

# ARMY INSTITUTE OF MANAGEMENT & TECHNOLOGY, GREATER NOIDA



# NEWSLETTER

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## From Editorial Desk

Dear Readers,

Welcome to the Volume 7 Issue 2 of AIMT newsletter. We were pleased with the positive response to the previous issue and hope that this newsletter continues to be a useful resource. In this issue, we will recount the multitude of guest sessions, webinars, events, online certifications since Oct-Dec 2020. AIMT welcomed new batches - MBA 17 and BBA 2 as well as organized Alumni Meet "Milaap" to strengthen our bond with our dear Alumni. The staff and students of AIMT continued the classes on digital mode without compromising on the continuity and quality of learning.

Happy Reading!!!





## ALUMNI SPEAK!

My college life was remarkable, and it was an essential phase of my career development. AIMT taught me things and built my confidence to face the new challenges and struggles in my future. Here instead of just focusing on my study I also participated in other activities like fests, sports, projects that helped me hone my social skills to a great extent. All the curriculum and extracurricular activities here helped in the overall development of my personality. AIMT gave me the best chance to shape my career and it provided facilities like library, state of the art technology and experienced faculty to study and prove myself in all fields.

Thank You AIMT!!

**Sugam Kumar**  
MBA -14

## GET INSPIRED

### WARREN BUFFETT

Warren Buffett has been the chairman and largest shareholder of Berkshire Hathaway since 1970. He has been referred to as the "Oracle" or "Sage" of Omaha by global media. He is noted for his adherence to value investing, and his frugality despite his immense wealth.

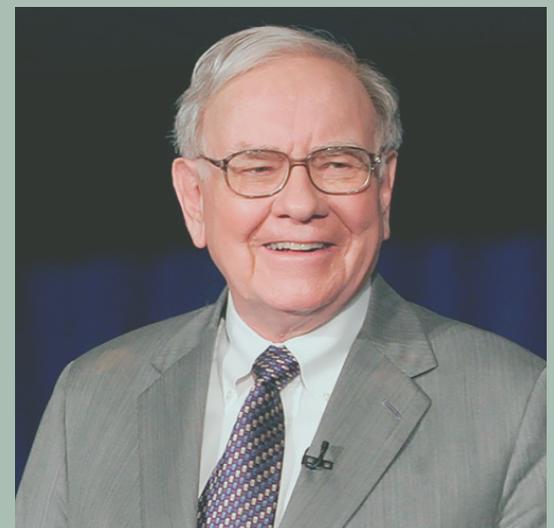
Here are **Buffett's most inspirational quotes** on money, investing & life.

**"Rule No. 1: Never lose money.  
Rule No. 2: Never forget Rule No. 1."**

**"Price is what you pay. Value is what you get."**

**"It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently."**

**"It's only when the tide goes out that you discover who's been swimming naked."**



# EVENTS & ACTIVITIES

## SWATCH BHARAT ABHIYAAN ORGANISED ON 1ST OCTOBER 2020

***Sanitation and cleanliness are among the humblest of the civic virtues, and it is easy to underestimate their significance***

A clean India would be the best tribute India could pay to Mahatma Gandhi on his 150-birth anniversary in 2019," said Shri Narendra Modi as he launched the Swachh Bharat Mission at Rajpath in New Delhi. On 2nd October 2014, Swachh Bharat Mission was launched throughout length and breadth of the country as a national movement. The Covid-19 could not become a hindrance for Army Institute of Management & Technology in conducting its annual cleanliness drive. The Institute organizes a cleanliness drive every year, on the occasion of Gandhi Jayanti, on 1st of October. The students of MBA 15 present at the campus participated in the cleanliness drive, along with the faculty and other staff members. The drive was not conducted at a large scale due to COVID-19 precautionary measures, however, the spirit of the participants was high.

## GANDHI JAYANTI CELEBRATION

***You must be the change you wish to see in the world"- Mahatma Gandhi***

To celebrate 151st birth anniversary of Mahatma Gandhiji and birth anniversary of our second Prime Minister Lal Bahadur Shastri Ji, a function was organized at AIMT on 3rd October from 11.00 to 11.30 hours on MS Teams Platform.

On this occasion, Director AIMT addressed the faculty members and students about the inspirational life journey of Mahatma Gandhiji and emphasized his message of non-violence, cleanliness, and truth. He advised students to embrace the learnings of Bapu in our daily life to make India a great Nation.

After that, Registrar AIMT addressed Gandhiji's contribution to our nation and highlighted how he spread the message of Clean India and Swaraj and taught Indians how to become independent. He asked students to contemplate how can they contribute towards nation-building.

During the celebration, a video was displayed to students based on the contribution of Gandhiji and Shastri Ji. In the end, a quiz was organized for students to showcase their knowledge about our great leaders. The celebration was organized by Prof. Rahul Verma and Dr Karishma Chaudhary.



