena and insisted him to come up on the dice and say a few words. Ragini Mishra, Member, Desktop App Club, has announced the rules and the stages of the workshop. It was a successful workshop that was enamored by the students of IMS UC Ghaziabad and which have shifted the interest of various students towards Coding. It was great learning for everyone. Also, we are thankful to all the Desktop App Club members including the executive members for making this workshop achieve success.

Online Buddy Mentorship Program on Canva: The Ultimate Designing Tool



Ms. Kanika Aggarwal
BCA 3rd Year Student (Batch: 2018-21)
IMS Ghaziabad University Courses Campus

Ghaziabad: Canva is a very easy and simple graphic design tool that allows making images and designs for the web or print. Canva is popular nowadays because a non-designer can be able to design by using pick and drop tools available. It is an open-source and anyone can use this tool. BCA department of IMS Ghaziabad, University Courses Campus

organized Online Buddy Mentorship Program on Canva: The Ultimate Designing Tool for BCA 1st Year students on 01/10/2020 to make them familiar with the Designing Tool. The session was taken by BCA IIIrd Year Student Ms. Kanika Aggarwal. The Session was practical and the application of Canva was done by using all the designing tools available. The session was very interactive and lots of curiosity was there among 1st year students. The presenter handled every query of the student in a very professional manner. The session was ended with the expectation for more such programs in the future on the latest technology. 70 Students participated in the session.

Online Buddy Mentorship Program on AI in Today’s World



Mr. Gautam Tarika
BCA 2nd Year Student (Batch: 2019-22)
IMS Ghaziabad University Courses Campus

Ghaziabad: AI technology is very popular in today’s world because it enables human capabilities like understanding, reasoning, planning, communication, and perception has to be undertaken by software effectively, efficiently, and at low cost. The machine can be capable of taking any decision through AI Technology. BCA department of IMS Ghaziabad,

University Courses Campus, organized Online Buddy Mentorship Program on AI in Today’s World for BCA 1st Year students on 04/10/2020 to brief them on the concept of Artificial Intelligence. The session was taken by BCA IInd Year Student Mr. Gautam Tarika. The Session was a practical and practical example of AI was done by using Machine Learning. The session was very interactive and lots of curiosity was there among 1st year students. The presenter handled every query of the student in a very professional manner. The session was ended with the expectation for more such programs in the future on the latest technology.

Workshop on IoT (Internet of Things)

Ghaziabad: IoT (Internet of Things) is the emerging field of today’s world. There are lots of scopes in India for this technology because of the rapid development of automation like smart homes, smart cities, smart devices, etc. BCA department of IMS Ghaziabad, University Courses Campus, conducted Online Workshop on IoT (Internet of Things) for BCA 2nd Year students on 7th October 2020. Mr. Rakesh Roshan, Assistant Professor (CS) conducted a workshop on the Internet of Things (IoT) as a resource person. He interacted with the students and discussed the future of technology. After that Mr. Rakesh Roshan given the introduction and working of Arduino, Raspberry Pi, Ultrasonic sensor, Gas Sensor, sound sensor, etc. At last, he demonstrated how to write a program in Arduino IDE for IoT devices and upload it to Arduino. The session was very interactive and students enjoyed the session. The session ended with the demonstration of the Arduino IDE with how to write a program for IoT.

Online Buddy Mentorship Program on Basics of Tableau Public

Ghaziabad: Tableau Public is a free service that lets anyone publish interactive data visualizations to the web. Visualizations can be published to Tableau Public and which can be embedded into web pages and blogs and can be shared via social media or email that can be available for download to other users. BCA department of IMS Ghaziabad, University Courses Campus, organized Online Buddy Mentorship Program on Basics of Tableau Public for BCA 1st Year students on 06/10/2020 to brief them on the basic concept of Tableau. The session was taken by BCA IIIrd Year Student Mr. Yash Sharma. The Session was practical and a demonstration was given on how tableau can be useful for data visualization. The session was very interactive and lots of curiosity was there among 1st year students. The presenter handled every query of the student in a very professional manner. The session was ended with the expectation for more such programs in the future on the latest technology.

