News Letter

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Army Institute of Management & Technology, Greater Noida

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EDITORIAL

Student's Speak

"Yesterday is gone. Tomorrow has not yet come. We have only today. Let us begin."

As the new academic session dawns and after having completed one year at AIMT, the ball has started to roll as everyone tries to solve the jig-saw puzzle which is the struggle to attain the ultimate goal they came here for - to get placed and find a job. Having just finished my summer internship, I feel that two months of hard work would definitely bear fruits in the end. I am sure that my fellow batch mates also share the same feeling and look forward to the hiring season.

It feels as if it was just yesterday that I joined this esteemed institution but as they say 'time flies', and it has. With the passing of every year there is a breath of fresh air, marked by the change of guard. Our seniors handed over the baton of seniority to us and at the same time we took over the responsibility of taking fresh graduates under our wings. I would like to take this opportunity and welcome MBA-10 on behalf of MBA-09. And as they start a new chapter in their life, I wish them all the best and expect them to carry the traditions and values forward and achieve greater heights. So let's begin this new relationship and do it right.

This edition of the Newsletter covers some important events like our Annual function 'Alankriti' and the Summer Internship details of the students. Academic as well as cultural and sports activities are included. We also have our 'Meet the Expert' section, and this time around, apart from the Alumni we have a special guest interview. There are some important updates and we also welcome new members to the AIMT family.

I would like to thank the faculty, my team members and last but not the least the complete AIMT family for contributing to this edition.

Indrajit Shaktawat
Student Editor

ACADEMIC ACTIVITIES

Talk with the Experts

One small step from Reliance, one giant LEAP for AIMT

Who hasn't heard about Reliance. AIMT recently tied up with Reliance Capital which has developed a module which specifically caters to the management students. The module is aptly called LEAP (Learning & Employment Advancement Program).This module is to help students bridge the gap between what the industry wants and what the students have to offer to the industry. A special 4 day training session was conducted by highly experienced trainers from Reliance. The module contains four stages for four semesters. With each progressing stage the skills will be fine tuned and new areas will be looked after.

In the initial stage the focus would be on the importance of body language and presentation skills. In the later stage the focus would shift to group discussions and handling interviews. This is to be done by applying both theory and practical knowledge. The theory part would be covered through class room sessions and lectures, the practical part would be covered with the help of internships.

One of the most important parts of this collaboration was that the students were provided with the opportunity to do their internship with Reliance, which is where some of the AIMTians did their internship from. The students were categorized according to their specialization and they interned in that specific profile. The experience was invaluable and it would surely add weight age to their profile.

RELIANCE Capital

Fun to learn, Learn to fun

In-House HR Experts

Under the initiation of **Prof. Shikha Bhardwaj** and **Dr. Shruti Gupta**, an environment of a consultancy firm was created – called **SS Consultancy**, wherein all the major HR activities like acquisition, motivation, training & development and maintenance took place. This enabled the students to better visualize the kind of activities that take place and are expected in the real corporate world.

Making Stash out of Trash

Under the guidance of **Prof. Surabhi Pandey**, students were given a task to create something innovative out of waste. This activity was done under the subject – Management of Technology, Innovation & Change. Organizations look for people who are innovative in their thinking process and actions, and that is what this activity was aimed at. It required people to don the thinking hat and create something out of the box. Some of the syndicates were really creative and their work was appreciated by everyone. Syndicate 7 created daily utility items like chimes out of used glass bottles. Syndicate 5 made music instruments out of dustbin lids, rubber sheets and iron rods, which they filled with stones and pebbles. All in all it was a fun activity which involved imagination and lateral thinking.

