



An Initiative of IMS
Ghaziabad Society Towards
Academic Excellence



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• 'Employability Scenario and
Options for Young Graduates
passing out Post Pandemic'



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• The Musical Mania
organized by HR Club-
SUNO SUNAO

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Three Days Online FDP on Data Analysis organized by IMSEC MBA

Ghaziabad: The Department of MBA, IMS Engineering College, Ghaziabad organized a Three Days Online Faculty Development Programme on 'Analysis of Time Series Data using E-views'. *See P-5*

CLAT 2020 Admit Card Released, Exam on September 28, 2020.

NEW DELHI: The Consortium of National Law Universities (CNLU) has released the CLAT 2020 admit card on its official web portal. The CLAT admit cards can be downloaded from the official portal of the Consortium of National Law Universities — www.consortiumofnlus.ac.in. The exam will be conducted on Monday, September 28, 2020. Candidates should note that the test centre allotted in the Admit card is final and requests to change the test centre will not be considered by CNLU. The candidate should keep the Admit Card and I.D. proof ready for verification at the gate of the entrance of the centre. Further, the bar code scanning will be done inside the test centre.

According to the revised schedule available on the official



website, the Consortium of National Law Universities will conduct the Common Law Admission Test (CLAT) on September 28, 2020. The notice released in this regard reads "The CLAT 2020 examination for both UG and PG candidates will be held on September 28, 2020, from 2:00 PM to 4:00 PM.

Candidates should leave all their personal belongings in their baggage outside the examination hall at their own risk. The

authorities of the Centre should not be held responsible for any loss or damage to such items. Except for NLSIU, Bangalore, no other Law University is going to hold its test independently as was erroneously reported in the social media. CLAT 2020 will be conducted through a centre-based, online computer-based test. Candidates will be permitted to carry the following items with them to the CLAT exam centre— Mask, Glove, Personal

transparent water bottle, Personal hand sanitizer (50 ml), A simple pen, Exam related documents (Admit Card, ID card, etc.). It should be noted that no candidate shall be allowed to enter any examination centre without a mask.

Appropriate respiratory etiquette will also be maintained at all times. In the case of a candidate with a scribe, both the candidate and the scribe must bring their N95 mask. This year, CLAT 2020 will follow a "Social Distanced Computer-Based Testing" model which will enable a rapid restart of assessments with due compliance to social distancing norms and other key precautions to be taken to ensure prevention of virus spread. Consortium will deploy staff for crowd management and orderly movement.

UP Schools May Remain Closed This Month: Deputy CM



LUCKNOW: Uttar Pradesh Deputy Chief Minister Dinesh Sharma stated that chances of the partial reopening of schools from September 21, 2020, are very bleak due to the rising number of coronavirus cases in the state.

"It is very unlikely that schools can be allowed to function partially. It is not possible to run schools, even partially, at least, for this month. Safety of the students is a big issue and it cannot be compromised," Sharma said.

The Centre in the Unlock 4.0 guidelines had issued SOPs

(standard operating procedures) for a partial reopening of schools for students of classes IX to XII voluntarily to seek guidance from teachers.

Sources, however, said that Chief Minister Yogi Adityanath will take a final call on whether schools will reopen this month or not. The Uttar Pradesh government, however, has no such plans to allow the partial reopening of schools.

Parents have also strongly opposed the idea of sending their children to schools during the pandemic.

Punjab Allows Students Of Classes IX to XII to Visit Schools

Chandigarh: Following the guidelines issued by the Union ministry of home affairs (MHA), the Punjab government on Sunday allowed the students of Classes IX to XII to visit their schools in areas outside the containment zones voluntarily for taking guidance from their teachers from Monday.

However, this permission would be subjected to the written consent of their parents/guardians as per the standard operating procedures (SOPs) issued by the MHA.

According to an official spokesperson, the state home department issued detailed instructions to permit skill or entrepreneurship training in national skill training institutes, industrial training institutes (ITIs), short-term training centres registered with the National Skill



Development Corporation or state skill development missions or other ministries of Government of India or state governments.

Similarly, the activities of the National Institute for Entrepreneurship and Small Business Developments (NIESBUD), the Indian Institute of Entrepreneurship (IIE), and their training providers have also been

allowed from Monday, subjected to strict adherence to the laid down norms.

The orders of MHA issued on August 29, 2020, and the subsequent guidelines issued by the state government on September 9, 2020, imposing additional restrictions in urban areas, including curfew on Sundays, would continue to be in operation, added the spokesperson.

CAT Exam 2020 to be conducted on November 29, 2020



NEW DELHI: Indian Institute of Management, IIM has released the CAT Exam 2020 date. The examination will be conducted on November 29, 2020. The examination schedule will be available on the official site of IIM CAT at iimcat.ac.in. All the appeared candidates can check the schedule on the official notice. The exam will be conducted in two sessions. The morning slot and evening slot. Approximately 2 lakh candidates appear for the CAT exam every year. The admission to IIMs or Indian Institutes of Management is done on the basis of CAT score as well as other criteria as laid out by the institute.

JEE Advanced AAT 2020 to be held on October 8, Registration from Oct 5

NEW DELHI: Indian Institute of Technology (IIT) Delhi has announced the AAT 2020 dates along with the revised JEE Advanced brochure on August 25. As per the latest notification, JEE Advanced AAT 2020 will be held on October 8, 2020, in all 23 IITs. The exam will be conducted for three hours from 9:00 AM to 12:00 PM. Candidates will be required to reach the AAT 2020 examination venue by 8:30 AM.

Candidates looking for admission into the B.Arch program offered at IIT (BHU) Varanasi, IIT Kharagpur, and IIT Roorkee will be required to qualify AAT 2020. Note that only those candidates who qualify JEE Advanced 2020 will be eligible to appear in the AAT exam. JEE Advanced 2020 exam date is September 27, 2020.

Along with the AAT 2020



JEE Advanced

exam date, the authorities have also announced other important dates. AAT 2020 registration portal will be available from October 5 (10:00 AM) to October 6 (5:00 PM). The application form of AAT 2020 will be available at jeeadv.ac.in. AAT 2020 registration process will include submitting details

like JEE Advanced 2020 registration number, date of birth, mobile number, and email address.

Candidates will also have to select their preferred exam centres. The declaration of the result of AAT 2020 will be done on September 11 (5:00 PM) in online mode.

DU Cut-Offs Likely To Go Higher This Year: Officials

NEW DELHI: With the St Stephen's College pegging its highest cut-off at 99.25 pc for BA (Hons) Economics, Delhi University officials on Wednesday said cut-offs are going to be higher than last year as a large number of students have scored above 95 percent in CBSE class 12 exams this year. The university has received a maximum of 2,85,128 applications from CBSE Board students.

St Stephen's College released its first cut-off list for undergraduate courses on Tuesday night, with the highest cut-off being announced at 99.25 percent for BA (Hons) Economics for students coming from a commerce background.

This year's cut-offs are higher than last year. In 2019, the cut-off for BA (Hons) English and BA (Hons) Economics was pegged at 98.75 percent for students from commerce background.



The cut-off for BA (Hons) Economics stands at 99.25 percent for commerce students, 98.75 percent for humanities, and 98 percent for science stream students.

The cut-off for BA English (Hons) stands at 99 percent for commerce students, 98.75 percent for science and humanities stream students. This year's cut-off for the course is higher by 0.25 percent for commerce and science students.

The experts said that the high cut-offs of St Stephen's College set a precedent for other colleges, indicating that the cut-offs are going to be on the higher side.

Shobha Bagai, Dean

(Admissions), DU, said, "The cut-offs are likely to be announced after October 12. We have sent the schedule to the administration. The administration is waiting for the UGC calendar. We should hopefully announce the schedule for cut-offs in this week."

On being asked about the probability of cut-offs being on the higher side, she said that it's not that the university will be arbitrarily increasing the cut-offs. The official said the cut-offs will be determined by the number of applicants falling in a certain bracket. Ms. Anju Srivastava, the principal of Hindu College, said, "St Stephen's has a lot of riders and

restrictions in its hand but other colleges don't. If St Stephen's which also has an interview component in admissions has kept the cut-offs high, I don't see why we won't do anything similar."

Explaining the procedure, Ms. Srivastava said St Stephen's cut-offs indicate other colleges and the cut-offs are not likely to go any lower. "We cannot have riders like St Stephen's. The university wants to keep it simple. The number of high-scorers is high and to limit the admissions we have to keep the cut-offs high," she added.

The cut-offs will be higher in the first and second lists than last year. There is a lot of unpredictability also. We cannot have over admissions considering we have to maintain social distancing also. Where will we make students sit if there are extra admissions? So cut-offs are bound to be higher."

IMS Ghaziabad, University Courses Campus Ranked 1st in UP: Times B-School Survey



Ghaziabad: In yet another landmark, IMS Ghaziabad, University Courses Campus has been ranked First in UP by Times B-School Survey 2020 and ranked ninth in India.

The survey was conducted

on the TOP BBA colleges offering a full-time BBA course in India. In all India rankings of Placements, IMS Ghaziabad, University Courses Campus ranked Second, and Third in Northern India.

The survey had three major modules including Desk research, Factual Survey & Perceptual rating. Post collection of data a method analysis was done to rate the various BBA colleges that participated in the study and rank them accordingly. The survey was executed during the third week of July to August 2020 and the result of the same was announced on 28th August 2020.

On this occasion treasurer IMS Ghaziabad, University Courses Campus CA (Dr.) Rakesh Chharia and Director of the Institute Dr. Sapna Rakesh congratulated the faculty and staff members over the success of the institution and said "IMS will consistently be ranked as one of the best B-Schools of India, year after year".

GMA's 37th Annual General Meeting

Ghaziabad: Ghaziabad Management Association organized its 37th Annual General Meeting on 10th August 2020, on the virtual platform with great success. This was attended by more than 1050 participants comprising Corporate members, Institutional members, and Senior officers of organizations, faculty of Institutions, Individual members, and STUGMA members. Anchor welcomed all the dignitaries and the meeting started at 5.15 p.m.

After welcoming the participants by the Anchor, Mr. Vinay Gupta Executive Director, read out the Minutes of the previous year's AGM which were ratified and approved by the members.

Thereafter, CA. Gulshan Thapar, the Hony. Treasurer shared the salient features of the GMA Audited accounts of 2019-20. The accounts were accepted



and adopted in the AGM. The full copy of the audited accounts has already been uploaded on the GMA website and all members are informed thereof.

Further, the session was followed by Mr. S K Tiwari, the Hony. Secretary, sharing highlights of the GMA activities during the period from the last AGM till 30th June 2020. The complete presentation of the activities had already been circulated to the members. All those present appreciated the work performed by the present



Executive committee with support from the members. These were accepted as adopted and appreciated by all present.

Once the official transaction of the activities was over, Mr. I C Agarwal, Patron and Founder member of GMA blessed the Association with his pearls of wisdom. He appreciated that the GMA has come a long way in the direction it was envisaged and wished well for its future growth and fulfilling its vision and mission.

Thereafter, sharp at 6.00 pm, as



per the schedule, the Chief Guest, Mr. Harsh Pati Singhania, Vice Chairman & MD of JK Paper and Sr. Vice President, AIMA joined the meeting. The President, GMA, delivered his welcome address wherein while welcoming him, he once again highlighted the achievements in his areas of focus, such as membership increase, social activities, a greater interface between industry and academia. He informed that a separate body of student members in the name of STUGMA has been created,



where 520 students have become members of GMA and many activities were directed to students' development.

The Chief Guest addressed the members participating in the subject of 'Future of Work and Compassionate Leadership'. He stressed on the new normal situation which is likely to continue for long and that we will have to re-architect our organization to meet the requirements of the digital interface in working. The extent of involvement of the digital



platform will depend upon the type of industry.

He said that as leaders of our organization, we need to re-skill ourselves and develop compassion and sensitivity to deal with culture change and make efforts to connect with people as many of them would be working from anywhere else other than the office. We need to have a balance of Head and Heart with passion and humanness in the digital world. This, he stressed, is a dichotomous situation as digital, in itself is

devoid of emotions and therefore has to make extra efforts to develop additional compassion.

The address was followed by a question and answer session where the first two questions were from our Governing council members, Mr. Amit Agarwal and Mr. V K Jayaswal, and thereafter from two members through the chatbox. After the Q & A session, GMA felicitated two doctors, Dr. Asit Khanna and Dr. Ashish Agarwal as Corona Warriors for their dedication in treating COVID-19 patients in Ghaziabad. Certificates were virtually given and the Chief Guest spoke in honor of their dedication and noble profession.

Thereafter, Mr. Dharmendra Singh, Sr. Vice President, GMA proposed a vote of thanks to the Chief Guest, all the participants, and the team IMS, who conducted the program on a virtual platform.

News Brief

Webinar On Corona Virus Building - HVAC Solutions

Ghaziabad: Ghaziabad Management Association organized a webinar on Corona Virus Building - HVAC Solutions on 27th August 2020 on Zoom.