FDP on Multivariate Analysis using Quantitative Techniques

Ghaziabad: Faculty Development Program on ‘Multivariate Analysis using Quantitative Techniques’ was organized by IMS, Ghaziabad from October, 2 -5, 2020. The inaugural ceremony started with welcome remarks of Prof. Tapan Kumar Nayak, Dean academics, IMS, Ghaziabad. His thought-provoking idea set the direction for this FDP as he emphasized the need to deploy the energy and resources for the benefits of the society rather than doing the research and publication just for the sake of publication. Ms. Sai Oberoi gave a brief introduction



about the IMS and welcomed the participants and organizing team members. Dr. Abhinav .P. Tripathi, Associate Dean, MDP/FDP presented a brief

overview and relevance of the theme of FDP. Mr. Mayank Sharma, Convener of FDP welcomed Dr. Amar Mishra to the learning board and expressed his

concern regarding the objectives of FDP. The expert of the session, Dr. Amar Kumar Mishra developed the new insight among the participants associated with factor exploration using exploratory factor analysis followed by confirmatory factor analysis.

His weighty session created a lot of enthusiasm among the research scholars and faculty members and the session was extended for one hour to address the logical questions raised by the participants. The vote of thanks was proposed by Dr. Govind Nath Srivastava, Convener of the FDP.

Event-RJ Hunt

Ghaziabad: Journalism & Mass Communication Dept. IMS Ghaziabad, University Courses Campus organized ‘RJ Hunt’, a golden opportunity for all the aspiring Radio Jockeys. The club intends to attract school students, i.e. grassroots talent. The club targeted 50 schools across India through online platforms like Instagram, Facebook, and WhatsApp. This competition was an online competition. The winners were given exciting cash prizes like 1000, 750, and 500 along with a certificate, while the participants were provided with a participating certificate.

The Participants from Silver line prestige school, K.D.B Public School, Vivekanand Shishu Mandir, St. Mary’s

Convent School, Delhi Public School, Gurukul- The School, etc. were expected.

Terms and conditions

1. No particular theme, your content can be on any general topic.
2. Vulgar or offensive content is not acceptable.
3. The entire audio shall be wrapped in a time limit of 45 to 90 seconds.
4. Hindi, English, or bilingual all three modes are acceptable.
5. The screening of audio will be done on 27 Oct 2020.

Judgement Criteria

1. Clarity
2. Fluency
3. Voice modulation
4. Content
5. Communication Skills

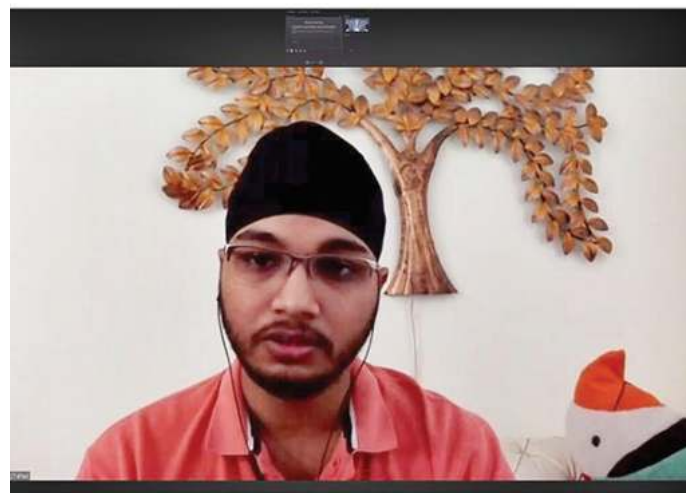
Book Review Competition



Ghaziabad: Book Review Competition 2020 was held at IMS Ghaziabad on October 23, 2020. IMS, Ghaziabad organized a grand Book Review Competition for the PGDM students who made fabulous presentations on more than 100 best-selling titles. Under ten different panels of jury members, the students discussed the themes, content, and pros & cons of the book they had recently read. They were evaluated on tough parameters like content, language, quality of ppt, body language, confidence, overall impact, etc. The best three winners Ms. Niharika Hangloo, Ms. Taanjul Sharma, and Mr. Nirmal Sadh bagged the attractive prizes and certificates.

