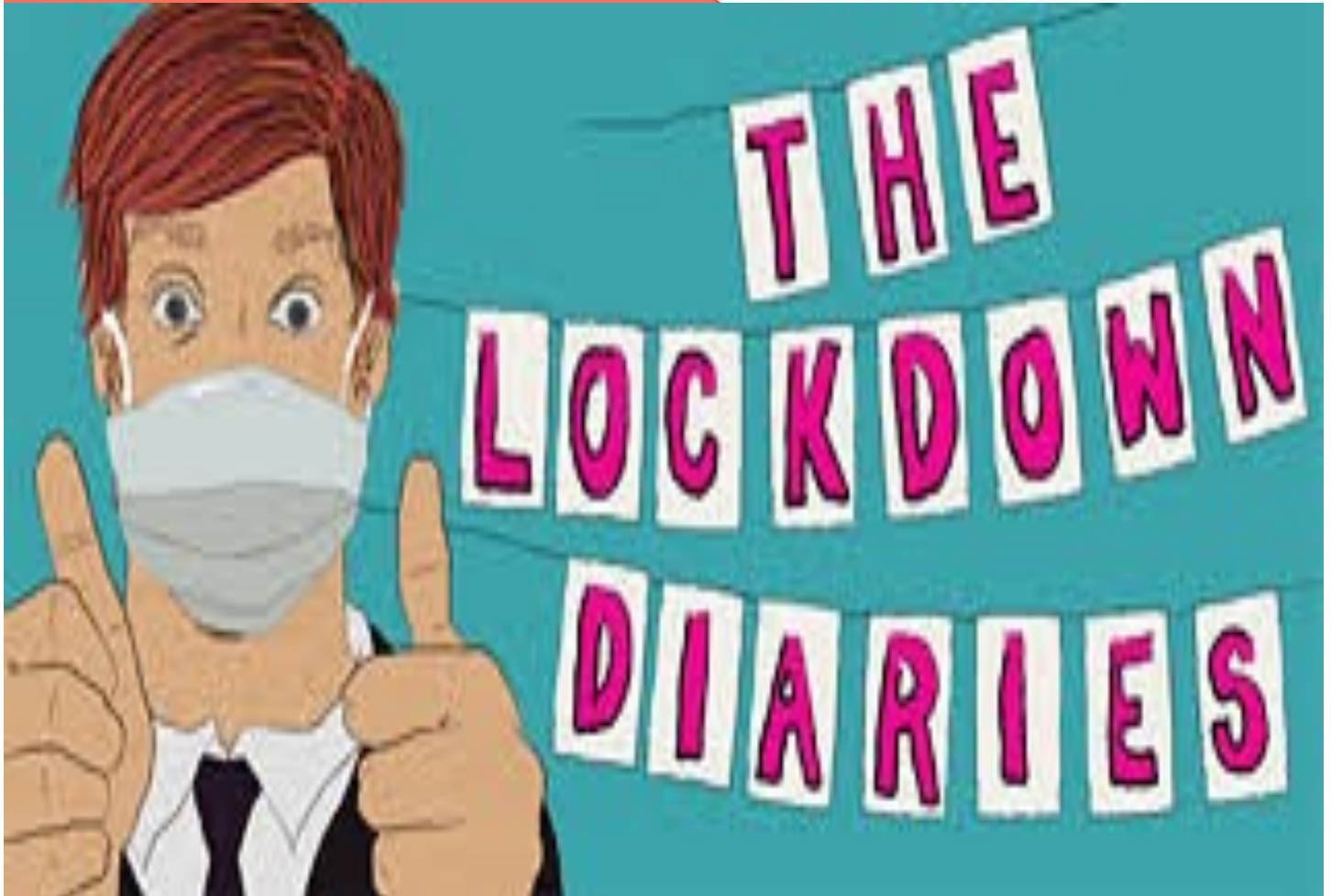


Department of MBA
TABLOID 4th EDITION
Session 2019-20



MBA DEPARTMENT

VISION

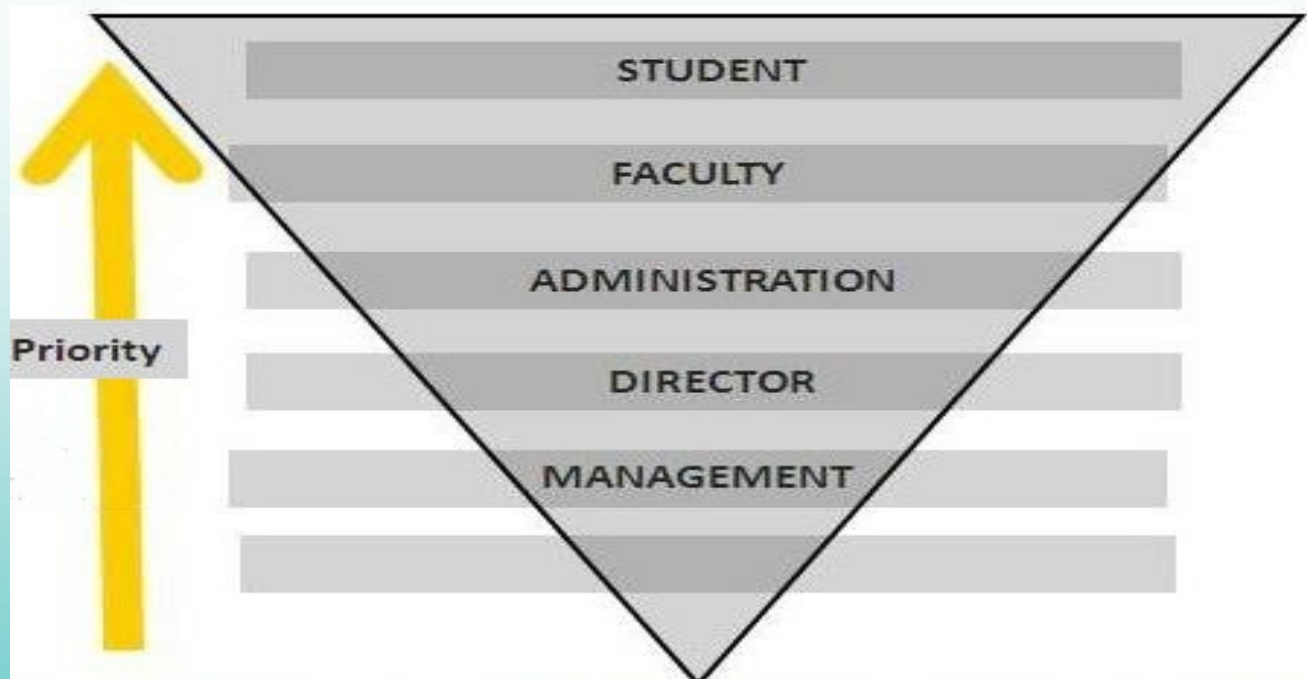
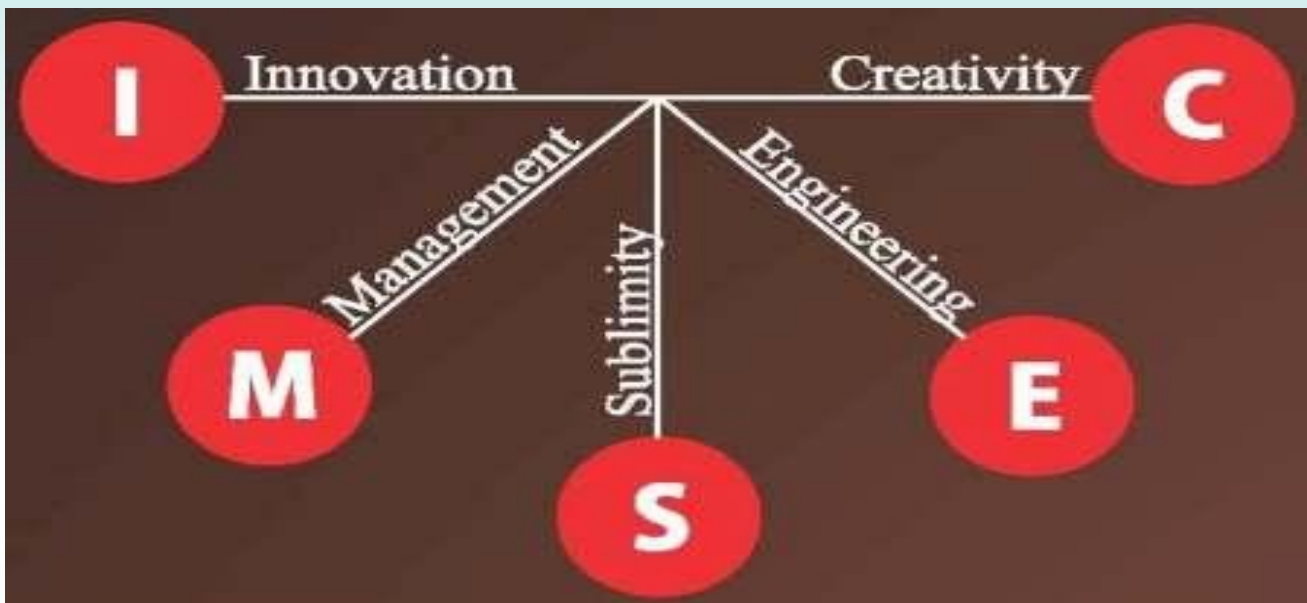
Our vision is to impart Vibrant, Innovative and Global Education to make IMS the world leader in terms of Excellence of Education, Research and to serve the nation in the 21st century.

