



IN THIS ISSUE

Get Inspired	2
Alumni Speak	3
Book Review	4
Events and Activities	5

- IQAC meeting
- "AIMT Unplugged Musical Evening -Ye Shaam Mastani"
- Starting of Imarticus Session : Value Added Certificate "Advanced Business Analytics" for MBA-18 and 19 Batches
- ARMOTSAV 2023 (Annual Cultural Meet)
- Zenith HR Club Activity
- Guest Session by Mr.Ramveer Tanwar (Pondman of India) on Saving the Environment
- Election of NSS HeadBoy and HeadGirl
- MEME MADNESS by Marketing Club
- 6th International Conference
- Guest Session by Mr. Ashish Kaul on Digital Transformation and HR
- Mother's Day
- Guest Session on Digital marketing
- Marketinar
- Environment Day
- AIMT Cricket Match
- Industrial Visit BBA 04 Batch
- Farewell MBA-18 & BBA-02
- International Yoga Day

Faculty Team Highlights	22
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Upcoming Events	24
------------------------	-----------

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 2023 witnessed a multitude of activities, spread across a spectrum of varied areas. AIMT continued its efforts as an academic institution to align with industry expectations. AIMTians witnessed a plethora of activities including signature events of Marketing and farewell to the outgoing batches, 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 work 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 INSPIRED!!!

‘Seeing Opportunity In Obstacles’



“Sometimes I just want to give it all up and become a handsome billionaire.”

Suumit Saha, a Digital Marketer by profession, and a traveller at heart. The Director of a hugely successful SEO Agency in Mumbai called Risemetric with multi-million dollar start-ups as their clients and several other start-ups under the leading brand. He is an accomplished affiliate marketer, SEO expert and a lavish personality minting massive income levels. Some of his clients to name a few are — McDonalds, Amazon, Washington University, Viacom18, UrbanClap, Sony Entertainment, Faasos, Toppr, Roposo, TVF, Cars24, Housing, TinyOwl.

- Suumit Shah
(Founder, Director RiseMetric)

Alumni Speak

STEP OUT STEP BIG



The journey at AIMT was a roller coaster ride for me. It started with tears of leaving and ended up with tears of leaving AIMT. The journey started with an ice breaker session. It was not expected that the journey would be easy but I faced many ups and downs. This place taught me how to survive by standing alone with persistence. During my academic period, I was always involved in extracurricular activities as I needed to focus to build my personality since MBA is not about only having theoretical knowledge but applying that practically. It will help you to survive in the corporate world. We must be capable enough to convert our theoretical knowledge into practically implemented ideas. It's all about innovation you bring for change and this is what I learnt during my MBA. We should always be ready for change and have to come out of the box. So we should always be prepared enough to come out of our comfort zone. And one most important thing; If we are expecting a 30k in hand salary at entry level, we should make our qualities level up to 60k. Overall It was a great journey for me as I was able to foster my capabilities and those are still helping me to grow in my career. So always remember.

Mighty Mighty AIMT!!!

- Abhimanyu Rana
(MBA - 14)

"Caged Tiger" is an exciting novel that transports readers to the heart of an extraordinary journey of survival and redemption. Written by a talented and empathetic storyteller, this book manages to captivate the imagination from the first page to the last, leaving a lasting impression that lingers long after the final chapter.

The story revolves around the life of the protagonist, Jake McGregor, a former Navy SEAL who finds himself trapped in a world of betrayal, and isolation. After a dangerous mission goes in vain, Jake is left disillusioned and mentally scarred, unable to return to civilian life. He is forced, metaphorically, to live in like a caged tiger, battling his own inner demons while trying to find a reason to carry on.

The novel gives a glimpse into Jake's troubled childhood, the intense training that shaped him into a lethal weapon, and the bonds he made with his fellow soldiers. These flashbacks not only develop Jake's character but also offer profound insights into the psychological toll and the struggles faced by combat veterans upon their return to civilian life.

Further in the story, a ray of hope emerges when he unexpectedly encounters a compassionate therapist named Dr Emily Turner. Through their extensive therapy sessions, the reader is taken on a poignant exploration of trauma, healing, and the power of human connection. The author's depiction of Jake's emotional journey is both authentic and heartfelt, making it easy for readers to empathize with his pain and root for his redemption.

While "Caged Tiger" undoubtedly excels in its storytelling, the pacing may feel slow for readers seeking constant action. However, this deliberate pace serves to build a more profound connection to the characters and their emotional journeys.

In conclusion, "Caged Tiger" is a powerful and thought-provoking novel that skillfully combines action and suspense. It is an intense and emotional rollercoaster ride that stays with the reader long after the final page is turned. Fans of military thrillers, psychological dramas, and stories of resilience will find themselves engrossed in this captivating tale of a caged tiger's quest for freedom and redemption.

- Sakshi Singh
(MBA-19)

Events

Internal Quality Assessment Committee Meeting

Internal Quality Assessment Committee (IQAC), was held on 1st April 2023 for the quarter ending Jan-Mar 2023. It was conducted through online mode.

It evaluates the performance of the institution on various parameters. Its main function was to set benchmarks for the next quarter.