BUDDY MENTORSHIP PROGRAM on Cloud Computing and AWS

Ghaziabad: Cloud computing is a very popular term nowadays for several reasons for customers. What is Cloud Computing? It is nothing but on-demand delivery of resources over the internet with pay-as-you-go pricing. Instead of buying, owning, and maintaining physical data centers and servers we can access technology services such as computing power, storage, and databases on an as-needed basis from a cloud provider like Amazon Web Services (AWS). BCA department of IMS Ghaziabad, University Courses Campus, organized an online Buddy Mentorship Program on Cloud Computing and AWS for BCA 1st Year students on 30/9/2020 to make them familiar with the technology. The session was taken by BCA IIIrd Year Student Mr. Manan Singh Chahal. The



Session covered not only the theoretical aspect but practical exposure to AWS had been provided. He gave a detailed wonderment description of different aspects of cloud computing and the ways by which the company makes use of it. The session was very

interactive and lots of curiosity was there among 1st year students. The presenter handled every query of the student in a very professional manner. The session was ended with the expectation for more such programs in the future on the latest technology.

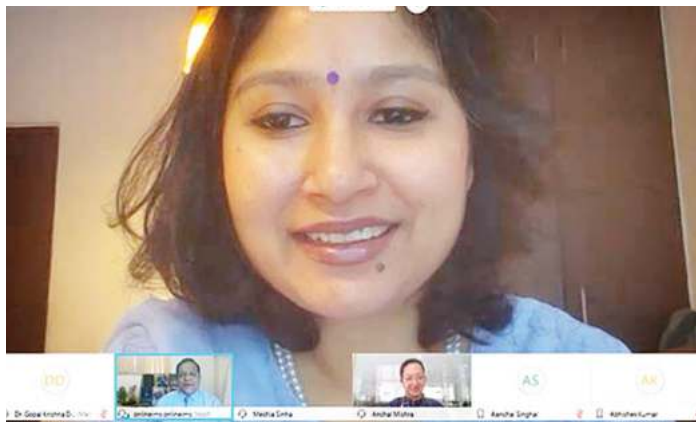
Webinar on ‘Introduction to Cloud Computing using Microsoft Azure’

Ghaziabad: Emerging Tech Cell organized a webinar on ‘Introduction to Cloud Computing using Microsoft Azure’ on Thursday, 15th October 2020. The webinar was conducted by Mr. Rohit Yadav from BCA 2018-21 batch along with the Emerging tech Cell team. The event had a total of 45 participants from the students of BCA Department. Students got an insight into the basic technologies that make up the foundation of Cloud computing. Rohit continued the session further with a deep dive into the use of Cloud computing, the features, and the advantages it provides over local and on-premises computing. Further, he explored the Microsoft Azure platform, the features it provides along with a demo of the Azure portal. He also explained why Microsoft Azure is the fastest-growing Cloud vendor, compared to AWS and other platforms. All the attendees of the workshop were rewarded with Azure vouchers to try out different services and explore what is possible with Azure. The webinar ended with a vote of thanks. It was a great learning experience for all.

Inter-Institute SIP Competition - VAATAAYAN 2020

Ghaziabad: IMS Ghaziabad organized inter-institute SIP Competition - VAATAAYAN 2020 held on October 3, 2020. The objective of the competition was to provide a platform for discussion on high-quality summer internship reports in various management areas and to motivate the promising managers by rewarding them with prizes and awards. The event has a total of eight tracks to evaluate students’ performance. Mr. Kanak Khandelwal from ICAI University, Jaipur won first prize, whose SIP topic was Marketing Analysis of Jewellery Industry and Mr. Pranit Shripakash Sawant from KJ Somaiya Institute of Management won second prize. Online e-certificates were also distributed to all participants during the valedictory ceremony held on October 5, 2020. Dr. Nikhil Kaushik, Dr. Ankit Goel, and Dr. Shinu Vig were the conveners of the event.