BULLIANZ Budget *Sabha*

On 16th march 2013, the Finance Club of AIMT – **Bullianz** organized a quiz which was based on the Union Budget 2013. It was an interactive session which turned out to be very informative for the audience. The aim of the event was to keep students in tune with the policies of the government and how it will affect various industries. The event had a parliamentary touch as names of the participating clubs were quite interesting like *Rashtriya Genym Dal, Bhartiya Bullianz Party, Zenith Sena and Bahujan Phoenix Party.* All Bullianz members put in great efforts which made the event a success. *Bhartiya Bullianz Party* – bagged the first prize.

Exam Fever

The month of May saw AIMTians yet again making days and nights meet, flooding the library, furiously jotting down notes in the cafeteria, worshipping their Kotlers like bibles, eventually hoping for another remarkable result.

Real Time Learning

First Glimpse into Corporate Life

As part of the curriculum the students are required to intern in the industry of their choice, over the summer. During which period, they are exposed to the actual corporate environment. Along with the training they are also required to undertake a project. This helps them to align their expectations with reality and understand what the corporate sector expects from them. "Some of the companies where the students did their internships from were, Reliance, Yatra, ITC, Goodyear, Ogilvy & Mather, Think Inc., Aditya Birla Money, Maruti Suzuki, J W Marriott, Marsh & Mclennan, Fortis Hospitals, Buhler India Pvt. ltd., Tech Mahindra, HDFC, HT Media, Travel Guru, Lotus Beauty Care Products, Citigroup, Tata Docomo, Decotouch Paints – amongst many others."

Nivedita Jha, an MBA-09 Student interned with **EMSA (Egyptian Medical Student Association)** as an HR trainee in Cairo, Egypt. The profile was to maintain the database and conduct the orientation program. They organised a special event called Dinner in Dark Project, which was to help the blind people.

Company LOGOs

CULTURAL ACTIVITIES

Let's Celebrate

Annual Day - *ALANKRITI 2013*

On 6th April 2013, **Army Institute of Management and Techonology** hosted it's Annual Function – ALANKRITI 2013. The event started with the lighting of the lamp ceremony by the esteemed Chief Guests ***Lt. Gen. Anil Malik*** DG, DC & W Army HQ, ***Maj Gen Rajbir Singh*** COS HQ Delhi Area, ***Maj Gen B.S Daulta*** MG HQ Awes and ***Col P.K Bali*** Dir. Colleges HQ Awes , Head Of the Institute. Next in line was the felicitation, after which the Director ***Brig. (Dr.) Ashok Pathak*** then formally welcomed the distinguished guests and presented the Annual report.

The cultural programme began with a tribute to Lord *Ganesha* through a *Bharatnatyam* dance performance. The mesmerizing cultural show consisted of a skit, western dance, grafting (painting on musical beats) and *Bhangra* performance.The western dance performance was spectacular and the *Bhangra* performance added energy to the show as it left the audience feeling enthusiastic and full of life. A special display of talent was witnessed, wherein a painting was made on stage in a matter of a couple of minutes.

The heart of the event was the skit – DOMINAE LE FEU, which was an accolade to *Nirbhaya.* As an academic institution, AIMTians chose this way to send a message to the society and salute the spirit of *Nirbhaya* and inspire people to work together to end violence against women in India and around the world. Through the skit, the entire society was questioned and was urged to wake up and stand for their women. It won everyone's appreciation and received a standing ovation and caused the audience to trickle a few tears.

Besides the cultural bonanza, there was the much awaited prize distribution ceremony which showcased the many laurels that the students have won in regard of various competitions and case presentation conferences and research papers. The Chief Guest announced a reward of Rs. 10 lakhs in honour of the institute.

Bon Adieu 2013

The junior batch bid farewell to their seniors. The whole evening was a trip down memory lane for the seniors as they went over their entire journey at AIMT in one night.

MBA 09 girls performed a dance, old songs were sung and a salsa dance was displayed. The crowd's favourite, however, was a skit performed by the junior boys which encapsulated their most fond memories in the hostel.