MISSION

- M1.** Equip students with the fundamental management concepts and skills by adopting application based innovative pedagogy.*
- M2.** Evolve and establish an environment of academic excellence, research, and innovation beneficial to students, faculty, and external stakeholders.*
- M3.** Develop intellectual capital both scholarly and practice-oriented to meet the needs of emerging socio-economic environment.*
- M4.** Provide transformational learning to create responsible and ethical thought leaders.*
- M5.** Foster strong relationships with employers, so as to understand their needs and thus, endeavour to bridge the skill gap between industry and academia.*

MOTTO

IMSEC nurtures, nourishes and grooms future engineers and managers with professional excellence and humanized outlook with the envisioned motto:-



Program Outcomes

***PO1.** Apply knowledge of management theories and practices to solve business problems.*

***PO2.** Foster analytical and critical thinking abilities for data-based decision making.*

***PO3.** Integrate and utilize qualitative and quantitative tools and concepts to investigate and solve critical business problems.*

***PO4.** Ability to develop Value based Leadership ability.*

***PO5.** Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.*

***PO6.** Ability to lead themselves and others in the achievement of organizational goals, contributing*

Program Educational Objectives

***PEO1.** To equip students with the fundamental theories, concepts, and tools of management.*

***PEO2.** To develop among students an understanding of applying relevant management tools and techniques in complex multi-disciplinary global business situations for effective and efficient decision-making.*

***PEO3.** To make students learn to work in cross-functional teams through building upon their communication, interpersonal, motivational and leadership skills.*

***PEO4.** To instill among students, curiosity for learning and innovation so that they can pursue higher studies or start their own ventures.*

CHAIRMAN'S MESSGAE

Dear all,

I welcome you all to the family of IMSEC, MBA Department. I am extremely happy to be able to interact with my students through this Tabloid.



Dear students, you being the future of our country have the responsibility on your shoulders to make our country proud. May God bless you all with wisdom and potential to make world a better place.

I would also like to extend my warm wishes to all the faculty members who selflessly contributed towards student's welfare. Without them, it would have been impossible for this institution to successfully enrich our students with knowledge.

Learning indeed is a nonstop process and we at IMSEC believe in the concept of total formation of the students by imbining in them the qualities of noble person. To conclude I would say IMSEC is proud to have such talented students leaving no stones unturned.

Shri Sanjay Agarwal

Chairman

DIRECTOR'S MESSAGE

LOOK FOR A SILVER LINING EVEN IN THE DARKEST CLOUD

God has also created the universe with sharp contrasts. He gave us night but gave us day too. He created darkness but with light, odor but with fragrance, pain but with pleasure. The year 2020 also came to us painted in black and white. It made many good souls disappear from the Earth, stole away many jobs and got us confined to our homes but at the same time, 2020 has taught us some best lessons of life which we could not have learnt otherwise. It

gave us the pleasure of spending quality time with our family members and friends. It made us learn how life can go on with the least expenses. It made us more spiritual and granted us opportunities to practice meditation and Yoga. The summary is that each coin has two sides and we too have two choices in life – one to resist the change and perish and the second one to accept the change and move on.



The right attitude and the right perception connects us to good things and good results in life. Do not compare yourself with others and do not get disturbed with their criticism.

T.D. Jakes has rightly said – “When you are a giraffe and you receive criticism from turtles, they are only reporting their view from the level they are on”. We should neither try to please people nor should have the expectations to get pleased by them.

Dr. Sraban Mukherjee
Director, IMSEC

HOD'S MESSAGE

I welcome all to another edition of departmental magazine "Tabloid". We are committed to providing not only the classroom teaching to our students but also imbibe in them the life skills to face any challenges of life. The department is striving hard towards the goal of providing innovative and quality education as we very well understand the current demands of time especially when we are living in such unprecedented times.



Department of MBA focuses on holistic development of the students by a combination of both curricular and extracurricular activities. We believe a curious and a verve mind needs to go beyond classroom teaching and this is how we prepare our students in becoming industry ready. We are confident that our efforts have enabled the overall development of our students and are well equipped to come up with the expectations of the corporate world.

In our current edition "Lockdown diaries" students have proved with their achievements that if they are determined and focused nothing can stop them even at the time of uncertainties.

I congratulate all the students for their brilliant efforts and wish them a great career ahead.

Dr. Monica Verma

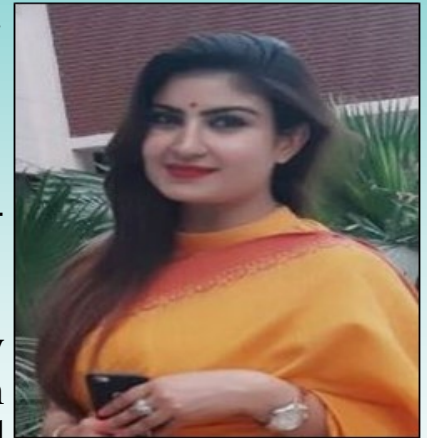
HOD, MBA Department

EDITOR'S MESSAGE

"The secrets of change is to focus all of your energy not on fighting the old, but on building the new"

- Socrates

New beginnings, new aspirations, and surely new responsibilities with all this we welcomed new year 2021.



Last year, the coronavirus outbreak took the world by storm. It also gave us many reasons for deep retrospection and things to ponder upon. However, humanity gathered itself and took steps to protect lives, economies and livelihoods. If we look around almost whole world have faced with the challenges posed by the pandemic but also with this the situations has brought out the best spirits and skill sets to overcome the situation.

In this issue "*lockdown diaries*" dedicated to the ups and down face by whole nation ,we attempt to focus on the achievements and milestones of our students which they have tried to refine even at this kind of testing times. I am happy to present the section where students have showcased their treasures and achievements and diverse areas. Each one of them has proven that if someone wants to reach certain heights none of the obstacles can stop them. With this we also added one new section for our readers of "*Spiritual Quotient*". I express my gratitude to all the contributors and especially the tabloid students team.

Happy Reading!
Stay happy and Stay blessed!

