

NEWSLETTER

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In this Issue:

- ✦ Academic Activities
- ✦ Sports Activities
- ✦ Cultural Activities
- ✦ Faculty Achievement
- ✦ Student Achievement
- ✦ Management Development Programme
- ✦ Other updates!!!!
- ✦ Meet the Alumni: Ms. Priha Avtar



Editorial

Student's Speak

Life at AIMT isn't what I had expected it to be. It has turned out to be much more. It has by far exceeded my expectations. AIMT not only gives you the opportunity to be with like-minded people but also provides the environment where you can experiment and grow. The Institute provides us with plenty of opportunity to hone our talents and also provide various platforms to showcase them. AIMT prepares us for the corporate not only by providing us wholesome education but also the exposure to the corporate world by organizing guest lectures and industrial visits. Joining AIMT has been the best decision I have taken in my life. I was jittery on the first day at AIMT but the faculty and my batch mates made it easy for me to blend in. This is a place where you can make friends for life and also learn valuable skills to compete in this highly competitive world. AIMT has provided me with these skills and many more which would be hard to put into words but easier to put in action. I would like to use this opportunity to thank each and every member of the AIMT family for being there for each and every one of us. There is a board when you enter the hostel which says "This is your home away from home" I guess this conveys the way everyone including I at AIMT feels about this Institute.

-Shaurya Sharma, Student Editor



Talk with the Experts

Understanding the worth of life, roles and responsibilities

Dr. Ashok Arora author, guide and now a friend to the AIMT family visited our institute on two occasions. The magnetism in his words, made us spellbound, to rethink on our perspective towards life. Both the meetings were prized highly by the students, as every time the students walk out of the seminar hall after interacting with him, they left feeling motivated and inspired.

Insights on Corporate World: its challenges and issues

The Vice President of Axis Bank, **Dr. Narender Bhasin**, delivered a lecture in our institute to all MBA students. The lecture was full of real time corporate examples with deep meaning. The lecture did not only provide vital information about the market situation in the banking sector but also what was expected out of us when we join this sector. It was an experiential learning.

Tips for Holistic development

"It isn't until you come to a spiritual understanding of who you are – not necessarily a religious feeling, but deep down, the spirit within – that you can begin to take control".

Swami Sundarandji, a Yogi, photographer, and mountaineer who lectures widely in India on threats to the Ganges River and the loss of Himalayan glaciers due to global warming. It was an introspective experience listening to swamiji as he dwelled into the aspect of how to take out time for oneself. He emphasized upon the power of meditation and yoga. It was one of its kind lectures different from the regular industrial sponsored ones as it taught us how to stay connected with ourselves and be happy in this daily hustling & bustling routine. He demonstrated some breathing techniques to help our body & mind stay in tandem. He also showed some of his breathtaking photographs of Himalaya peaks and rare plants. It was an enlightening rendezvous which compelled us to re-think how we live our life.

Fun to learn, Learn to fun

Synergy - Syndicate Activity

Syndicate 7 conducted a fun filled evening of games and music for MBA 09. They organized treasure hunt, queen of sheeba and dumb charades. Syndicate 8 won queen of sheeba. Syndicate 9 won treasure hunt. All including the faculty members, as it was a break from the classes and projects enjoyed the evening.

Back to Library - Examinations

The semester-end university examinations were held from 10th Dec 2012 to 14th Jan 2013. The month long period saw AIMTians burning the midnight oil. Alarms echoed through the hostel corridors at every odd hour in the night. Students in groups were found neck deep in books and notes all across the campus – lawns, amphitheatre and library to put their minds collectively at use. AIMTians put their days and nights together, pulled out their hair, drank liters of coffee to hopefully come out with flying colors.



Yakult Visit

On 21st Feb, 2013 our budding managers visited Yakult manufacturing plant located in Sonapat. Yakult is a Japanese multi-national company which produces a pro-biotic drink. It was the first industrial visit of MBA-09 batch and everyone was excited about the visit. It was a two hour drive from the college but everyone was so inquisitive to know about the company & its product that no one realized the time. It was a state-of-art facility as we entered & had a look at the premises. The tour started with the display of their manufacturing process that showcased how exactly Yakult drink is manufactured. Each and every student was awestruck by the equipments and the technology in use. There were loads of questions from students, and the tour guide - the plant manager was able to satisfy each one. In all it was a great experience as we learnt the practical part of what we study in the classrooms. It was a trip to remember and added to our rich education process.