# ALUMNI MEET- MILAAP 2020

## *An institution's most important contributor is the alumni*

An Alumni Meet is an occasion when students gather at their Alma Mater, go down the memory lane and look forward to new interactions with new hopes. The 16th Alumni Meet of Army Institute of Management & Technology, Milaap 2020, was indeed an eventful one. The event was conducted on the 3rd of October, Saturday, from 2:30-4:30 pm, through the platform of MS Teams. The event marked the launch of the AIMT Alumni Association and its core executive members. The Association was launched to provide the formal means of connecting the alumni. The event witnessed participation of the alumni in good numbers, as well as the students of MBA 15, MBA 16 and BBA 01, apart from the faculty members.

The event started on a positive note with shloka recitation by Ms Ashlesha Dubey, of MBA 16. This was followed by the opening address by Cmdr. Dr Vivek Chawla, Director, AIMT. The key deliberations of the address were the development of the Institute over the last few years. This was followed by the welcome address, by Ms Arshiya Ismail, Alumni Chairperson and CTPO, AIMT. The event proceeded



with a brief introduction of all the executive members of the Alumni Association. Then, a song presentation by Mr Akshat Pandey of BBA 01 for the alumni to walk down the memory lane. A panel discussion on the topic "How Alumni Association can help the Institute in its development?" was conducted with the executive members as the panellists.

### **KEY DELIBERATIONS:**

- Increasing Alumni engagement by bridging the gap between FOMS and AIMT Alumni.
- Involvement of Alumni in the Academic and Corporate Advisory Committee to effectively use the knowledge and experience of the Alumni.
- Expansion of horizons of the connect between the Alumni and the Institute beyond placements, through guest sessions, sectoral conclaves.
- Connect with a better magnitude with the Alumni through the inclusion of alumni in the specialization clubs and raising the standards of activities organized for the club.
- Generate a sense of belongingness among the Alumni and students through continuous involvement of Alumni in the Institute activities.
- Placing the Institute at a better position in the corporate world with the support of the Alumni network.
- Introduction of the Alumni Advisory Committee to enhance skill gap assessment and prepare the students better for the corporate.



The discussion proceeded with an open house discussion among the alumni and the faculty members. The filler activities also included poem recitation by Ms Ashlesha Dubey of MBA 16. This was followed by a poem recitation by Dr M.Y. Khan. The poem was a trip to nostalgia for all the alumni. The event was concluded with the vote of thanks by Col. Rajendra Pandey, Registrar, AIMT.

## HR CONCLAVE 2020

### “New Normal of People Practices: Issues & Challenges”

During the hard-hitting phase of today's pandemic, Human Resource (HR) is one of the most disrupted domains of the business. Stay-at-home orders forced employees into home offices, liquidity shortages made furloughs and lay-offs necessary, And once ambitious hiring plans experienced painful cutbacks. Now that the economy is entering the 'New Normal' characterized by a suppressed economy and the ever-looming threat of lock-down snapping back, the professional world is looking at a way to create resilience and win in the recovery process. HR Conclave 2020, organized on **17th October, Saturday**, witnessed the top HR professionals talk about the same.

The virtual conclave began with shloka recitation followed by welcome address by **Cmde. Dr Vivek Chawla, Director, AIMT**. The introductory address was presented by **Brig. Navin Goyal (BGS, HQ Delhi Area), on behalf of COS, Maj Gen Alok Kacker**, highlighting the unprecedented condition faced by the HR all over and the need to devise a backup plan which brings the organizations back to the track, keeping in mind the health and happiness of the employees.



#### INAUGURAL SESSION

**The Chief Guest address** was delivered by, **Mr Prem Singh (President, NHRD)**, wherein he expressed the essence of life and it is the challenges that make life interesting and overcoming challenges makes life meaningful. His address highlighted the shift and consumer preferences, drop in demand, the trend of the experience economy. He concluded by emphasizing the transition from organizational design and redesign to organizational resilience.

**Shri (Dr.) Ramesh Pokhriyal (Minister of Education, Government of India)** in his address focused on adopting the appropriate measures to current challenges can turn the challenges into opportunities. He emphasized on inclusion of the obstacles being faced into the HR and organizational practices as a whole to be at par with the environment.

**Dr Manoj K Prasad (VP Talent Development, Reliance Industries Ltd.)**, in his keynote address, highlighted the disruption in business practices and even business models, caused by the global health pandemic. He also analysed the digitization as the normal, which most organizations have already adapted to, and the unemployment that is going to be the new normal. He concluded by addressing the cruciality of acquiring new skills to be resilient to any situation.

**Mr Sandeep Tyagi (Director- HR, Samsung Electronics)**, in his keynote address, focused on the workplace transformation taking place at various levels. He pointed out the need to be accessible, build trust among the team members and manage the expectations of the employees.

**Dr Irfan Rizvi (Prof. Leadership & Change Management, Chair HR Program, IMI, New Delhi)**, in his inaugural address, highlighted the criticality of the COVID-19, and the changes that will be caused by it at various levels. He pointed out that the international financial pandemic caused fundamental changes, accelerated some existing changes and also, introduced some complete pioneer changes. He closed his address by emphasizing on the fact that one should be "Jack of All Trades, but Master of One".