Dr. Arunima Sirohi

Editor

Intellectual Capital

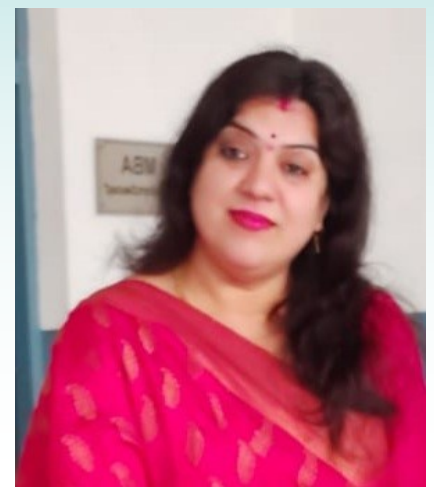
TOTAL
TRANSFORMATION
TOGETHER



Prof. Dr. Monica Verma
HOD, MBA Department



Dr. Arunima Sirohi



Dr. Meenu Baliyan



Mr. Ashish Awasthi



Dr. Shashi Gupta



Ms. Punjika Rathi

SPRITIUAL QUOTIENT

MIND YOUR MIND

Walking with lions can probably be easy when the lions are tamed, when we have experts who can deal with them around us and take charge of any untold situation that may happen. otherwise we all know that the lion is an extremely powerful, strong and ferocious animal and we dare not go close to a lion. But he same lion, with all its strength, power, ferocity and influence as the king of the jungle can be helplessly disturbed and frustrated. Any guesses who can frustrate a lion? A tiny little bird! Sometimes a bird may come and sit on the back of the lion: scratch it, tickle it or pass on it. And to say nothing of driving away the bird, the lion cannot even reach at it times. And if even somehow the lion can reach it, the bird just flies away. Dear all, we as human beings, have our power in the society that we live in as well. Our power comes from money, position, fame, influence talent, skill. But just like the lion has that bird which can disturb him we all have that one bird which can leave us helpless, hopeless, sleepless, extremely frustrated and disturbed. The bird which is our constant companion is our mind. The greatest power in the world is not money or riches, position and influence. The greatest power in the world is our ability to take charge of our mind it on and direct it to where we want it to be and not get directed by the mind. All mental health issues, depression, pressure, negativity, anxiety, stress come from the inability to deal with the mind. Spirituality and meditation is that practice which helps us to take charge of the mind, to train it and be empowered to live a life which is peaceful, mindful and joyful.

Stay Blissful and Meditative!

Dr. Arunima Sirohi

*EVENTS AT
IMSEC
MBA
DEPARTMENT*

AMOGH LILA DAS

- How to escape from negativity
- How to instill confidence and positive.
- How to avoid procrastination.
- How to live a healthy lifestyle
- How to embrace all beings.

During the course of Nationwide lockdown, Students of IMS Engineering College had the pleasure of an online conversation with HG Amogh Lila Das, Vice President, Iscon, Dwarka. Shri Das is also a Co-faculty at IIM Ahmedabad, a YouTube celebrity as well as a corporate trainer. The online session 'Brining out the best or the beast within' was organized by Iscon Youth Forum, During the session, the discussions mainly centered around a plethora of life impacting issues such as procrastination, time management, thinking positive during adverse times, keeping oneself mentally agile, avoiding negativity around. Dr. Arunima Sirohi, Associate Professor, Department of MBA introduced the Guest to a packed house online and welcomed him over the session.

<https://forms.gle/BKKW9KvvFktLS6h6A>

and welcomed him over the session.

Recording **LIVE** on Facebook Speaker View

4 Easy Steps to Overcome Depression and Anxiety

4 Steps to Overcome E-Addiction

DISCOVER YOUR SELF

9 SESSION ONLINE COURSE STARTING FROM 21 JUNE 2020

6 PM TO 8 PM

Are Vedas Mythology?

Can a Scientist believe in God?

Registration Charges : ₹299 150*

Lifelong access to Course Material

One time Charge

Practical Solutions to Practical problems

Free Lifetime Mentorship

CONTACT : +91 8800412123 / +91 8234444444 / +91 9898989898 FOR MORE DETAILS

FOR LIVE WEBINAR CHECK UP THIS URL: <https://forms.gle/BKKW9KvvFktLS6h6A>

DEEP VB

Ashish Awasthi

Meenu Balyan

Arunima Sirohi

Amogh Lila das

Harsh Saxena

Shivani Agarwal

S

Anshita

shilpi garg

Ritik Kaushik

Dr. Seema Maitr...

Sudheer Kumar

Vinod PANDEY

Mother Dairy Industrial Visit

The Department of MBA, IMS Engineering College, Ghaziabad, today organized an industrial visit for MBA 1st year students. The students visited Mother Dairy Ltd. (Production Unit) located in New Delhi. The unit officials gave valuable information to the students regarding production, plant operations, quality management and distribution etc of milk and other dairy products processed by the company.



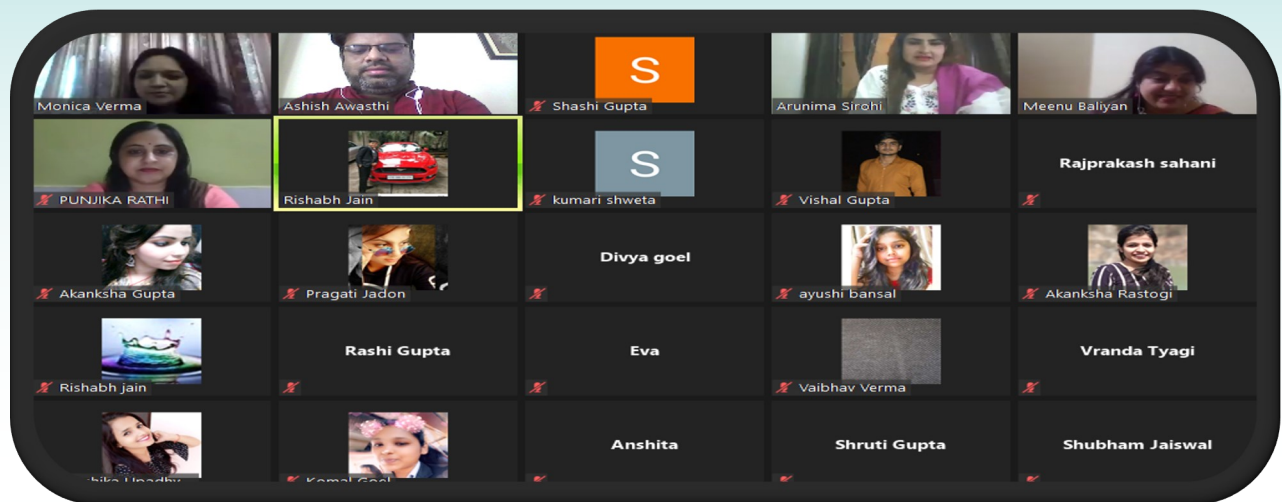


***Motivational talk By Dr. Pawan Agrawal
CEO of Mumbai Dabbawala***

IMSEC MBA had a very inspiring and memorable day! The Department organized 'A Rendezvous with Dr. Pawan Agrawal', The visionary and CEO of Mumbai Dabbawala Association as well as the Founder of Kamalabai Charitable and Educational Trust, Mumbai. Dr. Pawan Agrawal, during his address not only explained the operational details of the Dabbawalas in Mumbai but also motivated one and all in the audience through examples from his life and inspired them to execute their duties with passion and determination. He gave many useful mantras to the audience for achieving success in life! Towards the end of the session, Dr. Pawan Agrawal took questions from the audience and replied them with utmost patience and insights!

SUCCESS MANTRA FROM HARSH JAIN

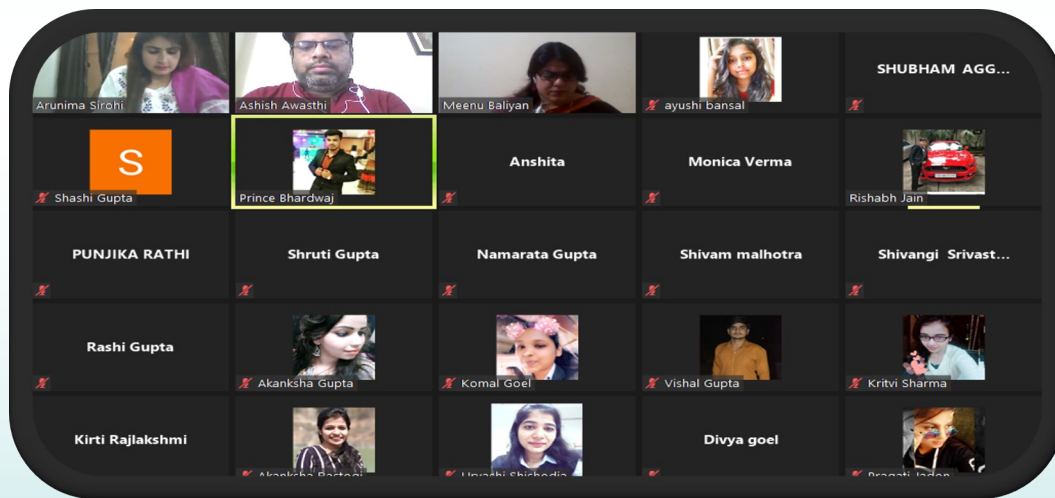
IMSEC MBA students had a very fruitful interaction with Mr Harsh Raj Jain, Recruitment Lead, Asia Pacific, Ebix Inc. Mr Jain was speaking in a webinar organized by the Department of MBA on the topic 'Change in Placement and Internship Scenario post Covid-19'.