National Stock Exchange (NSE)

On 25th Feb 2013, the junior batch went to National Stock Exchange in New Delhi for an industrial visit. There, a presentation was showed to us by them. The presentation not only threw light on the history of NSE but also made us aware of the functioning of the body. We were also given valuable information about the NCMP certificate programmes which would add value to us when we join the corporate world. This particular course is not only helpful for the students from finance background but for everyone as it gives us knowledge about investing in the stock market.



Sport Activities

Out of Classes – Play Time

Army Institute Premiere League (AIPL) – Season 3

All work and no play make's jack a dull boy, so do our Institute feels. Opportunities are given to the students to organize sports activities. Recently our students organised AIPL on the lines of IPL. AIMT's cricket premiere league came into action with the bidding process on wherein the team owners constituting of 5 senior\junior girls and two faculty members formed 5 teams. Competition was on full swing among the batch mates. Matches are scheduled every weekend where both blood and tears are shed.



Basket Ball and Soccer Tournament (BASSOC) – 2013

The institute hosted BASSOC tournament from 8th Feb 2013 to 10th Feb 2013. It is a basketball and soccer tournament where in about 8 colleges participated. All through the 3 days of the sports fest, all the members of the Institute remained in high spirits and the whole campus was alive with music and commentaries and cheers to motivate the players through their constant support and enthusiasm. It was a sponsored event and the spectators broke the heat through the array of refreshments available – Momos, 4th Street Café and Adarsh Kulfi.

Gautam Budh University, NIET, BIMTECH and ITS were amongst the participating institutes. And finally to add the cherry to the excitement level amongst the faculty and their family, non teaching staff, Director Sir, Students and guests – AIMT won both the basketball and football tournaments! Cheers!!!!



Cultural Activities

Let's Celebrate

5

February 2013

Festival of Lights - Deepawali

The festival of Diwali is celebrated because of the home coming of Shri Ram to Ayodhya. The festival was celebrated with full enthusiasm by each and every member of the AIMT family. AIMTians celebrated Diwali together in the hostels. It started with a puja followed by bursting crackers and celebrating the festival with sweets. The whole institute was ablaze with the lights and diyas.



Santa Claus Time - Christmas

On 24th December 2012, the students returned to their respective hostels, to be greeted with fully decorated Christmas Trees standing at the hostel entrances. On the eve of Christmas, the students organized a bonfire with Christmas Carols playing in the background and our very own Santa Claus roaming amongst the crowds while the cake was cut, which was followed by a DJ party. All in all, it was a night to remember.



Arrival of 2013 – New Year

AIMTians welcome 2013 with open arms and sparkling smiles. AIMT danced and sang its way into 2013. AIMTians shook their leg to the DJ beats all night and celebrated a fun filled night. Happy New Year 2013, a new beginning, a new year to cherish, a new to our lives with a lot of hopes and a vision of a shining future for AIMT where we achieve even more than our desires.



Republic Day – 26th January

The bright winter morning of Republic Day saw AIMTians dressed smartly for the occasion while Director Sir and several students shared their vision of a better India. The flag hoisting ceremony and the National Anthem was followed by a beautiful day wherein all members of the AIMT family were in a patriotic daze. Even without classes, AIMT students were in full strength, with bright eyes and head held high. That was a true Indian spirit. Jai Hind!



Saraswati Puja

On 15th Feb 2013 on the auspicious day of Saraswati Puja, a spiritual atmosphere donned AIMT. Saraswati Puja or Basant Panchami was organized at AIMT on 15th Feb 2013, charting a new tradition at our institute. It is celebrated in honor of the Goddess Saraswati, the Goddess of knowledge. It is celebrated on the fifth day of spring. We were privileged to have with us, world renowned Swami Sundarandji. It was celebrated with great enthusiasm by the students as well as the faculty members in a traditional fashion where an idol was worshipped and after the Puja the idol was immersed in the river Yamuna,



A huge round of applause...

The faculty of our institute has been accorded with many laurels. Their achievements have not only boosted the morale of the students but have also given us real life role models.

Dr. Sanjeev Tondon, has participated in Second International conference on emerging research paradigm in business and social services organized by Middlesex university Dubai Tuesday 26-28 November. The title of the paper is 'A study of differentiation strategy of retail firms in a shopping mall with special reference to GIP, Noida'.