**Mr Mussarat Hussain (Head-Leadership & Functional School, Maruti Suzuki India Ltd.)**, in his thematic address, emphasized on the COVID-19 as being the true example of VUCA. He concluded by focusing on the 3 objectives of the entire session, them being workplace transformation, challenges faced by the HR professionals all across the globe and lastly, the new leadership roles in the new business scenario.

The session was concluded with the vote of thanks proposed by **Dr Shruti Gupta (Convenor of HR Conclave 2020 & Academic Head, AIMT)**.

## FIRST TECHNICAL SESSION: HR CHALLENGES IN NEW 'NORMAL' WORLD

The first technical session started with the address by **Session chair, Mr Rajneesh Singh (Founder-SimplyHR)**, he shed some life on the HR challenges in these tough times. He also emphasized that HR is not only for HR professionals, and should be emphasized by other people in the organisation as well to some extent.

Inputs by Panellist of First Technical Session **Mr Amulya Sah (Chief HR Officer- Team Computers)**, shared how the pandemic proved to be the grey swan and the way HR is tactfully handling the diminishing boundaries of work and life with Joy of Missing Out.

**Ms Shruti Swaroop (Founder, Embrace Consulting)**, provided valuable insights on how organizations are managing the HR processes in the digitized and virtual mode and role of HR in accelerating the learning curve.

**Mr Sanjeev Verma (VP, HR, ST Telemedia Global Data Centres)**, highlighted the importance of 'People' in productivity and comprehensively bringing out the case as a practical example of managing productivity, keeping in view the employee-centric approach.

The session was followed by a Q&A round and finally concluded with **Dr Babita Bhati (Co-Convenor of HR Conclave 2020)**, presenting the vote of thanks to all the dignitaries of the First Technical Session.

## SECOND TECHNICAL SESSION: THE EMERGING NEW LEADERSHIP ROLES AND THE WORKPLACE

The session started with the address by **Session Chair Mr Avadesh Dixit (CHRO-Acuity Knowledge Partners)**. He emphasized the duality existing in the role that communication has, with one aspect being digitization being an obstacle to effective communication, while others being the increased significance of communication in current times.

Inputs by Panelist of Second Technical Session **Mr Nikhil Mathur (Head OD, Learning & Development, Dalmia Bros. Pvt. Ltd.)**, who focused on the transformation of organizations to Agility and the role of leadership in tackling the change pandemic has accelerated. He further highlighted the crucial enhanced role of communication and employee well-being in current times.

**Ms Lipika Verma (Director-Rewards, Global Supply Chain-Schneider Electric)**, emphasized on the pre-rise of the gig economy and the way centennials will work.

**Mr Sarfraz Taj (Director-People Advisory Services-Ernst & Young LLP)**, pointed out the emotional connect technology has provided, despite the isolation due to lock-down. He also provided insights into future reskilling and how organizational resilience depends on people. The session was followed by a Q&A round.

## VALEDICTORY SESSION

The HR conclave concluded with an insightful valedictory session. As the **Guest of Honour** speaker, we had **Mr Ross Keith Swan (CEO-Orion Human Capital, Co-Founder-Soul Inspired Leadership)**. He highlighted the significance of maintaining calm and holding on while making your way in times of disruption.

We had **Mr Suraju Dutta (Joint Manager Director-Delhivery)**, as the **Chief Guest speaker** for the valedictory session. In his chief guest address, he pointed out the cruciality of retaining the employees. He further emphasized the transforming business into different lines and business acumen.

The conclave concluded with the vote of thanks proposed by **Ms Arshiya Ismail (Co-Convenor of HR Conclave 2020 & CTPO, AIMT)**. The HR Conclave 2020 was full of learning and challenged each one of us to think innovative and stay positive even in these unprecedented times.



## GUEST SESSION ON LEARNING & DEVELOPMENT DURING COVID TIMES

*“For the things we have to learn before we can do them, we learn by doing them.”*

As the world copes with the COVID-19 crisis, the Learning & Development function across companies is adapting to lead with innovative digital solutions, to engage a remote workforce and influence their working. Guest session on the topic “Learning & Development during Covid Times” was conducted on 28th October 2020. The session was conducted through Microsoft Teams for the students with Human Resource specialization from batch MBA 16. The speaker for the session was **Mr Rajneesh Singh, Managing Partner of SimplyHR Solutions LLP**. The session was conducted to get an insight into the Importance of Training in an organization, Training & Development in a Post Covid 19 Workplace, Training process and evaluation challenges being faced by companies.

