



THE NEWSLETTER

October - December 2021 Vol 8 Issue 4

**ARMY INSTITUTE OF MANAGEMENT
& TECHNOLOGY,
GREATER NOIDA**



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From Editorial Desk

The editorial team is proud to present its yet another issue of “AIMT Newsletter”; 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 October to December 2021 witnessed a multitude of activities, spread across a spectrum of varied areas. AIMT continued their efforts as an academic institution to align with the Industry expectations. AIMT welcomed its fresh batches of MBA and BBA, 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 and cultural 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.

GET INSPIRED!!



“TO EVERYONE ACROSS INDIA WHO EVER HAD A DREAM, ESPECIALLY WOMEN WITH A DREAM, I HOPE THE NYKAA JOURNEY—AN INDIAN-BORN, INDIAN-OWNED AND INDIAN-MANAGED DREAM COME TRUE—CAN INSPIRE EACH OF YOU TO BE THE NYKAA OF YOUR LIVES. - FALGUNI NAYAR”

The success story of Falguni Nayar, founder, and CEO of the multi-brand splendour retailer Nykaa, is a testimony to the reality that with the proper training, education, motivation, and aid, females can overcome any height. She has built a business empire that began small but has grown to be worth over 200 crores!

Lessons from The Incredible Journey Of Nykaa's Falguni Nayar, India's Biggest Self-Made Female Billionaire

- **Your strategy must be right.** It is necessary to apprehend what you desire from your business. Sometimes it's no longer all about making money; it's about taking part in your work and growing a long-lasting impact.
- **To get gorgeous results, you need to put in the exquisite effort.** Did you know that Falguni Nayar used to take care of all client orders personally? Yes, that's true. You want to work challenging and get concerned individually to get the favoured results.
- **Understanding your market.** It is necessary to recognize the wishes of your client or your user. That will assist you to supply excellent products. Your vision and mission have to be clear. As she says, it is necessary to come to be treasured by society.
- **Taking risks is essential.** She gave up her job as a funding banker and pursued her dreams. That is important, especially as a woman.
- **Working with family, it is essential to admire every other's opinions.** Falguni's daughter heads the retail team. According to her, work must now not get blended with the profession.
- Stay committed to yourself and also believe in yourself.
- An Entrepreneur must build the right networks and relationships that are required to succeed and get the information they need to make their business succeed. At the same time, an entrepreneur must understand how to negotiate deals, how to brand their businesses and themselves and how to pitch to investors and their ability to take the right risks



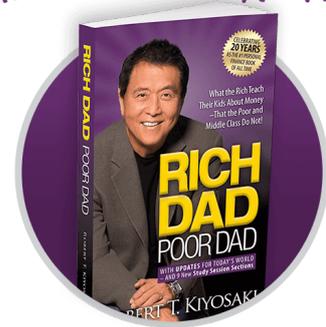
Book Review

RICH DAD POOR DAD

-Robert Kiyosaki, Shanon Lechter

Reviewed By - Ambika Yadav (MBA 18)

THE #1 PERSONAL FINANCE BOOK... OF ALL TIME!



I came across the book this summer, when my sister wanted me to read it. After reading this book I'll recommend you to read the book. This is one of the best personal finance books that you'll ever read with many key concepts explained on investing, budgeting, finance, and more.

This book was originally written in 1997 by Robert Kiyosaki and Sharon Lechter. Ironically, the subheading of the book is "What the Rich Teach their Kids About Money that the Poor and Middle class don't".

It destroys the myth that the rich are born rich, explains why your personal residence may not really be an asset, and describes the real difference between an asset and a liability. The book contains a total of ten chapters, but much of the book was focused on the first six lessons.

Book describes personal finance by taking instances of learning from his two fathers. Don't think much, he didn't exactly have two fathers. One was his real dad and the other was his friend's dad who differs a lot in their ideologies.

At a very young age, Robert Kiyosaki decided to follow his rich dad who never finished his 8th grade, but used to build and run business, and become one of the richest man in Hawaii

rather than his poor dad who was a highly educated person with a PHD degree, gained a good substantial salary from his job but, He was financially ignorant. The author follows the advice "how can I afford it?" instead of "I cannot afford it".

It's one of the five biggest obstacles people face on the path to becoming financially independent.

1. Fear
2. Cynicism
3. Laziness
4. Bad habits
5. Arrogance

“LEADERSHIP IS WHAT YOU NEED TO LEARN NEXT

— ROBERT T. KIYOSAKI

Overcoming these five biggest obstacles on the path to real estate success requires a blend of balance and focus. There are plenty of "Chicken Little's" in the world today - people with a victimhood mentality, who live their lives in cynicism and pessimism.

Rich Dad Poor Dad suggests filtering negative people and their fears out of your life. Instead, concentrate on the big picture and always ask, "what's in it for me?"

Events

SWACHH BHARAT ABHIYAAN

“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 151-birth anniversary in 2021,” 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 the 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 4th of October. The faculty and other staff members participated in the cleanliness drive. The drive was not conducted at a large scale due to Covid-19 precautionary measures, however, the spirit of the participants was high.

GUEST SESSION ON “AGE IS JUST A NUMBER; ACADEMIC-PROFESSIONAL LIFE BALANCE”

Not an indicator of potential, performance, skill, new learnings. Age can never set boundaries to all those things you ever wanna do. We somehow give more meaning to numbers than we should and so we let a number control over life. The truth is that age does not define us, or our destiny, because it is not our age that counts, but our willingness to do things matters, our happiness matters and hence, to inspire through challenges people face in real life and become a successful masters in their field, Army Institute of Management and Technology conducted a guest session on ‘Age is just a number, Academic –Professional life balance.’ It was an honour for AIMT to have Mr. Aavishkar Patel (Founder and CEO of Jijai Foods), Miss. Harshita Patil (Secretary Dept. Of Public Relations, Yash Foundation), Mr. Kulvir Sharma (Digital Marketer), Miss. Gayatri Mule (Social Media Influencer and Food blogger) and Ishani Devnani (Managed Family Business).