Mr. Jain started off by saying that there is no set formula for success but certain inputs are always helpful for a person, especially MBA students. During the interaction, Mr. Jain touched upon extremely relevant topics related to the HR functions of a company, specifically in the Covid times. Mr. Jain explained that jobs in sectors such as FMCG, home delivery, essential services and E-commerce will increase manifolds.

Success Mantra

Mr. Jain commented on companies offering sabbaticals (forced leaves) to their employees in such times and said that offering sabbaticals was one of the ways to bring down the cost of company operations. He also added that communication between the company and its employees becomes very crucial especially in times of crisis, for this, companies organize 'town halls' or meetings in which decisions regarding human resource are announced. This makes the process clear and transparent for the employees and instills confidence in them regarding the company.

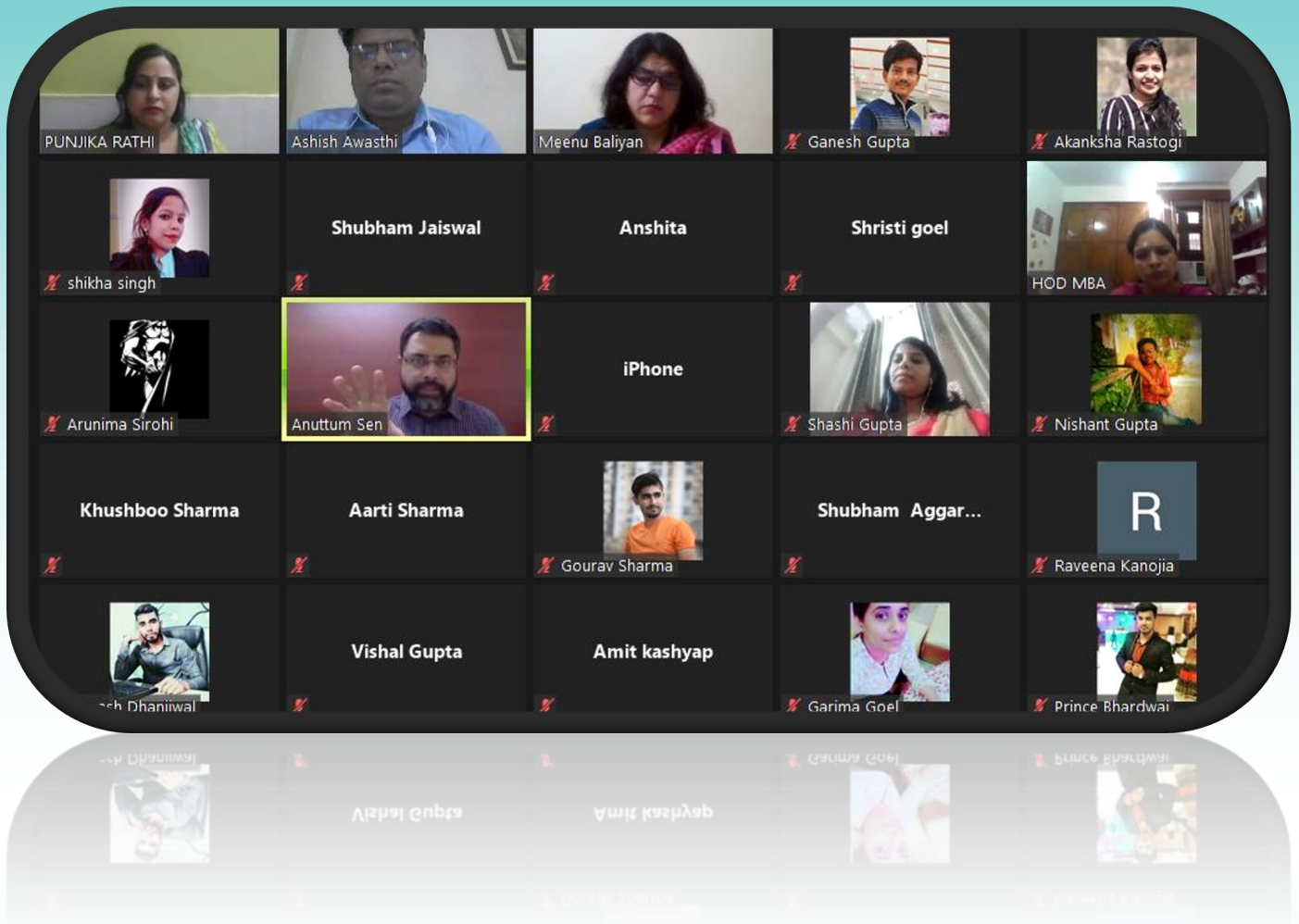


Things to remember:

- 1) No set formula for success.
- 2) HR functions of a company
- 3) Digitalization and work from home
- 4) Digital Interviews
- 5) How to manage On-Boarding digitally.
- 6) Change in Internship scenario.
- 7) Pandemic impact in HR functions.

'Impact of Corona on Marketing: Today and Tomorrow' by Mr. Anuttam Sen Vice President, Marketing, Dainik Jagran Ltd.

IMSEC MBA had a very informative, knowledgeable, inspiring and motivating session with Mr. Anuttam Sen, Vice President, Marketing, Dainik Jagran Ltd. The interaction took place through a webinar on the topic 'Impact of Corona on Marketing: Today and Tomorrow'. Mr. Sen touched upon every point relevant to students and the faculty alike. He spoke at length about the how the current covid scenario is changing the business and socio-economic landscape, the changes that will be witnessed with respect to consumer's purchase behaviour in coming time as well as the manner in which marketers will place their offerings to the consumers.



He also gave valuable suggestions to students to consider up-skilling themselves, secure relevant certification and be ready for geographical mobility. Mr. Sen also talked about rise of digitization in business and its impact through e-delivery and e-commerce. Towards the end of the session, he gave useful insights about how small and rural markets will be the key victory areas for sellers.

'DESIGN THINKING' BY DEEPAK BHARARA

The guest lecture was conducted by Mr. Deepak Bharara, Director, People A2Z Advisory & Solutions.

Mr. Deepak Bharara began the lecture with the introduction of 'Design Thinking' and explained all its important postulates and dimensions.

He laid emphasis on the kind of 'mindset' that is required by design thinking. For its successful implementation - positive thinking, unceasing will power, top management's support, zest for constant improvement as well as efforts from all levels of the organization are required.



MR. DEEPAK BHARARA

Mr. Bharara also explained in detail the five stages in design thinking namely –

- 1) Empathize
- 2) Define
- 3) Ideate
- 4) Prototype and
- 5) Test

He also quoted some examples from our daily lives, thereby making an intricate topic very lucid to understand.



'Post Pandemic Roadmap: Impact and Strategies for recovery in future'

The Department of MBA, IMS Engineering College, Ghaziabad today organized a webinar for its first and final year students. The topic of the webinar was 'Post Pandemic Roadmap: Impact and Strategies for recovery in future'. Mr. Girish Sharma, Senior Manager, Channel Sales, Atos India Pvt Ltd was the Guest speaker for the webinar. Mr Sharma through his deep and knowledgeable insights drew the precise post pandemic roadmap and presented an in-depth analysis into what recovery would be like in terms of both social and economic landscapes, besides explaining the socioeconomic effects of covid-19. He also explained how we can move on from the pandemic towards a better future through the promotion of safety, security and preparation for the next normal.