The speaker of the session was Mr. Kunal Chaudhari, who is a '2nd Generation Consultant', and Director at renowned MEP Consulting Firm 'Udayan Chaudhari & Associates Pvt. Ltd.' He is a Mechanical & Automation Engineer by qualification and has successfully delivered several prestigious projects in India and Abroad. In the session, he shared sustainable designs coupled with pro-active use of state-of-the-art technology for designing the internal air quality arrangements for maintaining the environment that is conducive to the present coronavirus pandemic situation. Approx. 35 members attended the webinar, who were interested in treating their work areas environment for combating the pandemic situation. The presentation was followed by many questions and they had to be restricted due to time constraints. This indicated suitability and relevance of the topic in the present situation.

Webinar On Needonomics – For Revival of Indian Economy

Ghaziabad: Ghaziabad Management Association in collaboration with the Department of Business Administration, ABES Engineering College organized a webinar on Needonomics - For



Revival of Indian Economy on Sunday, 30th August 2020 on Zoom virtual platform. The speaker of the session was Prof. M M Goel who is Former Vice-Chancellor and professor of Kurukshetra University. The speaker based his presentation on teachings of Bhagwat Gita and as an 'Idea of India', which is nonviolent, ethical, and spiritual in nature confining to needs. It says no to greed which falls in the domain of greedonomics (economics of greed). It authenticates the economic thoughts of Mahatma Gandhi to a considerable extent. He believes that 'needonomics' is necessary and sufficient for solving the economic and non-economic problems anywhere in the world including India. This was attended by about 35 persons and the session was followed by a lot of interactions with the speaker.

Webinar On Re-defining Sales Strategies In New Normal

Ghaziabad: A webinar was organized by Ghaziabad Management Association on 31st August 2020 on the subject of Re-defining



Sales strategies by SMEs in the post - COVID era. The speaker was Mr. Sanjay Kher, a management consultant, President of Oceanic B2B Consulting. He is a management graduate and seasoned sales and marketing professional with a rich industry experience spanning over 25 years. During the session, he explained how the SMEs are facing a lot of challenges and business losses due to COVID - 19 pandemic. Many SMEs are facing a financial crunch and business operations have ceased for over the last 4 months. He explained how to redefine the sales and marketing plans, how to re-vamp SMEs sales, and what processes need to be followed for ensuring proper implementation of it. The webinar was attended by more than 50 participants who went up to 54 towards the peak of the session.

Governing Council and Executive Committee Meeting

Ghaziabad: A meeting of the Governing Council and Executive Committee was held on 1st August 2020 over Zoom virtual platform. This meeting was called primarily to discuss and deliberate on details of how the AGM scheduled on 10th August would proceed and how best we could ensure a proper audience for the Chief Guest, Mr. Harsh Pati Singhania, Sr. Vice President, AIMA.

The steps taken for conducting the AGM and the activities and account highlights were shared with the members present. A tentative program, as prepared, was shared and people commented thereon with their suggestions. Mr. N K Dhand, Chairman, MGTL & G C member suggested that we should have a small session where GMA could organize



felicitation of some doctors and another para-medicals as Corona Warriors, by the Chief Guest. The sequence and schedule for the evening were finalized and Mr. I C Agarwal, MD, GPPL & GC member, who is also a founder member and patron of GMA, was requested to bless the Association members with his pearls of wisdom as well as share the way

forward by GMA, as he would like it to move forward. It was decided that two G C members, Mr. Amit Agarwal and Mr. V K Jayaswal will lead the Question and Answer session after the address of Mr. Singhania. The meeting ended with thanks to the President for chairing and the participants for participating in the meeting.

Famous Film and Theatre Personality Pranay Dixit Conducted a Workshop

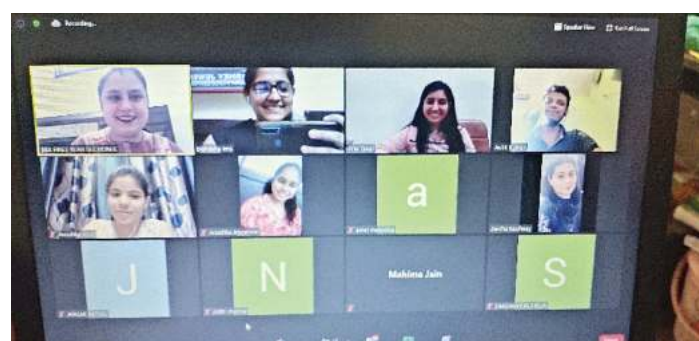
Ghaziabad: A three-day workshop on 'Improving Managerial Skills through Drama and Theatre' commenced at IMS, Ghaziabad on 19th August 2020. Around 300 PGDM students and the faculty members attended the workshop. The resource person of this highly appreciated workshop is the former corporate executive and famous television, film, and theatre personality Mr. Pranay Dixit who has done more than 600 roles in TV series, three short films, and a full-fledged Hindi feature film. Apart from being a prominent face of iconic TV shows, Mr. Pranay has done an award-winning movie 'ROAR-

The Tigers of the Sunderbans'. His popular TV Shows include Bhabhi Ji Ghar Par Hai, Lapataganj, FIR, Chidiyaghar, Gilli Gilli Gappa, Happu Ki Ultan Paltan, May I Come In Madam, Neeli Chatri Wale, Jija Ji Chath Par Hain, and many more.

In an interaction, Prof. Alok Pandey, Director, IMS, Ghaziabad, shared that such workshops based on performing arts not only give the students a chance to develop their managerial skills but also inculcate leadership skills in them which is crucial for their professional success. The workshop was scheduled from August 19 to 21, 2020.

Big Ideas Club Organized-Game Extempora-Bundle up your thoughts!

Ghaziabad: The Big Ideas Club, IMS Ghaziabad, University Courses Campus, conducted an activity "Game Extempora" - Bundle up your thoughts!! on 29th August 2020 to make students swim through the ocean of knowledge. The game was divided into two parts, round 1 - first being Extempora, an opinion based activity on a random topic to bundle up the students through and round 2 - the other one being Brain Blast, where the students had to brainstorm to give solutions to the problems. There were 11 participants in total, out of which 6 were selected in the first round, and after playing the second round, two of them were declared winners receiving a cash prize of Rs. 1000, Rs. 700 respectively. It



was a fun event where the students not only enjoyed the activities but also learned a lot from others and developed their capacity to handle the immediate situations. The whole competition was judged by Ms. Komal Kapoor and Ms. Anu Tyagi and along with them, many faculty members were present in the activity. In the end, the participants and the organizers

were really happy after being appreciated for their management skills and efforts to show a willingness to learn.

The winners were:

The first cash prize of Rs. 1000 won by Mahima Jain (B.Sc Micro Biology). The second cash prize of Rs. 700 given to Ankit Kumar (BBA 2nd year) Batch 2019-22

CDC Online Certifications for Skill Development

Ghaziabad: Career Development Centre successfully completed 4 batches of online certifications, 'e-Skill Enhancement, and Employability Development Sessions (eSEEDs)' and 'Blog Writing' for more than 150 students of IMS Ghaziabad, University Courses Campus. Both the certifications aimed at developing skills to foster the employability of the students keeping in mind the virtual scenario. eSEEDs focused on enhancing the right set of knowledge, skills, and attitude (KSAs) of the students before they appear for the final rounds of virtual job interviews. Blog Writing on the other hand was conducted in collaboration with Master of International Business (MIB), where the senior MIB students trained the final year



undergraduate students. This program helped the students to set up their own blogs, learn niche identification, plan & organize content, and establishing credibility. All the modules incorporated the new wave of changing scenarios encompassing increased competition, challenging job environment, and assimilating the new normal.



Students appreciated the enriched certifications and also expressed their passion for evolving as leaders in their future careers.

Industry experts Mr. Shekhar Singh, HR Business Partner, Samsung India Pvt.Ltd., Retd. Cdr. Manan Sinha, VP-Technologies, Manikaran Power Ltd. and Ms. Sakshi Kakar, Six Sigma Project Manager, American



Express were also invited to guide the students and address their queries. They shared how HR managers strategize the talent acquisition and retention processes in the companies. They also emphasized on the personality traits and the behavioral competencies that are required in different fields. Expert faculty members, heading the

specializations - Dr. Shipi Sarna, Dr. Kumar Saurav, Dr. Alok Singh Chauhan, Mr. Ashutosh Sharma, Mr. Ashish Srivastava, Ms. Anjula Chaudhary, Ms. Anwesha Khanra, Ms. Neha Anttal, and Mr. Surya Saxena shared with the students the respective domain skills that need a revamp in COVID and post-COVID world. Dr. Sapna Rakesh, Director, IMS Ghaziabad, University Courses Campus congratulated the students and wished them all the best for their future endeavors. Ms. Priyanka Sadhna, Chairperson CDC, and faculty members - Ms. Sapna Kumar, Ms. Anuradha Bhardwaj, and Ms. Raunak Bhardwaj expressed a note of gratitude to the institution for providing all the necessary resources for meeting the desired objectives.

News Brief

Guest Lecture on Changing Consumer Behaviour in Post Covid Word

Ghaziabad: IMS Ghaziabad organized a Guest lecture on "Changing Consumer Behaviour in Post COVID world" for PGDM Second Year Marketing Specialization students. The lecture was delivered by Ms. Kanika Mathur, AVP-HR, Encore Advantage, and Mr. Mukesh Goswami, Director and Head-Business Systems, Encore Advantage. Prof Alok Pandey, Director, IMS Ghaziabad welcomed the experts. During the lecture, Ms. Kanika elaborated on the importance of BPR in the value creation of organizations. Further Mr. Mukesh Goswami deliberated on the changes that the consumer behavior has been witnessing in the post COVID world. The digitization of the businesses will lead to rediscovering of innovative mechanisms to serve the consumer of the post COVID world. Dr. Surabhi Singh, Associate Professor expressed a vote of thanks to the speaker and also the management for the support extended for the successful execution of the Webinar.

Special Session on "Python Basic for ML & Deep Learning"

Ghaziabad: IMS Ghaziabad organized a Special session on "Python basics for ML & Deep learning applications" for MCA Students & participants of FDP on "Machine Learning & Deep Learning Applications using Python" (scheduled from August 26-31, 2020) on August 23, 2020. The lecture was delivered by Industry Expert - Mr. Kanish, BTech (IIT Roorkee), Software Developer Goldcast. Kanish shared deeper insights into the basics of python - predefined functions, in-depth coverage of Lambdas, predefined libraries - OpenCV, NLTK, Pandas, Numpy & more. During his lecture, he took various coding examples to illustrate the use of these libraries, which helped the students & FDP participants to easily connect the dots and learn the intricacies of python as a language for developing ML & Deep learning applications. Prof Sachin Malhotra, Dean MCA & Area Chair I.T along with Prof Rajnesh Jain, Convener - FDP, Dr. Smita Agarwal, Mr. Nitin Rastogi, Mr. Aravendra Kumar, and Mr. Pankaj Agarwal, Co-Conveners FDP expressed a vote of thanks to the experts for a wonderful learning session and to all the participants.

Guest Lecture on "Self Learning – Supply Chain Management "

Ghaziabad: IMS Ghaziabad organized a Guest lecture on " Self Learning – Supply Chain Management " for PGDM II Year- IT Specialization students, MCA students, and PGDM Big Data Analytics Students on August 29, 2020. The lecture was delivered by Industry Expert - Mr. Swapnil Saurav, Manager, Service Now Software, Hyderabad. Prof Alok Pandey, Director IMS Ghaziabad welcomed the expert and stressed the need for Information Technology on supply chain management. Prof. (Dr.) Tapan Kumar Nayak, Dean Academics, and Prof Sachin Malhotra, Dean –MCA & Area Chair –IT also graced the occasion. Mr. Swapnil shared an in-depth insight into the real-world application of IT on business operations. During his lecture, he explained to the students about the different types of IT services and their impact on supply chain management. He also talked about the self-learning supply chain process through artificial intelligence and machine learning. He showed students how the supplier quality management can be improved by finding patterns in supplier quality levels and creating a track and trace data hierarchies. He shared case studies and quoted examples from his past experience which helped the students to co-relate the theoretical concepts with the practical aspect. Ms. Preeti Sirohi Assistant Professor - IT organized and moderated the session and expressed vote of thanks to the speaker.

Corporate Talk Session for BBA Students

Ghaziabad: The Corporate Resource Centre of IMS Ghaziabad, University Courses Campus organized a Talk Session for BBA II Year students on August 22, 2020. The objective of the session was to strengthen the Academia-Industry interface and to make the students aware of the latest trends in the Corporate arena. The Speaker of the session is Mr. Navneet Kumar, Brand Activation Manager from Dabur India Limited. He shared his insights on Consumer Behaviour and their buying patterns during COVID-19 and how it has impacted the FMCG Sector. He also discussed the various new strategies and changes that Dabur has implemented in their system. One of the very popular changes is the Immunity@doorstep Residential Society Sell out campaign in association with Machadalo is much appreciated by the customers. Another campaign is the Immune Bharat in association with Dainik Jagran to spread awareness among the masses. The students took active participation and raised various queries on the related topic. The session ended with great zeal and enthusiasm amongst the students.