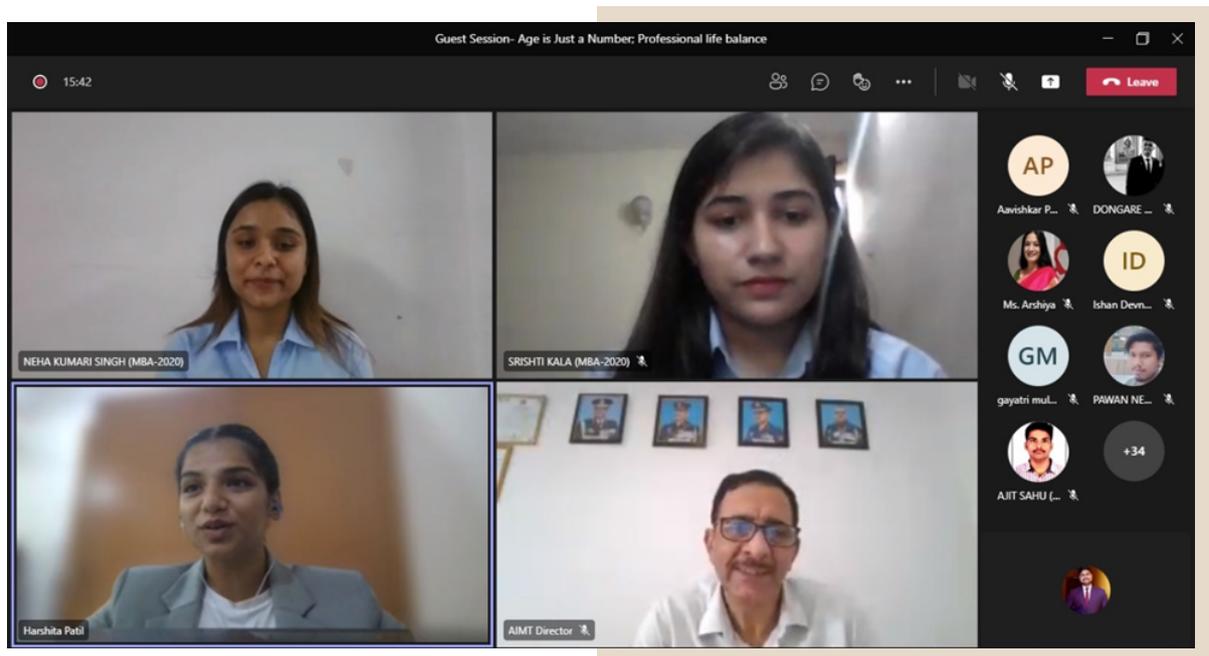
This session is organized with an aim to break the stereotype thought process that doing great things comes only with age and experience. This would give a wider perspective of life to students, inspiring them to think, be innovative, and create employability by working beyond their limits.

The speakers make students understand that do not confine your thinking only to your brain. don't limit yourself because of what people say if I do this or do that. Just believe in yourself whether in future you have to face failure but failure always makes you more innovative and more correct in your ways. If you find out where you went wrong, you always find out more than one way to make your mistake correct.

They also stressed the fact out of their experiences that make three priorities circle in one you should consider things related to your growth, the second one includes the family n friends circle third one last but not the least include the things you love to do or you wanna accomplish out of your own happiness.

Further, in the sessions, bloggers are inspired by facts that never listen to the four people in your life, who just suggest you stop because they don't like things you wanna do somehow. NO, The four people of society never exist, if you are going to think what they think, then who's gonna do your work. Just stand out from the rat race of societies, do what you love, take initiatives in those things you are passionate about, learn to say no in your life to unnecessary things.

The session ended up with question-answer rounds where all speakers answered the queries put up by the curious minds of AIMT. In the end, Dr. Mritunjay Kumar, Assistant Professor-Operations presented the vote of thanks.



GUEST SESSION ON "EFFECTIVE TRAINING"

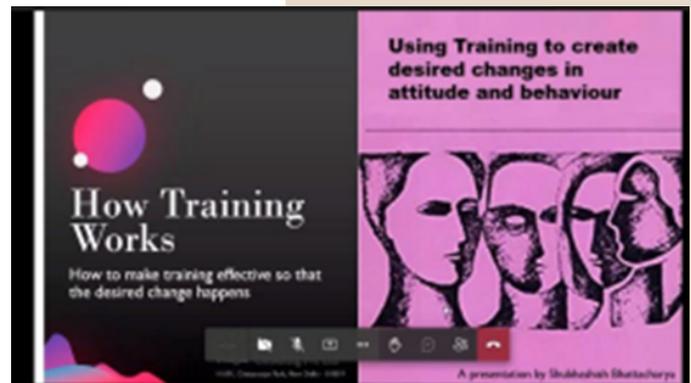
“THE MORE YOU PRACTICE THE BETTER YOU GET”

Organizations must be able to manage, develop, implement, and monitor training and career development plans for their personnel. Employee satisfaction and interpersonal skills development are both aided by training. Training and development are important for every organization's productivity; in order to achieve and succeed, all firms must train and develop their employees. To learn more about how to make training more effective in order to achieve the desired changes, the Army Institute of Management & Technology IQAC and HR Department organized a guest session titled "Effective Training" on 23 Oct 2021 at 11:30 am on the MS Teams platform.

It was an honour for us to have Mr. Shubhashish Bhattacharya, Director and CEO, Vriksh Consulting.

The session's objective was to teach upcoming HR professionals the value of using training to achieve desired changes in attitude and behaviour. During the session, Mr. Bhattacharya emphasized on six steps that every HR professional should take to make training more effective. The six steps are as follows

1. Identification and/or validation of needs
2. Creating awareness and ownership
3. Delivering the know-how through training/ coaching
4. Breaking old, dysfunctional habits and creating new ones
5. Aligning environment with the desired changes in the behaviour
6. Measuring progress and taking corrective action



The above six steps process helps your organisation to achieve the desired result through training intervention and the process also ensures that the Organisation is able to calculate its return on investment of the training.

The session ended with a question-answer session where Mr. Shubhashish Bhattacharya answered the queries that were put up by the curious minds of AIMT. In the end, Dr. Babita Bhati, Asst. Professor (HRM & OB) presented the vote of thanks.



INTERNAL QUALITY ASSESSMENT COMMITTEE I (2021-22) (JULY - SEP 2021)

Internal quality assessment committee (IQAC)- II meeting was held on 13 Nov 2021 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 the next quarter. The IQAC Chairperson, Director, AIMT welcomed all the members and the meeting started at 11:30 AM through the online MS Teams Platform.

The Director briefed the team members about the activities conducted during 1stQuarter 2021. He briefed that last year AIMT has completed the NAAC Re-accreditation cycle and told that according to the NAAC requirement IQAC members have been reconstituted. He talked about the purpose of IQAC to channelize and prioritize the efforts towards holistic academic excellence including actions of peer committee members. He also guided us to focus on the students as they are the end customers. So, all activities should be channelized for students only, to make the end product excellent. He further said that two phenomenal MOUs signed recently, one with MIT Global University Pune and 2nd with Govt. Institute of Medical Sciences. The Director also expressed his



views for improving the conduct of the IQAC meeting.. Every activity conducted by the Institute should be under the aegis of IQAC. The Institute should conduct various incremental activities every quarter. As per the suggestion given by IQAC Team, AIMT should go for incremental development in each area. The Director also briefed the members about the requirement of Setting up an Incubation Center against which is in progress as per recommendation from NSIC.