Workshop on First ‘Steps: The PGDM Tour by GHRDC’



Ghaziabad: OUR HOPES & FEARS ARE SIMILAR BUT THE ATTITUDE TO HANDLE THEM DIFFERS! GHRDC Workshop ‘First Steps – The PGDM Tour’ Conducted at IMS, Ghaziabad

Ms. Mekhla Sinha, Executive Director, Global Human Resource Development Centre, and Ms. Neha Kapoor, Senior Manager, GHRDC, conducted an exhaustive certification

workshop for the PGDM new batch students of IMS, Ghaziabad on October 8, 2020. This highly interactive workshop kept all the students engaged the whole day who actively participated in various activities like extempore, management games, self-introduction, and summarizing the videos. The students shared their hopes and fears frankly and got practical solutions to handle them wisely.

Milan - Fresher Party

Ghaziabad: Fresher Party is an event that every student eagerly awaits from the time of their admissions. The main aim of this party is to give a warm welcome to the newcomers. Such parties not only build their confidence but also add creativity to their levels.

On 13th October 2020, an online departmental fresher in the BCA department was organized on the Zoom Platform. The event started with the wishing note of Chairperson BCA Dr. Gagan Varshney for the success of the fest which inevitable given the amount of energy that our newly joined youngsters showcase their talent in the virtual mode. Followed by the quick recap of the previous year’s Milan after that the most awaited rounds took off. The First round was Ramp walk where the juniors mesmerizing manner that no one can turn their eyes away from them. The second round was the talent round where all participant showcases their



talent like dancing, singing, photographs showing in a very beautiful manner. The third round was the Question & Answers round where the faculty of BCA department ask the questions to judge the ability how beautifully they can give the answers. BCA second-year students also entertain their juniors through mesmerizing singing performances and some fun games. Different titles had been given based on their performances in all three rounds. No elimination round was there to

boost up their talent. So the lucky ones were Vishakha Goel and Utkarsh Pradhan were titled as Ms. BCA and Mr. BCA. Siddharth Goswami and Ms. Ishita Sarkar were Mr. Dude and Ms. Diva, Keshav Garg, and Ragini Mishra were Mr. Confident and Ms. Confident. Abhishek and Priya Tiwari got the title of Mr. Well dressed and Ms. Well dressed. The day was ended with the vote of thanks that gave lots of memories to juniors and also improve their bond with their seniors.

Colleen Sharen, Associate Professor, Management & Organizational Studies, Brescia University College, Ontario, apprised the participants on "How to write a good teaching note". Dr. Eric Dolansky, Co-President NACRA and Associate Professor at Goodman School of Business, Brock University, Ontario, Canada acquainted the

Guest Lecture on 'Persuasive Communication'



Ghaziabad: Dr. Rahul K. Shukla, an eminent academician who has earlier taught at IIM, Ahmedabad and presently working as an adjunct professor at IIM Kozhikode and IIM Kashipur and a full-time faculty member at XLRI, Jamshedpur, delivered a highly informative session on 'Persuasive Communication' for the students of PGDM at IMS. Dr. Shukla suggested that while persuading, we should not offer a choice between yes and no, rather we should offer a choice between

yes and yes so that the client or customer finally adds on to our profits. He added that as a business expert, we should first talk about the benefits of the products, and then we should mention the price. This interactive session started with an activity and was very well received by the inquisitive students who shared their notions and queries at the end of the session. The session was effectively moderated by Dr. Gopal Krishna Dwivedi, Area Chair, Personal and Professional Skills Programme.

IMS EC organized a special talk on 'National Education Policy-2020'

Ghaziabad: IMS Engineering College organized a special talk on 'National Education Policy-2020: Framework & Objectives' under the IIC (Institution Innovation Council) guidelines of Ministry of HRD, Govt of India. Prof. Chandra Bhusan Sharma (Professor at IGNOU & Ex-Chairman NIOS) delivered his talk through the webinar. Professor Sharma elaborated on the policy guidelines and explained that the NEP proposes sweeping changes including the introduction of a four-year multidisciplinary undergraduate program with multiple exit options, and discontinuation of the M Phil program.