E-Panel Discussion-Making the Right Decision

Ghaziabad: IMS Ghaziabad, University Courses Campus organised E-Panel Discussion- Making the right decision on August 18, 2020, for BBA II Year students (2019-22Batch). The objective of this discussion is to make the students aware of the latest developments in the corporate arena and provide them a platform to hone their skills in 5 domains entailing Banking & Finance, Retail & Marketing, Data Sciences in Management, Family Owned Business & Entrepreneurship and Human Resource Management. These specialization course aims in concept building and bridging the gap between corporate &



academia. The session was initiated with a welcome address by Dr. Geeti Sharma, Chairperson Management Department where she highlighted the importance, Latest Trends, and Future scope in

varied domains that further help the students to make the right decision in their career.

The Panelist of the session- Dr. Indrani Bhattacharjee, Specialisation Head, Family-

Owned Business, and Entrepreneurship where she addressed the students on need of job creators in the present scenario. Various Start-up opportunities to the buddy entrepreneurs in the form of Atma-Nirbhar Bharat and Local pe Vocal and many more. Dr. Kumar Saurav, Specialization Head, Retail and Marketing discussed the trends and scope in Digital Marketing and how one can make a fascinating career in this field.

Dr. Pradeep Bhardwaj, Specialization Head, Banking & Finance discussed various banking reforms and latest developments in the area of Finance. Prof. Subhro Sen Gupta, Specialization Head,

Data Sciences in Management highlighted on the importance of data and how one can make a secure and highly paid career in Data Sciences. Dr. Shilpi Sarna, Specialization Head, Human Resource Management expressed her views on the importance of people in organizations and how the latest analytical tools in this domain helping the organization in learning and development.

All the panelist takes the queries of students on scope and career opportunities pertaining to each domain that further helps the students to make the right choice in opting for specialization in the present semester.

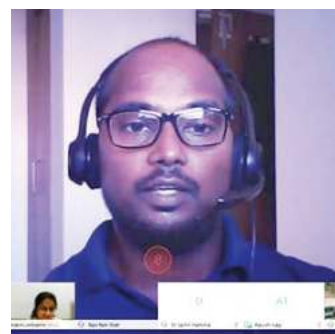
E-Sensitization Session for HR Specialization

Ghaziabad: IMS Ghaziabad, UC Campus organised an E-Sensitization session on HR Specialisation on August 8, 2020, for BBA II Year students (2019-22Batch). The objective of this session is to provide an opportunity to students where they can interact with the expert, raise their queries, and can make a wise decision while opting for specialization that further add value in their career. The program was initiated by a welcome address by Dr. Geeti Sharma, Chairperson Management Department, where she highlighted the importance of Human resources Management in organisations. The Speaker of the session was Ms. Shipra Lavania, Head HR Wunderman Thompson Commerce, India

who has several years of experience in the area of Human resource as Strategic HR Partner, handling M&As, Change Management, People Practices, Leadership Development, HR Operations, Talent Development, Talent Management, HRO, Performance Management, Succession Planning, Career Planning frameworks, and implementations of HRiQMS, KM, PCMM, CMMi successfully in the organisation. She sensitised the students on various career opportunities in the HR domain across the globe. She also highlighted the recent trends and corporate expectations from the management students. She also mentioned the importance of HR Analytics in current times.

FDP on Machine Learning & Deep Learning Using Python

Ghaziabad: IMS Ghaziabad organized a One Week Online FDP on "Machine Learning & Deep Learning using Python", August 26-31, 2020. The Chief Guest & Expert Speaker for the FDP – Prof Rajiv Ratn Shah, Director MIDAS Lab, IIIT Delhi, was welcomed by Prof Alok Pandey, Director IMS Ghaziabad in the august presence of Dr. Tapan k Nayak - Dean Academics, Dr. Sachin Malhotra - Dean MCA & Area Chair – I.T, Convener- Rajnesh Jain, Co-Conveners- Dr. Smita Agarwal, Nitin Rastogi, Aravendra Kumar Sharma, Pankaj Agarwal, Faculty members at IMS Ghaziabad, Industry delegates, Faculty participants and research scholars from renowned universities across India & abroad. Prof Shah shared useful research



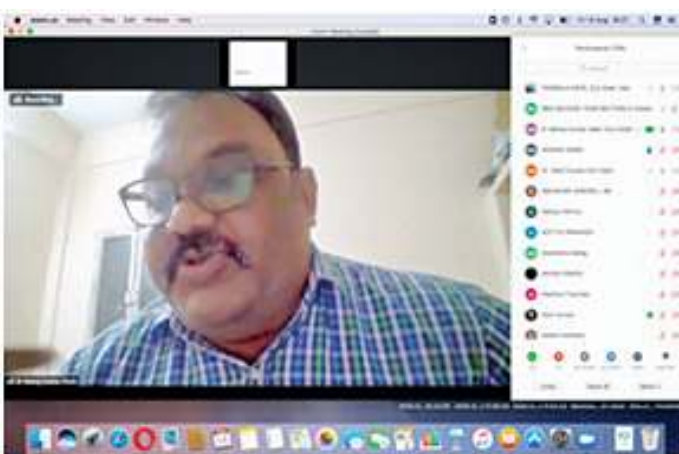
insights into AI, Machine & Deep Learning with practical examples on Lip reading, Speech to text, Grammar error detection, use of deep learning in finance & stock prediction, and more. The FDP witnessed participation from corporate & top institutes/universities from all across India and abroad namely AMAZON, Cognizant, IRIS, RMSI, NIT Trichy, NIT Jalandhar,

NIT Hamirpur, IIT BHU, IIM Lucknow Noida Campus, Jamia Milia Islamia, University of Madras, BIMM Pune, Acra Ghana, SGGSCC, Hansraj - Delhi University, Ramaiah University, Amity University, Panisolutions, Union Bank of India, and many more. The Other expert speakers for the FDP are Mr. Deepak Sharma, Co-founder & COO, RecogX.AI and Adjunct Faculty IIM Lucknow, Dr. Mayank Saini, Data Scientist- NLP Specialist, Public Sapient & Mr. Anupam Tiwari, Data Scientist, Public Sapient, Dr. Amar Mishra & Prof Rajnesh Jain (Associate Professor, IMS Ghaziabad) who have their sessions spread across the week. A vote of thanks was extended by Prof Malhotra to the experts and all the participants.

E-Sensitization Session-Data Sciences In Management

Ghaziabad: IMS Ghaziabad, University Courses Campus organized an E-Sensitization session on Data Sciences in Management Specialisation on August 14, 2020, for BBA II Year students (2019-22Batch). The objective of this session is to provide an opportunity to students where they can interact with the expert, raise their queries, and can make a wise decision while opting for specialization that further add value in their career.

The program was initiated by welcoming the Guest Speaker of the session Dr. Manoj Kumar Dash from Indian Institute of Information technology and Management Gwalior, Author of various research books titled 'Applying Predictive Analytics in Service Sector', 'Intelligent Techniques and Modeling Applications in Marketing Analytics', and 'Fuzzy Optimization and Multi-Criteria Decision Making in Digital Marketing' and many more. He



has conducted various Faculty Development Programme's sponsored by AICTE, MHRD, and IIITM on Multivariate Analysis, Econometrics, Research Methodology, Multi-Criteria Optimisation, Multivariate analysis in Marketing, SPSS software, etc. He was also involved as Chair Member in the International Conference of Arts and Science held at Harvard University, Boston (USA). He highlighted the

importance of data and how one can make a secure and highly paid career in Data Sciences. He further discussed various career opportunities, Advantages and disadvantages, and how it helps business leaders to make decisions based on facts, statistical numbers, and trends.

He takes all the queries patiently that further helps the students to make the right choice in opting for specialization in the present semester

E-Sensitization Program-Banking & Finance Specialization

Ghaziabad: The session began with a welcome of the guest, faculty members, and students of BBA II Year from IMS Ghaziabad, University Courses Campus on opting for Banking & Finance Specialization. The meeting began with an introduction of the guest, Mr. Sumit Bagla, SVP at YES Bank by Dr. Geeti Sharma, Chairperson of the management department at IMS Ghaziabad, University Courses Campus.

Then the speaker began the session with an introduction of himself, how he has established his career in the banking industry, and how we can reach similar heights that he has achieved. He continued to express what his set of beliefs in the financial system are and how they have served him.

Mr. Bagla established a friendly rapport with the students and the faculty alike prompting the session at an interactive point whereby it feels less like a

webinar and more so a place to clear any doubts that students had about the specializations.

Hence, the presentation gave way to an open question and answer round, where management students asked invigorating questions, such as how can they sharpen their skills in finance and banking related fields, what type of certifications should one pursue in regards to the same, what advice would he as a veteran of the industry give to students simply starting, and many more.

These questions were put forth by students signing to a clear positive point of the digital nature of the lecture.

It was an extremely educative and learning-filled session which benefited the management students. At the end of the session, Dr. Pradeep Bhardwaj proposed a formal vote of thanks to the honorable speaker, Director (Dr. Sapna Rakesh), HOD (Dr. Geeti Sharma), Faculty & Staff Members, and Students.

Literary Club Organized - Recite From Your Heart

Ghaziabad: Every Independence Day, patriotism is in the air as Indians remember and honor the sacrifice of hundreds of freedom fighters. No less was felt this year. In these tough times also, when we are going through a Pandemic in the country, the enthusiasm and feelings were the same. Accepting the trying times and changing our modus operandi, the Literary Club of IMS Ghaziabad, University Courses Campus, came up with the idea of organizing a poem recitation competition 'Recite From Your Heart' on the occasion of 74th Independence Day via online platform Zoom.

This Inter college event was organized to celebrate our Independence day and at the



same time provide a platform to the students of IMS as well as other institutions to showcase their enormous talent. Beauty is the realm of poetry, students enjoy the beauty of expression, thoughts, feeling, rhyme, rhythm, and music of words. All the

participants wrote beautiful poems to pay tribute to our national heroes and our motherland 'India' on the topics already shared with them via an e-mail: 'National heroes, Better than heaven, I love my India, Yeh Desh Hai Veero ka, Proud citizen

of India'. Beautiful poems describing the courage and valour of our freedom fighters and the unity in diversity of our country were recited by all our participants and this marked a beautiful start of our day. The participants were judged on the parameters of content, clarity, confidence, voice modulation, and articulation skills. Every single student put up a great show of his/her talent and competed excellently.

The main aim and emphasis of this competition were to provide a platform to our talented poets & they expressed themselves beautifully and were full of patriotism on this Independence Day. 15th August could not have been celebrated in a better manner.

Guest lecture on 'Approaching the Software Project -The Agile Way'

Ghaziabad: IMS organized a Guest lecture on 'Approaching the Software Project – The Agile Way' for PGDM II Year- IT Specialization students, MCA II Year and III Year Students, and PGDM Big Data Analytics Students on August 22, 2020. The lecture was delivered by Industry Expert - Mr. Manish Walia, Director Engineering, Audax Labs, Noida. Prof Alok Pandey, Director IMS Ghaziabad welcomed the expert and stressed the need of adopting the Agile way in our daily life. Prof. (Dr.) Tapan Kumar Nayak, Dean Academics, and Prof Sachin Malhotra, Dean –MCA & Area Chair –IT also graced the occasion. Mr. Walia shared an in-depth insight into the real world of software project management. During his



lecture, he apprised the students about the various software project management methodologies. He compared and contrasted the waterfall model & Agile methodology. He introduced the Scrum and Kanban frameworks to the students. He showed students how the sprint planning, product backlog, sprint backlog, user story

are created in JIRA the tool. He shared case studies and quoted examples from his experience which helped the students to co-relate the theoretical concepts with the practical aspect. Dr. Smita Agarwal Assistant Professor - IT organized and moderated the session and expressed a vote of thanks to the speaker.

News Brief

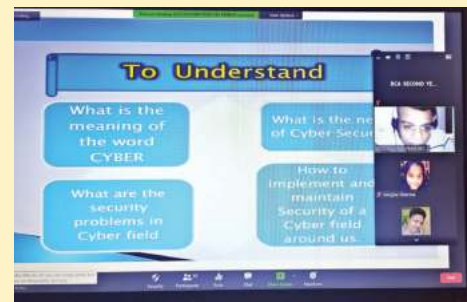
E-Sensitization Program for BCA Data Analytics Specialization



Ghaziabad: BCA Department of IMS Ghaziabad, University Courses Campus organized E-Sensitization Program on Data Analytics Specialization on 17th August 2020 for BCA II year students (Batch 2019-22). The objective of this session was to provide an opportunity to students where they can interact with the expert, raise their queries, and can make a wise decision while opting for specialization that further add value in their career. The session began with an introduction of the guest, Dr. Hemlata Sharma, Consultant Data Analytics Veiksmetech Ltd., the United Kingdom by Dr. Gagan Varshney, Chairperson-BCA. The speaker discussed Big Data, Types of Analytics, Artificial Intelligence, Emerging trends, and New Analytics Jobs. She highlighted the importance of data and how one can make a secure and highly paid career in Data Analytics. She further discussed various career opportunities, advantages, and how it helps business leaders to make decisions based on facts, statistical numbers, and trends. Students also gain insights on the importance of Data in the present scenario. Its relevance in scientific approaches, procedures, algorithms, and frameworks to extract the knowledge and insight from a huge amount of data. The presentation gave way to an open question and answer round, where BCA students asked invigorating questions, such as how can they sharpen their skills in Data Analytics fields. She takes all the queries patiently that further helps the students to make the right choice in opting for specialization in the present semester. It was an extremely educative and learning-filled session which benefited the BCA students. At the end of the session, Dr. Alok Singh Chauhan proposed a formal vote of thanks to the honorable Speaker Dr. Hemlata Sharma, Director Dr. Sapna Rakesh, Chairperson Dr. Gagan Varshney, Faculty & Staff Members, and Students.