The IQAC Coordinators, Academic Head and the IQAC team presented the progress report of the previous Quarter of the IQAC and agenda points for the next Quarter. The points were discussed with the panel members and inputs/suggestions were incorporated in the planning for sustainable growth of the Institute. Director Sir shared various activities conducted and organized in the Institute in the last Quarter.

HR CONCLAVE 2021 - "REWIRING OF WORKPLACE DURING TRANSITION TIME"

The Coronavirus pandemic has introduced drastic changes in the way we work, where we work and how we work. The Human Resource leaders have been chalking various strategies for their employees in the past and are preparing themselves for the post-pandemic era. Keeping an eye on these changes HR Conclave was organized at AIMT on 20th November 2021 on the topic "Rewiring of the workplace during the transition time". MBA and BBA Students from all batches as well as students from other management institutes, academicians, research scholars and HR professionals actively took part in the event. The experts shared their insights and knowledge in the HR domain in light of the evolving business paradigm. The objective of the conclave was to understand organizational change, rewiring of the workplace, and the future of the workplace for business continuity.



Army Institute of Management & Technology

Greater Noida

HR CONCLAVE 2021

An IQAC Initiative



REWIRING OF THE WORKPLACE DURING THE TRANSITION TIME

Inaugural	Valedictory	Eminent Speakers						
Patron AIMT  Lt Gen V K Mishra, AVSM GOC Delhi Area	Chief Guest  Mr. Shashank Srivastava Senior Executive Director Marketing & Sales Maruti Suzuki India Limited	Chief Guest  Dr. Jay Hays Professor of Leadership and Organizational Development	 Mr. Mussarat Hussain Head, Leadership & Behavioral School of Health Saurashtra Univ.	 Mr. Sandeep Tyagi Head Human Resources CIBT Global, LLC	 Prof. Irfan A. Rizvi Professor of Leadership & Change Management at International Management Institute, New Delhi	 Dr. Manoj K Prasad Vice President, Talent Development & Organizational Transformation	 Mr. Rajneesh Singh Managing Partner at Simply HR Solutions LLP	 Mr. Avadhesh Dixit Chief HR Officer, Academy Knowledge Partner
Guest of Honour  Mr. P Dwarakanath former Chairman GSK Consumer	Guest of Honour  Mr. Rupesh Tripathi Partner & Head of Company, IQAC Global Services	 Mr. Anubhav Shah Chief Human Resources Officer - Team Computers	 Mr. Dharm Rakshit Head HR at Hero Moto Corp Ltd.	 Ms. Seema Bangia Vice President & Chief People Officer, Board of Directors Mahindra Agri. Defence & Agri. Sector (Mahindra & Mahindra)	 Mr. Sangeev Verma VP HR, ST Talentlink GDC	 Ms. Deepthi HR Leader, AFACME Corporate & Consumer Amazon	 Mr. Sanjay Kumar CHRO, IIT Jammu	 Mr. Shubhankar Ghose CEO, Nandan Learning Systems Ltd.

20TH NOV. 2021
10:00 AM - 15:45 PM

MICROSOFT TEAMS

CONCLAVE CHAIR

Cmdr. (Dr.) Vivek Chawla
 Director AIMT

CONCLAVE CONVENOR

Ms. Arzhiya Ismail
 CPO - AIMT

Dr. Babita Bhati
 Asst. Prof.
 Area Chair, HR

INAUGURAL SESSION

The session started with invoking blessings from Goddess Saraswathi. The event began with a warm welcome to all participants by Cmde (Dr.) Vivek Chawla, Director AIMT, welcomed all the eminent speakers and shared his thoughts on the theme of the conclave. Lt Gen V K Mishra, AVSM, GOC Delhi Area, Patron AIMT highlighted the epitome level of self-motivation and readiness to face adversaries by the Indian Army. He further shed light on the central role of HR in organizations. Chief Guest Address by Mr. Shashank Srivastava, Senior Executive Director - Marketing & Sales Maruti Suzuki India Limited, was mainly focused on digital megatrend during the transition time and he also highlighted the importance of the famous saying “never let a crisis go waste”, thereby focusing on the importance of responding, recovering and thriving. The Guest of Honor Mr. P. Dwarakanath Director GSK CX at GlaxoSmithKline spoke about transformation changes and how pandemic acted as a litmus test for various organizations. Continuing the discussion, Mr. Dwarakanath focused on teamwork, networking, controlling vs collaboration and summed up with rethinking multitasking, employee wellbeing, wellness and communication at all levels in organizations. The Keynote speaker Mr. Mussarat Hussain, Head - Leadership & Functional School at Maruti Suzuki India Limited emphasized technological, generational and social shifts coupled up with changes in the workforce. Prof. Hussain spoke about the mindset shift during the pandemic. He briefed about pragmatic approach, non-linear thinking and recent additions to working in constraints. The next Keynote Address was by Mr. Sandeep Tyagi, Director - Human Resources at Samsung Electronics who mostly focused on the “Black Swan” event, HR transformation, how organizations are adopting hybrid mode and people coming back to work. Mr. Tyagi emphasized on the requirement of employee engagement and Digital transformation. Prof. Rizvi, Professor of Leadership & Change Management at International Management Institute (IMI), New Delhi spoke about how priorities have completely changed in terms of studies, job, career and growth in the job. Prof. Rizvi said that the pandemic has given wheels to learning and skill development. It was followed by a Thematic Address given by Dr. Manoj K Prasad, Vice President - Talent Development & Digital Transformation,

HR Conclave 2021 "Rewiring Of Workplace During The Transition Time"

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Take control

Recording has started. This meeting is being recorded. By joining, you are giving consent for this meeting to be recorded. [Privacy policy](#)

Dismiss

Army Institute of Management & Technology
Greater Noida

HR CONCLAVE 2021

Key Note Address

Mr. Mussarat Hussain
Head - Leadership & Functional School
Maruti Suzuki India Ltd.

AMAN HUSSAIN-182621042

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Prof. Pawan Kumar

Reliance Industries Limited. Mr. Prasad reiterated that organizational culture is very important to equip employees and to efficiently manage the business in organizations. He also emphasized on shared responsibility, leadership connections and competency building. The thematic address by Mr. Rajneesh Singh, Managing Partner at Simply HR Solutions LLP, focused on how lines have blurred between work and personal lives. The need of the hour is the ability to be agile showing empathy and the need to reconstruct policies as per the requirements of recent time demand it to be. He picked up the word "RISE" from the theme and shared how post-pandemic offers a never-before opportunity to leadership teams including the HR domain. At the end of the inaugural session, a Vote of Thanks was given by Dr Anubhav Varma, Academic Head, AIMT.