### KEY DELIBERATIONS INCLUDED:

- Crisis shoots up entrepreneurs: The speaker highlighted the fact that crisis brings out the best in a person and invariably most of the path-breaking changes are triggered by a will to find a way out of the situation.
- Need for facilitators, not trainers: With the rise of the new generation who are technically sound and logically adept, it is imperative that training is now conducted in a manner wherein the participant feels involved and is taken along instead of being told what to do.
- The 70, 20, 10 concepts: The speaker revisited the concept of learning being at the core of growth and spoke about the concept of 70% learning through experience, 20% through exposure and only 10% through education.
- Structuring a learning program: A step by step procedure of laying down a learning program for trainees was also put forth in the presentation.

Mr Singh pointed to the fact how to complete disruption was bought about owing to the pandemic and how virtual training is now shaping the training scenario. He asserted that the new age trainer is expected to now be digitally savvy, have a familiarity with online platforms and can engage with people and his trainees. The students learnt a lot from the well-structured presentation, the session conveyed age-old concepts with the help of on-ground experience that made it easier for the audience to relate and understand. By the end of the session, students were keen to learn more about learning & development and also interact with the speaker for more insight. The session ended with the vote of thanks by Dr Shruti Gupta, while the audience was left with imprints of the engrossing talk.

## GUEST LECTURE ON A PRACTICAL CASE STUDY OF THE APPLICATION OF PROJECT MANAGEMENT TECHNIQUES & TOOLS

*“A project is complete when it starts working for you, rather than you are working for it.”*

Project Management and the practice of the same have become indispensable to the modern-day project manager and they form the basis of much of what is achieved during a project. Project management is important because it ensures what is being delivered, is right, and will deliver real value against the business opportunity. Good project management ensures that the goals of projects closely align with the strategic goals of the business. A subject of such eminence and relevance in the current times, requires in-depth knowledge. A webinar on the practical aspects of project management was conducted on 6th of November, through the platform of MS Teams. The session “Practical Case Study of Application of Project Management Techniques & Tools” was conducted for the batch of MBA 16 as well as the faculty members. The speaker for the session was **Col. Gaurav Kapoor (Head of Department-Project Management, College of Defense Management, Secunderabad)**. The session commenced with the welcome address by Cmde. Dr Vivek Chawla, Director, AIMT. The director pointed out the growing relevance of project management in light of economic growth. He pointed out the example of Statue of Unity and the application of project management for the same. The session proceeded with the speaker highlighting the myth about project management being used only for infrastructure projects. The speaker presented the case of Joint Multilateral Air Exercise to share the practical aspects of project management. The exercise aimed to enhance joint competencies amongst participating air forces, for which the speaker highlighted the role of project manager was flawless execution of the exercise. The speaker explained the case study in alignment with the steps involved in project management, beginning with the operational, maintenance and administrative tasks involved. He further analyzed the constraints faced during the execution of the project in terms of time, funds, facilities, and manpower. The next step was a brief review of the project life cycle, followed by an explanation of the planning phase of the project. He further highlighted the significance of work breakdown structure, critical path analysis, stakeholder management, risk management and project monitoring as the concluding step of project management. The speaker concluded with the key takeaways from the project after execution. The insightful session was followed by a Q&A round, where the students learnt more about the practical aspects related to project management and implementation and how it differs from the theoretical aspects. The session was concluded by the vote of thanks presented by Dr Karishma Chaudhary.

## GUEST LECTURE ON MANAGING THE WASTE TSUNAMI AT THE HIMALAYAS: ECO-TOURISM & TRASH MANAGEMENT AT THE HIMALAYAS

*The greatest threat to our planet is the belief that someone else will save it.*

*– Robert Swan, Author*

The Himalayas, one of the largest and longest mountain ranges of the world. It homes many of the World's tallest mountain peaks, including Mt. Everest, Nanga Parbat, K2, Kanchenjunga, etc. Due to its amazing scenic beauty and peace, it attracts many tourists of all kinds. Today, the once-pristine Himalayan mountains are littered with plastic. Even remote villages with age-old traditions have not escaped the plastic menace. As a result, we are witnessing one of the biggest environmental tragedies in the world. The need of the hour is to promote eco-tourism by facilitating trash management at great heights. A session was conducted on "Managing the Waste at Himalayas: Eco-tourism & Trash Management at the Himalayas". The webinar was conducted on the 7th of November, through the platform of MS Teams, for the batches of MBA 16 & BBA 01, as well as the faculty members. The guest speaker for the session **Mr Rohit Chandra Joshi (CEO, Director- Ecosage Enviro)**. The session began with the speaker emphasizing about waste management and keeping surroundings clean as an innate feature and responsibility of every individual. The speaker also walked through the brief overview of the Himalayan region, concerning the area, it covers, its flora and fauna and the human population. The session proceeded with the speaker highlighting the difficulties faced in transporting the waste through the small villages and rough terrains of Himalayas. He further emphasized the changing consumption patterns of locals coupled with the heavier floating population (tourists) and plastic being the main waste contributor. The waste management practices are not in pace with the capacity of waste generated in the region. The speaker highlighted the infrastructural limitations to waste management being workers attendance and behaviour, lack of coordination between ULB, improper dumping, burning of recyclables, lack of real-time reporting and limited collection bandwidth of ULBs. Further, he analysed the appropriate step to overcome the inefficiencies was an integrated waste collection system. The consequences of inefficient waste management including soil & air contamination, human health deterioration, climate changes and ultimately harming the local economy and planet were highlighted by the speaker. The speaker further discussed the development of a PPP model, high margin recycling, incentives for the informal sector, SuP free protocols, minimize emissions and curbing incineration as the solutions to such a crucial issue. The speaker concluded with a brief analysis of the road ahead with an integrated transport management system, feasibility study, integrated collection mechanism of all ULBs and HVP recycling avenues as the future solutions. A Q&A round succeeding the session was conducted for the students and faculty members. The session concluded with the vote of thanks presented by Col. Rajendra Pandey, Registrar, AIMT.