The Director, Registrar and faculty members of the institution welcomed other external members from various industries and Academia to address the meeting.

AIMT Unplugged Musical Evening

Shaam Mastani, at AIMT, celebrated its musical evening on 5th April 2023. The evening was marked by events of solo singing and band performances. It was a joyful experience for both students and teachers. The event ended with breath-taking AIMTians.



Imarticus Sessions

AIMT held a value-added certification programme by Imarticus on Business Analytics for MBA batches. The objective was to upskill the students and provide them a value addition over an existing academic curriculum. Students learned about the basics of python, syntax of python, how to write simple python programs and how to use loops and conditional statements.

ARMOTSAV CULTURAL FEST

The Army Institute of Management and Technology, Greater Noida, organized its annual fest, 'Armotsav 2023' on 11 th , 12 th and 15 th April 2023. The students were extremely enthusiastic and showed great participation in the cultural fest organized by the cultural committee under the supervision of Prof. Dharini Raje Sisodia, Dr. Ruchi, Prof. Shalini Sharma and other faculty members.

The event was declared open by Director AIMT, Air Cmde (Retd) Dr. Jayant Kumar Sahu on 11 th April 2023 by lighting the lamp, followed by a motivating speech. Various inter-batch competitions were held on the same day namely, Solo Dance, Group Dance, Solo Singing, Face Painting, Business Quiz, Poetry Recitation, Best out of waste, Rangoli and Photography. The institute also conducted a talent hunt competition, wherein the students showcased their different talents like rap, beatboxing etc. which was powered by ICICI Bank.

The Armotsav Day 2 commenced with a fashion show on the theme, "Drapes around the World" and "Bollywood". Students of different batches showcased different drapes around the world and also some iconic Bollywood characters. The day concluded with the distribution of honorary badges for greater participation in different clubs and committees, to the outstanding students of the graduating batches MBA-18 and BBA-02.



The final day of Armotsav was a great hit with the presence of Maj. Gen Bhavnish Kumar, VSM, COS Delhi Area, Chairman AIMT and other dignitaries. The students presented a cultural program which was well appreciated. The students were motivated with a prize distribution ceremony and appreciation by Maj Gen Bhavnish Kumar, VSM, COS Delhi Area. In the sports events, MBA 19 secured 1 st position in Volleyball and Basketball. MBA 18 secured 1 st position in Football and BBA won the Tug of War. A total of 66 gold medals, 66 silver medals and 12 trophies were distributed. The best players were also awarded.



ZENITH HR Club Activity

"LATERAL THINKING AND TEAM BUILDING"

Zenith Club (HR CLUB) of AIMT organized two activities on 19th April 2022. The main objective of these activities was to see the creativity of students, awareness of their surroundings and their coordination while working in a group. The activity was organized by the club members. Five teams participated in both the activities. Teams were made according to their batches.

The first activity was "Think outside the Box" and the second part was "Shape it Bend it". Each team consisted of two members. The winner of the activity was BBA 03.

The Second activity was "The Snake & Balloon". In this, each team consisted of 8 members in their team. There were a total of 5 teams. The main objective of this activity was not just to see the team coordination between the team members but also test the knowledge. The winner of the activity was BBA 04.

"The way a team plays as a whole determines its success. You may have the greatest bunch of individual stars in the world, but if they don't play together, the club won't be worth a dime." – Babe Ruth.

The vote of thanks was given by Sourabh Singh of MBA 19, student coordinator of HR Club.



Guest Session by Mr. Ramveer Tanwar (PONDMAN of India) on "Saving the Environment"

A guest session focusing on Saving the Environment by 'Pondman' Mr. Ramveer Tanwar was conducted to educate and inspire environmental enthusiasts about the significance of preserving and restoring the critical ecosystems, specifically Ponds on 21-April-2023. By covering topics such as pond ecology, assessment, restoration techniques, community engagement, and long-term management, Mr. Tanwar explained the students importance of saving and restoring these water bodies .Students gained the knowledge and skills necessary to contribute to the conservation and restoration of ponds with enhanced awareness and empowerment. Also the session encouraged students to collectively work towards the revitalization and protection of these invaluable aquatic habitats, ensuring their ecological integrity for future generations. Mr. Tanwar also talked about how they are expanding their work from cleaning ponds to developing green belt in several areas of Greater Noida. He also mentioned about a Japanese technique which they use to speed up the process and make the plants grow faster. Later on he answered some of the questions which the faculty and students had in their mind during the session.

The session ended with a vote of thanks given by Director Air Commodore Dr. J K Sahu wherein sir extended heartfelt gratitude to Mr. Tanwar for the inspiring session and offered him support from college for his future projects.



Election of NSS Head Boy and Head Girl

NSS (National Service Scheme) was introduced in 1969 with the primary objective of developing the personality and character of the students and youth through a voluntary community involving about 40,000 volunteers. It is inspired by Mahatma Gandhi's ideal and the main motto is "NOT ME BUT YOU" with the same thought AIMT started NSS to spread the essence of Democratic living and upholds the need for selfless services among students for the society. A long process was witnessed which included debate, manifesto, posters, counting and declaration of results. Candidates filled their nominations on 22nd April 2023 and had given one week for their promotional activity where they could do their vote appeal for themselves. On 27th April 2023 speech for Head Boy and Head Girl was held in Amphitheatre, where all candidates were given 5 minutes to present their viewpoints. Voting took place on 29th April 2023 from 3:30 to 4:30 PM.

