

ARMY INSTITUTE OF MANAGEMENT & TECHNOLOGY
GREATER NOIDA





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From Editorial Desk

The editorial team is proud to present yet another issue of "AIMT Insights"; a vivid creation that serves as a platform for the portrayal of the educational, cultural, and industrial interface of the Institute.

The essence of the AIMT Newsletter has been to inform, engage, inspire and entertain a diverse and inclusive leadership of alumni, faculty, staff, students, parents, and the other associations of the Institute, through the flowing thoughts and visual creations by the Student Editorial Team.

The quarter of April to June 2022 witnessed a multitude of activities, spread across a spectrum of varied areas. AIMT continued its efforts as an academic institution to align with the Industry expectations. AIMT organized Faculty Development Programs, Expert Talks by renowned academicians and Professionals of International Repute, along with a wide array of Cultural Activities and CSR Activities.

The newsletter also highlights the educational, cultural, and sports activities of the Institute. We hope you enjoy reading this issue as much as we did working on it. As we walk down memory lane, join us in this journey of celebrations through the pages of the AIMT Newsletter. Happy Reading!!!

GET 1MSP1RED!!!

'Seeing Opportunity In Obstacles'

Once upon a time there was a king who was curious but rich. He decided to test his fellow people to know who has a good outlook in life and who will take out some time for the progress of the country.

He placed a huge boulder right in the middle of the road and hid at a nearby spot, to see if anyone would try to remove it. He saw some wealthy merchants and courtiers passing through the road. None of them made any effort to remove it. Finally, a farmer came along. His hands were full of vegetables.

When he reached near the boulder, instead of moving around like the others, the farmer put down his load and tried to carry the stone to the side of the road. It took a lot of effort for this but in the end he got success. The farmer gathered his load and was ready to go on his way, when he said that there was a purse lying on the road where the boulder was. The farmer opened the purse. The purse was filled with gold coins and a note from the king. The king's note stated that the purse's gold was a reward for removing the stone from the road.

Anonymous.

Alumni Speak



STEP OUT STEP BIG

Beyond Books: The AIMT Journey

If I were ever asked to sum up my entire journey at my Alma Mater, my only response would be I went in with a lot of dreams and came out ready to achieve them.

It took me a few months in the corporate world to understand that AIMT had done more than just making us professionally sound, it had shaped us into disciplined, tenacious, strong (physically and mentally), and immensely versatile individuals. These qualities set us apart from the rest and ensure we excel in our fields. We are all carving our spaces in our own fields - very diverse from one another, all of this somewhere stems from the fact that we had donned all hats. From multiple written exams, hosting events, organizing last-minute talks, march pasts, designing ad hoc posters, numerous field events, and whatnot the college ensured we were more than our books. The ROI for us has been much more than just the monetary benefits.

The bag of takeaways from the college was also overloaded with the love and warmth of the amazing friends and faculty. I would have never imagined keeping in touch with any of them once we were restricted to the squares on Microsoft Teams (kind courtesy Corona) - but as they say, expect the unexpected. AIMT gave me the best of the friends and faculty whom I shall always be grateful to be associated with.

The college will always hold the center stage in the frame of things that have pushed me to be a better version of myself every day. I have an endless list of things to thank AIMT for, but end with thanking it for ensuring our college life was beyond the book!

Poshecka Kumar MBA 16

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BOOK REVIEW

The Art Of War - Sun Tzu

Twenty-Five Hundred years ago, Sun Tzu wrote The Art of War. This classic military strategy book is based on Chinese warfare and military thought. Since that time, all levels of the military have used the teaching of Sun Tzu. Since then, many have adapted these teachings for use in politics, business, and everyday life. "As circumstances are favorable, one should modify one's plans."

- · "All warfare is based on deception. Hence when able to attack we must seem unable. When using our forces we must seem inactive. When we are near we make the enemy believe we are far away. When far away we must make the enemy believe we are near."
- · "Appear weak when you are strong, and strong when you are weak."
- · "If he is superior in strength, evade him."
- · "Attack him where he is unprepared. Appear where you are not expected."
- · "The general who loses a battle makes a few calculations beforehand."
- · "There is no instance of a country having benefited from prolonged warfare."
- \cdot "A wise general makes a point of foraging on the enemy. One cartload of the enemy's provisions is equivalent to twenty of one's own."
- "Supreme excellence consists in breaking the enemy's resistance without fighting."
- · "The worst strategy of all is to besiege walled cities."
- · "There are five essentials for victory: He will win who knows when to fight and when not to fight. He will win who knows how to handle both superior and inferior forces. He will win whose army is animated by the same spirit throughout all its ranks. He will win who, prepared himself, waits to take the enemy unprepared. He will win who has military capacity and is not interfered with by the sovereign."
- · "If you know the enemy and know yourself, you need not fear the result of a hundred battles. If you know yourself, but not the enemy, for every victory gained you will also suffer a defeat. If you know neither the enemy nor yourself, you will succumb in every battle."
- · "One may know how to conquer without being able to do it."
- · "In war, the victorious strategist only seeks battle after the victory has been won."
- · "In battle, there are not more than two methods of attack: the direct and indirect."
- · "An army may march great distances without distress if it marches through a country where the enemy is not."
- · "You can be sure of succeeding in your attacks if you only attack places which are undefended."
- · "Military tactics are like water. For water, in its natural course, runs away from high places and hastens downwards. So, in war, the way is to avoid what is strong and strike at what is weak."
- · "Let your plans be dark and impenetrable at night, and when you move fall like a thunderbolt."
- · "Ponder and deliberate before you make a move."
- "Make your way by unexpected routes and attack unguarded spots."
- · "If they will face death, there is nothing they will not achieve."
- · "The principle on which to manage an army is to set up one standard of courage which all must reach."
- · "If it is to your advantage, make a forward move. If not, stay where you are."

The Art of War is short, concise, and filled with useful advice. Most of the book is clear and easy to understand. The work is so pithy that some of its phrases may seem esoteric or enigmatic. Certain paragraphs make reference to historical events largely unknown in the West; others use words in unusual ways that beg to be clarified. Scholars have analyzed the book thoroughly and explained virtually all its passages, especially the ones that might confuse the modern reader. This guide reflects those understandings.