E-Sensitization Program for BCA Cyber Security & Real World Computing

Ghaziabad: BCA Department of IMS Ghaziabad, University Courses Campus organized E-Sensitization Program on Cyber Security & Real World Computing Specialization on 15th August 2020 for BCA II year students (Batch 2019-22). The objective of this session was to



provide an opportunity to students where they can interact with the expert, raise their queries, and can make a wise decision while opting for specialization that further add value in their career. The session began with an introduction of the guest, Mr. Vishal Mishra, Analyst - Apps Prog. Business Analytic tools, BA Continuum India Pvt. Ltd., by Dr. Gagan Varshney, Chairperson-BCA. The speaker began the session with his introduction and how he established his career in the field of Networking and Cyber Security. He discussed Cyber Security, Hacker's Breaches, Business Security, various security tips, latest technologies & trends, and career options in the field of Networking and Cyber Security. He has also discussed the various certifications available in this field. The presentation gave way to an open question and answer round, where BCA students asked invigorating questions, such as how can they sharpen their skills in cybersecurity-related fields, what type certifications should one pursue in regards to the same, what advice would he as a veteran of the industry give to students, and many more. It was an extremely educative and learning-filled session which benefited the BCA students. At the end of the session, Dr. Alok Singh Chauhan proposed a formal vote of thanks to the honorable Speaker Mr. Vishal Mishra, Director Dr. Sapna Rakesh, Chairperson Dr. Gagan Varshney, Faculty & Staff Members, and Students.

Sensitization of Specialization Module - Family-Owned Business & Entrepreneurship

Ghaziabad: In continuation of its effort to enhance employability to guide the students to realise their goals and be successful in achieving them, IMS Ghaziabad, University Courses Campus organized a sensitization program in the area of Family Owned Business & Entrepreneurship for the BBA students (Batch 2019-22). The session was meant for the students coming from family business backgrounds, who aspire to become successful second-generation entrepreneurs as well as for those who want to start their business venture. The objective of this session was to provide an opportunity to students where they can interact with the expert, raise their queries, and can make wise

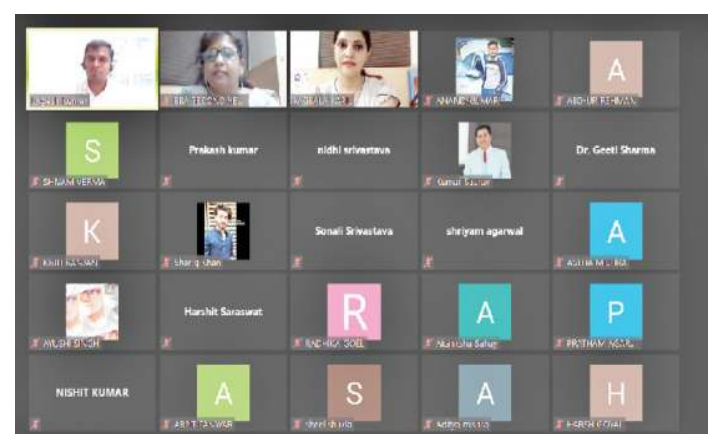


decisions as regards choosing the specialization modules offered to them with the onset of the second semester.

Mr. Logesh Kumar S. Entrepreneurship Evangelist, Co-Founder, and an ardent

Academician was the eminent guest speaker of the event.

He shared his journey and experience as an entrepreneur running a Fine dine family restaurant in Erode, Tamil Nadu. He emphasized on the burning



need of entrepreneurial activity for being atmanirbhar or self-reliant to rebuild a sustainable economy post-COVID 19. He shared his views on how to develop an entrepreneurial mindset to develop the perspective for

handling family businesses and also to start new business ventures.

The event concluded with an interactive (Q&A) session during which the expert attempted to resolve the queries raised by the participants.

ELSC Organised Photography Workshop on 'The Ultimate Wild'



Ghaziabad: To survive this digital and ever-growing era, overall growth and holistic development of the students is the need of the hour, and to ensure the same the Enrichment and Life-Skill cell of IMS Ghaziabad, University Courses Campus organized a Wildlife Photograph Workshop 'The Ultimate Wild' by a renowned wildlife photographer Mr.

Mayuresh Hendre, a fiery artistic soul with a very pragmatic approach towards life following his passion, Wildlife Photography.

The workshop was commenced by the kind words of wisdom of the director of the institute and the introduction of guests by the student coordinator. Mr. Hendre talked in length about his expeditions and experience

during shoots in the wild. Sir also gave insights on the use of appropriate light and the use of editing tools for photo enhancement.

The formal Vote of thanks was presented by the faculty coordinator, Prof. Shenki Tyagi, and the event was graced by eminent faculty members and cell faculty coordinators, Dhruv sir and Sandhya ma'am.

E-Sensitization Program for BCA Internet of Things with Machine Learning Specialization

Ghaziabad: BCA Department of IMS, Ghaziabad, University Courses Campus organized E-Sensitization Program on the Internet of Things (IoT) with Machine Learning Specialization on 21st August 2020 for BCA II year students (Batch 2019-22). The objective of this session was to provide an opportunity to students where they can interact with the expert, raise their queries, and can make a wise decision while opting for specialization that further add value in their career.

The session began with an introduction of the guest, Mr. Shivam Mishra, Vertical Lead (Professional Services), Softway Solutions Bengaluru by

Dr. Gagan Varshney, Chairperson-BCA. The speaker began the session with his introduction, how he established his career in the software industry, and how others can reach similar heights. Mr. Shivam discussed the Internet of Things (IoT), Machine Learning (ML), Types of Machine learning, market trends, and demands. He highlighted the importance of IoT and Machine Learning, Machine Learning life cycle, and ML Models. He further discussed on various career opportunities and advantages of IoT & Machine Learning. Students also gain insights into Industry Use Cases based on IoT and Machine

Learning. Mr. Shivam Mishra established a friendly rapport with the students and the faculty alike prompting time and again to maintain the session at an interactive point whereby it feels less like a webinar and more so a place to clear all doubts that students had about the specializations. It was an extremely educative and learning-filled session which benefited the BCA students. At the end of the session, Dr. Alok Singh Chauhan proposed a formal vote of thanks to the honorable speaker Mr. Shivam Mishra, Director Dr. Sapna Rakesh, Chairperson Dr. Gagan Varshney, Faculty & Staff Members, and Students.

'CREO International 2020' @ NWS,



Ghaziabad: NWS, Ghaziabad's 'CREO International 2020' marked its closing on 27th August 2020 fulfilling the School's vision of "Striving for excellence today, to prepare students to succeed in the challenges they face tomorrow."

This international festival had 1000 participants from 67 schools from 6 countries in 30 offline and online events in the fields of Photography, Art and Craft, Dance, Public Speaking, Business Ideas, Performing Arts, Literature, Story Telling, Clay Modelling and Theatre.

The Head Teacher, NWS, Susan Holmes stated that "the Students' imagination, creativity and resourcefulness in both online and offline events had been inspirational. I would also like to appreciate the teachers and parents, who have been so important in facilitating their involvement in CREO International 2020" she stated.

NWS is delighted to witness the participation from 6 countries in this 4 day festival. To name a few, Gateway College Colombo - Colombo (Sri Lanka), Indian School Al Ghubra



- Muscat (Oman), NTIC Lagos (Nigeria), NTIC Abuja Co-Ed (Nigeria), Rajarshi Gurukul (Nepal), Ukulhahu School (Maldives), Baa Atoll School (Maldives), along with many schools from across India.

To appreciate the efforts of the participants, NWS awarded E-certificates categorising them at 3 levels of 'Excellence, Merit and Participation' along with the letters of appreciation.

NWS, Ghaziabad pays sincere gratitude to all the guests for their enthusiastic participation and valuable contribution which made this year's 'CREO International 2020' another resounding success.

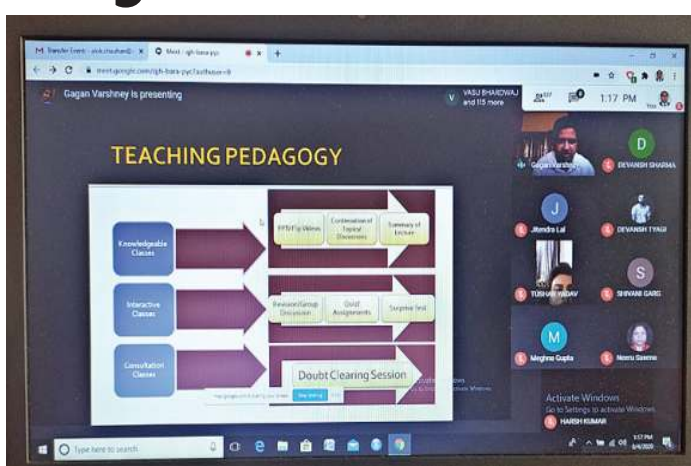
The event ended on a note of positivity and willingness with a hope to meet in 2021 with the same zeal and fervour that was shown this year.

Orientation Program for BCA II Year Students

Ghaziabad: IMS Ghaziabad, University Courses Campus organized an online Orientation Program to welcome BCA II Year students (Batch 2019-22) on 4th August 2020. The Program was initiated by welcoming the students and congratulating them for moving towards the next step of the ladder of BCA. Dr. Gagan Varshney, Chairperson BCA Program began the session by briefing the student about the teaching pedagogy to be followed in the upcoming semester. He also congratulated the students on the successful completion of the first year.

Specialization

Specialization is a very important aspect for second-year students. Dr. Alok Singh Chauhan, Faculty, BCA Department briefed them on



which specializations we are offering for this batch and the scope of each specialization.

CDC Address

Career Development Centre at IMS Ghaziabad, University Courses Campus addressed the second-year students in the online Orientation Program of BCA on 4th August 2020. Ms. Anuradha Bhardwaj, Faculty

CDC department shared the objectives and modus operandi for the upcoming session. She also informed students to enroll for various workshops and informative sessions planned by CDC such as Image Management, Spoken English, and skill-building workshops. She also discussed the benefits associated with Toastmasters

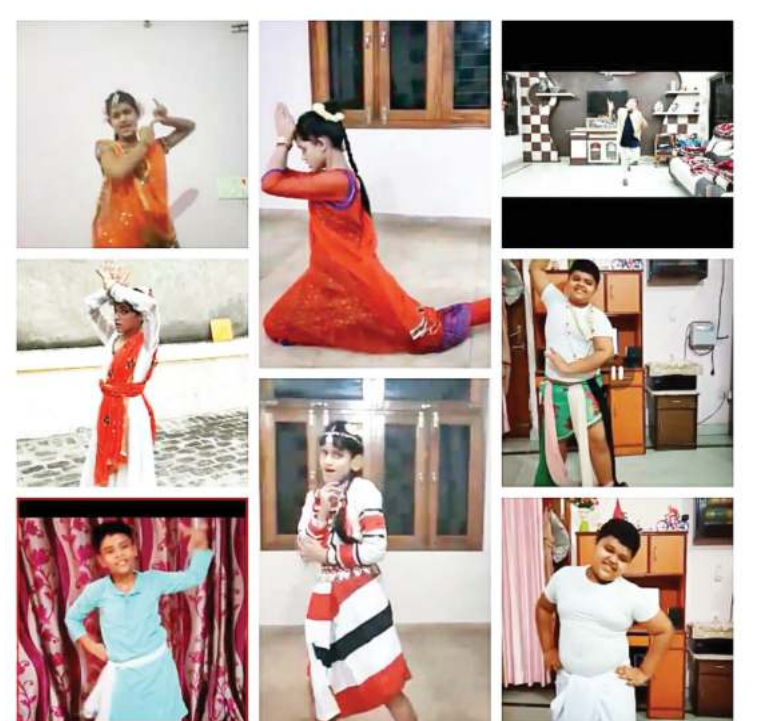
International Club at IMS. The students got to know the great learning opportunities planned in this semester for their betterment.