FIRST TECHNICAL SESSION: RETURN TO WORK-CONCERN FOR THE ORGANIZATION

The 1st Tech Session themed on 'Return to work-Concerns for the organizations' jetted off with introductory remarks by session chair Mr. Avadhesh Dixit - Chief Human Resources officer Acquity Knowledge Partner. Mr. Dixit talked about the HR manager's compelling new role in the pandemic. Redefining the HR Processes Mr. Sanjay Kumar CHRO LT Metro aptly illustrated how artificial intelligence has become an indispensable part of human resource management. Taking the discussion forward, Mr. Shubankar, Chief Human Resource Officer, Nalanda Learning Systems Ltd. Spoke about Reengineered HR Policies and Practices for New Normal. Mr. Amulya Shah, Chief Human Resources Officer Team Computers focused his discussion around changing business processes and their different implications during pandemic; profitability giving way to employee wellbeing. Mr. Shah further added that there is a shift from not only on physical wellbeing but mental health too. Major changes which might be required in HR policies in the coming times. The session was followed by panel members resolving student queries. At the end vote of thanks was given by Dr Babita Bhati, Assistant Professor, Area Chair, HR.

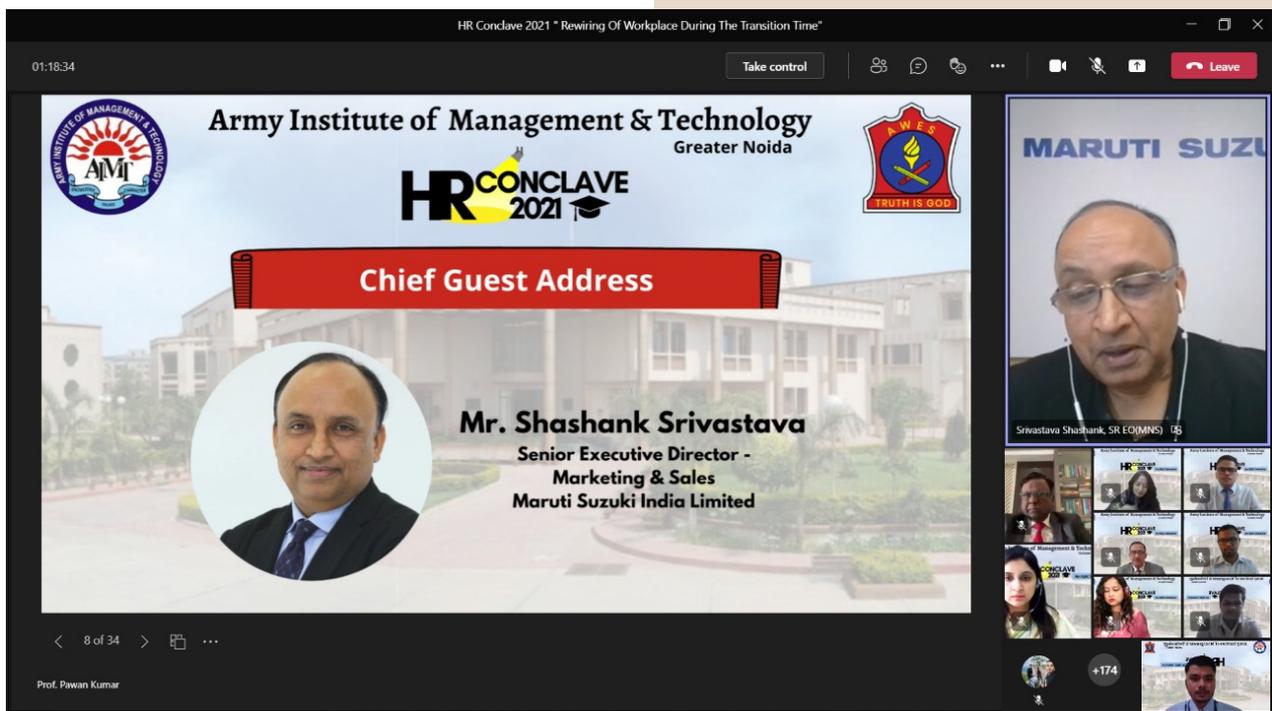
SECOND TECHNICAL SESSION: EMPLOYEE WELL-BEING IN TRANSITION TIME

The 2nd Tech Session themed 'Employee wellbeing in the transition time' started with introductory remarks by the session Chair Mr. Dharm Rakshit, Head HR at Hero MotoCorp Ltd shed light on the role of employee well-being and employee engagement in employee motivation and performance during pandemic. Mr. Sanjeev Verma, VP HR, ST Telemedia GDC in his address began about the term wellbeing as a state of being comfortable, happy and healthy in all spheres of life. He reiterated the emotional aspect and workforce management during the post-pandemic era.

VALEDICTORY SESSION

The Valedictory Session started with an address by Ms. Deepti Varma, HR Leader, APACME Corporate & Consumer Amazon. Ms. Varma stated how organizations that adapt faster produce speedier and efficient results. She also focused on the importance of the ability to change and create a big difference. Mr Rupesh Tripathi, Partner & Head of people- KPMG Global Services addressed by highlighting change in consumer behavior and emotional aspects of workforce management in the post-pandemic era. Dr Jay Hays, Professor of Leadership and Organizational Development emphasized on human behavior at work, ego protection needs, perception, values, and beliefs. Dr. Hays focused on how evaluating the challenging events can be used to learn and improve performance. He ended the discussion by saying "tomorrow the function, title and technologies would change but getting HR policies aligned with organizational purpose is the key to sustenance". The session came to an end with vote of thanks by Ms Arshiya Ismail, CTPO, AIMT wherein she expressed gratitude and summarized the entire event.

Overall, the conclave was full of knowledge, innovative and thought-provoking deliberations by eminent panellists. During the sessions, many queries and doubts were raised by students which were addressed by distinguished speakers. The entire conclave was very informative and provided thoughtful insights to the students for the way ahead during these turbulent times.



GUEST SESSION ON “COMMON SENSE IN MANAGEMENT”