The definitive interpretation-ABHILASH MEHTA(MBA18)

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Events

5th International Conference on Entrepreneurship and Intellectual Property Rights

Army Institute of Management & Technology, Greater Noida, successfully organized the 5th International Conference on "Entrepreneurship and Intellectual Property Rights" on 9 April 2022. The conference was intended to provide a common platform for academicians, practitioners, and researchers, where they could connect and share their experiences and research findings.

Inaugural Session

Director-AIMT welcomed the dignitaries at the 5th International Conference. He spoke about startups in India and how they have expanded in the last two decades because of enormous advances in locating resources for financing and capital, which has encouraged an increasing number of people to establish their businesses. Maj Gen Alok Kacker, COS Delhi Area and; Chairman-AIMT began his address by describing how entrepreneurship grew after India adopted liberalization policy in 1990 when our country began to promote companies and, in the recent decade, policymakers in India have focused their attention on encouraging entrepreneurship.

Shri Gajendra Singh Shekhawat, Hon'ble Minister of Jal Shakti-Govt of India talked about Atma Nirbhar Bharat, where the Prime Minister announced Rs. 20 lakh crore economic package under the 'Atma Nirbhar Bharat Abhiyaan', to aid our country off the Coronavirus crisis (by making us self-reliant). Mr. Atul Behari Bhatnagar, Director, Board Member-SunMoksha highlighted the difference between an entrepreneur and a businessman, where he talked about unicorns, and shared his experience on how to build a business. H E Reuben Gauci, High Commissioner-Republic of Malta said that we should be grateful to entrepreneurs who are creating jobs, not for ourselves but also for others. Dr. S P Mishra, Former Director-NIESBUD highlighted how new companies in rural areas have local problems due to a rise in unemployment and found a suitable solution for the same. Mr. Vadim Kotelnikov, Founder and; Global Coordinator of Innompic Games, Innoball, and Business e-Coach, Consultant-United States talked about The Tree of Entrepreneurial Success and the 3C's of an Entrepreneur. Ms. Gunjan Paharia, Managing Partner- Zeus IP discussed the importance of trademarks for goods and services, and provided some examples, also gave a brief about the importance of patents, having an original industrial design, and copyright. The session concluded with a vote of thanks from Col. Rajendra Pandey, Registrar-AIMT.

Track 1, track 2 and track 3 had research paper presentations focusing on Entrepreneurship, Intellectual property Rights and Emerging Trends in Entrepreneurship and IPRs respectively. The sessions were moderated by Dr. K K Goyal, Assistant Director- Ministry of MSME, GOI Dr. Shruti Gupta, Skill Associate Professor, Shri Vishwakarma Skill University, Dr. Rahul Taneja, Scientist, Patent Information Centre, Dr. Parul Gupta, Associate Professor (Strategy and General Management) Management Development Institute, Gurgaon, Prof. Jai Pal

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Mahajan, Executive Director (Academic Publication) Management & Social Science Kalinga Institute of Industrial Technology University ,Dr. Sharadindu Pandey, Assistant Professor Indian Institute of Forest Management, Bhopal .

The sessions witnessed research paper presentations across PAN India with scholars, faculty members of various Institutes presented their research and concepts on the themes.

Valedictory Session

Prof. (Dr.) Rihan Khan Suri, Pro-Vice-Chancellor- Delhi Skill and Entrepreneurship University highlighted recent initiatives taken by the Delhi government in Delhi schools which are especially related to the entrepreneurial mindset curriculum. Mr. Rajneesh Singh, Founder-Simply HR shed light on HR Outsourcing which has become quite a buzzword among the corporate entities, not only because it helps the Companies to focus on their core business operations but also because it is a more agile and cost-effective way. Mr. Arun Kar, Founder and Executive Director of Xpertnest (UK) shed the light on multidiscipline approach that brings technology solutions to some of the world's most pressing problems. He talked about the importance of having a clear vision before starting a venture. Mr. Gaurav Wadhwa, Founder-GAMOOZ (UK) talked about his struggles and; career achievements as an entrepreneur. He also talked about the importance of having industry experience before starting one & venture. The conference concluded with a vote of thanks from Ms. Ritu kapoor, CTPO-AIMT.





Guest Session on Thematic Apperception Test



Army Institute of Management & Technology, Greater Noida organized a Guest lecture for MBA students specializing in Human Resource on 12th April 2022 by Brig. Rajbir Singh. In his session, he covered the Assessment process, Counseling Procedures, Structured and Semi-Structured interviews. He also shed light on social intelligence and self-description.

The complete knowledge about the Projective Test was given and the procedure was defined with examples. Students acquired knowledge about various skill testing and skill setting objectives. Students completed the given task, to write up a story by observing the pictures. There were a total of 6 pictures given. This was a kind of test to know about our various thoughts and creativity of the students to evaluate the following subjects.



Armotsav 2022

Army Institute of Management & Technology organized Armotsav 2K22- Annual

Cultural and Sports Fest from 27th April 2022 to 30th April 2022 from 6:30 onwards in Seminar Hall with zeal and zest.

The programme started with the lighting of the lamp and Saraswati-Vandana. (Air Commodore Dr. JK Sahu (Retd.) , Director AIMT, Maj Gen Alok Kacker, COS Delhi Area, Chairman, welcomed all the dignitaries and students.

This four-day fest comprised of many competitions including -

- Quiz, Singing, Nukkad Natak, Dancing, Rap battle, Shayari, Photography, Sketching, Fashion Show, Talent hunt rounds.
- Sports offer Various benefits to students.
 It can be in terms of their health or can
 be mental development. The Events
 organized under this category are
 Football, Basketball, Volleyball Matches.
- The event witnessed high octane athletics and march-past competitions .