Interaction with Alumni

Two Alumni Mr. Madav Garg (Batch 2015-18) Associate Design Team working with Protiviti Consulting Pvt. Ltd. and Mr. Shan Mohammad (Batch 2016-2019) C, .Net, SQL Developer Working with TCS were invited to interact with the Batch 2019-22. Both of them emphasized respecting the faculty, doing the work on time, and preparing towards their goal. The session ended with lots of enthusiasm and motivation among the students. All in all, it was a wonderful experience for the students which surely they would have tucked away in their memory banks to savor for years to come.

दिल्ली पब्लिक स्कूल में लोकनृत्य से सम्बन्धित ऑनलाईन आई.एस.ए. गतिविधि सम्पन्न करवाई गई

गजियाबाद। दिल्ली पब्लिक स्कूल एच.आर.आई.टी. कैम्पस में, लोकनृत्य से सम्बन्धित ऑनलाईन आई.एस.ए. गतिविधि सम्पन्न करवाई गई, जिसके अन्तर्गत कक्षा छह, सात व आठ के छात्रों ने ऑनलाईन भारत, श्रीलंका व नेपाल के लोकनृत्य प्रस्तुत किये गये। इन लोकनृत्यों द्वारा छात्रों ने विभिन्न देशों की कला व संस्कृति का सुन्दर प्रदर्शन किया। भारतीय नृत्यों में राजस्थानी, पंजाबी व शास्त्रीय नृत्य, श्रीलंका के गर्मी व कन्दयान नृत्य व नेपाल के घाटू नृत्यों की प्रस्तुति की गई। इस गतिविधि का उद्देश्य छात्रों को विभिन्न देशों की कला व संस्कृति से अवगत कराना था। इस गतिविधि के अन्तर्गत विद्यालय की प्रधानाचार्या श्रीमती नन्दिनी शेखर जी द्वारा प्रथम, द्वितीय एवं तृतीय स्थान प्राप्त करने वाले छात्रों को ई-सर्टिफिकेट भी प्रदान किये गये हैं।



Three Days Online FDP on Data Analysis organized by IMSEC MBA

Ghaziabad: The Department of MBA, IMS Engineering College, Ghaziabad organized a Three Days Online Faculty Development Programme on 'Analysis of Time Series Data using E-views'. The FDP was attended by faculty members and Research scholars of various Universities across India as well as from abroad. Prof. (Dr.) Sraban Mukherjee, Director, IMS Engineering College, Ghaziabad inaugurated the FDP and welcomed the Resource Persons Dr. T. Mohansundaram and Dr. Gnanendra M along with all the participants. During the inaugural session, Dr. Mukherjee placed his thoughts on the Faculty Development Programme before the audience. Prof. (Dr.) Monica Verma, HoD, MBA Department also welcomed the participants and expressed her happiness over the relevance of the FDP's topic.



The FDP was conducted by Dr. MeenuBaliyan, Assistant Professor, Department of MBA as the Convener. The online FDP concluded on 1st August 2020, Saturday.

The first day of the FDP had Dr. Mohansundaram, Dr. T. Mohansundaram, Associate Professor, Department of Management Studies, Ramaiah Institute of Technology, Bangalore as the resource person. He began with an introduction to the E-views software and explained the basics of the time series to the



participants. The participants posted their queries online from time to time which was suitably answered by Dr. Mohansundaram. It was an extremely informative and enlightening session as the basic concepts of the topic were cleared in this session. At the end of the first day, the participants were enthusiastically looking forward to attending further sessions of the FDP. The second day of the Online Faculty Development Program began with HoD, MBA, Prof.

(Dr.) Monica Verma introducing the Resource Person for 2nd day, Dr. Gnanendra M, Associate Professor, Institute of Management, Christ University, to the house. During the session, hands-on training was provided on the 'Analysis of Time Series' using E-views software. Numerous questions came from the audience during the 2.5 hours session; Dr. Gnanendra explained the concepts and clarified the doubts of each and every participant who had a question. At the end of 2nd day's

session, a vote of thanks to the Resource Person as well as to the participants was presented by Ms. Punjika Rathi, Co-Convener of the FDP. Conduction was done by Dr. MeenuBaliyan, FDP Convener.

1st August 2020 was the third and the ultimate day of the Online Faculty Development Program on 'Analysis of Time Series data using E-views'. Resource Person Dr. T. Mohansundaram took a hands-on session for the participants. The curious participants kept the chatbox buzzing and conversations, as well as questions, were asked at regular intervals. The valedictory session was conducted by Dr. MeenuBaliyan, the FDP convener. At the end of Day 3, Prof. (Dr.) Monica Verma, Head of the MBA Department presented the vote of thanks to one and all. Co-convener Ms. Punjika Rathi presented closing remarks.

CAREER CANVAS

1. How can we prepare ourselves for pandemic job interviews? Himanshu, MIB

Amid lockdown, companies are using virtual methods to connect with the interviewees. Video conferencing app such as Zoom, WeChat Work, Slack, and many more are being used for remote hiring. The first suggestions therefore would be to test the technology by ensuring your internet connection and video conferencing applications are working well prior to the interview. In addition to this, it is also important to remove distractions and answer all the questions with great energy and enthusiasm. Moreover, during this pandemic, the companies are looking for candidates who are flexible and equipped with the resources to work from home effectively. They would also love to know your preferred methods of communication while collaborating remotely. You should therefore expect questions about your ability regarding work from home and multi-tasking. Would also suggest to practice video mock interviews that allow you to rehearse on common interview questions while exhibiting prominent skills for the job.

2. I have been shortlisted for an Edutech company dealing with international clients. In one of the recruitment rounds, the HR team of their organization has asked me to draft an email based on a situation. While drafting, what are the important points to consider? Anonymous

Many companies are now extremely careful about hiring the candidates amid pandemic, where emailers, text messages, and written communication platforms are being extensively used to engage the consumers for closing the deals. For this assignment, you will have to ensure that you organize your content in each paragraph effectively, use assertive writing skills, use the right tone in the message framed as the language used these days should signal sympathetic tone for establishing rapport. While writing, apart from language specification and Grammarly tool application, it is important to be considerate of other person's point of view. A combination of compassion and quality can get you over the line.

3. What is the scope of content writing? Avni, BBA

In this era of digital platforms, all of us are loaded with content and data. India is one of the countries, where a lot many jobs are being outsourced in the content writing field. Content writers work for online content in the form of social media marketing such as websites, Instagram, LinkedIn, blogs, eBooks, product manuals, product descriptions etc. This creative job requires competent writers, who are able to translate thoughts on digital media by effective English writing skills, editing skills, and proofreading skills. In India, almost all the organizations are now recruiting content writing teams for making their brand more visible on digital channels of communication. People with great English writing skills, research skills, and time management skills can make a bright career in this field. Amid pandemic, online job portals are offering some great content writing opportunities these days. Many often work as freelance writers and ghostwriters, who charge in lakhs for doing a project such as book writing.

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

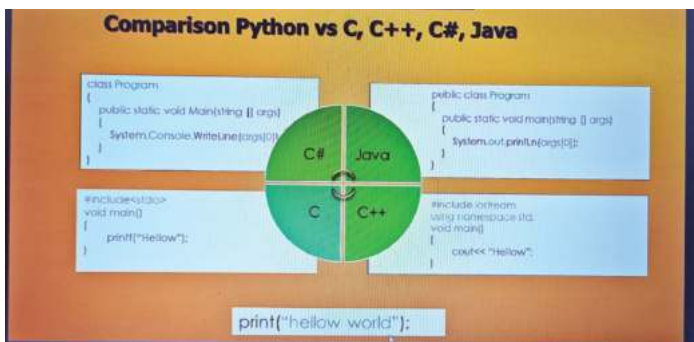
Sudoku

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E-Sensitization Program for BCA Artificial Intelligence with Python Specialization

Ghaziabad: BCADepartment of IMS, Ghaziabad, University Courses Campus organized E-Sensitization Program on Artificial Intelligence with Python Specialization on 21st August 2020 for BCA II year students (Batch 2019-22). The objective of this session was to provide an opportunity to students where they can interact with the expert, raise their queries, and can make a wise decision while opting for specialization that further adds value in their career.

The session began with an introduction of the guest, Mr. Dheeraj Singh, Sr. Trainer-Software, Amazing Training Basket Pvt. Ltd, Noida by Dr. Gagan Varshney, Chairperson-BCA. The speaker discussed Python, the Implementation of Artificial Intelligence using Python, and the Technologies of the fourth industrial revolution.



He highlighted the importance of Python vs. C, C++, Java, and C#. He further discussed on various career opportunities and advantages of AI & Python. Students also gain insights into real-time projects based on AI and Python.

The presentation gave way to an open question and answer round, where BCA students asked invigorating questions, such as how can they sharpen their skills in the Artificial Intelligence field. He took all the queries patiently

that further helps the students to make the right choice in opting for specialization in the present semester.

It was an extremely educative and learning-filled session which benefited the BCA students. At the end of the session, Dr. Alok Singh Chauhan proposed a formal vote of thanks to the honorable speaker Mr. Dheeraj Singh, Director Dr. Sapna Rakesh, Chairperson Dr. Gagan Varshney, Faculty & Staff Members and Students.

Celebrating Independence Day "OPEN MIC"

Ghaziabad: While the world is facing ever venture on stack, IMS Ghaziabad has not kept its students away from celebrating events and days that have value in life. Likewise, the Journalism and Mass Communication department celebrated Independence day "Open Mic" with the students through zoom app. Independence was a struggle to win, and our freedom fighters made it happen with mere resources and to remember their sacrifice, students came forwards and participated in the open mic where the words flowed like water filled with emotion and respect. Mr. Prashant Kumar coordinated the event along with Assistant Prof. Sandhya Sharama where he welcomed everyone and invited faculty members to give the valuable input to keep the legacy go on. Everyone emphasized about the culture and diversity of our nation and



motivated students to follow the national culture and use national language more. All over the event was flawlessly held. The effort to conduct an E-Event for celebration and to keep each one in touch and this eventually helped students to get connected virtually. It was a learning for students and an opportunity to express themselves through open mic.

BRIDGE COURSES FOR PGDM BATCH 2020-22 COMMENCED AT IMS GHAZIABAD



Ghaziabad: The interactive and fun-filled bridge course classes have started at IMS, Ghaziabad with the objective of bringing the students at the minimum required level of knowledge and bridging the gaps if any. Sessions on Business Accounting, Financial Management, Basic Statistics & Mathematics, and Basic Computer Skills were very well

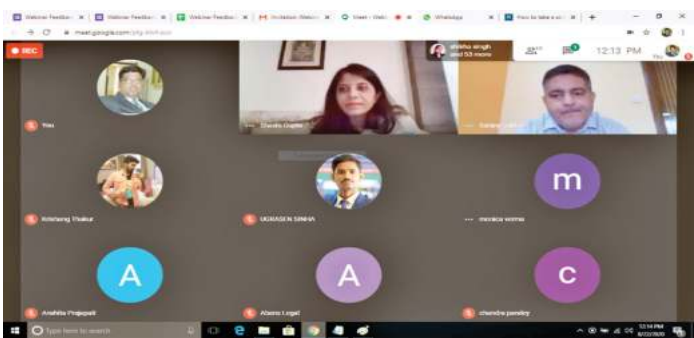
received and appreciated but the session on Soft Skills delivered by Ms. Indu Chopra stole the show. Ms. Indu has been a communication professional for more than 27 years. She is a certified Soft Skills Trainer from Dale Carnegie Institute and is a renowned entrepreneur since 2000 when she started Indus Creations—her consultancy. She is a successful alumna of IMS,

Ghaziabad. During today's session, she discussed the Role of Communication and Personality in Corporate with practical examples and interesting videos from movies that kept the interest and curiosities of students high. The regular classes of new batch students of PGDM are scheduled from August 17, 2020.

Webinar on 'Commodity Derivatives & Investor's Education'

Ghaziabad: The Department of MBA, IMS Engineering College, Ghaziabad organized a Webinar on 'Commodity Derivatives & Investor's Education'. The Webinar focussed on the concepts and operations of the stock and commodity markets in India. The expert panel consisted of Mr. Sanjay Gakhar, Vice President, MCX [North India], and Ms. Deepika Thakur, Assistant General Manager, SEBI. The Webinar was moderated by Dr. Shashi Gupta, Associate Professor, Department of MBA. All the participants were presented e-certificates for attending the webinar. Students & Faculty of IMSEC MBA, other institutes as well as people from the industry participated in the webinar. The guest speakers were welcomed by Prof [Dr.] Monica Verma, Head, Department of MBA, IMS Engineering College, Ghaziabad. Dr. Monica Verma expressed her pleasure on the topic of the webinar and emphasized on the need to understand the concepts related to it, specifically by finance students of IMSEC MBA.

The webinar began with the address of Ms. Deepika Thakur,



Assistant General Manager, SEBI. She explained the impact of the Pandemic on the economy of India and also expressed concern for the GDP that is going down; at the same time, she also looked hopeful as Business is shifting from China to India, which is in favor of our economy. Ms. Deepika thoroughly discussed the concept of equity and the functioning of stock exchanges. She, during her address, informed that SEBI has helped the stock exchanges to modernize themselves and a lot of changes have taken place in recent years, all for the good of stakeholders. She emphasized the point that because of increased use of technology, complaint filing, alerts generation, etc. are some areas which have improved a lot.