REC G Girish Sharma is presenting

Amit kashyap and 48 more

From pandemic crisis to a better future

Governments' response to COVID-19

PRE-COVID-19 → RESPOND → RECOVER → THRIVE

Act to promote safety and continuity

- Focus on essentials
- Offer maximum flexibility
- Use maximum speed

Restore and emerge stronger

- Move toward normalcy
- Offer high flexibility
- Use high speed

Prepare for the next normal

- Build long-term enhancements to public sector
- Establish a better foundation for the future
- Create a new level of flexibility

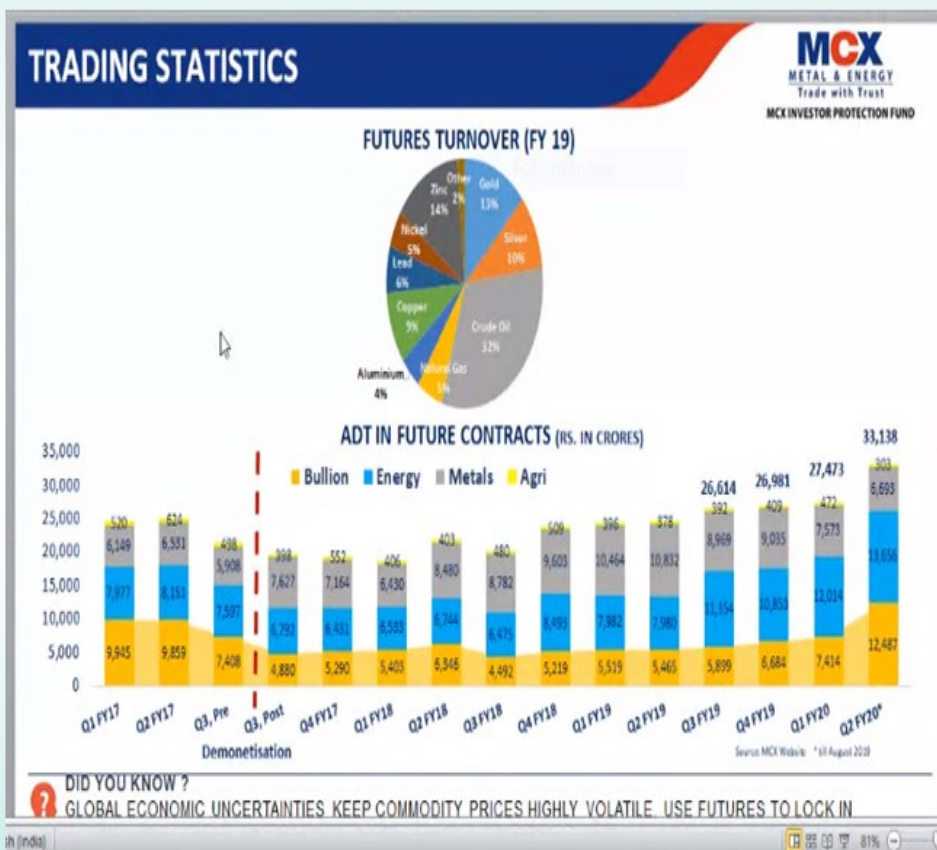
M Meenu Baliyan

Girish Sharma

Deloitte analysis

'COMMODITY DERIVATIVES

The Department of MBA, IMS Engineering College, Ghaziabad organized a Webinar on 'Commodity Derivatives & Investor's Education'.



Expert panel consisted of Mr. Sanjay Gakhar, Vice President, MCX [North India] and Ms. Deepika Thakur, Assistant General Manager.

Other institutes as well as people from the industry participated in the webinar.

The webinar began with the address of Ms. Deepika Thakur, Assistant General Manager, SEBI. She explained the impact of pandemic on the economy of India.

Mr. Gakhar explained the concepts of 'Commodity Derivatives Ecosystem', 'Trading of Gold Products', 'Bullion Contracts' etc.



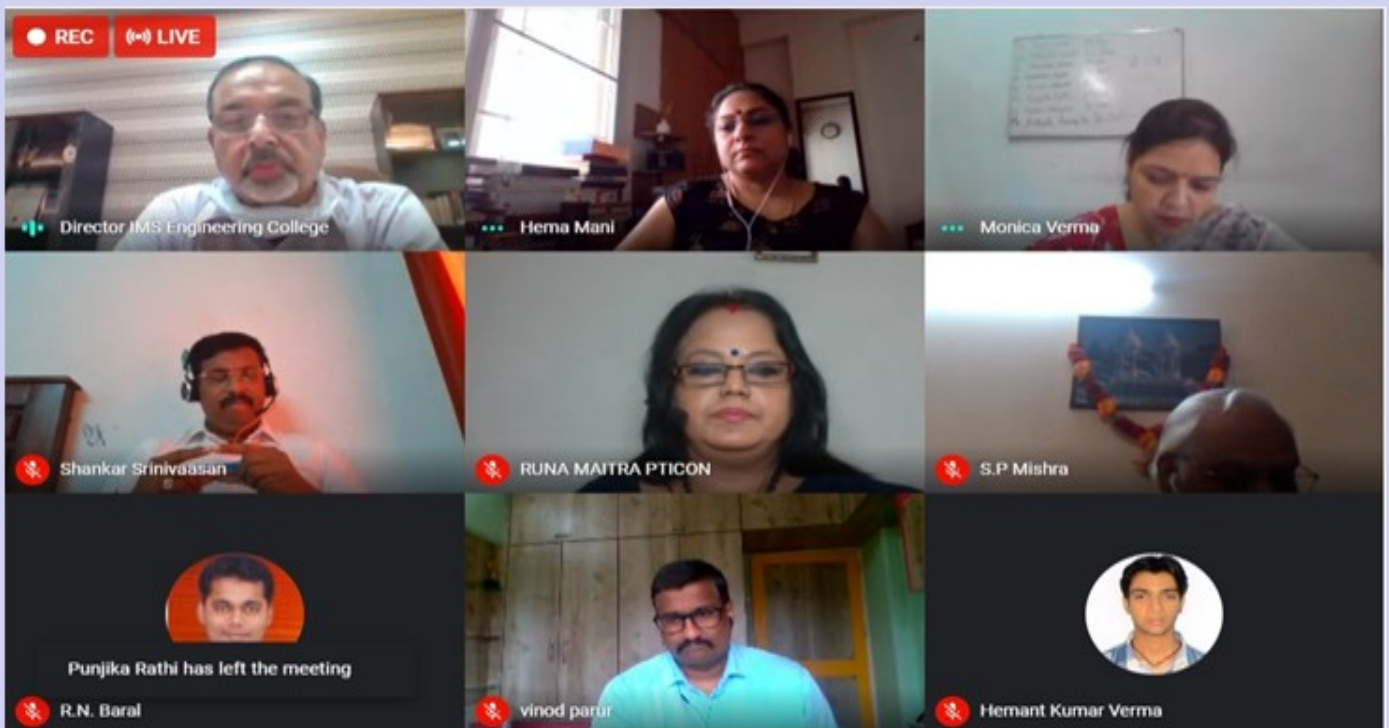
At the end of this webinar, Prof. Dr. Monica Verma expressed thanks to both the experts on giving their time to IMSEC MBA

The complete recording of the webinar can be accessed from the YouTube channel of The Department of MBA, IMS Engineering College, Ghaziabad.

EMPLOYABILITY SCENARIO



The Department of MBA, IMS Engineering College Ghaziabad organized a grand webinar on the theme 'Employability Scenario and Options for Young Graduates passing out Post Pandemic'.



Ms. Hema Mani, Head, HR, Lennox India emphasized on the skillset which companies are looking for while onboarding. She said that today, specifically in the covid-19 scenario, every company is looking for tech savvy people with digital skills. Mr. Vinod Parur, CHRO, Nilkamal started his webinar address by making the audience about the relevance and importance of facility management in the present scenario.