There tremendous increase was enthusiasm, and zeal in the students during the fest . From soulful singing to Winning Match on grounds each Aimtian enjoyed the moments. Students participated in various activities despite winning or loosingthey all carried a smile on their faces with confidence. The Cultural Fest witnessed a variety of emotions from despair to joyful highs. Many vital lessons on management as well as lessons on people management were learned. However, college festivals are all about enjoyment, living in the moment, and gathering experiences that will endure long even after college days.

The experts judging the performances had a difficult time coming up with the results.

AIMT 2020 crowned Ms.Usha Kholia (MBA-17) and Mr.Ashwin.P (MBA-17) as Ms.& Mr AIMT 2020.Further, the dignitaries unveiled the

Name of the college newsletter with the first print and awarded Mr. Manvendra Singh Bhadouria with a trophy for contributing a new identity to the Institute newsletter.









TRADE-A-THON Winner

National Live Stock Trading Contest is conducted by the National Stock Exchange Academy. Through this platform, the students have been given access to a virtual mock stock exchange wherein they are able to learn about stock trading, compete and practice with hands-on experience in a simulated environment of NSE. These programs are arranged to provide additional certification to the students along with their regular degree programs to enhance employability. It's a moment of pride for all AIMTians, as one of our students, **Mr. Ankit Patil** from MBA-17 secured 2nd position in the National level Competition. Chandan from MBA-17 also secured a position in Top-50.



Student Council Meeting

AIMT student council Meeting was held on 5th May 2021. The student representatives discussed the pertinent issues of students with the Director and Registrar AIMT. The different committees that took part in meeting were Mess Committee, CRC & Alumni Committee, Cultural & Sports Committee, Hostel Committee, Research & Publication Committee, Discipline Committee and NSS/NCC Committee.

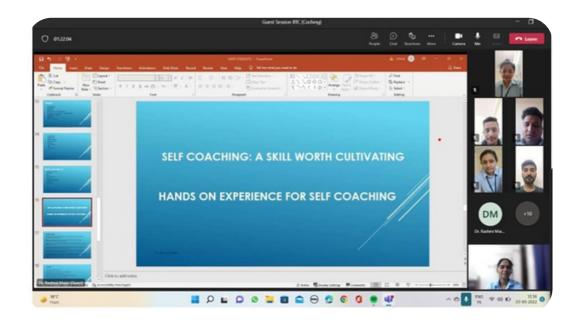


Guest Session on Coaching for Self Development

Army Institute of Management & Technology, Greater Noida organized a Guest lecture on Coaching for Self-development. Coaching is helping someone to unlock their personal potential. AIMT had an honor to have Dr. Rashmi Maini, a Ph.D. in Human Resource Management from the Faculty of Management Studies, University of Delhi. The objective of the session was to make students understand the importance of coaching and to know more about One's Own Self.

Dr. Rashmi focused on meaning and analyzing the Strength and Weaknesses of students by answering a few questions, How Coaching is different from Mentoring, Counselling, Therapy, Teaching, And Training., and How Coaching helps in the Area of Stress, Anxiety, Mental Health, Depression, etc.

Dr. Rashmi made the students understand that "Self-coaching is the process of guiding our growth and development, particularly through periods of transition, in both the professional and personal realms". She explained the idea of self-coaching by taking one volunteer from the class. The session ignited the spark of getting to coach oneself in a more thorough manner. In the end, Dr. Babita Bhati gave a vote of thanks.



Industrial Visit To SG Exports MBA (2020-22) Batch

Industrial visits have their own importance in the career of a student who is pursuing a professional degree. It is considered a part of the college curriculum, mainly seen in engineering/MBA courses. The objectives of the industrial visit are to provide students an insight into the internal working of companies, providing a platform where students can develop their understanding of the industrial practices and the working of the corporate world. Students are exposed to practical situations and events in companies thereby honing their corporate skills.

Army Institute of Management & Technology, Greater Noida organized an Industrial Visit to SG EXPORT located in Kasna Greater Noida for the students of the MBA-2020-22 batch under the faculty guidance of Dr. Ruchi Verma and Prof. Sandeep Sahu. Owner of SG Export, Mr. Sachin Gupta, and Mr. Irfan (Management Head) heartily welcomed students. They made the students aware of the CSR activities performed by SG Export and how they are contributing to society. Mr. Irfan explained to the students about the water harvesting process in the plant, safety mechanism, and fire fighting system installed centralized in the plant and office areas. He also showed the students the working of the solar system and its use. The best part of the visit was the practical understanding of the students, where they interacted directly with the owner, marketing head and other workers engaged in the operational plant for their knowledge of the costing, marketing, and operational areas without affecting the social values.

After the completion of the visit, the students were served refreshments in the conference area, where the question-answer session was conducted with the owner and marketing team.







Mother's Day Celebration

"Mothers hold their children's hands for a short while, but their hearts forever."

Mother's Day is a special day, for all children and mothers as it celebrates the bond of love and affection that is everlasting. Mothers are the emotional backbone of the family and have the magic touch to heal all wounds and make all things beautiful.

Army Institute of Management & Technology celebrated Mother's Day on 9th May 2022 in the seminar hall. The event started with the welcome address by the Registrar ,Col Rajendra Pandey. Air Cmdre (Dr.) JK Sahu, Director AIMT addressed the students and beautifully explained why we celebrate Mother's Day and Father's Day. The performances were planned to honor and appreciate all mothers.

Performances included self-written poetries, singing, dance performances, e-posters, and video messages that mesmerized the audience. All performances exalted the mother as God, teacher, friend, philosopher, and guide and emphasized the truth that a mother's love for her child is uncomparable in the world.

In the end, the vote of thanks was given by Dr. Ruchi Verma.





Internal Quality Assessment Committee Meeting Quarter III (Jan- March 2022)

Internal quality assessment committee (IQAC)- III meeting was held on 13 May 2022 at 1130 hrs- 1330 hrs. in online mode through MS teams Platform. IQAC assesses the performance of the institution on various parameters and sets benchmarks for next quarter.