This has increased investor satisfaction. Ms. Deepika also discussed at length, functioning, and importance of the securities market, which act as catalysts for economic growth. The discussion on how SEBI manages public issues of the companies also happened during her address where the process of bringing a public issue was discussed in totality. After the address of Ms. Deepika Thakur, Mr. Sanjay Gakhar, Vice President, MCX [North India] began with his address. Mr. Gakhar took the students through a detailed slideshow in which he discussed critical aspects of the functioning of a Multi Commodity Exchange [MCX]. He began his discussion with the pertinent question of how commodities are different from

shares and how the two exchanges function differently. He explained the important concepts of 'Commodity Price Risk', 'Commodity Derivatives Ecosystem', 'Trading of Gold Products', 'Bullion Contracts', etc. The slides had illustrations, graphs, and figures which made the intricate concepts easy for the students to understand. During his address, in one of the slides, Mr. Gakhar also displayed some trading statistics before the students which he explained in a lucid and interesting way. Overall, his session was very informative and enlightening. The addresses of Ms. Deepika Thakur and Mr. Sanjay Gakhar were followed by a join QnA session where the participants posted their questions. All the questions were patiently answered by the panelists to the best of their ability and in a way that made the answer sound lucid and easy for the participants to understand and comprehend. At the end of the webinar, Prof. Dr. Monica Verma expressed thanks to both the experts on giving their time to IMSEC MBA and sharing their valuable insights with the students.

Knowledge



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

Solve Quiz No. 71

For Students



- What is the name of common algae which grows in water, but does not produce flower?
 - Penicillium
 - Mucor
 - Helianthus
 - Spirogyra
- Bluetooth technology allows
 - wireless communication between equipments
 - Signal transmission on mobile phones only
 - Landline to mobile phone communication
 - Satellite television communication
- Lightning conductor was discovered by
 - Benjamin Franklin
 - Albert Einstein
 - Issac Newton
 - Michael Faraday's
- Which of the following light rays is used for eliminating bacteria?
 - Alpha rays
 - Infrared rays
 - Ultraviolet radiation
 - Microwave radiation
- What principle /law explains the working of hydraulic brakes in automobiles
 - Poiseuille's principle

- Pascal's law
 - Bernoulli's law
 - Archimedes's principle
- Which one of the following is used for sun glasses?
 - Crooks glass
 - Pyrex glass
 - Crystal glass
 - None of the above
 - Which one of the following parts of sunlight makes the solar cooker hot?
 - Infrared
 - Ultraviolet
 - Cosmic rays
 - Red light
 - Spectacles used for viewing 3D films have
 - Polaroids
 - Concave lens
 - Convex lens
 - Bifocal lens
 - The weakest of all fundamental force is
 - Nuclear force
 - Magnetic force
 - Electrostatic force
 - Gravitational force
 - Forged documents are detected by
 - Beta Rays
 - Infra-red Rays
 - Ultraviolet Rays
 - Gamma Rays

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-70) August, 2020 issue:

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

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

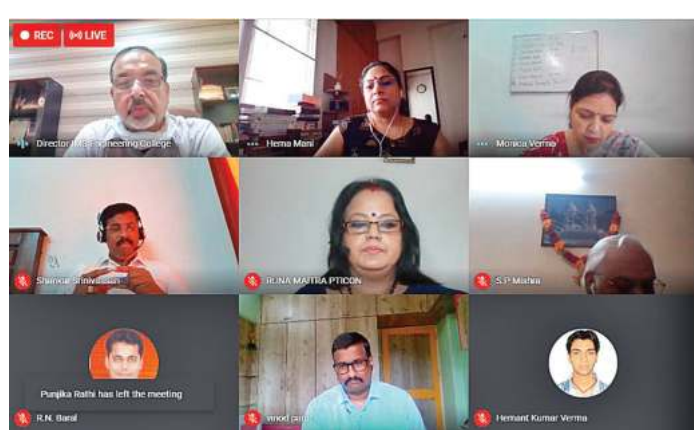
'Employability Scenario and Options for Young Graduates passing out Post Pandemic'

Ghaziabad: The Department of MBA, IMS Engineering College Ghaziabad organized a grand webinar on the theme 'Employability Scenario and Options for Young Graduates passing out Post Pandemic'. The webinar was graced by eminent industry leaders. The esteemed panel of speakers consisted of Mr. Sharad K. Sharma, CHRO Pramerica Life Insurance Ltd, Dr. Runa Maitra, Founder PTI, Dr. S. P. Mishra, Former-VC, Dev Sanskriti Vishwa Vidyalaya, Uttarakhand, Mr. Vinod Parur, CHRO, Nilkamal, Mr. Shankar Srinivasan, Head, HR, Heidelberg India & Ms. Hema Mani, Head, HR, Lennox India.

Prof. (Dr.) Sraban Mukherjee, Director, IMS Engineering College, Ghaziabad delivered the opening note of the webinar, in which he highlighted the relevancy of the topic in the current scenario while welcoming the dignitaries and asking them to guide the audience

regarding the uncertainties, ambiguities, and confusion they might have towards their careers. After his address, the deliberations of the webinar formally began. Prof. (Dr.) Monica Verma, Head, Department of MBA, IMSEC moderated the webinar and introduced the speakers to the house. She kept the audience, as well as the panelists, hooked to the show through her skillful webinar engagement and exceptional management of time.

During the webinar, the discussions centered around the future prospects for Graduates who are passing out in the pandemic period, How they should up-skill themselves to survive the challenges of the market? What the organizations are looking for in the graduates passing out at this time? How the organizations are coping up with the current scenario? etc. Mr. Shankar Srinivasan, Head, HR, Heidelberg India, kicked off the



discussion citing that companies are recruiting as well as downsizing manpower simultaneously keeping in mind the areas in which human resource is short or in excess respectively.

Mr. Sharad K. Sharma, CHRO Pramerica Life Insurance Ltd placed forward his point that the digital business will flourish, demand for internet bandwidth will increase by manifold. He said that sectors like Medical, electronics, telemedicine,

automation, and online retail industry will do good business in such a scenario when physical stores aren't getting customers.

Ms. Hema Mani, Head, HR, Lennox India emphasized that the skills that they want to see in the candidates they hire. She said that today, specifically in the covid-19 scenario, every company is looking for tech-savvy people with digital skills unlike yesterday when common or 'vanilla' skills were sufficient to

get hired. She laid weight on getting certifications in skills such as 'Six Sigma' in order to stay rand ahead of the competition. Ms. Hema informed the audience that new roles are emerging out of the current scenario.

The new roles are testing the candidates in terms of resilience, intelligence as well as problem-solving ability. Dr. Runa Maitra, Founder PTI said that the job market is in a process of settling down. She said that IT, ITES, E-commerce, and Technology companies have grown manifold as they need more people in the current scenario since these companies are in a process of scaling up.

The culture of 'working from anywhere' has opened up a lot of possibilities and online learning has attained the highest importance than ever in the current time, Dr. Runa informed a curious audience.

Mr. Vinod Parur, CHRO, Nilkamal started his webinar

address by advising the students to stay away from all the negativity in the environment regarding the current scenario.

Mr. Parur said that it is like a pause button which many of the industries have hit in the current time but very soon things will turn towards the better. He cited the example of a sector called 'facility management' which has gained a lot of ground in India in recent times.

Dr. S. P. Mishra, Former-VC, Dev Sanskriti Vishwa Vidyalaya, Uttarakhand had his stand on Entrepreneurship. He passed on extremely valuable information to the students regarding the various schemes that the Government of India has rolled out to encourage Entrepreneurship in the country. Dr. Mishra also told how the students can get access to the Government funds through the schemes to set up their own ventures and in turn generate employment in the economy. He

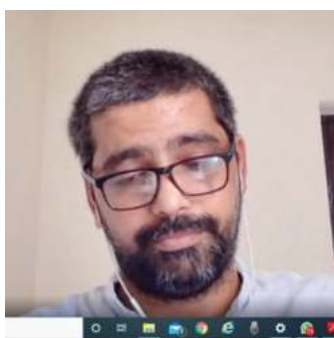
said that entrepreneurship not only means to take up an economic activity but it means chasing excellence in whatever is done. The atmosphere in India has never before been so conducive for the growth of entrepreneurship, he added.

Extremely relevant and useful insights were obtained from the panelists during the webinar. The audience of the webinar consisted of students, academicians, people from business and industry, etc. Overall, It was a highly informative interaction. All through the webinar, the audience's interest was high and questions kept coming in which were thoroughly and patiently answered by the panelists. Prof. Dr. Monica Verma, Head, Department of MBA, IMS Engineering College, Ghaziabad thanked the panelists as well as the audience for being a part of the interaction and for taking time out of their schedules or the programme.

Department of Electrical and Electronics Organised a motivational talk on 'Youth and future of India'



Ghaziabad: In the current world context of social distancing, stay at home mandates, online classes, fear of being infected and uncertainty of future due to COVID-19 puts a lot of stress on students. To reduce this stress in students and to motivate them the Department of Electrical and Electronics organized a motivational talk for 2nd and 3rd-year students on the topic "Youth and future of India" on 06th August'20. The talk was



delivered by Mr. Prakhar Bhatia, founder of the Youth Alliance, a social enterprise that nurtures

empathetic leaders. In his talk, he focussed on some very important issues and motivated the students to immerse themselves in social reality. He told them how they can create a personal road map in the path of service in their chosen field. He guided them on how they can convert this current pandemic situation into an opportunity and serve the country being the youth of India. The talk was highly motivating and inspiring for the students.

E-Sensitization Program for BCA Android & Web-Based Computing Specialization

Ghaziabad: BCA Department of IMS Ghaziabad, University Courses Campus organized E-Sensitization Program on Android & Web-Based Computing Specialization on 13th August 2020 for BCA 2nd year students (Batch 2019-22). The objective of this session was to provide an opportunity to students where they can interact with the expert, raise their queries, and can make a wise decision while opting for specialization that further add value in their career.

The session began with an introduction of the guest, Mr. Vipul Jain, Cloud Architect & Technical Project Head (C# Corner Most Valuable Professional) by Dr. Gagan Varshney, Chairperson-BCA. The speaker began the session with his



introduction, his journey of establishing his career in the software industry, and how others can reach similar heights. He discussed the types & future of web technologies, Client-Side & Server-Side technologies, Full-stack development, Cloud Computing environment, latest technologies & trends, and career

options in the field of android & web-based development. The presentation gave way to an open question and answer round, where BCA students asked invigorating questions, such as how can they sharpen their skills in software development fields, what type of programming languages or certifications should one pursue in

regards to the same, what advice would he as a veteran of the industry give to students, and many more.

Mr. Vipul Jain established a friendly rapport with the students and the faculty alike prompting time and again to maintain the session at an interactive point whereby it feels less like a webinar and more so a place to clear all doubts that students had about the specializations.

It was an extremely educative and learning-filled session which benefited the BCA students. At the end of the session, Dr. Alok Singh Chauhan proposed a formal vote of thanks to the honorable Speaker Mr. Vipul Jain, Director Dr. Sapna Rakesh, Chairperson Dr. Gagan Varshney, Faculty & Staff Members, and Students.

Online Mock Interviews Organized by Senior Alumni & Industry Experts for MCA Students



Ghaziabad: IMS organized Online Mock Interview Session for MCA (2018-21) & (2019-21) Students. The Mock Interviews were conducted by Senior Alumnus and Industry Experts in four batches. The Mock Interviews were conducted by Manish Saraswat (Adobe), MCA (2007-10), Mr. Gaurav Rajput (SEW) (2010-13) & Mr. Brajendra Pandey (ASK-FAST),

(MCA 2009-12), and Mr. Akhil Kulshrestha (TCS-Poland) MCA (2008-11). Students were interviewed one by one by the Alumni and were given useful tips on how to face online interviews; how to overcome their fear and improve upon their technical & interpersonal skill sets. Students enthusiastically participated in the discussions and learned a lot.

Department of Computer Science & Engineering conducted WEBINAR titled "Concept of OOP's"

Ghaziabad: The Department of Computer Science & Engineering, IMS Engineering College Ghaziabad organized a LIVE WEBINAR titled "Concept of OOP's" on 29th August 2020.

The talk was delivered by Mr. Pranay Deep (Software Development Engineer 2 at Microsoft, Bangalore). The session was highly informative and interactive. He explained in detail about OOP's concept use in system designing. Faculty members & students of II and III year have attended the webinar. Around 130 students of the CSE branch attended the session.

Ghaziabad: IMS Ghaziabad University Courses Campus has been working on improvements even amid the world pandemic Covid-19. It is consistently working on giving pragmatically well environment with helps of Guest lectures and Panel discussion. The Journalism and Mass Communication Department has also matched the steps with ongoing scenario and is conducting guest lectures through Zoom App. On 29th August the department invited Mr. Prabhakar Mishra- Assistant editor, News 24 to enlighten up the students on the topics which are related to the ground realities along with lawful limits of media and journalists.