Dr Parul Gupta has co-authored a book titled 'Economic environment policy' along with Prof. Justin Paul University of Michigan published by Tata McGraw hill in 2013.

Dr. Parul Gupta, Dr. Shruti Gupta along with Dr. Justin Paul had written an empirical Case study, titled 'Farrow industrial challenges of international business of Small and Medium Enterprises' was published by Ivy Business School.

Dr. Preeti Kulshrestha, presented a research paper entitled 'Sustainability reporting parameter and practices in construction and real estate industry-a comparative study of US and India' in an International conference of society of operations management held on 21-23 December 2012 at department of management studies IIT Delhi.

Prof. Gyanesh Sinha, research paper accepted titled 'Assessment of CO₂ emission reduction by power sector in India: - Study in carbon generation perspective' in biannual research referred in journal "SURJAN".

Prof. Gyanesh Sinha, empanelled for course restructuring of 'Production and Operation Management' for IGNOU.

Dr. Shruti Gupta, Prof. Shikha Bhardwaj, were awarded certificate as 'Psychometric Testing Professionals' from Udai Pareekh's -HR labs.

Dr Uma Luthra, Dr Anand Rai, were awarded a Doctorate of Philosophy (Ph.D.). Yippee!!!!

Dr. Shruti Gupta, Prof. Gyanesh Sinha, qualified 'UGC- NET (June 2012)' in Management. Congratulations!!!



Students Achievements

Scholastic

Mr. Kuldeep Singh, Mr. Arvind Jha, had presented a research paper on 'Techno Stress: A vicious cycle of life imbalance among youngsters' under assistance of Prof. Shikha Bhardwaj at an International conference at BVIMR, New Delhi.

Mr. Kuldeep Singh, Mr. Arvind Jha, have presented a 'Case study on Ultratech's approach towards sustainability' under the assistance of Dr. Preeti Kulshrestha at Amity University, Gurgaon. The case study also got published in Amity Journal of Business Research.

Mr. Kuldeep Singh participated in R Idea National Business Plan Competition at Rasoni Group of Institutions, Nagpur. He got the "Executive summary" of Business plan accepted in top 10 business plans.



Achievers of AIMT...

Co-Scholastic

Students have participated in various Inter-Institute Competition and fest, in Greater Noida. At almost all the competition we outshine as top performers, winning hearts and appreciation from audience. These Inter-Institute competitions not only help us to boost our enthusiasm and confidence but also make an impression on others in terms of Institution and its value system.

AIMTians won first prize in Mimicry Competition organized at two different Institutes in Greater Noida. **Mr. Harjinder Sandhu** won first prize in both Mangalmai & Ishaan Institute of Management and Technology.

We also won first Prize in Badminton, Tug of war and Treasure

Hunt – **Ms. Aru & Mr. Uday Paratap Singh** at Ishaan Institute of Management & Technology, Greater Noida.

Second prize in Ad-Mad show in Mangalmai Institute- **Ms. Pallavi Gulleria, Ms. Varuna Malik and Ms. Pritika Jamwal.**

AIMTians won second Prize in Business quiz – **Mr. Kuldip and Mr. Arvind Jha**, Extempore – **Mr. Saket Pandey**, Rangoli, Debate- **Ms. Tanya & Ms. Maninderpal** in Ishaan Institute of Management & Technology, Greater Noida.

A RJ hunt competition is also organized at Ishaan Institute of Management & Technology where **Ms. Aru Bharti** received a certificate of merit.

It's party time, folks!!!!



Management Development Programme (MDP)

We only part, to meet again.....

Our institute is the only one in India which offers special programme for judicial officers. This programme is one of its kinds. The first phase of MDP for judicial officers of UP got over on March 2nd 2013. AIMT trained 1000 Judicial officers of UP in the last 2 years. Request for the 2nd phase of the same programme which is to start from August 2013 has been forwarded to Allahabad High court. The programme has been ranked high on various parameters by more than 90% of the participants who attended it from May 2011 to March 2013. The overall experience of first phase has been enriching and overwhelming for both, AIMT as well as judicial officers. It has been a wonderful journey to cherish and relish for lifetime, as AIMT was privileged enough to be a host and dost of all together different cadre of our society.



Campus Placement Waow...