The IQAC Chairperson- Director, AIMT welcomed all the members to the meeting. He talked about the purpose of IQAC is two fold viz., Quality enhancement & Quality assurance. He briefed the IQAC members about the activities organized and conducted by the Institute; the internal examination conducted for MBA/BBA students as well as about the commencement of offline classes for MBA/BBA students. He appreciated all the faculty members for working efficiently and effectively. He further shared that the Placement Team is working hard to place all students in the best companies as per their profile. The IQAC consistently strives to design and execute gradual enhancements in various key pointers. The Director advised the panel that every one of the team members has worked effectively regardless of the Coronavirus pandemic circumstances. The classes have been conducted online and then offline as per the academic calendar. The online proctored exams of students have been conducted by the GGSIP University for MBA and BBA Programme. The institute has also promoted the NSS and NCC activities and students participated actively in various activities like Debate, Poster Making etc. The various cultural activities have been conducted to keep the student's morale high.





NSS Elections 2022

"Democracy is the road to socialism."- Karl Marx

We are a part of a democratic country and each one has a right to vote. This thought was brought into practice at Army Institute of Management and Technology on May, 18,2022 when elections for the position of Head Boy and Head Girl were held within the College Campus for the first time. A long process was witnessed which included debate, manifesto, colorful Posters, counting and the declaration of results. Wheels started rolling down a fortnight ago. The entire Electoral Process was upheld in front of the college. The excitement and anxiety could be read not only amongst students, but even amongst Teachers and Administrative staff also. Nomination papers were filed by the eligible candidates of batch MBA-18, who are not only academically excellent but even in co-curricular activities as well. The final candidates for the post of Head Boy were Ratandeep Singh, Prince Singh and Ashwini Mishra, similarly Jagruti Sawant, Pragya Tiwari and Shivani Choudhary were nominated as candidates for Head Girl.

The final candidates then addressed the crowd of classes MBA-17, MBA-18, BBA-01, BBA-02 and BBA-03 in the Amphitheater on 9 th May,2022 and started their campaigning. This was followed by scrutiny and final candidates appeared before the panel composed of the previous NSS Head boy Vivek Kumar Maurya, Head Girl Shristi Kala and the entire NSS batch.

The whole process of voting was successfully completed in a day i.e., 18th May, 2022 and the excitement was seen to be believed. The NSS Volunteers of Army Institute Management and Technology counted the votes Under the supervision of Prof. Nilambara Srivastav. The result was announced by Col Rajendra Pandey (Retd.) Registrar and Ms. Arshiya Ismail Chief Training & Placement Officer in the academic hall where Jagruti Sawant of MBA-18 Section A and Ratandeep Singh of MBA-18 Section B were elected as the NSS Head Boy and NSS Head Girl Of 2022-2023.







Guest Session on "Competency Based Selection"

Peer Learning Program

Army Institute of Management & Technology HR Department under IQAC initiative organized a guest session on the topic, "COMPETENCY BASED SELECTION" on 18 May 2022 for MBA 2021-23 Batch Sem II. The session speaker was Ms. Nidhi Sharma, HR Consultant and Business Partner Orcalo Holdings, United Kingdom. The session was very fruitful for the students as many new ideas and thoughts were discussed and shared which brought insights in HR with special reference to the importance of competencies. The speaker shed light on the concepts of employee life cycle, modern hiring criteria and personal attributes required to be a successful HR personnel.

The concept of competency hiring, and selection was explained with practical examples. Following topics were discussed at length in the session:

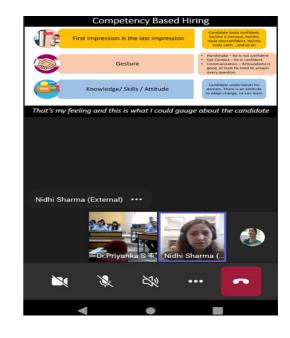
- · Personal Awareness
- Social Responsibility
- · How we can Build First Impression
- · Working as a Team
- · Creative Thinking

At the end, Ms. Sharma shared her life experience as an HR and how we can survive in the corporate world with our skills and knowledge.

After which, there was a question and answer round where the students got answers to their questions and doubts. The session ended with a vote of thanks by Dr. Babita Bhati.

In continuation with the PLP program by the Research Cell of AIMT, a session in the area of 'General Marketing' was conducted by Dr. Mukul Kumar Shrivastava on 19 May 2022. The session connected real-life with marketing fundamentals in a very lucid and informative manner.





Shuruvaat Talks on "How Operation Management Changed during Crisis"

Army Institute of Management & Technology conducted shuruvaat talks on "How Operation Management Changed during the Crisis" on 21ST May 2022 from 05:30 pm onwards in Amphitheatre. Miss. Khushi Jogi is the keynote speaker of Shuruvaat Talks for the session 2022-23.

Shuruvaat talks is a completely student-driven initiative started with the vision of building a knowledgeable, fearless, compassionate, and ethical community of students for peer-to-peer development to facilitate oratory skill enhancement.

Mr. Abhishek Yadav and Mr. Sahil Sharma from MBA-18 led the session.

Students actively participated in the session. The speaker then explained how operation management changed during a crisis "Necessity is the mother of invention," says the adage. As your business changes during this period of disruption, you may be surprised at the new opportunities that arise. These opportunities include experimentation and innovation as part of your operations planning, and they can now help you emerge from the crisis stronger than before. The program was attended by MBA & BBA Students.

The session ended with a question-answer session where Mr. Sahil answered the queries put up by the inquisitive minds of AIMT.



Case Study Competition

"Give a man a fish you feed him for a day. Teach a man to fish and you feed him for a lifetime."

In the present world of Business, each day brings a challenge. Your decisions can make or break the future of the company you are associated with. And not to mention the pressure situations in which the industry experts are required to solve the problems, maintaining your rationality can be a great challenge in itself. One of the best ways to make yourself ready for that phase is to participate in challenging Case Study Competitions.

Army Institute of Management & Technology Research Cell conducted a Case Study competition on 31st May &1 June with an objective to orient the students toward case studies. AIMT Research Cell and E-Cell organized a case study competition on 31st May & 1st June for MBA Batch. The competition was mandatory for each student. Student teams participated in the competition. Each team presented on the Case Sustainability of Charcoal Consumption at 'MILLENNIUM YARN COMPANY'. The case was contributed by Dr. Sharadindu Pandey, Assistant Professor Indian Institute of Forest Management, Bhopal.