For school education, the policy focuses on overhauling the curriculum, 'easier' Board exams, a reduction in the syllabus to retain



"core essentials" and thrust on "experiential learning and critical thinking". Prof. Sharma further explained that in a significant shift from the 1986 policy, which pushed for a 10+2 structure of school education, the new NEP pitches for a "5+3+3+4" design corresponding to the age groups 3-8 years (foundational stage), 8-11

(preparatory), 11-14 (middle), and 14-18 (secondary).

This brings early childhood education (also known as pre-school education for children of ages 3 to 5) under the ambit of formal schooling. The mid-day meal program will be extended to pre-school children. The NEP says students until Class 5 should be

taught in their mother tongue or regional language. The policy also proposes phasing out of all institutions offering single streams and that all universities and colleges must aim to become multidisciplinary by 2040. A large number of faculty members & students of IMSEC joined the program through webinar mode.

Pledge to control the spread of COVID-19



Ghaziabad: A Pledge was administered to all faculty staff & students at IMS Ghaziabad on October 09, 2020 to control the spread of COVID-19 infection as per Honorable Prime Minister Shri Narendra Modi's 'Jan Andolan' campaign for Covid-19 appropriate behavior. Prof. Tapan Kumar Nayak, Dean Academics IMS, Mr. S.P. Singh, Registrar of the Institute, faculty, staff & students participated in the program.

News Brief

Workshop on Tally ERP 9



Ghaziabad: IMS Ghaziabad conducted a "Tally ERP 9" workshop on October 14, 2020, for the students of PGDM Batch 2020-22. Prof. Tapan Kumar Nayak, Dean academics IMS Ghaziabad, expressed his views on the importance of this training program for students and explained the need for accounting ERP system for working managers not only in the area of finance but also of all functional areas. The objective of the workshop was to train students in the area of construction of various financial & accounting reports through Tally ERP 9. This workshop was intended to impart hands-on functional knowledge to the students on accounting software. The conveners and resource persons of the program Prof. Neeraj Sanghi, Area Chair Finance, and Dr. Ankit Goel conducted a training session for students and disseminated functional accounting knowledge to them on Tally ERP 9 environment.

Special session on Luxury Marketing



Ghaziabad: A session on 'Luxury Marketing' was organized on Oct 16, 2020, at IMS Ghaziabad. The expert of the session Dr. Sheetal Jain spoke about utility creation and human aspiration towards the luxury segment of products and services. She told that building and maintaining a brand image is the cornerstone of luxury marketing. For the luxury buyer to choose a specific business, there must be an element of prestige and exclusivity to being a part of their customer base. They also focus on the product as experiential and promote the pleasure of owning a high-ticket item.

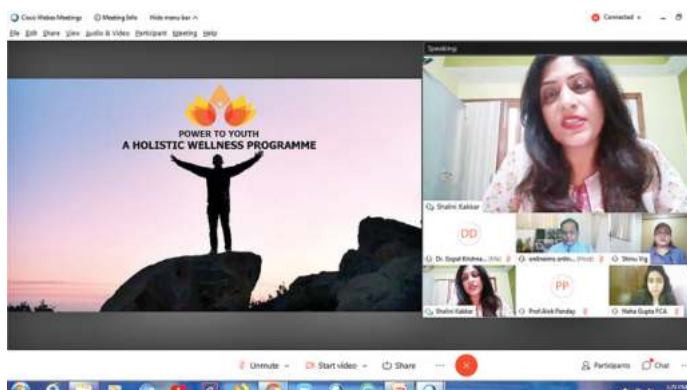
The session was started with the welcome note and wisdom thoughts of Prof. Tapan Kumar Nayak (Dean Academics IMS Ghaziabad). The vote of thank was proposed by Dr. Abhinav P. Tripathi (Area Chair - Marketing).