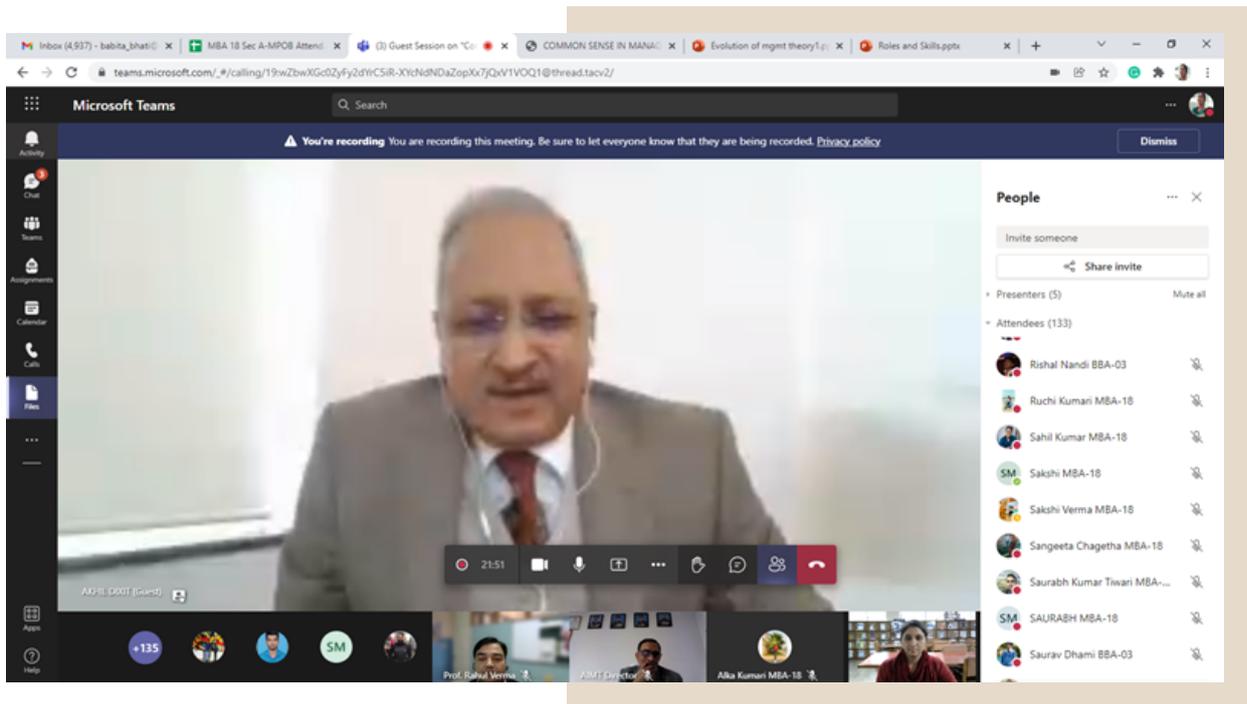
“
A JOURNEY OF A THOUSAND MILES BEGINS WITH A SINGLE STEP.
”

At the onset of the journey toward two years of MBA, the MBA batch 2021-23 attended a guest session on a very subtle yet very important topic of “Common Sense in Management” given by Brig. Akhil Dixit, Veteran Indian Army with experience of over 35 years. Director AIMT, cmde (Dr.) Vivek Chawla welcomed the guest with words of appreciation. Brig. Dixit initiated the session by putting an emphasis on the importance of cross-functional knowledge in management wherein he advised the students to refrain from getting limited to their choice of functional area.

Brig. Dixit shed light on the importance of life skills in careers and emphasized the fact that it's the day-to-day tasks and those so-called mundane activities which decide how well are we going to prosper in our respective careers. He advised the students to focus on the current events and pay utmost care and attention in the blossom period to reap the fruits later in life. He asserted the fact that one should pursue achievable goals in life without compromising on the effort part. The goals are divided into short term and long term which must be relentlessly followed by everyone.

Brig. Akhil Dixit shared many life tips with the students like having confidence in your abilities, being smart enough to learn from others' mistakes, taking calculated risks, and being a gentle human being who can easily help and forgive others.

Brig. Dixit reiterated the fact that communication is not all about speaking but carries more weightage in the nonverbal part. He advised the students to be extra careful with the non-verbal cues as in basic manners, integrity etc. The session came to an end Brig. Dixit answered the students' queries. Dr. Babita Bhati, Assistant Professor, and Area Chair HRM thanked Brig. Dixit for the wonderful session.



GUEST SESSION ON “A DAY IN THE LIFE OF A REGIONAL MANAGER”

“*THERE'S NO SHORTAGE OF REMARKABLE IDEAS, WHAT'S MISSING IS THE WILL TO EXECUTE THEM.*”

– SETH GODIN ”

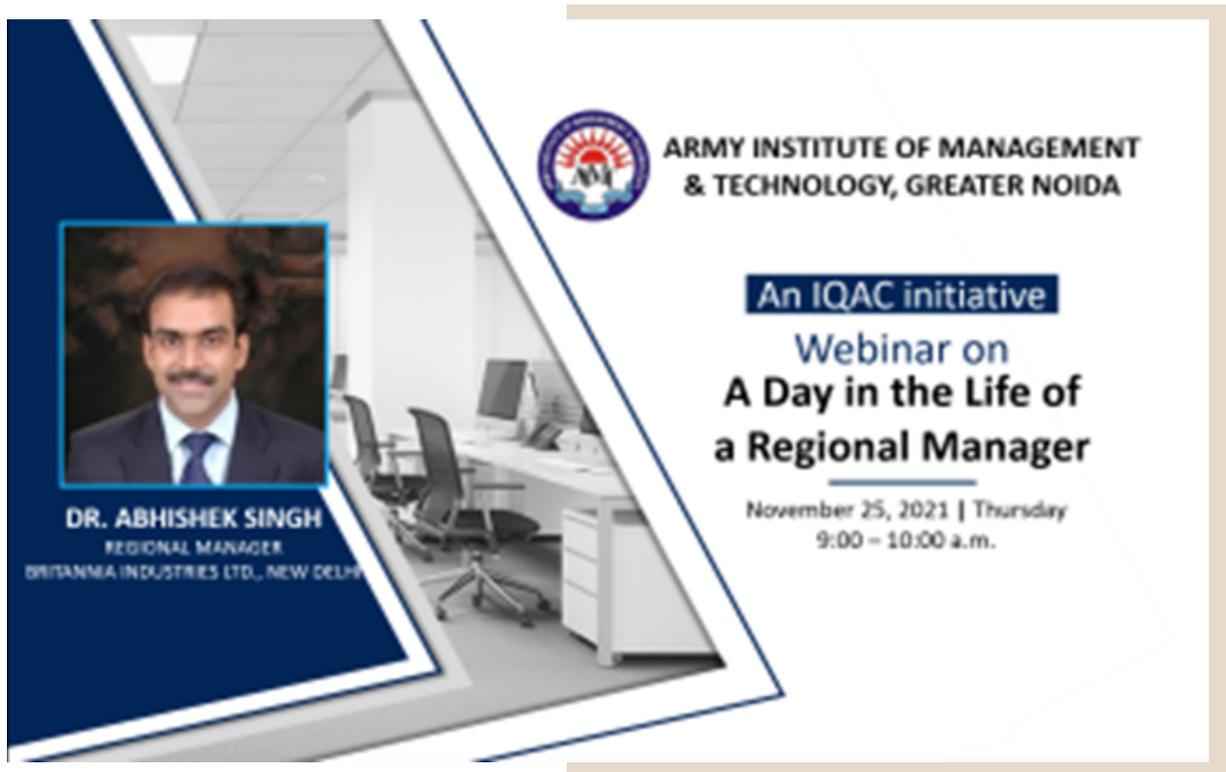
A regional manager is in charge of the overall operations of a corporation in a certain area or region. The majority of the responsibilities will revolve around setting sales targets, designing financial gain strategies, and ensuring that the right individuals are in place to keep a productive staff. Regional managers are also in charge of managing sales and profit growth, reviewing employee performance, ensuring compliance with corporate laws and regulations, conducting assessments, and reporting to top management. To learn more about the role of Regional Manager, Army Institute of Management & Technology IQAC and the Marketing Department had organized a virtual guest session on "A Day in the Life of a Regional Manager" on 25th Nov 2021 at 09:00 am on MS Teams platform.