The winning team of AIMT BizCase is Team comprised of Kumari Nikha, Laxmi, Madhvendra and Manisha Baghel. The students shared their reflections and learnings from the event.



Annual ACAC Meeting

Annual academic and corporate advisory council meeting was held on 4th June 2022, in the online mode. The meeting was chaired by the (Air Commodore Dr. JK Sahu (Retd.) Director, AIMT and attended by all the ACAC members. The last Academic year's progress against the stated benchmarks was discussed, including plans for the next academic year. Following key agenda points were deliberated upon during the meeting. Initiative for setting up SWAYAM-NPTEL Chapter at AIMT for MOOCs. Way forward for mobilization of Institute Innovation Council(IIC) at AIMT. Industry-backed Value Added Courses for BBA & MBA. Designing e-content e-PG-Pathshala, CEC Pedagogical Innovation Improving Research Output. Identification of short-term Certificate Programmes to be initiated by the Institute. Collaboration with industries for consultancy & MDP especially with ACAC Corporate members. Short-term field project for students with industry (with/without stipend). Commencement of executive and short-term certification programs for Industry. Initiative to be taken for improvement in Ranking.

Farewell 2022

"Don't be dismayed by good-byes. A farewell is necessary before you can meet again. And meeting again, after moments or lifetimes, is certain for those who are friends."

Army Institute Of Management & Technology organized a farewell party on 4th June 2022 for MBA-17 and BBA-01 in the seminar hall. The event started with Air Cmdre (Dr.) JK Sahu, Director of AIMT addressing the guests where he explained the dilemmas which would be a barrier to the profession and how the students should prepare themselves for their future endeavors and wished them luck.

"The journey of a thousand miles begins with one step"

A heart-rending speech is given by Mr. Anoop Kumar and Ms. Priyanka Poswal on behalf of MBA – 17. The eye-catching moments were the dance and singing performances of the students. In Between Fancy Titles with gifts were presented to each senior. The highlight of the event was fun games which were conducted by the juniors for the seniors such as paper dance and balloon popping. The hall filled with smiles and tears, laughs and giggles. A video presentation by the junior batch made everyone mushy. It reminded them of their yester years and home away from home.









World Environment Day 2022

"Environment is no one's property to destroy, but it's everyone's responsibility to protect."

NSS unit of Army Institute of Management & Technology, Greater Noida celebrated world Environment Day 2022. World Environment Day has given our NSS volunteers an opportunity to widen their vision, attitudes and commitments in the area of environmental preservation and enhancement.

Students of AIMT participated in the week-long activities to spread the message of environmental awareness through drives and their enthusiasm. It was the students' active participation that made the event a grand success. NSS unit of AIMT organized the following programme as part of the World Environment Day on June 5, 2022.

Major David Cup football tournament was held in remembrance of AIMT alumni Maj. David Manlun, KC (posthumously). Between the houses Aravali, Himalaya, Sahyadri and Vindhya, which was an amalgamation of all the MBA and BBA batches. NSS volunteers did various activities from 1st June to 6th June 2022. Through this tournament we were able to create awareness about climate change to celebrate the theme "ONLY ONE EARTH". This tournament did not only get our students actively involved in sports but also helped to raise awareness about climate change.

The winning team was felicitated by giving a sapling as a token of appreciation on 6th June 2022. Each player planted their sapling near the college fence and promised to take care of it.

Grow your own forest: As a part of this programme the volunteers planted 20 saplings on the college campus which inspired and encouraged them to plant more saplings in and around their communities and being a part of greener earth.

Seed you Sow: As a part of this programme the volunteers would collect as many seeds as possible for a week which will help them to build and manage a sustainable ecosystem for future generations.

Director, Air Cmde (Dr) JK Sahu (Retd) Further, felicitated the winning team by giving each player sapling as a token of appreciation and addressed the students on the importance of the day, urging the students to act responsibly in protecting the environment and make sure to provide a better version of it to the coming generations.

In the end Director, Air Cmde (Dr) JK Sahu (Retd) and other present faculty members appreciated the NSS Program Officer Prof. Nilambara Srivastav and NSS volunteers for making this program a fruitful one.





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Cleanliness Drive 2022

"Cleanliness Is A Habit, Not An Act"

As a part of the IQAC initiative, "Braveheart - The ISR (Institutional Social Responsibility) Club" of the Army Institute of Management & Technology organized a cleanliness drive on 17th June 2022 at Prathmik Vidyalaya of Chuhadpur Khadir Village, Greater Noida, U.P.

Director, Air Cmde (Dr) JK Sahu (Retd), & Registrar, Col Rajendra Pandey (Retd.) appreciated the ISR volunteers for making this drive a fruitful one.

The cleanliness drive has made our ISR volunteers widen their vision, attitudes, and commitments in the area of CLEAN AND GREEN INDIA.

Volunteers of ISR Club AIMT participated in the activity to spread the message of cleanliness awareness among the school students through drive and their enthusiasm. The students were guided by the professors, volunteers cleaned all garbage from the school premises, and pledged to throw waste only into dustbins degraded as wet and dry waste.

The purpose of the drive was to raise awareness about the importance of cleanliness and to inculcate good hygienic habits. It was the students' active participation that made the event a grand success.









Online Faculty Development Programme (FDP) on "Tax Planning, Financial Planning & Filing Of ITR"

The Faculty Development Programme was offered by the AIMT to the professionals of all streams Medical, Engineering, Law, including Commerce & Management who wished to acquire knowledge in the domain of taxation and investment planning.

The programme was equipped with the necessary and basic knowledge of direct tax to understand the taxation system, chargeability, obligations of income, tax of compliance, filing returns, accounts maintenance, systems of accounting, transactions, management, business tax system, financial management, management, etc.