Results were announced on the same day after counting of the vote was completed under the examination of Programme Officer Dr. Nilambara for which Head Boy Anup Chand and for Head Girl Anjali Kumari won the Election.



GENYM Marketing Club Activity

"A **MEME** acts as a unit for carrying cultural ideas, symbols, or practices, that can be transmitted from one mind to another through writing, speech, gestures, rituals, or other imitable phenomena with a mimicked theme".

Therefore, "GENYM- the Marketing Club" of AIMT organized a Meme Madness Competition on the theme of "EARTH DAY" on 22nd of April 2023 for all the students of MBA and BBA.

The objective of this event is to explore the Creative-cum-Marketing attitude of students towards the current happenings around.

Around 20 entries were judged by the panel of two judges based on the innovativeness, originality and overall humor. All the entries were appreciated as the thinking of each of the individuals was different from that of others. The results were as follows:

- 1st- Shivam Kaushal, BBA 02
- 2nd- Vijayanta Panwar MBA 19, Section-B
- 3rd- Shikha Sharma MBA 18, Section-B

INTERNATIONAL CONFERENCE

Army Institute of Management and Technology, Greater Noida organized an International conference on the theme "Emerging Trends and Issues in Business Management and Social Innovation" on 6th May 2023. The conference was conducted in hybrid mode and the objective was to discuss and to bring more clarity and structure to the field of social innovation and inclusive development in the present contemporary scenario.

Conference started with Air Cmde. (Dr.) JK Sahu, Director AIMT facilitating the dignitaries for the day viz., Lt Gen Dhiraj Seth, AVSM, GOC, Delhi Area & Patron - AIMT; Dr. Dipak Dasgupta, Distinguished Fellow The Energy & Resources Institute (TERI), Core Team, Sixth Assessment IPCC Synthesis Report 2023, United Nations Intergovernmental Panel on Climate Change (IPCC), Former Principal Economic Adviser, Government of India, Ministry of Finance - Online Mode from Washington D.C; Mr. Agniwesh Thakur Director - Human Capital Consulting, Deloitte; Prof. (Dr) Rajive Kumar, Member Secretary- AICTE and Prof. (Dr.) Ravindra Kumar Sinha VC, Gautam Buddha University, Greater NOIDA.

Inaugural Session

The Inaugural address was given by Lt Gen Dhiraj Seth, AVSM, GOC, Delhi Area & Patron - AIMT. He outlined the importance of staying abreast with the changes in the current business world wherein significant shifts are visible in the ways business operate. Thematic address by Dr. Dipak Dasgupta, who focused on the importance of the millennial generation in bringing the changes to the world.

Mr. Agniwesh Thakur, Director - Human Capital Consulting, Deloitte. His focal point was to bring attention to the practical aspects of the topic wherein he outlined six major trends shaping the economy: Sustainability, Digital Transformation, Social Responsibility, Work on purpose, Building collaboration, Diversity, Equity and Inclusion. Prof. (Dr) Rajive Kumar, Member Secretary- AICTE, shared the initiative taken by AICTE towards implementing national education policy in technical education. Prof. (Dr.) Ravindra Kumar Sinha, Vice Chancellor, Gautam Buddha University, G.NOIDA. He emphasized on the fact that "how we do business depends on technology and technology keeps changing."

The inaugural session came to an end with Cmde (Dr.) JK Sahu facilitating the guests. Dr. Anubhav Varma, Academic Head AIMT proposed the vote of thanks eliciting the managerial learnings on advancements from Srimad Bhagavad Gita.



Plenary Session

Mr. Jimut Kumar Basa, Vice President, Capgemini Financial Service, Europe (Online From Amsterdam, Netherlands), brought attention towards the evolution and change in technology. He emphasized that technology is impacting different kinds of jobs in our industry today.

Dr. Varinder M. Sharma, Professor, Department of Marketing, Indiana University of Pennsylvania, USA, structured his discussion onto the the five major trends in Industry viz., Circular economy, Circular Global Supply Chain Management, Business Analytics, Social Innovation, Trustworthiness of unfamiliar websites.

Mr. Sanjeev Unni, Head of Transformation, Cognizant, California, USA -Online from California, USA. He started the session by introducing Cognizant to the students. He outlined the contributions made by Cognizant during Covid 19 across the world.

Prof A K Saini, Dean, University School of Management Studies, GGSIPU. Saini highlighted the contributions of IP University in the sustainable development goals (SDGs). The SDGs were initiated by the United Nations in 2015.

The vote of thanks was given by Dr. S Mohanty.

Valedictory Session

Mr. Fergus Belfour, Director and Board Mentor Brand Think Tank Group, talked about inspirational leadership, where and how do you find it.

Mr. Pankaj Kumar Dewan V P- SCM & HR, Daikin Manufacturing India brought attention to the gap between industry and academia.