Companies Visited

- Unified Capital Pvt. Ltd.
- HCL infosystem
- Ashiana Housing
- HT Media
- Entrecres Labs
- HDFC AMC
- Reliance Leap
- Benchmark Six Sigma
- Jones La Lang Salle
- Mindworks Talent Management
- People Connect
- Advait Life
- Mirus
- XL Dynamics

Anibha M athur, Sweety,
Simrita, Chanda, Ankita,
Himanshee, Swati, Indu,
Asmita, sheetal got placed
in **HRM**

Abhinav, Suvankar, Kuntal,
Chandan, Avinash, Udai Pratap,
Vinod, Punam, Santosh, Swati
Sharma, Rahul Jha, Rakesh ,
Durgesh, Rashmi, Manish,
Digvijay, Rahul, Sweta, Neeraj got
placed in **Marketing**

Sandeep Saini, Sandeep Baghel, Amit
Kumar, Sumeet katoch, Indrajit, Anju P
got placed in **Finance**



Other updates!!!!

ANTI TOBACCO DAY

31st Jan 2013 was World Anti Tobacco Day. The Institute celebrated, by conducting a debate and poster making competition amongst the students, for which IP University announced cash prizes. "Whether manufacturing of tobacco should be banned in India" was the topic of the debate. **Ms. Maninder Pal Grewal** won the first prize, followed by **Mr. Harjinder Sandhu** and **Mr. Eklavya Punia**.

The best poster to discourage smoking was made by **Ms. Pallavi Guleria & Ms. Preeti Nakoti** while second and third prizes were bagged by **Mr. Gaurav Kandpal & Mr. Harjinder Sandhu** and **Ms. Gagandeep Kaur Hora & Ms. Natalia Nagar** respectively.

The heart of the event was a small skit prepared by the students, and it won immense audience appreciation as it depicted the common story on every street of India – how from a very young age children start consuming tobacco products and as a result the health issues keep multiplying, which they generally realize very late.

ODE TO NIRBHAYA

In light of the recent event that took place in the capital – gang rape and eventually death of a 23 year old girl, AIMT did its part by conducting a candle lighting ceremony on the eve of 31st December 2012. Director Sir, spoke to the students, teaching and non teaching staff about the collective shame that we all felt as a society. All the men in the room took an oath to respect women till the end of time. The ceremony ended by observing silence and praying for Nirbhaya's soul.

CAFETERIA

With the incoming of Pushkar Cafeteria, it's a celebration everyday for AIMTians. All day long, the cafeteria is alive with students playing pool, snooker, writing assignments, working on projects, conducting club meetings with faculty members, celebrating birthday parties and syndicate parties with the wide array of snacks available and foot tapping music playing in the background. AIMTians welcome Nitin Chaudhary as the owner of the Pushkar Cafeteria of AIMT and thank him and his team for keeping the campus young and alive.

Commanders' Visit

On 16 January 2013, Lt.Gen J P Nehra, AVSM**, Adjutant General visited AIMT for the first time. He met all student Council members and Faculty. He also appreciated the efforts made by staff and faculty in institutionalizing a strong foundation among budding Managers. He was accompanied by Major Gen. Neeraj Bali, SM, MG Admn HQ Western command, who also got acquainted with the academic and non academic issues of the Institute



Meet the Alumni:

Ms. Priha Avtar

Alumni tête-à-tête

"It is better to be at the right job in the wrong industry than to be in a wrong job in the right industry."



She welcomed us with a warm smile as we entered her home at AWHO, Greater Noida, where she's staying with her parents. **Ms Priha Avtar** of MBA-05 completed her schooling from Bhartiya Vidya Bhawan, Chandigarh. She then did her Hotel Management from IHM, Aurangabad and BBA as well. She got campus placed from IHM at Marriott International where she worked for 2 years before joining AIMT. She has been staying in Greater Noida since 2008. Presently she's working as a **Sr. Consultant at People Connect**.

How would you explain your experience at AIMT?

It was a really good experience mainly because of the batch mates and excellent faculty members. The subjects were tough but my batch mates helped me a lot. AIMT offers a great blend of academics and co-curricular activities. I will admit while we were there, we used to crib a lot but we realised the value after getting out and we miss our time there.

What change would you like to see in AIMT?