Program Objectives

- Expose the tax environment in India,
- Learn Tax Computation methods,
- Identify Sources of Income disclosures,
- Investment opportunities & awareness,
- Computation of Total Income,
- Computation of Tax liability,
- Learn Filing of Income Tax Return
- •Contemporary and Non-contemporary Investment alternatives.
- Financial Planning

Army Institute of Management & Technology, Greater Noida organized ONE WEEK ONLINE FACULTY DEVELOPMENT PROGRAM ON "TAX PLANNING, FINANCIAL PLANNING & FILING OF ITR" from 19th June to 24th June 2022.

Inaugural Session

The virtual FDP began with a welcome address by Air Cmde (Dr.) JK Sahu, Director, AIMT. In his speech, he emphasized that "many of us engage in economic activity and work hard to make a living. But as we work hard to make a living, it b becomes imperative for us to work a little harder and smarter to save our taxes. He says that very often it is seen that many individuals keep their tax planning exercise pending till the eleventh hour. They prefer splurging on things of materialistic interest which leads them to sub-optimally save tax." He later concluded by saying that this extensive FDP will take you through the concept of Tax Planning and financial planning in detail.

Day 1 18th June 2022 The programme proceeded with the first session by Prof. Sandeep Kumar Sahu, Assistant Professor (Finance) AIMT, Greater Noida on Residential status & Sources of Income (Salaried, Professional, Shares, Interest, Retail business).

The second session of the programme was taken by Prof. Dharini Raje Sisodia, Assistant Professor (Finance) AIMT, Greater Noida highlighted the basic components of Salary Structure.

On the second day 2, 20th June 2022 the session was taken by CA Jitnesh Jain, Partner: JJSK & Associates on "Allowances & Perquisites Rebate, Relief & Deductions".

On day 3, 21st June 2022 the speaker CA Jyoti Gupta, Manager Corporate taxation- Ernst and young shed light on "Comparative Analysis of New Tax Regime vs Old Tax Regime." As per CA Jyoti, taxpayers can either stick to the old method or adopt new tax rates and slabs. She explained the pros and cons of both old and new tax slabs and pointed out the suitability of slabs to various taxpayers by giving practical examples.

On day 4 22nd June 2022 the session was taken byProf. Sandeep Kr. Sahu, Assistant Professor (Finance) AIMT, Greater Noida where explained: "How to File ITR in the new portal". He also explained about some of the common deductions available to taxpayers are under Section 80C, Section 80D, Section 80CCC, Section 80CCD, Section 80CCE, Section 80E, and Section 80G of the Act amongst others.

On day 5, 23rd June 2022, Dr. Anubhav Varma, Associate Professor (Finance) AIMT, Greater Noida highlighted the importance of Financial Planning for Individuals. Taking the session forward he emphasized having a personal financial plan that will help maintain discipline towards maintaining within set targets and thus achieving the set goals.

On day 6, 24th June 2022 Mr. Udayan Ray, Financial Planner & Advisor, Founder - Fundoo Money expressed that "modern investors encounter a variety of distinct difficulties as a result of the significant changes in the investing environment. He later highlighted that the speed and intensity and volume of information that investors now deal with is maybe the most challenging task. Taking the session forward he explained the types of investment portfolios and contemporary investment options.

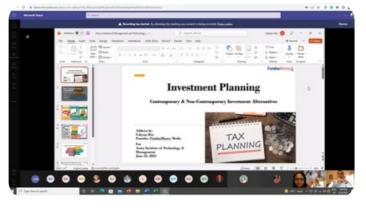
During the sessions, all the resource persons answered the student's queries.

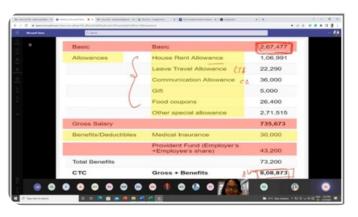
The programme concluded with the vote of thanks proposed by Dr. Anubhav Varma, Academic Head of AIMT.











International Yoga Day

"Yoga Is The Journey Of The Self, Through The Self, To The Self."

Army Institute of Management and Technology celebrated The International Yoga Day on 21st June 2022, 6:15 am to 7:45 am at the cafeteria lawn involving all the employees, Director, Registrar, Staff, Faculty members and all the students. Everybody enthusiastically performed yoga exercises under professional guidance of Ms. Pandey, a certified Patanjali Yoga trainer. Yoga: A way of making you mentally, spiritually and physically sound. Transcend from a state of being in the state of sorrow to that of happiness with Yoga, Maintain the beauty of your soul and body by learning Yoga.











FACULTY TEAM HIGHLIGHTS

Dr. Anubhav Varma

1. Participated as resource person in one week Online Faculty Development Programme (FDP) on Tax Planning, Financial Planning, and ITR filing form 18-24 June 2022 at AIMT, Greater Noida.

Prof. S. Mohanty

- 1. Participated in IP Awareness/Training program on May 18, 2022, organized by Intellectual Property Office, India.
- 2. Participated in one week Online Faculty Development Programme (FDP) on Tax Planning, Financial Planning, and ITR filing form 18-24 June 2022 at AIMT, Greater Noida.

Dr. Pawan Kumar

1. Participated in one week of the Online Faculty Development Programme (FDP) on Tax Planning, Financial Planning, and ITR filing form 18-24 June 2022 at AIMT, Greater Noida.

Dr. Pallavi

- 1.Contributed a chapter titled "A Literature Review of Blockchain Technology Application by the Government of India in an edited book titled Reimagining Global Marketing: Innovations Focused on the Digitalized World published in the year 2022 by Bazooka Publication ISBN: 978-93-91363-42-0.
- 2. Copyright on the topic "Extended Customer Journey: From Awareness to Customer Equity" has been registered in the Register of Copyright office, Govt. of India.
- 3. Paper title "A Study on factors Motivating Rural Entrepreneurship: Case of Punjab Self-Help Groups (SHG) under State Rural Livelihood Mission (SRLM)" presented in the International Conference on Entrepreneurship and Intellectual Property Rights-2022 organized by AIMT, G. Noida on 9 April 2022.
- 4. Paper title "An Analytical Review of Atmanirbhar Bharat Abhiyan: A true commitment or a cosmetic stunt?" International Conference on Entrepreneurship and Intellectual Property Rights-2022 organized by AIMT, G. Noida on 9 April 2022.
- 5. Participated in the International Conference on Entrepreneurship and Intellectual Property Rights at AIMT, Greater Noida on 9th April.
- 6. Participated in one week Online Faculty Development Programme (FDP) on Tax Planning, Financial Planning, and ITR filing form 18-24 June 2022 at AIMT, Greater Noida.