Mr. Sandeep Tyagi Sr. Vice President, UFlex Ltd Tyagi brought attention to the fact that sustainable development is deeply ingrained in all the organizations.

Prof Ajay Rana Director General, Amity University, NOIDA brought a spiritual angle to the conference. He enlightened the audience with the fact from Vedas, human life is very very important as we get this after 86 lakh 'Yonies'.

Maj Gen Bhavnish Kumar, VSM, Chief of Staff, HQ Delhi Area & Chairman AIMT, He congratulated AIMT for a wide spectrum of papers in the international conference.

The International conference concluded with Vote of Thanks by Col Rajendra Pandey (Retd), Registrar- AIMT and felicitation of guests & best paper award.



Guest Session by Mr. Ashish Kaul on "Digital Transformation and HR"

A guest session focused on the intersection of digital transformation and HR offered a platform for students and budding professionals to understand the evolving role of HR in a digitally-driven world on 9th May 2023. By discussing topics such as talent acquisition, employee experience, and change management, and touching upon the points such as technology driven world, tech savvy generation and survival of the fittest Mr. Ashish provided valuable insights that can be transformed into the opportunities presented by digital transformation. Equipped with this knowledge, students and HR professionals can drive organizational success by leveraging digital tools and strategies to optimize HR practices, enhance employee engagement, and navigate the ever-changing future workplace.

The session concluded with the Vote of Thanks which was given by Dr. Mrityunjay Sir where he thanked Mr. Kaul for sparing his valuable time and providing students with the expert knowledge.



Mother's Day

Mother's Day was observed on 14th May 2023, as it is always celebrated on the second Sunday in May in India. Although we cannot express our love and gratitude to our moms in just one day, we can dedicate at-least one whole day to them only, as an honor. AIMT students recently celebrated Mother's Day on campus and expressed their love through various gestures. A Poster making competition with an essay writing competition were held with the themes "Mother's Day Through Generations" and "Mother's as Role Models: Inspiring Change" respectively. Students used this opportunity to show their love towards their mothers to the fullest.



Guest Session on "Digital Marketing"

In today's fast-paced and digitally-driven world, the era of marketing has undergone a dramatic transformation. As businesses strive to stay ahead of the competition and connect with their target audience, digital marketing has emerged as a game-changing strategy. To shed light on this dynamic field, a captivating guest session on digital marketing was organized by the program coordinators on 26th May 2023, inviting industry experts to share their insights, experiences, and strategies. The guest session on digital marketing took place in Seminar hall. The attendees from both the MBA as well as BBA batches eagerly listened to the knowledge and expertise that the esteemed speakers were sharing. The speakers touched upon various components and types of Digital Marketing like blogging as well as blogging. They also threw light on SEO (Search Engine Optimisation) and google ads and how companies generate traffic on their websites. Some tips and tricks were also shared so as to seek students' interest. The speakers also asked and collected students feedback regarding the session. As the session proved to be a resounding success, providing students with valuable insights, practical tips, and innovative strategies.

It concluded with the vote of thanks presented by Anjali Singh of MBA 19 on behalf of Army Institute of Management and Technology.



MARKETINAR

“A customer talking about their experience is worth ten times that which you write or say about yourself.” -David J. Greer.

The Inaugural session commenced with Saraswati Vandana along with auspicious lamp lighting by Air Cmdr. (Dr) J.K. Sahu, Director AIMT on 3rd June 2023. He felicitated the dignitaries while introducing the college. He welcomed all the knowledgeable speakers with a warm welcome speech addressing the guests and briefly discussed the customer experience and retention and how to achieve positive customer experience by providing excellent quality product and personalized services. The introductory address was given by Maj Gen. Bhavnish Kumar (VSM, Chief of Staff, Delhi Area). Because of his busy schedule, he was unable to attend the lecture in person. He began by talking about the importance of customer experience in the corporate world. He also mentioned how company or organization growth solely depends on customer retention and loyalty. After the introductory session all the esteemed speakers presented their view points one by one.

The Inaugural session came to an end with felicitation of guests by Air Cmdr. (Dr.) JK Sahu, Director AIMT. A Heartfelt Vote of Thanks was given by Dr. Anubhav Varma, Academic Head- AIMT.

Following the high tea, a Plenary session was organized involving a panel discussion and was moderated by Dr. Sapna Popli, Professor of Marketing at IMT Ghaziabad. Mr. Vikhyat Kansal, Head of Marketing of Beverages, Nestle Pvt. Ltd., Mr. Rahul Kumar, Delivery Lead, SARA Creation Inc., and Ms. Sneha K Singh, Delivery Lead, IBM Pvt. Ltd. were also among the panel. All the speakers presented their viewpoints on the topic being discussed. Towards the end Dr. Popli summarized the panel discussion by talking about various quantitative measures to check on the customer experiences like NPS, Customer Satisfaction Score, Customer Effort Score, Sensory Marketing etc. At the end questions were put up by the students, and all the doubts were cleared by the panelists successfully. It was indeed an immaculuously insightful event for students to grow in today's corporate world.

A Heartfelt Vote of Thanks was given by Dr. Pallavi, Area Chair Marketing, AIMT where she mentioned how the informative session would give the students of AIMT an insight into customer satisfaction and experience.