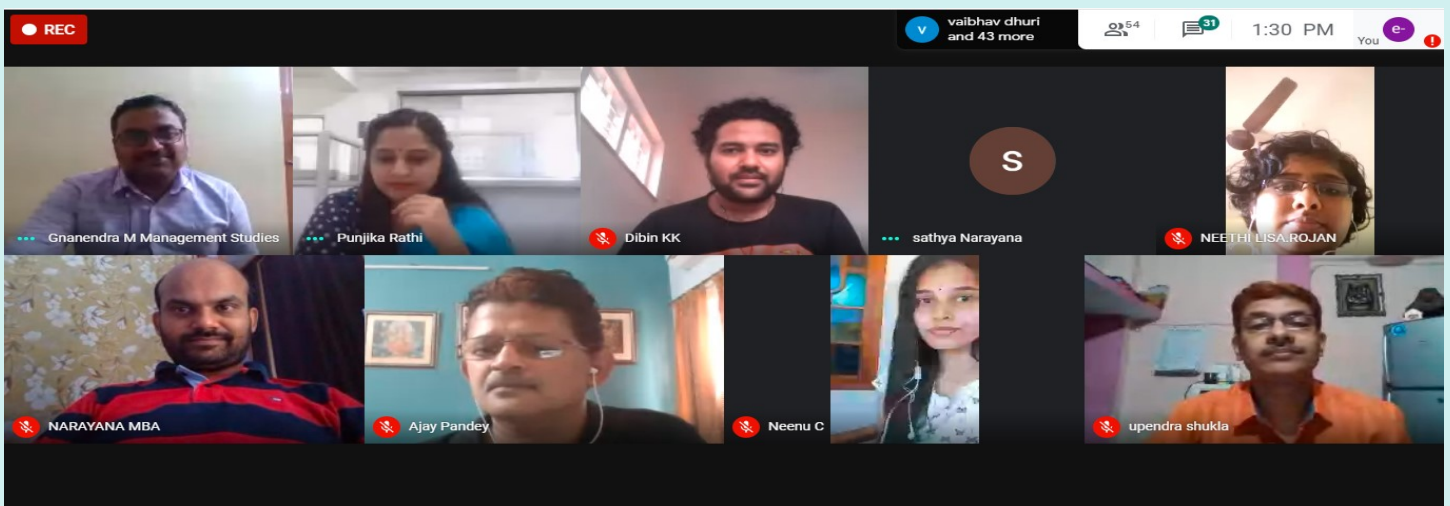
Dr. S. P. Mishra, Former-VC, Dev Sanskriti Vishwa Vidyalaya, Uttarakhand had his stand on Entrepreneurship. He passed extremely valuable information regarding the various schemes run by the government for the emerging young entrepreneurs in India. It proved to be a highly informative interaction for all the attendees.

The esteemed panel of speakers consisted of Mr. Sharad K. Sharma, CHRO Pramerica Life Insurance Ltd, Dr. Runa Maitra, Founder PTI, Dr. S. P. Mishra, Former-VC, Dev Sanskriti Vishwa Vidyalaya, Uttarakhand, Mr. Vinod Parur, CHRO, Nilkamal, Mr. Shankar Srinivaasan, Head, HR, Heidelberg India & Ms. Hema Mani, Head, HR, Lennox India.

FACULTY DEVELOPMENT



The Department of MBA, IMS Engineering College, Ghaziabad organized a Three Days Online Faculty Development Programme on 'Analysis of Time Series Data using E-views'. The FDP was attended by faculty members and Research scholars of various Universities across India as well as from abroad. Prof. (Dr.) Sraban Mukherjee, Director, IMS Engineering College, Ghaziabad inaugurated the FDP and welcomed the Resource Persons Dr. T. Mohansundaram and Dr. Gnanendra M along with all the participants.



The screenshot shows a Zoom meeting in progress. The main window displays a PowerPoint slide titled "4. Statistical Inference (testing the model significance and adequacy)". The slide content includes:

- Model significance tests (relates to t-test, F-test & R²)
 - For individual significance test, we use t-test
 - For joint significance test, we use F-test
- t-test
 - Let us consider,

$$Y_t = \alpha + \beta X_t + \mu_t$$

$$\Rightarrow \hat{Y}_t = \hat{\alpha} + \hat{\beta} X_t$$
 - Null Hypothesis (H₀): $\beta = 0; \alpha = 0$ (i.e.) Not significantly differ from zero.
 - When we reject null hypothesis; then, α and β are statistically significant (means they are significantly differ from zero).
 - $\hat{\alpha}$ represents the conditional mean of Y_t given the values of X_t (i.e.) $E(Y_t/X_t)$ - mean
 - $\hat{\beta}$ represents the slope of the regression line. - variance

The Zoom interface shows a list of participants on the right, including Mohanasundaram T, Meenu Balyan, kannan v, Paul Williams .A, Punjika Rathi, HOD MBA, Saranya PB GRGMS, Gnanendra M Manag..., and chitra choudhary. The top of the screen shows the meeting title "Time Series Analysis - PowerPoint" and the time "1:28 PM".

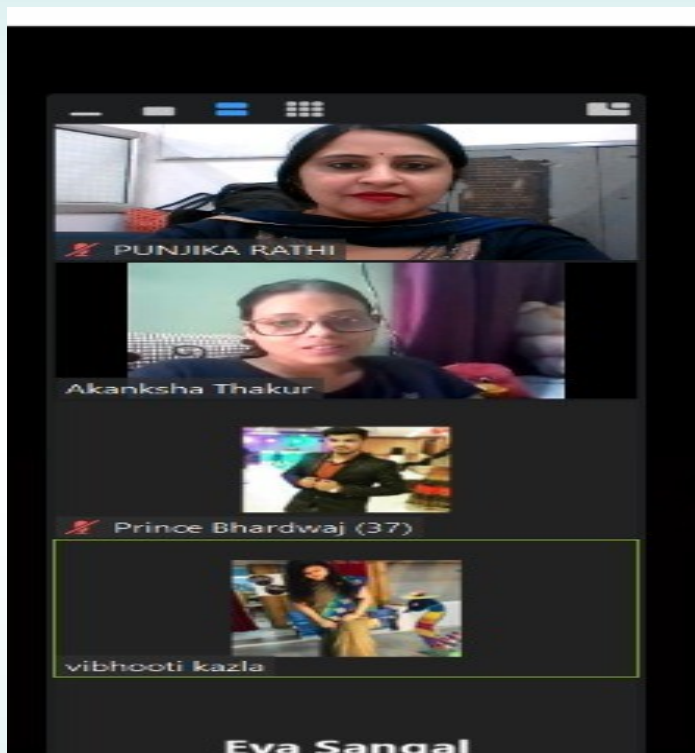
On the third and the ultimate day of the Online Faculty Development Program on 'Analysis of time Series data using E-views'. Resource Person Dr T Mohansundaram took hands on session for the participants. The valedictory session was conducted by Dr Meenu Baliyan, FDP convener.

The first day of the FDP had Dr. Mohansundaram, Dr. T. Mohanasundaram, Associate Professor, Department of Management Studies, Ramaiah Institute of Technology, Bangalore as the resource person. He began with an introduction to the E-views software and explained the basics of time series to the participants

The second day of the Online Faculty Development Program, Dr. Gnanendra M, Associate Professor, Institute of Management, Christ University, to the house. During the session, hands-on training was provided on 'Analysis of Time Series' using E-views software.

IMSEC MBA BIDS A HEARTY ADIEU TO 2018 – 2020 BATCH

The pre final year students of MBA department of IMS Engineering College organized a virtual farewell to bid adieu to the students of batch 2018-20.