Throughout the night, each member of the senior batch was facilitated and appropriately and most fondly awarded titles. Ms. Sweety Patyal was crowned Ms. AIMT, while Mr. Sumeet Katoch was titled Mr. AIMT.

The farewell function was followed by a beautiful gala evening in the lawns with soulful music and games. It was a night to remember, where both the batches were reminiscing over the bonds that were formed and the friends that were made to make the memories that are cherished.

FACULTY ACHIEVEMENTS

A Huge Round of Applause…

Dr. G. K. Sinha was recently awarded a Ph.D. in Industrial Engineering and Management from Indian School of Mines, Dhanbad on 13th August 2013.

STUDENT ACHIEVEMENTS

Achievers of AIMT…

Research paper published by **Harjinder Sandhu** and **Shaurya Sharma** in Indus Business Academy Journal, titled **"Kingfisher Airlines: Issues related to sustainability".** This research paper studies the plight of Kingfisher Airlines during its mishap and how difficult it is to survive in this corporate world.

"Micro Finance Institutions in India: Issues and challenges", by **Dr A. K. Rai,** aimed to look into the micro finance institutions in India and the major challenges faced by them.

"Impact Assessment of perception of women after joining Self Help groups: A study of Mathura District(UP)" by **Chandan Singh** and **Dr. G. K. Sinha**. This discusses the growth of self help groups in India and the SWOT analysis of the SHG operating in the Mathura district which was set up by NIRPHAD through the undying effort of its team members who have a learning attitude. It also shows how the life of SHG members has been changed by joining the initiative, which resulted in increase in their financial status, which built their self confidence and in turn the overall society.

"A study on motivational pattern of students and correlation with gender using X-Y theory" by **Dr Shruti Gupta, Kawalpreet Kaur, Kalyani Tripathi** and **Reena Devi**.

This research paper is on the study on motivational pattern of student and correlation with gender using X-Y theory questionnaire.

This goes to show that apart from studying from the academic point of view, students are also exploring and using their analytical skills to solve problems that are plaguing the corporate sector and finding ways to eliminate them.

FACULTY DEVELOPMENT PROGRAMME

A five day Faculty Development Programme was conducted on Psychological testing and counselling for HR professionals. A total of 14 participants undertook this programme. The programme started with the keynote address by **Dr. Vinayshil Gautam**, Emeritus Fellow of Management at IIT(D), where he emphasized on the importance of knowing human minds. Second day, started with self awareness techniques with the major focus on MBTI by **Dr. Bhawana Adhikari**, Professor & Deputy Dean Academics at Amity University Gurgaon. It was followed by understanding of leadership styles and conflict resolution techniques. Third day was further continued by the coordinators, **Dr. Shruti Gupta** and **Prof. Shikha Bhardwa**j, on Team building and Interpersonal relations (FIRO-B). The last session of the third day was taken over by the Director, **Dr. Ashok Pathak**, on Transformational leadership. The fourth day was about being effective at work, Total Quality Person undertaken by **Dr. C.V. Ramanan**, Professor and Spiritual Sadhak. He emphasized on value based leadership in alignment with quality at personal as well as professional front. The last day was the icing on the cake with competency mapping through 16 PF conducted by **Brig Rajbir Singh**, an accredited psychologist. The FDP was concluded with a valedictory note by the Director and distribution of certificates to the participants.

FAREWELL - Prof. Pratibha Jha

Bidding farewell to a family member can be very difficult. Prof. Pratibha Jha served the institute for over 4 years. She left the institute on 2 June 2013. We wish her great success in her future endeavours. She will always be one of AIMT's most prized faculty members.

WELCOME - Prof. Shalini Sharma

The Institute welcomes Prof. Shalini Sharma into the AIMT family as the Corporate Relations Officer. She has an experience of over 5 years in the academic field, before that she has worked in the corporate sector for about 8 years. Her placement vision for AIMT is that every student should be satisfied with a job where they can grow, and they should know that the package is not everything; they should go for a good profile.