WORLD ENVIRONMENT DAY

NSS at AIMT is dedicated to fostering social responsibility and creating awareness among students about important issues. On the occasion of World Environment day, NSS unit organized a poster making competition to honor the memory of late Major David Manlun, a brave soldier who was awarded the great Kirti Chakra for his exceptional courage and sacrifice. The competition aimed to raise awareness about environmental conservation with a theme 'Solution to plastic pollution' and the importance of sustainable practices in remembrance of this extraordinary individual. The competition was held on 5th June between 1700 hrs -1800 hrs in the seminar hall. The primary objective of the poster making competition was to celebrate World Environment Day and pay tribute to Maj David Manlun while promoting Environmental consciousness. The competition aimed to encourage students to express their creativity, highlight the significance of environmental conservation, and inspire action towards a sustainable future. The event successfully expressed creativity, spread awareness and also instilled a sense of responsibility towards preserving our environment. Through this competition, the NSS unit at AIMT aimed to inspire students to take action and contribute to a greener, plastic free and more sustainable future.



AIMT Cricket Match

Cricket, a sport that unites fans across the globe, has a unique ability to bring people together and ignite a spirit of competition. In the heart of a college campus, an exhilarating cricket match MBA vs BBA was organized on 9th June 2023, creating an electrifying atmosphere of camaraderie, rivalry, and sportsmanship. Air Commodore Dr. JK Sahu started the match by cutting the ribbon followed by the toss which was won by MBA and they decided to field. As the match progressed, numerous thrilling moments and unforgettable highlights unfolded. The crowd erupted in cheers as boundaries were struck, wickets were taken, and stunning fielding displays took place. Sixes soared over the boundary ropes, leaving spectators in awe, and strategic field placements added an element of intrigue to the game. One special highlight of the match was Prof. Sandeep Sahu playing from MBA's side, Sir truly added on to the match through his remarkable skills. The victory was claimed by MBA batch and Rajesh Kumar Shukla from MBA-19 batch bagged the Man of the Match title. The cricket match celebrated the spirit of the game, fostering a sense of unity among the participants. Players from both teams shook hands, acknowledging the shared passion and memorable moments that unfolded throughout the match. The celebration ended with the photograph of participants from both the batches along with Air Commodore J K Sahu Director AIMT and Col. Rajendra Pandey Registrar AIMT.



Industrial Visit of BBA 04 Batch

Army Institute of Management and Technology, Greater Noida organized an Industrial visit to Nirula for the students of BBA-04 batch under the faculty guidance of Dr. Priyanka Shrivastav on 16-June-2023. The food factory was a state-of-the-art facility located in Greater Noida. It featured advanced machinery, strict hygiene protocols, and an emphasis on quality control throughout the production process. The factory aimed to ensure that all food products were made from the highest quality raw materials, guaranteeing safety and satisfaction of its customers. Management team of the Nirula, Mr. Amit and his fellow workers heartedly welcomed the students. The purpose of the visit was to gain insight into the manufacturing processes involved in producing various food items directly from raw materials. The students were warmly received and provided with refreshments upon arrival. The experience left the students with a deeper understanding of the complexity and artistry involved in the food production industry. After that the students were taken to the production units. They are as follow:

Bread Production:

The visit began with a tour of the bread production section. The students observed the various stages involved, starting from dough preparation to the baking process. They learned about the precise measurements of ingredients, mixing techniques, and the importance of temperature and timing for achieving consistent results. The factory emphasizes the use of natural and organic ingredients to maintain product quality.

Pastry Production:

Next, the students explored the pastry production area. They witnessed the delicate process of making pastries, such as croissants and danishes. The factory staff demonstrated the artistry and precision required to create flaky, flavorful pastries. The students gained an understanding of how different fillings, toppings, and baking techniques contribute to the final product.

Lunch Box Assembly:

The visit continued with an insight into the lunch box assembly line. The factory focused on providing nutritious and balanced meals in a convenient format. The students observed how fresh ingredients, including vegetables, proteins, and grains, were carefully portioned and assembled into lunch boxes. They learned about the factory's commitment to providing healthy options and accommodating dietary restrictions.



Frozen Food Production:

The students were then guided to the frozen food production area. They witnessed the process of flash freezing various food items to maintain their taste and nutritional value. The factory highlighted the importance of using quality ingredients and maintaining proper freezing conditions to ensure the longevity of frozen products without compromising their quality.

Ice Cream Production:

Finally, the students explored the ice cream production section. They were intrigued by the range of flavors and the meticulous attention to detail in the manufacturing process. The factory staff explained the process of creating creamy textures, balancing flavors, and incorporating natural ingredients to produce premium ice cream products.