## "17TH GYANODYA"- MBA ORIENTATION PROGRAMME

Army Institute of Management and Technology, Greater Noida organized an online orientation programme for the newly admitted MBA students 23rd November 2020. Due to the constraints imposed by the pandemic, the entire programme had been designed and conducted virtually. The major objective of the programme was to make the transition smooth for new students by familiarizing them with academic and life at AIMT. The session started with a blessing from almighty followed by welcome address by **Director AIMT, Cmde. Dr Vivek Chawla**. He extended a warm welcome to the MBA batch (2020) and inspired them to make the most of this program, resources and the available infrastructure. The chief guest for the session was **Mr Rajnish Singh, Managing Partner, SimplyHR Solutions LLP** on the topic "**Upskilling to Meet Corporate Standards: Behavioral & Technical Aspects**". He delivered the keynote address with captivating and motivating words of wisdom. He stressed on the importance of upskilling and upgrading of skills for students and aspirants to survive in the competitive market.



He emphasized that there are many benefits of upskilling, such as It boosts confidence, helps accumulate accolades, bag awards, opportunities, promotions, and ultimately your dream job. He also added that with upskilling, students can enhance their employability aspect and professional appeal. Upskilling includes upgrading your skills, ability to gauge future, leadership quality, zeal, aptitude etc. He further highlighted that people who are successful in their fields take chances to create new paths to success. He emphasized that upskilling emanates future preparedness; thus, learning the latest in the corporate world will be highly instrumental in adding to student's professional appeal. The students interacted with Mr Singh

regarding what would the future scenario look like and how to prepare oneself and be corporate ready. **Col Rajendra Pandey (Retd.), Registrar, AIMT** briefed the students about the rules and regulations of the institute and requested the students to understand and abide by the institutional rules and norms. Prof. Arshiya Ismail, Chief Training and Placement Officer, she assured the students about placement prospects and dispelled their anxiety about the impact of COVID on their career. The session concluded with a vote of thanks by Ms Arshiya Ismail, CTPO AIMT and programme was anchored by Mr Parakh Agarwal student of MBA 16 batch.

# ROLE AND IMPORTANCE OF NSIC AND MSME IN ENTREPRENEURSHIP

**"The country needs to manufacture products which are 'Made in India' but are 'Made for the World'"**  
- Narendra Modi (Prime Minister of India)

The growing population has forward and backward linkages with the other economic dynamics particularly poverty and unemployment. Every year India adds to her population afresh. More than this every year about 5 million people become eligible for securing jobs. Rising population is accompanied by a rise in the labour force of the community which leads the substantial chunk of the population to unemployment. The remedial measures for reducing unemployment are to lay greater emphasis on the creation of opportunities for self-employment, augmentation of productivity and income levels of the working poor, shift in emphasis from the creation of relief type of employment to the building up of durable productive assets in the country. To inculcate a desire to become entrepreneur among the students, AIMT had organized a guest session on the topic "Role and Importance of NSIC and MSME in Entrepreneurship" on 27th November 2020 through the platform of Microsoft Teams. The students of MBA 16, BBA 01 and faculty members were present for the session. The speaker for the session was **Mr O.P Singh, Centre Head NSIC, Okhla, New Delhi.**

The speaker motivated students for setting up their enterprise after completion of their studies instead of searching for jobs only. This program made students familiar about role and importance of MSMEs in Indian Economy, the process of setting up of Enterprise, preparing Project Reports, Identifying marketing possibilities as well as with the issues regarding various statutory requirements etc. The session was followed by a Q&A session. The session was concluded by Prof. Rahul Verma proposing the vote of thanks.