It was an honour for us to have Dr. Abhishek Singh, Regional Manager, Britannia Industries Pvt. Ltd.

The speaker began by discussing concepts such as DSR review, new product development, production planning and scheduling, procurement planning (including R&D and packaging planning), distribution planning, and the QCD triangle.

He also addressed how the push strategy aids in the growth of market share and how the current management term VUCA-volatility, uncertainty, complexity, and ambiguity has become an important aspect of human resource management. The speaker highlighted the significance of MIS in dealing with mundane tasks such as attendance records and payroll computations. Another operational level job is maintaining staff records, which serve as a foundation for strategic levels. Maintaining employee-related data and generating accurate reports are essential components of every firm, especially as human resource management becomes more crucial and because of it, organizations grow in size.

It was an extremely informative session for both the students of MBA and BBA batches and during the Q&A session, the students expressed their concerns. In the end, Dr. Pallavi Bhardwaj, Assistant Professor (Marketing and General Management) presented the vote of thanks.



The image is a promotional poster for a webinar. On the left, there is a portrait of Dr. Abhishek Singh, Regional Manager of Britannia Industries Ltd., New Delhi. The background of the poster shows a modern office interior with desks, computers, and chairs. On the right side, the text reads: 'ARMY INSTITUTE OF MANAGEMENT & TECHNOLOGY, GREATER NOIDA' with the institute's logo. Below that, it says 'An IQAC initiative Webinar on A Day in the Life of a Regional Manager' and 'November 25, 2021 | Thursday 9:00 - 10:00 a.m.'

NATIONAL COMMUNAL HARMONY WEEK CELEBRATION-FLAG DAY

National Communal Harmony Week was celebrated on 25th November 2021 at AIMT on the MS Teams platform.

National integration indicates the feeling of a common identity amongst the people of a country even after being from different races, cultures, religions or regions in order to build a strong and developed nation. It promotes the unity in diversity and feeling of oneness amongst people to a great level. It brings a type of racial and cultural similarity among people of different communities. It can be said that unity was displayed during the Indian Independence movement amongst the common Indian people against British Rule. It is celebrated as the birthday anniversary of the first woman prime minister of India Indira Gandhi.

The office members of the different departments of the district administration get together at one place to take the pledge to ensure common harmony in the society. Officially, the flora tribute is offered at every national integration day on the statue of the late Prime Minister. What is observed across the country from november 19 to 25 is to spread the message of communal harmony, patriotism and national integration. The students have put up an incredible event in the form of a patriotic song, a dance and a patriotic wrap with utmost enthusiasm. Some more light was thrown by our students in the form of a speech including points on Unity, Integration and Harmony. All the students, faculty members and admin staff took a pledge to ensure common harmony in the society. Here are some of the glimpses of the event.

ICE BREAKING SESSION - GYANODAYA

To provide a multi-faceted platform to the new batch at the commencement of their intellectual journey, the Army Institute of Management & Technology (AIMT), Greater Noida organized the "Gyanodaya 2021", an online orientation program on December 1st, 2021 Online on MS Teams Platform. AIMT strives for the holistic development of students making them not only career-oriented but also employable for various roles and responsibilities. Achieving academic excellence integrated with skill enhancement is the core focus of the Institute. The programme commenced with invoking of ceremonial lamps and Saraswati Vandana, followed by Cmde (Dr.) Vivek Chawla, Director AIMT giving the welcome address to the Students of MBA 18 (2021- 2023) and BBA 03(2021-2023). He wished them on embarking a new journey of their life that would culminate into a successful management career. Cmde (Dr.) Vivek Chawla emphasized the importance of character and holistic development. He also explained the curriculum flow and facilities available in the college.

Guest of honour Mr. Mussarat Hussain, Head - Leadership &, Functional School at Maruti Suzuki India was the guest of honour. He enlightened students about the foundation of professional efficiency and the importance of hard work. He spoke about what corporate expect from individuals, time management, the significance of internships and developing reading habits.

The chief guest for the session was Mr. Rajnish Singh, Managing Partner, and Simply HR Solutions LLP. He motivated students to be disciplined and how integrity helps individuals. He focused on 3C's Collaborate, Commitment and Completing task. It was informative when he explained to the students how we can connect with corporations by asking them about policies and salary breakdowns. Ms. Arshiya Ismail, Chief Training and Placement Officer assured students that even in this COVID time students will be enriched by guest sessions.

The session was concluded by a thanksgiving speech by prof. Nilambara Shrivastav program coordinator BBA, she expressed gratitude to eminent guests for offering valuable guidance.

GUEST SESSION ON “CRYPTOCURRENCY”

“EVERY INFORMED PERSON NEEDS TO KNOW ABOUT CRYPTO BECAUSE IT MIGHT BE ONE OF THE WORLDS MOST IMPORTANT DEVELOPMENT PHASES”

-LEON LOUW”

Nowadays, everyone probably has read or heard about cryptocurrency. A topic on everyone's radar and continues to make headlines and change the world scenario. It's like an unstoppable wave that hits governments of the world to readjust themselves with crypto.

Crypto is a form of digital currency that is created and managed through the use of advanced encryption techniques. However, there is a question in everyone's mind whether to invest in crypto or not? What's the whole concept? Because it is popular, we can't jump into investing. As rightly said, saying half-baked knowledge to anything is dangerous. To understand the basic and broader concept of crypto, the Army Institute of Management & Technology conducted a guest session on 'Cryptocurrency' on 14th Dec 2021 on the MS Teams platform. It was an honour for AIMT to have MR. M. A. Mateen, former Sr. Vice President (Finance and Audit) at Berger paints.

The objective of this session was to make students understand the concept of the popularity of crypto, the positive and negative aspects of investing, and why the IMF called it an asset, not currency. And what are the responses of governments to crypto.

Mr. M. A. Mateen focused mainly on the demerits of crypto as it is not regulated by any government, continues in trading without any set of rules and regulations, and is still a question mark for many countries' governments. Moreover, it's not stable, nor completes the function of money as everything is digitally handled and also not accepted as a universal means of payment by all.