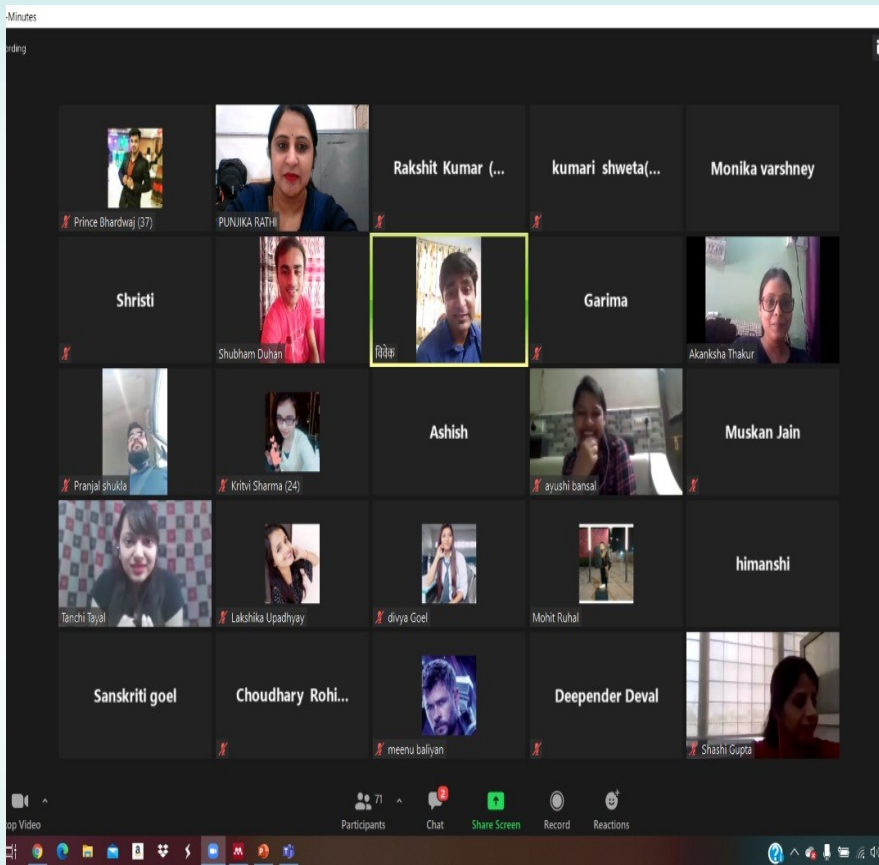


The farewell started with a melodious performance by Kumari Shweta who sang a mashup of bollywood songs.

Her performance was followed by an interactive game conducted by Muskan Jain and Pragya Garg wherein seniors were asked to identify their and give them unique titles.

A zealous dance performance by the Ayushi Bansal, Chandsi Rana and Manisha Rawat.

After this groove-worthy dance performance, a heart touching poetry was presented by Paras Rastogi .



Shivam Malhotra and Akansha Thakur emerged as Mr. And Miss Farewell respectively.

As the farewell moved towards its conclusion, Prof. [Dr.] Monica Verma, Head, Department of MBA, IMS Engineering College Ghaziabad extended her warmest wishes to the passing out batch.

STUDENT'S CORNER

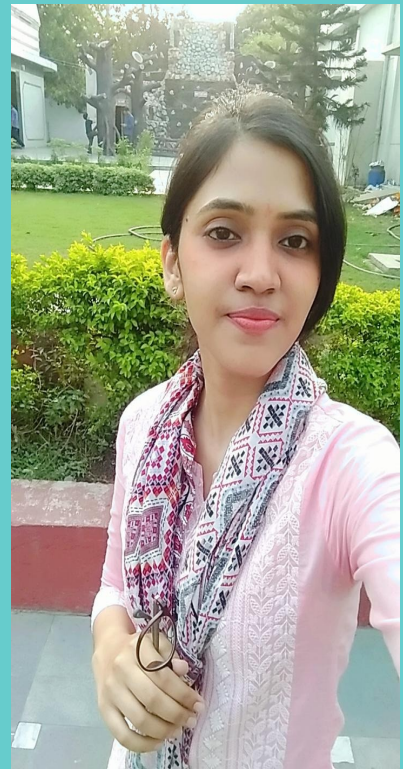
TALENT DISCOVERED

Shivangi Srivastava

An enthusiastic YouTuber, who delivers her thoughts to others through the motivational videos.

She talks about topics like– Depression, Girl Child, and how to solve problems in life etc.

She gets inspiration from her family, friends and her faculty members who motivated her throughout her journey. She now aspires to become the full time Youtuber and devote her life inspiring others.



<https://www.youtube.com/channel/UCIAEwo0TDUYTedzAv0MUo9g>

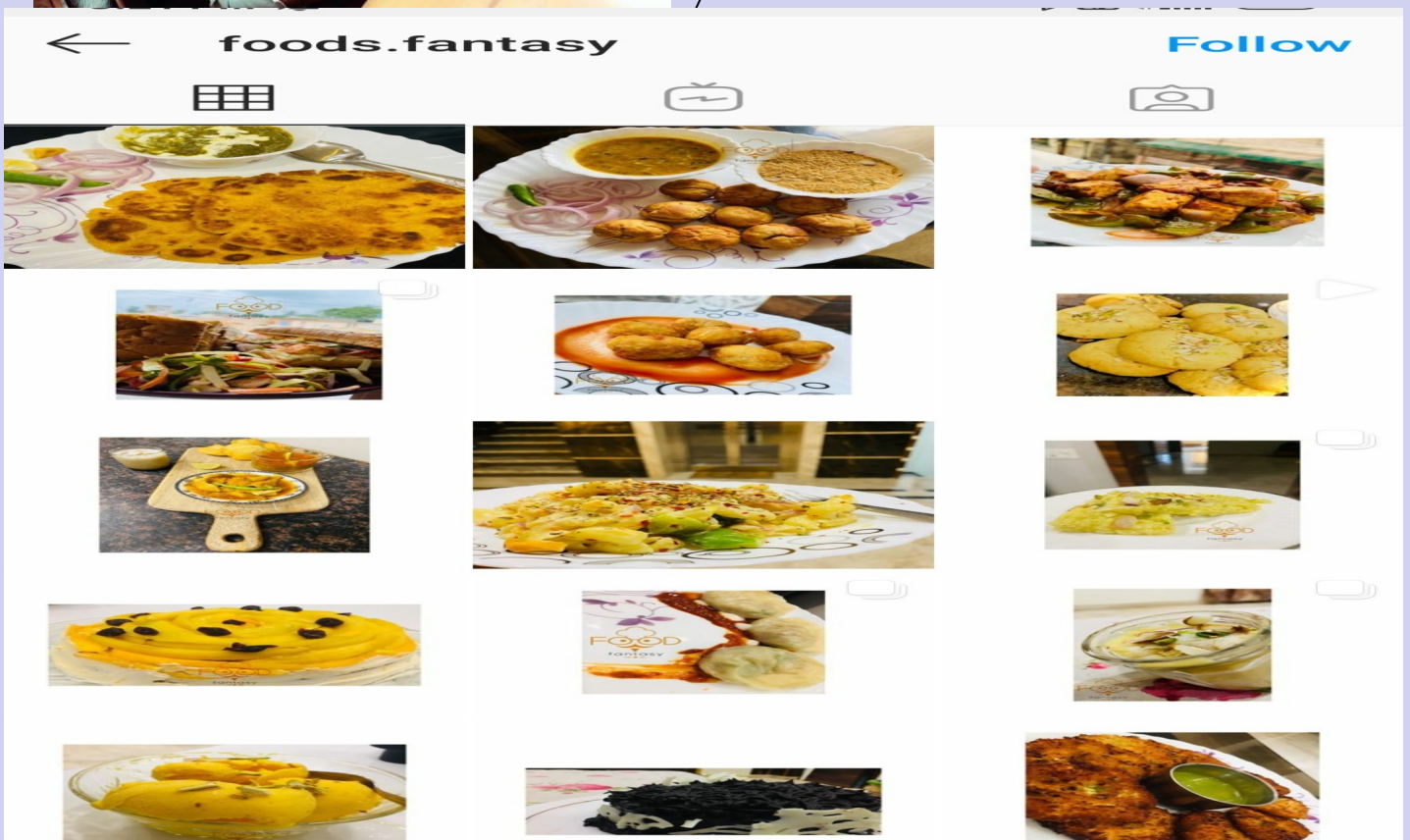
Talent Discovered



Pragya Garg

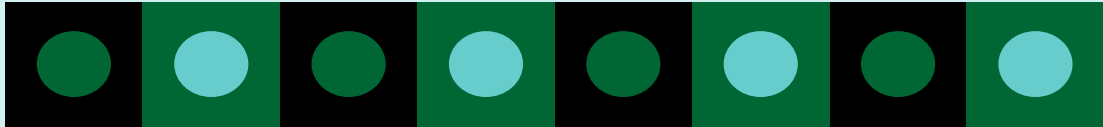
From topper to now being a food blogger on Instagram. she had covered a beautiful journey by herself.