## MARKETING CONCLAVE: THE MARKETINAR - 2020 The Future of Marketing: Challenges & Opportunities

**"It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is the most adaptable to change."**

**-Charles Darwin**

The year 2020 has been a roller coaster ride for human- social, cultural, economic, and personal and has caused unprecedented upheaval in the corporate world. The sentiments of consumers too have changed, there has been a reduction in discretionary spending, customers are intensifying their digital behaviour, and prima facie it is the marketer who is helping the organization to overcome the challenging consumer behaviour. Keeping the same in mind Army Institute of Management & Technology organized **Vyapaar Today- The Marketinar 2020 on the topic "THE FUTURE OF MARKETING: CHALLENGES & OPPORTUNITIES"** on 28th November, Saturday. The virtual seminar began with Shloka recitation followed by **welcome address** by **Comde. Dr Vivek Chawla, Director, AIMT.** The **introductory address** was presented by **Brig. Navin Goyal (BGS, HQ Delhi Area), on behalf of COS, Maj Gen Alok Kacker,** he emphasized that the brands need to ensure to have customer satisfaction in place and improve customer satisfaction if it is lacking. He concluded by quoting that Marketers are resilient and they will continue to blaze a new path forward in these unprecedented times. Taking the session forward the **Chief Guest address** was delivered by, **Mr R S Kalsi, (Executive Board Member, Maruti Suzuki India Ltd.)** wherein he expressed that there will be increasing complexity in consumer purchasing decisions. In his address, he highlighted that nowadays consumers use all kinds of media to make shopping decisions from YouTube to Facebook and how it is becoming increasingly harder for the marketers to put the people that buy certain products into a box than it used to be. He concluded by stressing on the role of digital transformation. Mr Sumeet Narang, (President, Bajaj Auto Ltd.), in his thematic address, emphasized the inclusion of big data, social media and flexible manufacturing. He further highlighted the importance of personalization in product design and communications.



Our next **keynote speaker**, **Mr Rishi Sahai (Managing Director Cogence Advisors)** in his address, emphasized that knowing your customers and how they may change is key to sustain in the marketplace.

The **Guest of Honor address** was given by **Mr N Dilip Venkataraman, (Founder and CEO Video Tap)** wherein he aptly highlighted that when survival is at stake, it is easier to get companywide buy-in for revising marketing strategies and reallocating investments. Managers can defy old mindsets and creatively search for superior solutions.

**Dr Chhabi Sinha Chavan, (Associate Professor MITCOM, MIT AD University)** in his **thematic address**, emphasized that during these times brands need to be especially considerate about what and how they are communicating to customers, partners and stakeholders. **Retd. (Col.) Rajendra Pandey (Registrar, AIMT)** proposed the vote of thanks.

## SESSION I: EMERGING TOOLS & TECHNIQUES TO THE ART OF MARKETING

The conclave proceeded with the first technical with an address by **Session chair, Mr Sameer Seth, (Director-Dolby Laboratories)** who shed light on the various business opportunities in terms of emerging trends and technologies for understanding their influence on consumer behaviour.

The first speaker for the session was **Mr Tarush Singhal, Designation (Director-Strategy & Planning, Spiral Content Solutions Pvt. Ltd. (Scatter)**, who shared his views on the role of Innovation and purpose of brand building and connecting consumer's expectation from brands today.

The last speaker of the session, **Mr Harish Sharma, (VP Sales, PinkVilla Media Pvt. Ltd.)** provided valuable insights on how the coronavirus crisis is impacting digital transformation. He further pointed out how digital transformation is having a wide-ranging impact on the business environment, creating both opportunities and challenges.

The first Technical session was concluded with a Q&A round and vote of thanks by **Dr Pallavi (Co-Convenor of Marketinar 2020)**.

## SESSION II: THE NEW GENERATION CONSUMER: BEHAVIOUR RESHAPING & BUSINESS MODELS

The second session of the captivating seminar started with the address by **Session Chair Mr Nimish Gupta, Designation (Advisor-Business Advisory Services Ernst & Young LLP)**. He emphasized on exploring the correlates of this changed consumer behaviour with other variables such as learning from the crisis, changing needs, personality, new market segment and age to develop new models of consumer behaviour.

The first speaker of the session was **Mr Praveen Kumar, (Founder Adprex)**, he talked about how have consumer mindsets and behaviours changed throughout the pandemic. He further pointed out that continuous tracking of consumer sentiment and underlying factors that influence their behaviour will be instrumental in helping businesses take proactive measures to navigate this crisis.

The second speaker of the session was **Mr Asim Khalil Khan, Director E-Commerce Saudi Ceramics Co.)** who emphasized on the role & importance of word-of-mouth marketing and its impact on businesses. He highlighted that the happier customers the companies have, the more positive is the word of mouth and the more automatic is client acquisition.

The session was summed up with a Q&A round and vote of thanks by **Dr M Y Khan (Co-Convenor of Marketinar 2020)**.

## VALEDICTORY SESSION

The **Guest of Honor, Mr Dinesh Chandra, (Founder, Igiftjoy.com)** highlighted the significance of remarkable customer experience and how critical it is to the sustained growth of any business. He further added that a positive customer experience promotes loyalty, helps to retain customers, and encourages brand advocacy.

**Chief Guest of the session, Mr Sanjay Mehrotra, (Senior VP-Business Excellence Prism Jhonson Ltd.)** pointed out the significance of understanding the customer journey. He further emphasized on learning what customers experience from the moment they begin considering a purchase and then working to make the journey toward buying a product or service and to make it simple, clear, and efficient as possible.