Prof. Dharini

- 1. Awarded with the honor Shiksha Ratan Award 2021PRITHVI अभ्युदय ASSOCIATION-INDIA (PALI).
- 2. ICEP Europe Institute of Child Education and Psychology A Continuing Professional Development Certificate in TEACHING HOPE AND OPTIMISM -5th May 2022.

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- 3. Chapter titled "A STUDY ON PERCEPTION OF CUSTOMER TOWARDS INTERNET BANKING" in the book "A Paradigm Shift in Marketing: Creating Value for a More Sustainable Future" Published at PRINCETON PRESS, Overland Park, Kansas, the USA (ISBN No. 978-920-520216-7).
- 4. Participated as resource person in one week Online Faculty Development Programme (FDP) on Tax Planning, Financial Planning, and ITR filing form 18-24 June 2022 at AIMT, Greater Noida.

Dr. Mukul Srivastava

- 1. Participated in a 5 day online Faculty Development Programme on "Emerging Perspectives in Research Methodology: A Way Forward" held from 18 22 April 2022, organized by the School of Humanities and Social Science, GD Goenka University, Gurugram, Haryana.
- 2. Participated in one week Online Faculty Development Programme (FDP) on Tax Planning, Financial Planning, and ITR filing form 18-24 June 2022 at AIMT, Greater Noida.

Prof. Sandeep Sahu

- 1. Presented a paper titled Goods and service tax (GST in India): An overview of GSTR-1 compliance from retailer's perspective in the International Conference on Contemporary Challenges in Management, Education, Technology, and; Applied Sciences collaboratively organized by SEMS and; MIMT Greater Noida on 9th and; 10th April 2022.
- 2. As a resource, Take a Guest session on the topic Computation of correct from business and profession in the Amity College of Commerce and; Finance, Amity University Noida on 18th April 2022.
- 3. Attended a Webinar on The Impact of the Pandemic Recession on Women & Employment Organized by Foundation for Economic Growth and Welfare on 22nd April 2022.
- 4. Participated as resource person in one week Online Faculty Development Programme (FDP) on Tax Planning, Financial Planning, and ITR filing form 18-24 June 2022 at AIMT, Greater Noida.

Dr. Priyanka Srivastav

- 1. Participated in one week Online Faculty Development Programme (FDP) on Tax Planning, Financial Planning, and ITR filing form 18-24 June 2022 at AIMT, Greater Noida.
- 2. Graced as Session Co-Chair in 5th International Conference (ICACCF 2022) on Digital Transformation and Sustainability in Business Practices on April 7th and; 8th, 2022 organized by Amity University Uttar Pradesh.
- 3. Presented a paper entitled "Women Entrepreneurship in India -Issues and; Challenges" in the International Conference on "Entrepreneurship and Intellectual property Rights", organized by 'The Army Institute of Management and Technology, on 9th April 2022.

4. Presented a paper entitled "Social and its Impact on Economic Development: The Indian Perspective" in the International Conference on "contemporary Challenges in Management, Education, Technology and; Applied Science", organized by 'Mangalmay Institute of Management and; Technology, Greater Noida.' on 9th April 2022.

Dr. Ruchi Verma

- 1.Participated in one week Online Faculty Development Programme (FDP) on Tax Planning, Financial Planning, and ITR filing form 18-24 June 2022 at AIMT, Greater Noida.
- 2. 5th International Conference-2022 on Entrepreneurship and Intellectual Property Rights organized by Army Institute of Management and; Technology, Greater Noida on 9th April 2022. Topic: Entrepreneurship and Growth Initiatives.

Prof. Nilambara Srivastav

- 1. Paper presentation titled "Studying the leadership role of incubators. In the development of the regional entrepreneurial ecosystem" in International Conference organized by AIMT on 9 April 2022.
- 2. Paper presentation titled "Measuring the applicability of Entrepreneurial leadership Test (EAT) developed by T.Jain, Harrington and; Hsieh Among Indian entrepreneurs" in GBU-AIMT conference on 26-27 May 2022.
- 3. Participated in one week Online Faculty Development Programme (FDP) on Tax Planning, Financial Planning, and ITR filing form 18-24 June 2022 at AIMT, Greater Noida.

Dr. Mritunjay Kumar

1.Participated in one week Online Faculty Development Programme (FDP) on Tax Planning, Financial Planning, and ITR filing form 18-24 June 2022 at AIMT, Greater Noida.

Dr. Babita Bhati

- 1. Bhati et.al., (2022) "Strategic Competence, Environmental Turbulence, and Firm Performance: A Framework" Emerging Contours of Business and Management, SVDES BOOK SERIES, 31-38.
- 2. Paper presentation titled "Social Stigma Associated With COVID- 19: A Conceptual Framework" in International Conference jointly organized by GLBIMR G. NOIDA and Dr. Zakir Hussain College Delhi University on 5-6 May 2022.
- 3. Paper presentation titled "Strategic Competence and Firm Performance Moderated by Environmental Turbulence" in International Conference organized by AIMT on 9 April 2022.
- 4. Participated in one week Online Faculty Development Programme (FDP) on Tax Planning, Financial Planning, and ITR filing form 18-24 June 2022 at AIMT, Greater Noida.