OTHER UPDATES

Anti Tobacco Appreciation Board

As per the institute's agreement with IP University, a token of appreciation in form of a board was presented to our institute. This board is a certificate from **World Lung Foundation** which certifies that AIMT is a tobacco free zone.

The WOW Factor in AIMT

During the summer, while the students were away, interning at various companies, and learning and transforming themselves, the institute too went under a few changes. With the rennovations in the hostel mess, cafeteria and classrooms, AIMT now spells WOW.

Recognizing Prospective Managers

The institute conducted its annual GDPI process. A special presentation was prepared to give the candidates a brief introduction about AIMT, which was followed by the group discussion, where in, the candidates were judged on various parameters like content, their verbal and non verbal communication skills. The candidates were then interviewed by an esteem panel of 3 members constituting, Dr. Sudhir Sakhuja, corporate representatives and faculty members. The GDPI process was a huge success and a total of 103 candidates were selected as MBA-10 batch of AIMT.

Blood Donation Camp

A drop of blood can save lives. Twice a year the institute organizes blood donation camps. This time, again, there was a huge turnout for the donation from the students as well as the faculty members. AIMTians joined hands together to do their bit for the society. ROTARY CLUB came to AIMT once again to continue the bond for the noble cause.

Ask the Expert – Mr. Sudhir Singh

"Hopping industries depends upon where your interests lie and whether you are looking for fresh opportunities according to the market trends."

AIMTians have successfully completed their Summer Internships and now is the time to get some perspective directly from the corporate sector. We interviewed a seasoned **Mr. Sudhir Singh** who is the Regional HR manager for **Reliance Securities.** He has more than 5 years of experience in the field of financial services and has been working in the field of HR for more than 3 years now. Here are a few excerpts from the interview.

Tell us something about yourself.

I finished my education from Lucknow and did B.com from Lucknow University. I took a drop of one year after my graduation as I didn't know what I want to do next. My friends were preparing for admission tests to pursue M.B.A., so I also appeared for CAT. I scored a 93 percentile in CAT in my first attempt but couldn't clear any interviews. I decided to do a general management course and for that I went to Dublin, Ireland. After completing that, I returned to India and appeared for CAT again and joined UBS, Chandigarh. I love sports and have always actively participated in school and college. I am very determined and never lose hope whenever things go against me.

Tell us about your work experience so far.

I started my career with Abhishek Industries, which is a textile company and I got placed through campus recruitment. I started my career in a sales profile. After working there for a year or so I joined ICICI and worked there for a year and then joined Reliance and have been working here for the past three years.

Why did you shift from sales to HR?

After gaining experience in sales for about 2 years, I realized HR is what really fascinates me and having understood the industry trends, wherein, retention of the right talent is the toughest job I wanted to take this challenge and make a career in Human Resource Management.

What is the toughest part of your job?

As I said, being in HR, it is retention of the right talent which is the most daunting task especially in the brokerage sector. You have to first identify the right talent and then retain it also, so that they give good returns in the long run. To retain talent, you need to show your employees the growth opportunities in your organization. Also, it is very important to understand the various needs of the employees as some maybe motivated by money, some by career growth.

How do you choose your industry and is it difficult to change the industry?

Since I have already worked in financial services and my background is in finance, it was because of this reason that I decided to join financial services industry. Hopping industries depends upon where your interests lie and whether you are looking for fresh opportunities according to the market trends. In order to begin work in a new industry, you have to know the industry trends and understand what are the processes and workings of that particular industry.

What would be your one advice to today's working professionals?

This is something that I've learnt so far in my career and that is, one should never fail to pick up his/her phone call.

What qualities do you look for while selecting a candidate?

I look for honesty, how hungry the person is for success. He must know what career path he has to follow and what kind of job does he want to perform.

What would you advice a fresher?