Farewell MBA 18 & BBA 02

"From bunking lectures to wanting to attend them one more time. Happy days came to an end." Walked in with a heavy bag, walking out with a heavy heart, college Farewell parties are always an exciting affair and bring alive a lot of happy memories. In an emotionally surreal atmosphere inside the Seminar Hall of the AIMT College Campus, the students, staff, and management of the AIMT College bid adieu to the Students of 2021-2023 Batch at a grand farewell function on 17-June-2023. The day was a fiesta dedicated to reminiscing about happy memories shared with friends and teachers throughout the years. The hall was decked out with balloons, confetti and ribbons. The goodbye gala, which was a colorful affair, rocked the day for all of the partygoers. The students' dance and singing performances were the highlight of the event. A video presentation by the college made everyone mushy. It reminded them of their yesteryears and home away from home. Director Air Commodore Dr. J.K. Sahu extended his best wishes and promised the students that they would continue to receive support from the college even after graduating. He encouraged them by advising them that they should never compromise with their beliefs and should follow the moral standards and discipline they had learned in college.

Further, Registrar AIMT Col. Rajinder Pandey relived the beautiful memories of the BBA 02 and MBA 18 batch, wished them all the best for the upcoming corporate life. The teachers and students of AIMT MBA and BBA organized a Farewell -2023 to send off the outgoing seniors on their professional adventure to yet-to-be-explored places. Some exciting games were also arranged for the seniors like boys draping saree game, Identify the soft-drink game, etc., and were enjoyed by all. Token of love and appreciation was given to the seniors by their juniors. The day ended by capturing memories with photo sessions. At last, the auditorium geared up with DJ filling high energy and immense pleasure among all, with the stamps of amazing memories and fun.



INTERNATIONAL YOGA DAY

On the dazzling 21st of June 2023, the Army Institute of Management and Technology (AIMT) blossomed into a haven for people seeking enlightenment within the mystical embrace of time. The AIMT NSS unit planned a spectacular event in celebration of the 9th International Yoga Day, led by an unwavering spirit. Raindrops fell to the ground, giving the landscape below a silvery sheen as the sun timidly poked its head through the cloud cover. We all remained steadfast in our desire to honor the pure essence of yoga, unfazed by the whims of the weather. With unwavering dedication, we converted enclosed rooms into havens for spiritual enlightenment. An unfolding tapestry of harmony and purpose took place inside the walls of AIMT. The gathering of souls from many walks of life caused their hearts to beat in sync, igniting a sensation of expectancy that filled the air. The peaceful melody created by the raindrops' constant pitter-patter outside made it seem as though nature itself was working to improve our technique. The voyage into the world of yoga started, revealing a wealth of traditional knowledge. Every yoga pose became a symbol of the body's intrinsic grace and toughness. We set out on a journey of self-discovery, traveling through the landscapes of physical and spiritual alignment, from the anchored stability of Mountain Pose to the fluid grace of Tree Pose. The sound of the raindrops' song was mingled with the collective breaths of the practitioners as they gently cascaded down the rooftops. The atmosphere took on an otherworldly force as if it were absorbing the tremendous significance of the moment. The lines separating individuals from universal existence were blurred as the breath and movement danced together.



FACULTY TEAM HIGHLIGHTS

Dr. S Mohanty

- **Award of Ph.D:** Awarded Ph.D in Computer Science & Engineering from Faculty of Engineering and Technology, Siksha 'O' Anusandhan Deemed to be University, Bhubaneswar, Odisha on the title 'Integration of Security Engineering Process in the Design phase of Software Development Life Cycle for Web-based applications' under the supervision of Prof (Dr.) Srikanta Patnaik on 02 June 2023.
- **Publication of Research Article in Conference Proceedings:** Amit Kumar Kushwah, Subhranshu Mohanty (2023) Digital Innovation: A Comprehensive Guide to Implementing Advanced Technologies for Business Growth published in the conference proceedings of 6th International Conference on "Emerging Trends and Issues in Business Management and Social Innovation" organized at Army Institute of Management & Technology, Greater Noida on 06 May 2023. ISBN: 978-93-91355-74-6.

Dr. Pallavi

- Participated in One-week Faculty Development Programme (FDP) on "Data Analytics Using R and SPSS" scheduled from 22 Feb 2023 to 28 Feb 2023 at AIMT, Greater Noida
- Completed an Eight week (Jan-March 2023) NPTEL course on "Retail Management" from IIT Kharagpur.
- Completed an Eight-week NPTEL Faculty Development Programme on (Jan-March 2023) NPTEL course on "Retail Management" from IIT Kharagpur.

Ms. Dharini Sisodia

- FDP- Presidency University -New Age pedagogy -Commerce and Management -24th to 28th April 2023
- Coursera: Fintech Foundation and Overview - The Hongkong University of Science & Technology
- Membership of the European Marketing and Management Association.