Upcoming Attractions at AIMT

- July 2022:HR Club Activity
- Sep 2022: Orientation
- Sep 2022: Reorientation
- Sep 2022: Convocation
- Sep 2022: Alumni Meet

Faculty Editor

Dr Babita Bhati (Assistant Professor, HRM/OB)

Student Editors

Manvendra Singh Bhadouria (MBA 18)
Ambika Yadav (MBA 18)



AIMT NEWS

ट्रेड-ए-थॉन में अंकित को दूसरा स्थ

ग्रेटर नोएडा। नेशनल स्टॉक एक्सचेंज अकादमी ने पहली बार राष्ट्रीय स्तर की लाइव स्टॉक टेडिंग प्रतियोगिता ट्रेड-ए-थॉन का आयोजन किया। इसमे देशभर के युवा प्रतिभाओं ने शिरकत की। इसमें जिले के आर्मी इंस्टीट्यूट ऑफ मैनेजमेंट एंड टेक्नोलॉजी के एमबीए के छात्र अंकित पाटिल ने राष्ट्रीय स्तर पर दूसरा स्थान हासिल किया और चंदन कुमार ने 44 वां स्थान हासिल किया है। दूसरा स्थान प्राप्त करने वाले छात्र अंकित पाटिल को 50 हजार रुपये की पुरस्कार राशि मिली। ब्यूरो

30 अप्रैल के बीच हुआ आयोजन



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बुधवार 13.04.2022 विक्रम संवत २०७९, चैत्र शुक्ल पक्ष द्वादशी



विविध गतिविधिया

अंतरराष्ट्रीय सम्मेलन का आयोजन

जासं, गेटर नोएडा: आमी इस्टीटयट आफ मैनेजमेंट एंड टेक्नोलाजी में शनिवार को पांचवा अंतरराष्ट्रीय सम्मेलन उद्यमिता और बौद्धिक संपदा अधिकार विषय पर आयोजित हुआ। इसमें बौद्धिक संपदा अधिकारों पर चर्चा हुई। मेजर जनरल आलोक कक्कड ने कहा कि भारत को उद्यमिता को बढ़ावा देने को बुनियादी ढांचे पर काम करने की जरूरत है। केंद्रीय जल शक्ति मंत्री गजेंद्र सिंह शेखावत ने युवाओं को उद्यमिता की राह पर जोश संग आगे बढ़ने की

अधिकारों का उपयोग करते हैं. ती उन्हें ग्राजार में प्रतिस्पर्धात्मक लाभ मिलता है। सम्मेलन में कारपोरेट जगत की जानी-मानी हस्तियों ने उद्यमिता पर विचार व्यक्त किए। शोधपत्रों को तीन तकनीकी सत्रों में बांटा गया। दूसरे सन्न में आइपीआर निर्माण, आइपीआर जारी करने को सुधार में सरकार की पहल के बारे में और तीसरे तकनीकी सत्र में उद्यमिता के अवसर और चुनौतियां वैश्वक रुझान, स्पिन-आफ प्रक्रियाएं, नैतिक और काननी मद्दे

एआईएमटी में मार्केटिंग के प्रभाव पर विशेषज्ञों ने की चर्चा

उपभोक्ताओं को ऑनलाइन ब्रांड इंटरैक्शन की सफलता को करती है प्रभावित

ग्रेटर नोएडा, 19 फरवरी कोविड-19 महामारी और घर में रहने के आदेशों का दुनिया भर में जीवन के सभी पहलुओं पर एक बड़ा प्रभाव पड़ा है, बहुत से लोगों का मानना है कि प्रभावशाली विपणन एक बुलबुला है जो लंबे समय

तक नहीं चलेगा और फट जाएगा जिसको लेकर आर्मी इंस्टीट्यूट ऑफ



जिसमें मिलेनियल्स (पीढी वार्ड) और शताब्दी (पीढ़ी जेड) के व्यवहारिक

खरीदने वाले लोगों को वर्गीकृत करना पहले की तुलना में अधिक कठिन होता जा रहा है। निसान मोटर कंपनी के प्रबंध निदेशक, राकेश श्रीवास्तव ने कहा कि उपभोक्ता खरीद फनल के विभिन्न चरणों में ऑनलाइन बांड इंटरैक्शन की सफलता को

प्रभावित करती है। मुख्य वक्ता मेघना कृष्णा, मुख्य राजस्व अधिकारी- टच

छात्रों ने दिखाया मैनेजमेंट का हुनर



जैकलीन फर्नांडिस के रिवलाफ ED का एक्शन

उद्यमिता और बौद्धिक संपदा अधिकार पर हुआ अंतरराष्ट्रीय सम्मेलन

ग्रेटर नोएडा, 9 अप्रैल (देशबन्ध्)। इंस्टीट्यूट ऑफ मैनेजमेंट एंड टेक्नोलॉजी, ग्रेटर नोएडा में 5वां अंतरराष्ट्रीय सम्मेलन 'उद्यमिता और बौद्धिक संपदा अधिकार' विषय पर आयोजित किया



कमोडोर (डॉ.) साहू, निदेशक-जे के

पूर्व निदेशक, नेशनल एंटरप्रेन्योरशिप एंड स्मॉल बिजनेस डेवलपमेंट, वादिम कोटेलनिकोव, संस्थापक और वैश्विक समन्वयक, सलाहकार-संयुक्त राष्ट्र, अतुल बिहारी भटनागर

उद्यमिता के रास्ते पर जोश के साथ बढ़ें युवा

ग्रेटर नोएडा। आर्मी इंस्टीट्यूट ऑफ मैनेजमेंट एंड टेक्नोलॉजी (एआईएमटी) में शनिवार को ऑनलाइन और ऑफलाइन मोड पर ''उद्यमिता और बौद्धिक संपदा अधिकार'' विषय पर 5वां अंतर्राष्टीय सम्मेलन आयोजित किया गया। संस्थान अध्यक्ष मेजर जनरल आलोक कक्कड (सीओएस दिल्ली क्षेत्र) ने कहा कि भारत में उद्यमिता को बढ़ावा देने के लिए बुनियादी ढांचे पर काम करने की जरूरत है। ऑनलाइन मौजूद केंद्रीय जलशकित मंत्री गजेंद्र सिंह शेखावत ने कहा कि युवाओं को उद्यमिता के रास्ते पर जोश के साथ अग्रसर होने की जरूरत है। सम्मेलन में शोधपत्रों को तीन तकनीकी सत्रों में विभाजित किया गया। पहले सत्र