Online certification program on BIG DATA ANALYTICS FROM BEGINNING

Ghaziabad: MS Ghaziabad Organized "online certificate Program on Big Data Analytics from Beginning" in collaboration with IBM on October 31, 2020. The resource persons viz. Mr. Lalit Yagnik, Former IBM Technology Director, Ms. Anuka Kumar, Leader - Academic Partnerships, IBM India Pvt. Limited, Mr. Surya Gaur, Ex-Research Data Scientist-Carolina Institute of Technology, USA, Dr. Nripendra Dwivedi, Convener & Professor-IT elaborately explained the different concepts of Big Data Analytics, Hadoop Ecosystem, Artificial Intelligence with a practical approach. It's a pleasure to share that more than 800 candidates registered in this certificate program from 300 (approx.) different prestigious institutes viz. IIT Delhi, IIT Kharagpur, IIT BHU, Delhi University, BITS, Pilani, IIIT-Allahabad, Banasthali Vidyapeeth, Amity University Rajasthan, Central University of Jharkhand, Allahabad University, Annamalai University, Bhai Parmanand Institute, Delhi, Kolkata University, Delhi Technical University, University of Jammu, KIET, BIMTECH, AKG Engg. College, Jaypee Institute of Information Technology, University of Lucknow, UPES Dehradun, etc. In the end, Prof. (Dr) Tapan Kumar Nayak, Dean-Academics, concluded the session with a vote of thanks to the august gathering.

Power to Youth! A Holistic Wellness Programme was conducted by IMS in association with InDeed

Ghaziabad: 'Power to Youth' - A holistic wellness program was conducted by InDeed (CSR Advisory arm of Dentsu Aegis Network) at IMS Ghaziabad on October 07, 2020. The program was organized to spread awareness on healthy living habits, maintaining a balanced life, managing peer pressure and stress, and goal setting among youth. The objective was to empower students with the right knowledge, skills, and attitude to shape them into responsible citizens who will take responsibility for their behavior in life and help them lead a stress-free life. The session was conducted by Ms. Shalini Kakkar,

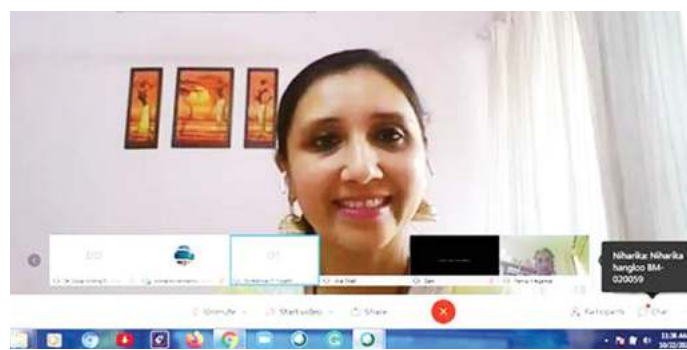


who is an accomplished trainer in organizational behavior and human resource management. Students participated in the discussion enthusiastically and shared their wellness stories and

habits during COVID-19. The session was coordinated and moderated by Ms. Shinu Vig. It ended with a vote of thanks by Prof. Tapan Kumar Nayak, Dean academics IMS...

Special session on Creating a better reach through LinkedIn

Ghaziabad: No one can ignore the growing role of social media in everyone's life. LinkedIn is one of the platforms which can be used for personal branding and connecting with others having different domain expertise. A session on 'Creating a better reach through LinkedIn' was organized at IMS Ghaziabad on Oct 22, 2020. Expert onboard, Ms. Jinal Sameer Shah, spoke about various approaches that one can experience and utilize while trying to reach the desired



connection for various purposes. The session was started with the welcome note of Prof. Tapan Kumar Nayak Dean Academics

IMS Ghaziabad and a vote of thanks was given by Dr. Abhinav P. Tripathi (Associate Prof. & Area chair - Marketing).



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ALL INDIA	RANK
Amity School of Business, Noida	1
Institute of Management Studies, Ghaziabad	2
Prestige Institute of Management, Gwalior	3
KIIT School of Management, Bhubaneswar	4
Manav Rachna International Institute of Research And Studies (MRIIRS), Faridabad	5

TOP BBA INSTITUTES IN NORTH INDIA

NORTH	RANK
Amity School of Business, Noida	1
Jagan Institute of Management Studies, Delhi	2
Institute of Management Studies, Ghaziabad	3
Manav Rachna International Institute of Research And Studies (MRIIRS), Faridabad	4
School of Management Sciences, Apeejay Stya University, Gurugram	5

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Biotechnology

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Mass Comm.

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