The discussion started with prof. Sandhya Sharma



welcoming each and every one to the lecture and encouraged students to be active while attending the session as it could somehow help them in future endeavors. Mr. Prabhakar addressed the students with great enthusiasm while he also imparted knowledge regarding

Webinar on R Programming



and best programming practices. The participants also got an insight into the fundamentals around how and why to apply the R language to data processing, analysis, and visualizations. The speaker gave a practical demonstration of how to program in R and how to use R for effective data analysis. The participants gained much knowledge about the R Programming and gained skills required for a successful career in predictive analytics. It

was a good learning experience for everyone. At the end of the session, Dr. Alok Singh Chauhan proposed a formal vote of thanks to the honorable speaker Director Dr. Sapna Rakesh, Chairperson Dr. Gagan Varshney, and students.

Learning Outcome:

1. Students got the experience to download and install R and R Studio.
2. Students understood the basics in R programming in terms of constructs, control statements.
3. Students learned the concept of R programming from a statistical perspective.
4. Students got to know about how to program in R and how to use R for effective data analysis.

ORIENTATION PROGRAM BCA III YEAR STUDENTS



Ghaziabad: IMS Ghaziabad, University Courses Campus organized an online Orientation Program to welcome BCA III Year students (Batch 2018-21) on 4th August 2020.

The Program was initiated by welcoming the students and congratulating them for being the senior-most students of the BCA department. Dr. Gagan Varshney, Chairperson BCA Program began the session by briefing the student about the teaching pedagogy to be followed in the upcoming semester. He also congratulated the students on the successful completion of the second year.

CRC Address: Mr. Mandeep Singh Rawat, Dean - Corporate Affairs and Placements welcomed all students with his igniting thoughts about the current trends and placement opportunities in the IT sector. He also discussed the focused vision towards placement.

CDC Address: Career Development Centre at IMS Ghaziabad, University Courses Campus addressed the second-year students in the Online Orientation Program of BCA on 4th August 2020. Ms. Sapna Kumar, Faculty CDC department

shared the objectives and modus operandi for the upcoming session. She also informed students to enroll for various workshops and informative sessions planned by CDC such as Image Management, Spoken English, and skill-building workshops. She also discussed the benefits associated with Toastmasters International Club at IMS. The students got to know the great learning opportunities planned in this semester for their betterment.

Interaction with Alumni: Two Alumni Ms. Archana Jha (Batch 2016-19) Data Analyst and Python Developer working with TCS, and Mr. Abhishek Kumar (Batch 2016-2019) SAP BASIS Administrator Working with TCS were invited to interact with Batch 2018-21. Both of them emphasized respecting the faculty, doing the work on time, and preparing towards their goal.

The session ended with lots of enthusiasm and motivation among the students. All in all, it was a wonderful experience for the students which surely they would have tucked away in their memory banks to savor for years to come.

Guest Lecture On 'MEDIA LAW' BY- Mr. Prabhakar Mishra



laws that could help the budding journalists to be safe while reporting in future because landing in front of court for unwillingly writing any article about personalities is very common these days. Allover he threw light on the real unbiased journalism. The webinar was witnessed by a large no. of students of the Institutes. Students

asked many questions to the expert and got satisfactory answers, overall it was a great learning experience for all.

Learning Outcome: The young journalist had all their questions answered thoroughly by the speaker and had a great retraining session. The students were greatly motivated by the words of media personality.

The Musical Mania organized by HR Club-SUNO SUNAO

Ghaziabad: Music is the healing force of the universe. With a strong sense of purpose and the intent to celebrate the Bollywood HR Club at IMS Ghaziabad, University Courses Campus organized an E-Antakshri competition titled: SunoSunao - the musical mania. The event started with an inaugural address by Dr. Shilpi Sama (Head, HR Specializations) where she captivated the minds of everyone towards the main objective behind organizing the event. She stated—"In the constant COVID-19 situation we all are having some kind of stress and on the other hand we all have also discovered ourselves with many inherited skills and to make you people tuned and engaged we planned to organize the competition". A Saturday morning provides an opportunity for everyone to sing and relax and forgot all your stress and enjoy the event. The event attempts to

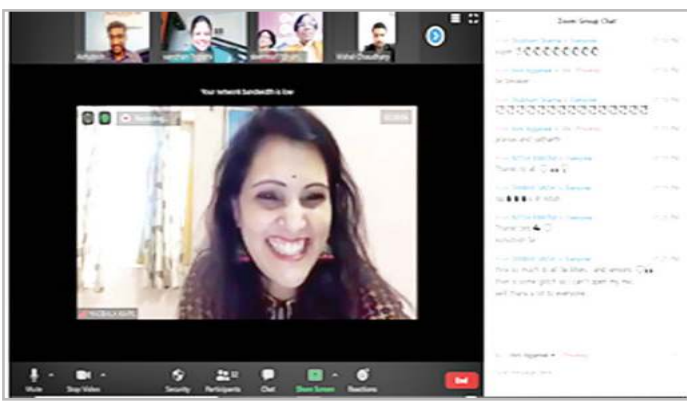


showcase the singing talents of students and aim to provide a platform for the energetic talents to spring forth. The event witnessed three rounds:

- Sing Emojocially
- Shabhaj
- Phatta poster Nikla hero

More than 40 participants have participated in the event. The first round was "Sing Emojocially" in which all the participants had to identify some emoji which enables participants to think about

the song. The next round was "Shabdjaal" wherein the participants have to sing the antra of the song related to the word that they got, again with fully enthusiasm faculty members, participants, members of the HR club enjoyed this round. Club members gave way to the rest of the round of this activity, wherein the last round "Phatta poster nikla hero" in which contestants need to recognize the poster which contains image related with the



song, once again participants energized them for this round and faculty members were also so excited that they had sung many songs in the event to make it more fun. Every participant is unique in their way, some sang old 60's and 70's songs while some made the audience nostalgic by singing 90's song and some songs forced the audience to tap their feet.

The winners after facing stiff competition entailed:
1st-Ankit Kumar

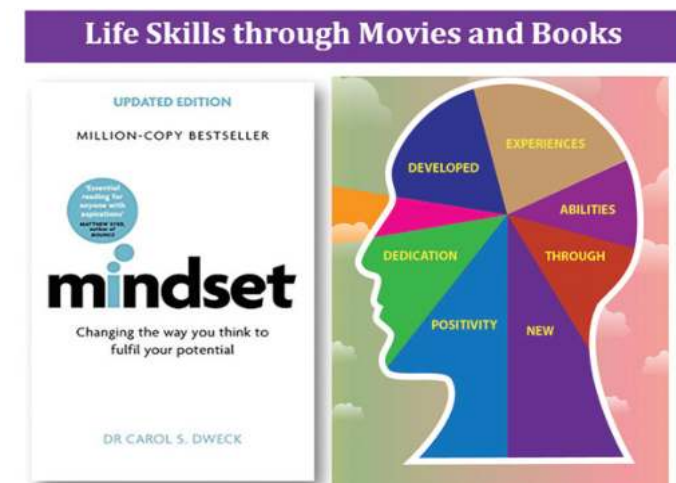
2nd-Yatharth Goel
3rd-Pranav Singh

With the help of a dedicated team of faculty, and students the event was executed with precision bringing glory to each one associated with the program. Prof. Vanchan Tripathi proposed vote of thanks wherein she thanked Director ma'am Dr. Sapna Rakesh for her unconditional guidance and support, faculty members, student coordinators, IT team for making the event successful.

PGDM new batch 2020-22 had all the fun in learning

Life Skills Through Movies and Books

Ghaziabad: 6th August 2020, the third day of the Bridge Courses organized by IMS, Ghaziabad was packed with a lot of fun and quality learning during which the students of PGDM 2020-22 learned important lessons of Basic Statistics & Maths, Basic Computer Applications, Financial Management, and Soft Skills. The FM session on Time Value of Money, the basic Accounting session on the recording, classifying and summarizing financial data, BSM session on Algebra, Calculus, Probability, and Business kept the students' interest level quite high. The Soft Skills session on 'Inculcating Life Skills through Movies and Books' was thoroughly enjoyed by the PGDM entrants as it was



based on the National Award-winning movie 'Manthan' which is a 1976 Hindi film directed by Shyam Benegal, inspired by the pioneering milk cooperative movement of Verghese Kurien, and is set amidst the backdrop of the White Revolution of India.

The budding managers got a motivational booster in the form of a thought-provoking session on the book 'Mindset' (author: Dr. Carol S. Dweck) which talks about the fixed and growth mindsets of people and the consequences.

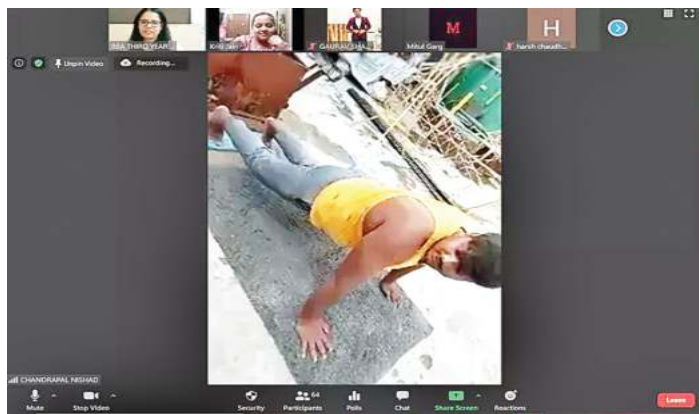
Analyze, Ideate & Leverage IT for Business Solution



Ghaziabad: IMS Ghaziabad organized a Guest lecture on "Strategy for Solutions Delivery" for PGDM Second Year IT Specialization students, August 08, 2020. The lecture was delivered by Senior Alumni & Industry Expert - Mr. Amitabh Mukherjee, Business Solutions Consultant, Intellect Design Arena (Former AVP Treasury, Bank of America). Prof. (Dr.) Tapan Kumar Nayak, Dean Academics, welcomed the expert. During his lecture, he induced the students with lots of live cases and

the strategies adopted by them for not just creating successful businesses but value. He urged the students to analyze the problem statements, ideate and leverage technology for solutions delivery, and gave his own must have SEPIA (SKILL, EXPERTISE, PERSPECTIVE, IDEA, ALIGNMENT) & must not have DCAFE (DOUBT, CONFLICT, ANGER, FEAR, EGO) principles. Dr. Sachin Malhotra, Dean MCA & Area Chair I.T expressed a vote of thanks to the speaker.

PUSH-UP HUNT- Organized by Sports Club



Ghaziabad: The 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 Prof. Vanchan Tripathi, Faculty Coordinator, IMSUC, where she highlighted how important it is to organize E-Sports to keep the sportsmanship high.

The event was judged by Mr. Surya Saxena, Assistant Prof BCA Department. Apart from having an academic credential, Sir has a keen interest in the area of sports. He addressed the participants and attendees and motivate people for a smooth opening of the event. The anchor of the day was Kriti Jain who told all the people the idea and rules of the event.

The event was conducted in two different rounds. The first

round was the screening round based on recorded videos of the participants of showing their Push-Ups. Participants were advised to record their 30 seconds Push up video and upload it latest by 11th August 2020. The participants were selected based on evaluation criteria based on -

1. Body posture
2. No. of Push-up they have recorded

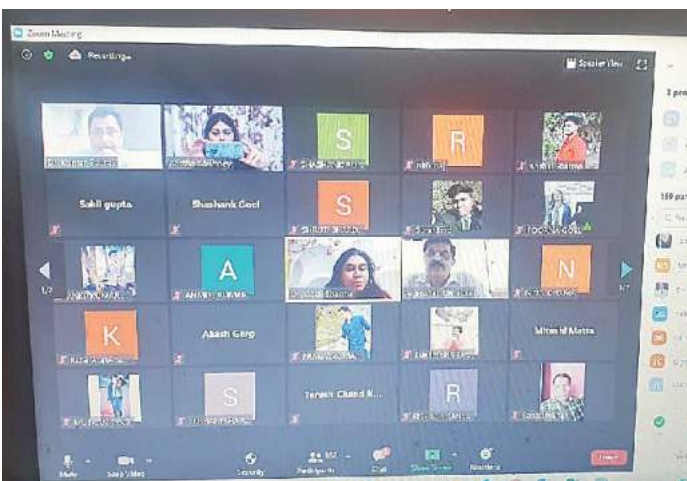
10 best candidates were selected out of all participants. They set a benchmark for everyone that we can enjoy together in the pandemic of COVID-19. Further, all the faculty members who were present in the meeting were asked about their feedback and the most important part of the day was the polling section. All the participants were made engaged with the polling booth. They all were requested to participate in the live poll for choosing the right winner and the outcome was far good than anticipated. The winners were

1. Ronit Tyagi
2. Shubham Tomar
3. Mridul Tyagi

E- Sensitisation Program-Retail & Marketing Specialisation

Ghaziabad: "The pursuit of knowledge is never-ending... The day you stop seeking knowledge is the day you stop growing..."