My advice to a fresher is that he should know what kind of a job he is looking for. Once he has that figured out he should start working to hone his communication skills, study what are the market trends in whatever specialization he has taken. A fresher must have the functional as well as domain knowledge. He should be flexible in terms of job location and salary.

Meet the Alumni: Mr. Ankush Gulaty

"AIMT has turned my life around. AIMT prepared me for the opportunities in the market, nurtured me as person, helped me understand wrongs from rights and to analyse situations."

Being from the army background, like all of us, he grew up in several stations across India. **Mr. Ankush Gulaty,** completed his schooling from Army School, Chandimandir after which he did his engineering and then worked with Wipro and Convergys. He joined AIMT in 2010 and was the first from his batch to get placed in the Campus Placements. He worked with Fashion & You as an Account Manager for a year and is now a **Client Servicing Manager** at **Vdopia**.

How was your experience at AIMT?

It was an enriching and knowledgeable experience. The faculty helped us build the base of management; they gave us an overview of management and the right kind of exposure to the industry. Most people misinterpret that as a guarantee for a job.

I miss the campus a lot. I miss attending lectures now. Our batch started AIPL, we were a group of about 7 boys and we started the whole process – the bidding and everything. We conducted two successful seasons of AIPL. And we used to enjoy celebrating occasions, any and every function.

What change did AIMT bring into your life?

AIMT has changed my life upside down. AIMT prepared me for the opportunities in the market, nurtured me as person, helped me understand wrongs from rights and to analyse situations. They were two important years of my life, not only did I learn from books, but also to grow as an individual. Most importantly AIMT prepared me for the market because unless you know the basics, you won't be accepted.

How was your placement experience at AIMT?

For me it was good, because the first company that came in, I got selected in that. But our batch faced a few hiccups. A few good companies had come, and yes people did get selected but there were limited opportunities. But, I'm sure things must have changed for the MBA-08 batch and now the MBA-09 batch.

Can you tell us about your profile at Vdopia?

When you access the internet on your mobile, you must have seen a lot of ads popping in and popping out, so in mobile advertising, we sell those ads. We have a lot of clients in the US to whom we sell campaigns. From the creative's till the execution, we handle the entire campaign on the basis of the client requirements. We have to ensure a proper service to make sure that the client comes back to us.

How do you suggest that we choose our industry?

Choose what your domain is, and what exactly you want to do. Don't give up on placements. And before giving your interview, do a thorough check on the company and their requirements, which is how you will be able to give them proper answers.

How has your job affected your lifestyle?

It has kept me very busy. It has given me my income; I don't have to go back to my parents and ask for money. It has made me independent. The job experience teaches you a lot of new things. When I was with Fashion & You I learnt a lot about how the e-commerce industry works. And now at Vdopia, I've learnt what mobile advertising is all about. So, there has been a lot of knowledge poured into me.

What do you practice to keep your skills updated for your job?

Not too much but yes, I keep a check on what is happening in the mobile advertising industry. Like the acquisitions that keep happening because it affects the business in some way or the other. So it is essential to keep a check, to know what is going on in the industry.

Tell us about some prank you pulled off while at AIMT?

Well once I got suspended but none of the teachers knew that I was staying in the hostel. So, one day there was an inspection in the hostel and I was running in the bathroom when one of the teachers caught me. It was very funny. It was quite an experience for us.

What do you do in your leisure time?

I watch a lot of movies. As I get two days off, I watch every single movie. Even the bad ones, because after working 5 days, even those movies look good. And I catch up with my friends. Saturdays I'm out. I make it a point that Sundays I'm always home to spend time with my family.

What would you like to say to your junior AIMTians?

Just keep working hard and don't forget to enjoy. Because at the end of the day, you're not going to remember a lot of books that you read but you're going to remember the fun moments that you spent here. Be sincere and do not get distracted from your goal – you've come to AIMT to achieve something. But make sure there's spice in your life. These are the last best two years that you would get in your life, when you start working you'll realise the value of these two years.

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