Too much pressure is put upon bookish knowledge. The focus should be diverted towards discussing current events and more emphasis on communication, personality development and presentation skills should be given. You know, if you can communicate well, half the battle is won. Make sure you are reading well. I agree, even I don't like reading Economic Times but you should be aware of the market conditions and be abreast with happenings around the globe.

Why HR?

The thing about HR is you've to know about all the fields as you've to recruit everyone from engineers to finance specialists. That way you get to know about all different areas. Nowadays, you've to be a jack of all trades. To be honest, I wasn't good in Finance, Marketing is not cup of my tea, International Business got introduced later, so it wasn't an option and I wasn't very keen on taking up IT so it had to be HR. And I chose Marketing as my minor.

How was your placement experience at AIMT?

Firstly, look at the role and don't run after the brand name. It is better to be at the right job in the wrong industry than to be in a wrong job in the right industry. Secondly, it is most important to be very happy with what you're doing. During our time at AIMT, only one or two HR companies came. Amrapali, being one of them, came and absorbed half the batch including me although I didn't go for it because I didn't want to go where everyone was going. I didn't work for six months after completing MBA.

Was it difficult opting for an off campus placement?

I registered with the Naukri portal and that is how I got selected at People Connect. I had the option to go back to Marriott. But I decided that I wanted to explore other sectors. I sometimes think about going back to Marriott – they still want me back. But the kind of exposure and clientele I have at People Connect, I'm content.

Tell us about your profile at People Connect?

I joined as a management trainee initially. I've now been promoted to the post of Senior Consultant. So, the kind of recruitment that we do is Niche. We recruit for leadership roles which are generally executive positions in the organisation. So we get a lot of exposure, we've to recruit and then communicate with them about the roles that they are expected to carry out.

It adds to your personal grooming as you get a holistic exposure. 70% of roles in HR accounts for recruitment. Manpower management is very crucial.

How has your job affected your lifestyle?

There are not many opportunities in Greater Noida but I wanted to stay at home with my parents as right from 12th grade I'd been studying in the hostel. I got offers from Gurgaon but I waited and finally got People Connect at Noida. Working has taught me to be more mature and patient. Maybe that can be attributed to the fact that I'd been working earlier before joining AIMT. But patience is very important when you're working. I've been working here since the past two and a half years. And it's good. I learn every day.



What is it that you practice to keep your skills updated?

Well, once I had to recruit for a post in an Oil and Gas Company. So, I had to read up about the sector to understand the role that the client is demanding and the kind of employee they are looking for to fill that post. I had absolutely no knowledge about the Oil and Gas sector. So, that is how I gain knowledge about all the sectors that come my way. And the best source of gaining information is through the candidates themselves.

So what do you do during your leisure time?

I sleep, I meet my friends, and I watch a lot of movies. I read a lot. Presently I am reading Barrack Obama's Autobiography and a book on Corporate Management.

What would you like to say to your junior AIMTians?

Get away from your course books! Don't ignore them completely. What I mean to say is – think out of the box. Interact with people who are working. Plan your internships, do it in the field that you're interested in. And, remember, networking is very important. You all should have an account on LinkedIn. Good luck!!

Bidding Farewell

Adieu

Col R S Manral (Registrar), Feb 2013. AIMTians bid a heartfelt farewell to near and dear Registrar. His involvement in Institute has left a big imprint in our lives. He was first man to meet and greet every new batch of AIMT. Good Bye, Sir!!!!



Remembrance

OBTUARY

It is with a heavy heart that one has to write an obituary about a fellow batch mate. Ms. Divya Verma was a sincere student who was always helpful towards her friends. Her friends remember her as someone who was proactive and straight forward. Born in Kanpur she did her graduation from Army Institute of Fashion and technology in fashion designing. Her hobbies included listening to music and designing garments. She left this earth on 26 March 2013. She will be missed by the entire AIMT family.



Editorial Board

Faculty Editor

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Prof. Pratibha Jha

Student Editor

Ms. Shilpa Patra

Mr. Indrajit Shaktawat

Mr. Shaurya Sharma

Technical Support

Mr. Hemant kumar



Contact Us

Army Institute of Management & Technology, Greater Noida
Plot M-1, Pocket P-5, Gautam Budh Nagar -201306 (UP)

Phone No.: 0120-2343503/ 531/ 533

E-mail: registrar@aimt.ac.in, jhapratibha@aimt.ac.in, shikhabhardwaj@aimt.ac.in

Website: www.aimt.ac.in