E-Sensitization Program in the area of Retail and Marketing Specialization was organized by the Management Department of IMS Ghaziabad, University Courses Campus on 10th August 2020 at the Zoom portal. The speaker for the event was Mr. Jagmohan Chhabra, Executive Director, Goa Carbon Ltd., who has a total work experience of more than 39 years. He very well explained about the Retail & Marketing, all the scopes, challenges, and opportunities attached to it. The students of Bachelor of Business



administration, the second year witnessed the event and enriched their knowledge regarding retail and marketing specialization as their career option and got to know the various opportunities

through the same which can give them an edge to move ahead in the career. It was followed by the questionnaire round, which made the topic clearer, and with the same it ended well.

News Brief

ABC Stands for Appearance, Behaviour, and Communication

Ghaziabad: Wednesday, August 05, 2020, on the second day of the bridge courses, Dr. Himanshu Talwar, a 2005-07 batch PGDM alumnus of IMS, Ghaziabad mesmerized the new batch students of PGDM 2020-22. Dr. Himanshu Talwar is the winner of the Indian Achievers' Award 2020 and has been a frequent TEDx Speaker at the national and international levels. He has also completed Executive Management Programmes from IIM-Calcutta and IIM-Bangalore. Dr. Talwar delivered a power-packed session on the 'Role of Effective Communication and Personality' for resounding success in the corporate. His address caught the attention of all as he talked through the real-life examples from the industry. Other bridge course classes of Business Statistics and Mathematics, Business Accounting, Financial Management, and Basic Computer Applications also ran effectively as per schedule. The regular classes of PGDM Batch 2020-22 will commence from August 17, 2020.

PGDM New Batch 2020-22 gained a new learning EMOTIONAL INVESTMENT IN PROFESSION IS KEY TO SUCCESS



Ghaziabad: 10th August 2020, the fifth day of the Bridge Courses organized by IMS, Ghaziabad made the PGDM entrants familiar with the Soft Skills required for a 'New Generation Leadership'. The Expert Speaker was Mr.

Naveen Tandon, Director - International External Affairs, AT&T India, Sri Lanka, and Bangladesh, who is an alumnus of PGDM 1995-97 batch of IMS, Ghaziabad. He spoke on the theme 'Campus to Corporate' and emphasized 5 P's - Professional Integrity, Policy, Perspective, Promptness and don't make perfect the enemy of good. He also suggested an emotional investment in the profession. Besides, soft skills, Bridge Courses on Basic Computer Applications, Basic Statistics and Maths, and Financial Management were also run as per schedule. The regular classes of the new batch of PGDM 2020-22 are scheduled from 17th August 2020.

AI forges new partnership between Man and Machine



Ghaziabad: Mr. Vivek Dua, General Manager, BSNL Corporate Office, Delhi delivered the 38th webinar of IMS, Ghaziabad on the theme 'Artificial Intelligence & Market Competency: Challenges & Opportunities' held on 7th August 2020. The

session was inaugurated by the Director, IMS, Ghaziabad, Prof. Alok Pandey followed by the deliberations by the Expert Speaker. Mr. Dua discussed how Artificial Intelligence (AI) is empowering machines with more human-like characteristics. He interestingly introduced the concept of AI-powered Smart Traffic Lights and IoT. This highly enriching session was attended by around 150 students and faculty members. The session was effectively moderated by Dean Academics Prof. Tapan Kumar Nayak while the Vote of Thanks was proposed by Dr. Abhinav P. Tripathi.

74th Independence Day Celebrated at IMS Ghaziabad



Ghaziabad: Institute of Management Studies, Ghaziabad celebrated 74th Independence Day with a grand function through CISCO Webex online portal. All the faculty members and the students attended the event. Hon'ble Director, IMS, Ghaziabad, Prof. Alok Pandey hoisted the flag digitally which was followed by the National Anthem sung by all. During the Independence Day Address, Prof. Pandey reiterated the need for being honest to ourselves and towards the nation. He spoke loud and clear that life must move on, no matter what may come. He paid homage to martyrs and expressed his gratitude to them.

Art & Craft Club Organised-Color Your Imagination



Ghaziabad: 'Splash!' The Art and Craft Club at IMS Ghaziabad, University Courses Campus Organized the competition Color Your Imagination for the students with an artistic, creative, and innovative mindset. We are glad to have the overwhelming responses

of 16+ teams. Students participated with a lot of enthusiasm as they put together their artistic, imaginative, and creative skills to make a creative poster on a different theme like- The leader in you, Celebration in Ram Mandir, Our Religion, Unity



in Diversity, Best of India on the special occasion of Independence Day. The idea behind organizing this small art and craft activity was to bring out the enormous talent among students the time duration of the event was 2 hr and the criteria for assessment were

presentations, creativity, theme, and description. A huge number of students from all the courses participated in the event wholeheartedly. The students showed great enthusiasm and creative abilities; the event was concluded by the judges giving the

judgments. The event was well managed with all club members under the guidance of Prof. Nidhi Srivastava and it was a wonderful event. The winners were awarded by the e-certificate of Participation & Certificate of Appreciation and attractive cash Prizes.

31st Batch of PGDM Commenced at IMS With 'Aarohan 2020'

Ghaziabad: Institute of Management Studies, Ghaziabad proudly launched its 31st Batch of Post Graduate Diploma in Management (PGDM 2020-22) on August 17, 2020, with a grand two day Induction Programme 'Aarohan-2020' marked with the theme 'Corporate Expectations from Young Managers'. The prestigious AIU/NBA accredited PGDM program attracts students from all over the country.

The Inaugural Ceremony commenced with the impassioned Welcome Address by the Director, IMS, Ghaziabad, Prof. Alok Pandey, who ignited the energy and enthusiasm of PGDM entrants by mentioning the strengths of India, the upcoming opportunities, and the commitment of IMS, Ghaziabad of delivering the best to its students so that they soar high on the glittering pathway of a global career.



The Chief Guest of the Inaugural Ceremony was Shri BBL Madhukar, Former CMD, MMTC Limited, Director General, BRICS Chamber of Commerce, who advised the budding managers to endow themselves with the best of skills, prudence, and a lot of confidence to meet the challenges and opportunities in future. He shared his own experiences and motivated future managers to deliver their best no matter what may come.



This was followed by the grand release of a book titled 'Architecting HR Transformation: Digitalisation into Action' which has been edited by Prof. Alok Pandey, Prof. Anita Singh, and Dr. Gopal Krishna Dwivedi. Thus the first session of the day got concluded with the Vote of Thanks presented by the Dean Academics, Prof. Tapan Kumar Nayak.

The Second Session of the Day began with the Keynote Address delivered by Mr.

Chetan Sharma, the renowned journalist & the Founder of EdumateTV. He talked about the expectations of the new generation business managers and made them aware of the upcoming challenges and opportunities.

The third session of the day started with the Special Talk on 'Online Etiquettes' by Ms. Sunanda Banerjee, Founder-CO Emerge, who guided the new students about their online appearance and its significance. The first day of the Induction Programme got more special with the two motivational sessions by the successful alumni of IMS, Ghaziabad who are on top leadership positions in the corporate. Mr. Punit Mehrotra, Sr. Vice President, HSB Bank, and Mr. Raj Badhwar, Chief Transformation Officer, Bliss Ocean, shared their success mantras with the excited new batch students and briefed them about the corporate expectations and

necessary preparations. They also talked about the days spent at IMS, Ghaziabad, and expressed their gratitude towards their alma-mater for helping them succeed in life.

The Second Day of the grand Induction Programme opened up with the special Keynote Address by Ms. Smita Bhagat, Country Head, Government Relations, HDFC Bank, Mumbai, and was followed by an enlightening session by Ms. Rakhee

Bakshee, Managing Editor-Her World.

Prof. Alok Pandey, Director, IMS, Ghaziabad, shared that the new batch students of PGDM batch 2020-22 have shown great energy and enthusiasm during the online Induction Programme which is an auspicious sign, and IMS, Ghaziabad shall leave no stone unturned to make them the best global professionals with indomitable faith, boundless confidence and the best of skills.

E-Orientation Program of BBA II year



Ghaziabad: IMS Ghaziabad, University Courses Campus organised E-Orientation Programme of BBA 2 Year (2019-22 Batch) on August 4, 2020. The session was initiated by welcoming students and address by Dr. Sapna Rakesh, Director IMS, University Courses Campus where she highlighted the pedagogy and innovative teaching and learning practices implemented in the present semester to cater to the need of young learners on the virtual platform by achieving academic excellence. The Eminent Speaker of the session was Ms. Sanjukta Basu, a writer, photographer, lawyer, feminist scholar. She has worked with women's rights organizations and held a legal practice. She writes on women, politics, minority rights, and social issues. Femina magazine has listed



her blog among the top 50 feminist bloggers in India. She sensitized the students on the importance of the right to equality, gender-related issues, and being vocal on the same and how to change the conservative mindset to make the world a better place to live. The session is further addressed by Dr. Geeti Sharma, Chairperson, Management Department on the Roadmap of the second year to render the need of professionals with a global outlook. Mr. Mandeep Rawat, Chairperson Corporate Resource Centre discussed the strategies to

make the students aware of the latest developments in the corporate arena and to provide them a platform in the form of Live Projects/Internships/Talk sessions with industry experts to make them industry-ready. Ms. Sapna Kumar, Member of Career Development Centre further discussed the philosophy for the holistic development of students by introducing certification courses on Job application writing/ Presentation skills for speaking online. The major highlight of this program is the felicitation of students for their outstanding achievements in the academic year 2019-20. There were four categories: Academics, Highest Attendance, Co-scholastic Activities, and Buddy Mentoring. These students were awarded a Letter of Appreciation for bringing laurels to the Institute.

FDP on Statistical Analysis and Structural Equation Modeling Commenced at IMS, GZB

Ghaziabad: One Week Faculty Development Programme on 'Statistical Analysis & Structural Equation Modeling in Social Sciences using AMOS & Smart PLS' commenced at IMS, Ghaziabad with a grand inaugural session on 10th August 2020. The FDP is scheduled from August 10 - 14, 2020. The FDP commenced with the Inaugural Address by the Director, IMS, Ghaziabad Prof. Alok Pandey who talked about the plight and prospects of modern research. He shared his practical insights about making researches more valuable and relevant.

The welcome address was delivered by the Dean Academics Prof. Tapan Kumar Nayak while the FDP Overview was presented by Prof. Anita Singh. The Expert Speaker of the day was Dr. Amar Mishra who discussed the Basic Statistical Concepts, Measurement & Scaling, Concept of Reliability & Validity, Introduction to SPSS, Data Entry, Cleaning, Coding & Pre-testing. The session was warmly welcomed and highly appreciated by all the participants. The FDP concluded on 14th August with the closing remarks by the Director, IMS, Ghaziabad Prof. Alok Pandey who appreciated the efforts of Dr. Abhinav P. Tripathi, Associate Dean FDP, and his team for making a significant contribution by enriching the research fraternity. He reiterated the commitment of IMS, Ghaziabad for continuing similar initiatives in the future as well for facilitating the training requirements of the people from the industry, academia, and research. The Resource Persons of this week-long FDP were Dr. Amar Mishra and Dr. Abhinav P. Tripathi who discussed the Basic Statistical Concepts, Measurement & Scaling, Concept of Reliability & Validity, Introduction to SPSS, Data Entry, ANOVA, Non-Parametric Tests, Smart PLS, and other important tools of modern research. The mentor of this FDP was Dean Academics Prof. Tapan Kumar Nayak while the Conveners were Prof. Anita Singh, Dr. Sunayana Jain, and Dr. Mayank Kumar.

Grand Book Release BY Dr. B.B.L MHUKAR DG Brics Chamber OF Commerce

Ghaziabad: Institute of Management Studies, Ghaziabad proudly launched its 31st Batch of Post Graduate Diploma in Management (PGDM 2020-22) on August 17, 2020. On this occasion, the Hon'ble Chief Guest, Shri BBL Madhukar, Former CMD, MMTC Limited, Director General, BRICS Chamber of Commerce, released a book also titled 'Architecting HR Transformation: Digitalisation into Action' which has been edited by Prof. Alok Pandey, Prof. Anita Singh, and Dr. Gopal Krishna Dwivedi. The book release ceremony was attended by all new students of PGDM Batch 2020-22, faculty, and staff members.

Pre-Orientation BCA First Year

Ghaziabad: BCA department of IMS Ghaziabad, University Courses Campus, organized two days online Pre-Orientation Program to welcome First Year Students of Batch 2020-23 on 17th August 2020. The motive of conducting a pre-orientation program was to provide the new students comprehensive information about the academic events and different activities conducted at IMS Ghaziabad, University Courses Campus. After a welcome note, Dr. Gagan Varshney, Chairperson-BCA gave a brief introduction of the BCA department.



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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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