FACULTY TEAM HIGHLIGHTS

Dr. Nilambara Srivastav

- Paper title: Spiritual leadership: A PLS-SEM Based approach in context to organizational culture and work stress in Indian automobile sector ISSN 2063-5366ISS
- Presented a paper at Institute of Management Studies : The impact of employee retentiveness on organizational efficiency: An empirical study in context of Banking sector
- Certificate of completion POSH Prevention of Sexual Harassment at workplace(POSHAct2013) SHRM Certified
- Train the trainer: Gender Sensitization, Diversity, Inclusion and POSH
- Train the trainer: (POSH Act 2013) Workshop
- Train the trainer : POSH Act 2013 and Diversity , Inclusion

Dr. Ruchi Varma

- Webinar Participation „Blue Ocean Strategy Foundation“ by The Case Centre on 21st June 2023, Publisher: INSEAD.
- Contribution in writing Chapter “Ancient Indian Wisdom in Management“, Ancient Indian Wisdom for Business Transformation, ISBN:978-81-959897-2-0, Eureka Publications, Pg 103-112

Prof. Shalini Sharma

- Book Chapter “Ancient Indian Wisdom in Management“, Ancient Indian Wisdom for Business Transformation, ISBN:978-81-959897-2-0, Eureka Publications, Pg 103-112

Dr. Babita Bhati

- Book Chapter: Bhati & Kovid (2023) “Technology Mediated Learning During Pandemic: Challenges Vs Outcomes” to be published by Routledge
- NLP Certified Practitioner from ISTD, Delhi.

Upcoming Attractions at AIMT

Activities

- July 23 End-Term Exams
- 26-July-23 Kargil Diwas Celebration
- 15-Aug-23 Independence Day Celebration
- 21-25 Aug-23 FDP on "Achieving Excellence with Mental Wellness"
- 21-Aug-23 Commencement of New Session
- Sep 23 Orientation BBA 2023-26 and MBA 2023-25
- 6-Sep-23 Janmashti Celebration

Faculty Editor

Dr Babita Bhati

(Assistant Professor & Area Chair HRM/OB)

Student Editors

Mini Singh (MBA 19)

Sakshi Singh (MBA 19)

Subham Kumar Pandey (MBA-19)



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एआईएमटी के खेल व सांस्कृतिक कार्यक्रम में छात्रों ने दिखाया हुनर



वार्षिक खेल एवं सांस्कृतिक महोत्सव

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FACEBOOK

सांस्कृतिक कार्यक्रमों के साथ खेलों का आयोजन

ग्रेटर नोएडा। आर्मी इंस्टीट्यूट ऑफ मैनेजमेंट एंड टेक्नोलॉजी ने अप्रैल से शुरू वार्षिक खेल एवं सांस्कृतिक महोत्सव 2023 का समापन शनिवार को हो गया। समापन कार्यक्रम में ग्रेटर नोएडा के आर्मी इंस्टीट्यूट ऑफ मैनेजमेंट एंड टेक्नोलॉजी के अध्यक्ष डॉ. राजेश कुमार ने छात्रों को प्रोत्साहित किया।

रचनात्मक क्षमता और समस्या समाधान कौशल दिलाता है छात्रों को उत्कृष्टता

Posted on 3 Days Ago

By Samvad Express

सांस्कृतिक कार्यक्रम में छात्रों ने दिखाया हुनर

ग्रेटर नोएडा: आर्मी इंस्टीट्यूट ऑफ मैनेजमेंट एंड टेक्नोलॉजी में टेबल टेनिस, बास्केटबाल आदि

सरकार ने लागू की नई शिक्षा नीति

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June 1, 2023 GREONEWS TEAM ARMY INSTITUTE OF MANAGEMENT AND TECHNOLOGY



AIMT संस्थान में समकालीन परिदृश्य में सोशल इनोवेशन और इंक्यूबेशन डेवलपमेंट पर 6 मई को अंतर्राष्ट्रीय सम्मेलन

Posted on 6 Days Ago

By Samvad Express

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ग्रेटर नोएडा के AIMT में मार्केटनार का हुआ आयोजन: कस्टमर सर्विस एक्सीलेंस के विषय पर हुई चर्चा, एआईएमटी के प्रयासों की सराहना की

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teaching

International Conference on "Emerging Trends and Issues in Business Management and Social Innovation" to be held at Army Institute

May 3, 2023 | GRENONNEWS TEAM | ARMY INSTITUTE OF MANAGEMENT AND TECHNOLOGY

समकालीन परिदृश्य में सोशल इनोवेशन व इंकलूसिव विकास

ग्रेटर नोएडा, 6 मई (देशबन्धु)। आर्मी इंस्टीट्यूट ऑफ मैनेजमेंट एंड टेक्नोलॉजी, ग्रेटर नोएडा में छठा अंतरराष्ट्रीय सम्मेलन 'इमर्जिंग ट्रेंड्स एंड इश्यूज इन बिजनेस मैनेजमेंट एंड सोशल इनोवेशन' विषय पर आयोजित किया गया। सम्मेलन में वर्तमान समकालीन परिदृश्य में सोशल इनोवेशन और इंकलूसिव डेवलपमेंट के विषय पर चर्चा एवं विचार-विमर्श किया गया। उद्घाटन सत्र की शुरुआत दीप प्रज्वलन के साथ हुई। एयर कमांडोर डॉ. जे.के. साहू, निदेशक-एआईएमटी ने अतिथियों का स्वागत किया। लेफ्टिनेंट



जनरल धीरज सेठ, ए.वि.एस.एम., जी ओ सी दिल्ली एरिया और संरक्षक एआईएमटी ने कहा कि व्यवसायों को आज अद्यतन और अनुकूल रहने, एवं समाज और पर्यावरणीय परिवर्तनों के प्रति सचेत रहने की आवश्यकता है। मेजर जनरल भवनीश कुमार, वीएसएम, चीफ ऑफ स्टाफ मुख्यालय दिल्ली क्षेत्र