The conclave concluded with the vote of thanks proposed by **Ms Arshiya Ismail (Convenor of Marketinar 2020 & CTPO, AIMT)**. The Marketinar 2020 was full of learning and all the sessions were very interactive.



## ORIENTATION PROGRAMME FOR BBA BATCH 2020-2023

Army Institute of Management and Technology, Greater Noida organized an online orientation programme for the newly admitted BBA students on 23rd & 24th December 2020. Due to the constraints imposed by the pandemic, the entire programme had been designed and conducted online (through MS Teams). The major objective of the programme was to make the transition smooth for new students by familiarizing them with academic and life at AIMT. The session started with a blessing from almighty followed by welcome address by Director AIMT, Cmde (Retd) Dr Vivek Chawla. He extended a warm welcome to the BBA batch (2021-23) and inspired them to make the most of this program, resources, and the available infrastructure. The chief guest for the session was Ms Asees A., Senior Manager (AVP), Deloitte. She spoke on the topic "How Students can leverage BBA programme for career growth". She delivered the keynote address with a focus on her journey in career. She has shared that after completing her MBA from Army Institute of Management & Technology, Greater Noida, she went to the US for higher studies. She pursued a career in operations area for some time & came back to India. Here She joined Deloitte as Senior Analyst and reached to the position of Senior Manager. She stressed on the importance of upskilling and upgrading of skills for students and aspirants to survive in the competitive market. She emphasized that there are many benefits of upskilling, such as It boosts confidence, helps accumulate accolades, bag awards, opportunities, promotions, and ultimately your dream job. She also added that with upskilling, students can enhance their employability aspect and professional appeal. Upskilling includes upgrading your skills, ability to gauge future, leadership quality, zeal, aptitude etc. The students interacted with Ms Asees regarding what the future scenario would look like and how to prepare oneself and be corporate ready. Col Rajendra Pandey (Retd.), Registrar, AIMT briefed the students about the rules and regulations of the institute and requested the students to understand and abide by the institutional rules and norms. Prof. Arshiya Ismail, Chief Training and Placement Officer, she assured the students about placement prospects and dispelled their anxiety about the impact of COVID on their career. The session concluded with a vote of thanks by Prof. Arshiya Ismail.

## GUEST SESSION ON GENDER DIVERSITY

***"A gender-equal society would be one where the word 'gender' does not exist".***

***-Gloria Steinem***

Gender diversity is an equitable or fair representation of people of different genders. Gender diversity in a workplace means that men and women are hired at a similar and consistent rate, are paid equally and are given the same working opportunities with the same promotional opportunities. It most commonly refers to an equitable ratio of men and women but may also include people of non-binary genders. Whilst women make up around 40% of the global workforce, only about 5% of those are in CEO and upper management positions and even then, annual salaries or men in similar positions are not equal. The relevance of the topic in today's world cannot be emphasized enough, and thus, to educate the students on the topic is the need of the hour. A guest session was conducted on the topic "**Gender Diversity**" on **28th December**, 2:30-3:30 pm, through the platform of Microsoft Teams, for the students of batches MBA 16, MBA 17, BBA 01 & BBA 02, as well as the faculty members of AIMT. The speaker for the session was **Dr Shalini Sharma (Asst. Prof. & Head-Employability Skills Trainer)**. The session commenced with the speaker highlighting the difference between gender is a social concept and sex being a biological concept. She



further emphasized on gender being acquired and its dynamic nature compared to sex, which is something one is born with and statistic. The speaker also highlighted the inequality present in the world, from the educational level to the corporate level and the conventional mindset being the main cause. The speaker also analysed the growing pattern of women in the service industry and men in manufacturing industry respectively, and the women having the responsibility of the home and family being a cause for the unequal representation. The speaker concluded by reflecting the tremendous change that has occurred, over time, at the same time, the changes that are still

needed. This was followed by a Q&A round. The session was concluded by **Dr Shruti Gupta**, extending the vote of thanks to the speaker as well as the participants.

## GUEST SESSION ON MONEY MANAGEMENT

### ***“The art is not in making money before you have it”***

Money management is the process of budgeting, saving, investing, spending or otherwise overseeing the capital usage of an individual or group. It is a strategic technique to make money yield the highest interest-output value for any amount spent. Idle money is nothing but unproductive, thus, it is crucial to managing your money. The insignificant term, however, holds great importance in today's world, thus, a guest session was organized on the topic **“Money Management” on 29th December, 2:30-3:30 PM**, through the platform of Microsoft Teams. The session was conducted for the batches MBA 16, MBA 17, BBA 01, BBA 02 & the faculty members, to provide the aspiring managers with an insight into the eminence of money management. The speaker for the session was **Mr Suhas Rajput**. The session commenced with the speaker explaining about the “Joy of Financial Freedom”, which is a phenomenon of how financial responsibilities are managed by individuals using the basic calculations of their incomes and expenses. He further highlighted the responsibility of every individual to have the basic knowledge of the uses of their hard-earned money. The speaker then explained the Golden Rules of Money Management, first being how to earn money and second being ways to manage the earned money. He further emphasized on the significance of post-tax earnings and consideration of tax benefits available through different investment avenues. Further, into the session, the speaker pointed out the change in the mindset of the current generation witnessing a shift from the conventional way of saving as a



variable component, to the modern way, with savings as the fixed component. Another benefit of money management, as pointed out by the speaker was the protection against inflation. The speaker concluded by emphasizing the importance of fundamental analysis in case of investments in the stock markets as well as the benefits of investing from an early age. This was followed by a Q&A round. The webinar was concluded by Prof. Dharini Raje Sisodia, presenting the vote of thanks to the speaker.