He also stressed the fact that cryptocurrency is also a boom to many sectors of societies for ex-NGOS and unbanked people and to those who did not want to disclose their identities can easily transfer money and there are no intermediaries included in between means without any transfer cost. It is very easy to deal with cryptocurrency as you need a smartphone and a good net connection.

Further, in the session, he threw light on the concept of crypto accepted by other developing countries by giving a short insight into each country including Cuba, Saudi Arabia, the Philippines, Western Union, Turkey, who accepted the trade-in cryptocurrency and made it legal tender money. Whereas China has banned cryptocurrency because of its volatility and decentralized nature, it perceives it as a threat to its monetary systems.

Besides this, he makes the session very interesting by asking related questions from the students to make it more interactive. He also discussed the future aspects of crypto, as we all know it's not accepted by all as means of payment, and not there in physical form that is why it is called an asset not currency, not having a controlled set of rules and regulations.

So, in the upcoming future, there is a need for some control for comprehensive internet standards that address the role of the IMF, the risk to the system, how economies deal with crypto, regulations in proper manner and accepted universally.

He advises students, “don't jump into investing without knowing and observing facts like the price of crypto. Choose the right crypto to invest in because there are 9000 different kinds of crypto which lead to unhealthy competition too and who all are investors?” We The youth's think wisely before investing also suggest to go for investing in stable coins.

The session ended with a question and answer session where MR.M. A. Mateen answered the queries put up by the curious minds of AIMT. In the end, Mr. Anubhav Varma (Assistant Professor-Finance) presented the vote of thanks.



SOULFUL SINGING COMPETITION

“ *MUSIC GIVES A SOUL TO THE UNIVERSE, WINGS TO THE MIND, FLIGHT TO THE IMAGINATION, AND LIFE TO EVERYTHING.*

- PLATO ”

A soulful singing competition was organized on 17th December 2021 on MS Teams platform for the freshers to seek the blessings of the Almighty at the commencement of their new journey. All the students from the BBA and MBA new batch participated enthusiastically. A total of 16 students participated with soulful songs. It was a 2 hours mesmerizing session in the Cultural Club involving the whole campus including the staff and the faculty members. The renowned judges judged the event with perfection on criteria like Control of voice, Tone, Clear enunciation, Style, Consistency, Musical Phrasing and selection of song. It was a projection of sheer excellence with melody. Here are some of the glimpses of the event.

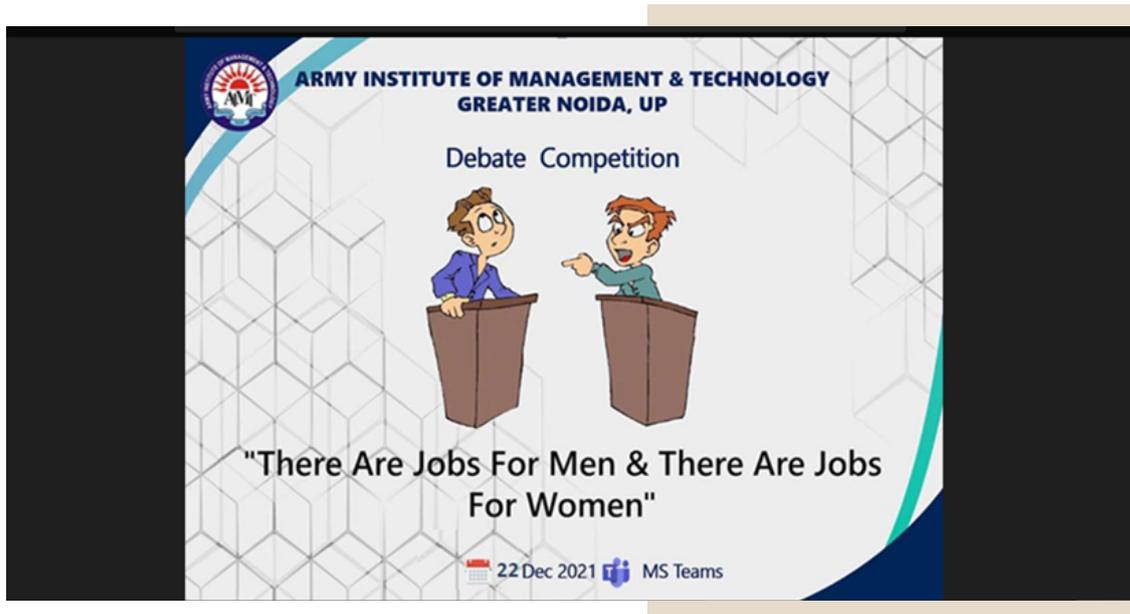
MEDICAL CAMP FOR SCHOOL CHILDREN

A free Medical Health Check-up camp was organised by ISR team at AIMT in collaboration with Yatharth Hospital, Greater Noida. The camp was organized on December 20, 2021, at Golden Public-School premises, Chuharpur Kadar between 11:00 A.M. to 03:00 P.M. The school children of class I to XII underwent primary health check-up. Yatharth Hospital, Greater Noida selected a qualified team under Dr. Arun Kumar. There were two school Teachers and 6 Team members of Yatharth Hospital appointed to control and manage this camp. All local arrangements are managed by Mr. Ramkumar (Sarpanch of Chuharpur Village). This Camp was successfully organized and approximately 150 Children were checked-up.

"ZENITH" HR CLUB ACTIVITY - DEBATE COMPETITION

“FOR GOOD IDEAS AND TRUE INNOVATION, YOU NEED HUMAN INTERACTION, CONFLICT, ARGUMENT, DEBATE.”

- MARGARET HEFFERNAN

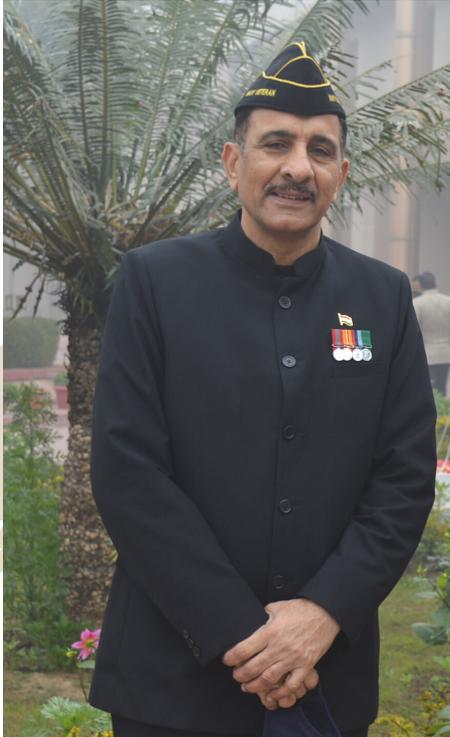


A debate competition was organized at AIMT for the students on the topic “There are 'jobs for men' and 'jobs for women' “on 22 Dec 2021 with a view to promoting gender sensitivity. All the students from BBA and MBA participated enthusiastically. There were 7 teams consisting of 2 students, one FOR and one AGAINST on the given topic under the time duration. There was a question round where teams were asking questions from the speaker. As the competition started, we could see the participants were all geared up and also were fully passionate to win. It was a mesmerizing session in the HR Club involving the whole campus including the staff and the faculty members. The judges Ms. Arshiya Ismail and Prof. Nilambra evaluated the participants with perfection on criteria like Content, Style, and Strategy. Also Ms. Arshiya Ismail shared with the students how they can improve their debating skills more. The event concluded with a thank you note by Dr. Babita Bhati and Dr. Priyanka Srivastava to the jury members and also to everyone who was present to witness the event.