और अध्यक्ष, एआईएमटी, ने एआईएमटी के प्रयासों को सराहना की। डॉ. दीपक दासगुप्ता, पूर्व प्रधान आर्थिक सलाहकार, भारत सरकार, वित्त मंत्रालय कांशिंगटन डी.सी. ने जलवायु परिवर्तन और सामाजिक परिवर्तनों के व्यापक पहलुओं के बारे में चर्चा की। अग्रिमवश ठाकुर, निदेशक-इंफोर्मेटर ह्यूमन कैपिटल कंसल्टिंग, डेलॉइट ने एसडीजी के बारे में चर्चा की। प्रो. (डॉ.) राजीव कुमार, सदस्य सचिव-एआईसीटीई ने सस्टेनेबल बिजनेस को बढ़ावा देने के लिए एआईसीटीई द्वारा की गई पहलों के

साक्षात्

समाज और पर्यावरणीय परिवर्तन के प्रति सचेत रहें व्यवसायी
ग्रेटर नोएडा। आर्मी इंस्टीट्यूट ऑफ मैनेजमेंट एंड टेक्नोलॉजी में शनिवार को आयोजित अंतरराष्ट्रीय सम्मेलन 'इमर्जिंग ट्रेंड्स एंड इश्यूज इन बिजनेस मैनेजमेंट एंड सोशल इनोवेशन' विषय पर छठा अंतरराष्ट्रीय सम्मेलन का आयोजन 6 मई को किया जा रहा है। इस सम्मेलन का उद्देश्य वर्तमान समकालीन परिदृश्य में सोशल इनोवेशन और इंकलूसिव डेवलपमेंट के क्षेत्र में चर्चा, बहस, विचार-विमर्श करना और अधिक

कस्टमर रिलेशन विषय पर सेमिनार का आयोजन



आर्मी इंस्टीट्यूट में आयोजित सेमिनार में उपस्थित वक्ता • सौ. कालेज

जासं, ग्रेटर नोएडा : नालेज पार्क स्थित आर्मी इंस्टीट्यूट में बेटर कस्टमर रिलेशन एवं कस्टमर एक्वीजीशन विषय पर सेमिनार का आयोजन किया गया। सेमिनार में कस्टमर सर्विस एक्सीलेंस पर विचार-विमर्श किया गया। एयर कमांडोर (डा.) जेके साहू ने अतिथियों का स्वागत किया। रूपराम

चौधरी, हेड-सेल्स, मदर डेयरी प्रा. लिमिटेड ने मदर डेरी के कस्टमर सर्विस तरीकों की जानकारी दी। डॉ. अभिषेक सिंह, क्षेत्रीय प्रबंधक, ब्रिटानिया प्रा. लिमिटेड एवं अतुल मोहन, बिजनेस कंसल्टेंट ने ग्राहक अनुभव और सेवा की बारीकियों के बारे में चर्चा की।

बेहतर क्लेसमेंट के लिए छात्रों को तैयार करने का प्रयास

हिन्दुस्तान 02

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कृता पर हुई चर्चा

आईएमटी ऑफ मैनेजमेंट एंड टेक्नोलॉजी में शनिवार को और कस्टमर एक्वीजीशन विषय पर विचार गोष्ठी में कस्टमर सर्विस एक्सीलेंस पर चर्चा की। उद्घाटन सत्र की शुरुआत दीप प्रज्वलन के साथ हुई। एयर कमांडोर डॉ. जेके साहू, दिल्ली मुख्यालय के जनरल भवनीश कुमार शामिल हुए। यहां पर ग्राहक बारीकियों के बारे में बात की गई। मौके पर डॉ. सपना राहुल कुमार डॉ. अभिषेक सिंह आदि शामिल हुए।

ग्रेटर नोएडा के AIMT में मार्केटिंग

कस्टमर सर्विस एक्सीलेंस के विषय पर हुई चर्चा, एआईएमटी के प्रयासों का सराहना का



निदेशक-एआईएमटी विचार-विमर्श करने के लिए अपने जीवन के अनुभव को साझा किया। कमांडर चौधरी, हेड-सेल्स, मदर डेयरी प्रा. लिमिटेड ने मदर डेरी के कस्टमर सर्विस बारीकियों के बारे में चर्चा की। प्रो. (डॉ.) राजीव कुमार, सदस्य सचिव-एआईसीटीई ने सस्टेनेबल बिजनेस को बढ़ावा देने के लिए एआईसीटीई द्वारा की गई पहलों के

द्यूट में छठा सम्मेलन आयोजित
नोएडा स्थित आर्मी इंस्टीट्यूट ऑफ मैनेजमेंट एंड अंतरराष्ट्रीय सम्मेलन का आयोजित किया गया। इसमें परिदृश्य में सोशल इनोवेशन और इंकलूसिव डेवलपमेंट के विचार-विमर्श किया गया। सम्मेलन में देशभर से शिक्षकों ने अपने शोध प्रस्तुत किए।

दीप प्रज्वलन के साथ कार्यक्रम की शुरुआत

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