# FACULTY TEAM HIGHLIGHTS

Faculty members at AIMT continuously enhance their skill sets with faculty development programs, workshops, certifications etc.

## Dr. Shruti Gupta, Associate Professor

1. ATAL online FDP on 'Organization Behaviour' from 9th - 13th Nov 2020

## Ms. Arshiya Ismail, CTPO

### Attended:

1. Webinar on Decoding Secrets of Competitive Exams
2. Webinar on Offline to Online Examinations: Success Stories of Digital Transformation
3. Webinar on Smooth Transition from Classrooms to the Corporate World: Recruiters Expectations
4. Webinar on An Educator's Guide to Teaching over Zoom
5. Webinar on Foster Entrepreneurship Culture with the Power of Alumni
6. National Webinar on NEP - 2020: VISION TO ACTION
7. Webinar on Recruiters Expectations from Campuses post-COVID 19
8. Webinar on Emerging Job Roles Post Corona & New Skill Expectations

## Mr. Pawan Kumar, Asst. Professor

1. Participated & completed successfully AICTE Training and Learning (ATAL) Academy Online FDP on "Cyber Security" from 05-09 Oct 2020 conducted by Kamla Nehru Institute of Technology.
2. Completed Analysis of Business Problems an online non-credit course authorized by IESE Business School and offered through Coursera on 13-Oct-2020
3. Participated in the Short-Term Training Program on Internet of Things and Data Analytics conducted by JSS Academy of Technical Education from 17-23 Nov-2020.

## Ms. Dharini Raje Sisodia, Asst. Professor

1. AICTE Training and Learning (ATAL) Academy -Online FDP on "Data Sciences" from 2020-12-14 to 2020-12-18 at Indian Institute of Information Technology Vadodara.
2. AICTE Training and Learning (ATAL) Academy- Online FDP on "Leadership & Excellence" from 2020-11-9 to 2020-11-13 at INDIAN INSTITUTE OF PLANTATION MANAGEMENT

## Dr. Pallavi, Asst. Professor

1. 5 Day online Faculty development programme on "Stress Management" organized by Government Engineering College, Haveri, Karnataka from 5th Oct-9th Oct 2020
2. 5 Day online Faculty Development Programme on " Design Thinking " organized by Gujarat Technical University, Gujrat from 14th December -18th December 2020
3. 5 Day online Faculty Development Programme on " Design Thinking " organized by Amity University, Noida, Uttar Pradesh from 21st December -25th December 2020

## Dr. Karishma Chaudhary, Asst. Professor

- 1.5 Day online Faculty development programme on " Operations Management " organized by Christian College of Engineering and Technology, Bhilai, Chhatisgarh from 5- 9th Oct 2020
- 2.5 Day online Faculty development programme on "Innovation Management" organized by Shiv Nadar University, Greater Noida from 10-14th Oct 2020
- 3.Course certificate on Global Environment Management by Technical University of Denmark (DTU) by Coursera
- 4.Coursera certificate on Greening the Economy by Lund University, Sweden by Coursera
- 5.Presented Business idea on "Blockchain implementation in E-waste management" in a competition on Extended Producer Responsibility for waste management was selected among Top 10 ideas in a competition organized by European Union and EU-REI on Circular Economy Challenge 2020.

## UPCOMING ATTRACTIONS

- **12-Jan-21** IQAC Meet
- **1-Feb-21** Commencement of Even Semester (MBA & BBA)
- **Jan-Feb-21** AIPL
- **18-20 Feb 2021** Anugoonj
- Third Week of Feb - AIMT Student Exchange
- **21-Mar-21** HR Club Activity
- **Feb - Mar 21** - Vishleshan 2021 Post Budget Panel Discussion
- First week of March 2021 - International Conference on Entrepreneurship & IPR
- **21-22 March 2021** AIMT Fest (Armotsav)
- Internal Examination Last week of March 2021(Tentative)

### Faculty Editors:

- Ms. Arshiya Ismail (CTPO, AIMT)
- Dr. Babita Bhati (Assistant Professor, HR & OB)
- Dr. Karishma Chaudhary (Assistant Professor, General Management)

### Student Editors:

- Parakh Agarwal (MBA 2019-21)
- Nimisha Shreevastava (MBA 2019-21)
- Pankaj Panghal (MBA 2020-22)