FROM AIMT FAMILY

BIDDING ADIEU



"A true Leader never stops being a Student, always Learning and Improving"

We at AIMT bid farewell to our **Director Cmd. Dr. Vivek Chawla** on 24th December 2021, we are grateful for his contribution to AIMT as a true leader in the most challenging times. We congratulate him on his achievements and wish him well for his future endeavors.

"Every new beginning comes from some other beginning's end."

AIMT staff and faculty members bid farewell to **Dr. M Y Khan, Assistant Professor - Marketing AIMT** after serving for 12 years.

He had contributed phenomenally to the Institute growth. We wish him all the best and hope to stay connected.





ADDITIONS TO AIMT FAMILY



Dr. Priyanka Srivastava

AIMT welcomes **Dr. Priyanka Srivastava** to the team. She has joined as Assistant Professor in Human Resource Management.

“The magic in new beginnings is truly the most powerful of them all.”

Dr. Ruchi Verma

AIMT welcomes **Dr. Ruchi Verma** to the team. She has joined as Assistant Professor in General Management





PRASHANT KUMAR
MBA-15

When I was asked to write my Journey, I was confused and overjoyed about what to write and what to leave, as I still remember every moment I spent at AIMT.

Greetings to everyone and an informal hi to my juniors.

Our batch MBA-15 lived 2 marvellous years, in which we saw everything from the beginning of the new world at a halt with a pandemic, from running into classes at 8 to online studies laying on our couches & beds.

The journey began on 16th July 2018, with orientation and the flavour of morning yoga & the taste of a busy schedule. My first-year life was not a smooth sail on a tranquil sea, being from a medical background to a transition into commerce & business profile of learning management and from being the eldest one in batch struggling among 5-7yrs younger batch mates to becoming batch's big brother by the end of 1st yr.

The college has very good infrastructure, labs, hostel, playground and facilities though like every other college we had our issues over rules of outpass, attendance and timings. With classes from morning till evening, extra classes when required, and submitting the assignment of so many subjects by midnight,

ALUMNI SPEAK

making projects and group assignments for my syndicate 5.

“THERE WAS SO MUCH TO LEARN, UNLEARN, ACHIEVE NEW GOALS, GRAB OR CREATE OPPORTUNITIES IN THIS COLLEGE IF YOU CHANNEL YOURSELF IN THE RIGHT DIRECTION.”

Living the hostel life for the first time and becoming the discipline committee in charge & Hostel Marshall under warden sir's guidance. In academics for me, the faculty was the best part where the subjects gave me a rough time with subjects like finance and decision science but never denied me from giving any help needed. Every faculty provided me with new opportunities in one way or another in their area of expertise to bring out the best of me. Joining, An editorial team with team HR, designing the newsletter and magazine, and working with the placement and alumni team. The first year ended with a summer internship and seniors leaving us with the torch of legacy to be passed on to juniors. When we returned to college hostels, the emptiness made us remember the moments with them.

2nd year was rock and roll from the beginning. When the work we put in our first year came bearing gifts of change in our pass rules, the first time we hosted prelims of IPU fest 'ANUGOONJ' in our college with so many other sports and cultural fests, HR Conclave, International Conference, Youth Fest, AIMK student exchange and so much more.

In the end, I wish the juniors all the very best for their upcoming endeavours. Connect with your seniors and alumni to learn your legacy or get the required help/guidance for future prospects.

FACULTY TEAM HIGHLIGHTS

Dr. Anubhav Varma

- AICTE Training and Learning (ATAL) Academy Online Elementary FDP on "Time Series Analysis" from 26/12/2021 to 30/12/2021 at Institute of Management Studies, BHU

Prof. Arshiya Ismail

- Prof. Arshiya Ismail, Chief Training and Placement Officer is conferred by the prestigious FWA Academic Council for the Award " Outstanding Academia-Industry Synergy Creation" during the Annual National Conference held at Le Meridien, New Delhi on 9th October 2021.

Dr. Pallavi

- Registered copyright in the Copyright Office, Government of India on the title "Contemporary Wheel of Retailing Model". Registered on 2nd Sep 2021.

Dr. Mritunjay Kumar

- FDP on Project Management - 20Dec. - 24 Dec.2021.
- Chapter published on Supply Chain Management of Indian Pharmacy Companies in the edited book "CONTEMPORARY ISSUES AND CHALLENGES IN BUSINESS MANAGEMENT POST-COVID 19" by Routledge (Taylor & Francis).

Prof. Dharini Raje Sisodia

- Registered a patent on "Financial market data establishment for effective finance data system". Date of publication: 17 Dec 2021.
- Publication : Rajan A, H Kaur, A. K. Singh, D. R. Sisodia, A. K Garg (2022) A Critical Analysis of the Emergence and Development of Cryptocurrencies and How It Impacts the Current Economic Activities, Special Issue on Fostering Human Resilience-Catalyst for Management, Science and Technology (Oct. 2021), 794-799

Dr. Babita Bhati

- Publication: R.K. Kovid, Babita Bhati, & G. M. Sharma (2021).
Topic - "Entrepreneurial Competencies, Institutional Voids and Performance of Small and Medium Enterprises: Evidence from an Emerging Economy. Vision."
<https://doi.org/10.1177/09722629211058809>

Upcoming Attractions at AIMT

1. AIMT Foundation day: 7 Jan 2022
2. Lohri Celebration: 13 Jan 2022
3. Army Day: 15 Jan 2022
4. Staff Development Programme 17-22 Jan 2022
5. Republic day Celebration: 26 Jan 2022
6. Commencement of Sem IV of MBA 2021-23, Sem VI of BBA 2019-22 & Sem III of BBA-2020-2023
7. IQAC Meeting: 5 Feb 2022
8. Vishleshan 2022: 11 Feb 2022
9. Marketinar 2022: 19 Feb 2022
10. International Conference: 26 March 2022

Faculty Editor

Dr Babita Bhati (Assistant Professor, HRM)

Student Editors

Vivek Kumar Maurya (MBA 17)

Ambika Yadav (MBA 18)

Rajnish Kumar Dwivedi (BBA 01)