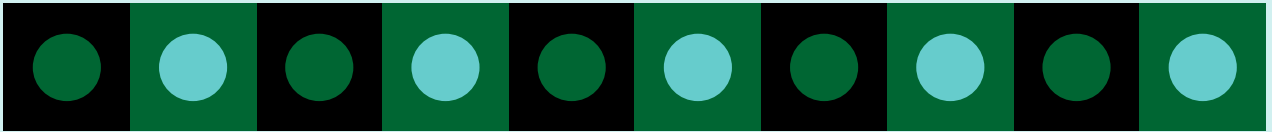
She uploads some great pictures of her delicious food that can make anyone drool over.





ARTICLES





POETRY



PARAS RASTOGI

Paras is a great poet and never fails to

Mesmerize us with his writing skills.

He also has insta account where he expresses his thoughts.

कठपुतली है सारे, और है कप्तान ज़िन्दगी
मंज़िल है बेबस, और है मकान ज़िन्दगी
जीना है जीवन, और है ख़ौफ़ ज़िन्दगी
हर घड़ी लग रही, अब मौत ज़िन्दगी
कहना है काफी, मगर है राज़ ज़िन्दगी
शायद ना हो कल, मगर है आज ज़िन्दगी
ठहरा है वक़्त और जाने को है, बेताब ज़िन्दगी
अब पल पल सांसों को है, मोहताज ज़िन्दगी
खुशकिस्मत है वो, जिनपर है मेहरबान ज़िन्दगी
वरना कई लोगो की तो बन गयी कब्रिस्तान ज़िन्दगी

-Ishq Alfazoon Ka ❤️



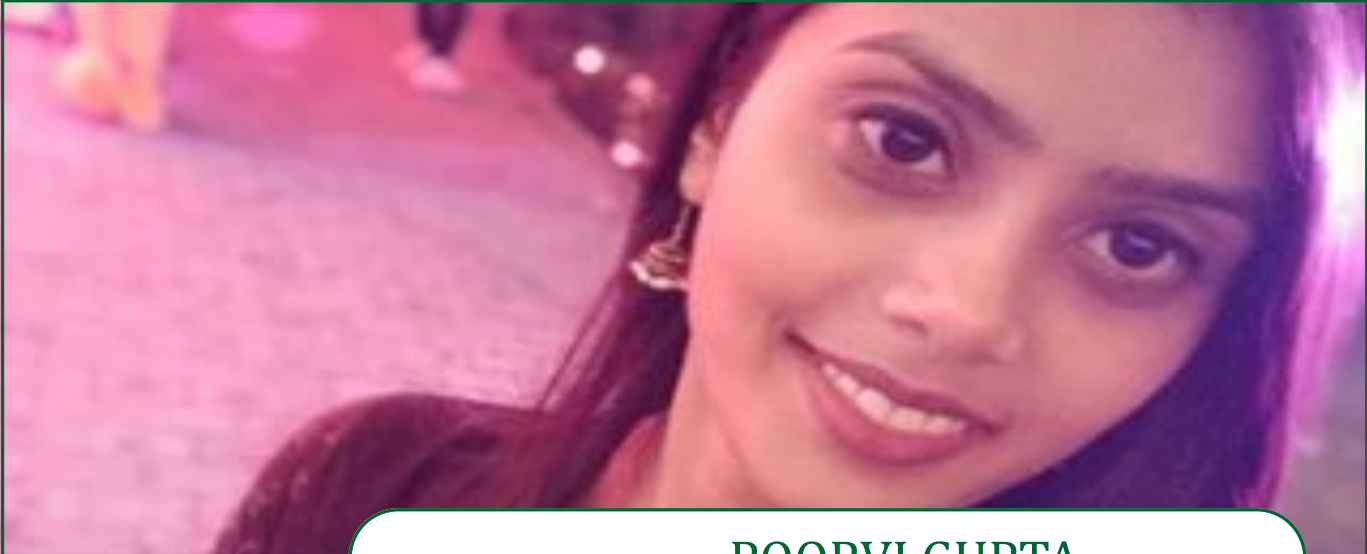
*ARTIST'S
GALLERY*

Shruti Gupta :



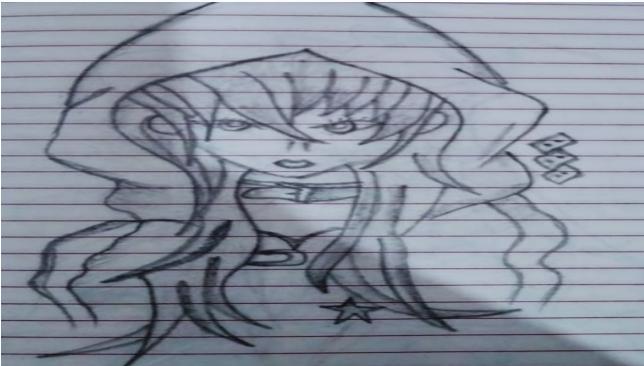
She is creator when it comes to art. She is the one who believes in putting down her imagination in a piece of paper.





POORVI GUPTA

Another great talent among us is a sketcher. Poorvi draws some very beautiful pictures in no time. She says, she would continue showcasing her talent in future.



Poster-making

1st Position

Muskain Jain



Rashi Gupta



PLANTABLE STATIONERY JUTE KIT

- JUTE BAG**
One side netted with draw-string
- 4 PLANTABLE PENS AND PENCILS**
 - Recycled paper body
 - Seed name on each pen and pencil
- PLANTABLE NOTEPAD**
 - Plantable Cover
 - A5 size
 - 40 natural white pages
 - Planting instructions on back cover

Let people write the life of nature

2nd Position

Kumari Shweta



Aparna Singh



Himalaya
SINCE 1930

90
YEARS OF TRUST

Himalaya
SINCE 1930
Purifying
Neem Face Wash
Prevents Pimples

Neem + Turmeric

Purifies skin in all skin types
Net Vol. 50ml

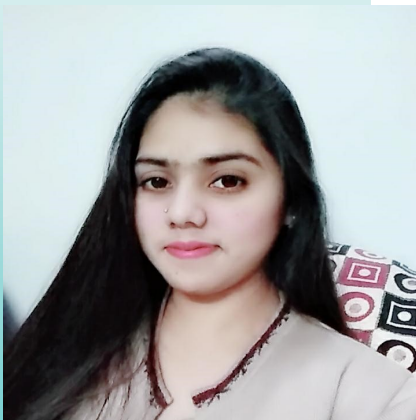
Love Yourself

Journey from college to corporate



No one would have thought of being compulsorily locked up at home. It was something unbelievable when we were told to remain indoors for as long as three weeks. But students of IMSEC used this pandemic time as an opportunity in enhancing and upgrading their skills. Some studentes were active socially on various online platforms while some were preparing themselves for corporate life.

Here are some glimpses of our students who took their first step towards the corporate by joining the internship programs.



Date:-08/08/2020

TO WHOM IT MAY CONCERN

This is to certify that Ms Khushboo Sharma is a bonafide student of IMS Engineering College, Ghaziabad, has successfully completed Human Resource (Online) Internship, (from 01/06/2020 to 01/08/2020), she was sincere and had taken keen interest in completing her internship. we wish her all the best , Good luck and success in her future Endeavors.



Vignesh
Manager (Star Fing)



STAR FING
401, 4th Floor, SMR Vinay Estate - Commercial Block Near Horamavu Junction, Dodda Banasawadi, Bangalore - 560043
TEL : 080-41496555, E-MAIL : support@starfing.com
www.starfing.com

we are crazy
CRAZY FOR SUCCESS FOUNDATION

18-08-2020 Certificate no: SM203859

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Kirti Rajlakhani**, has successfully completed his/her online internship with **CRAZY FOR SUCCESS FOUNDATION** during the period 11-08-2020 to 18-08-2020. During the period, he/she handled the position of **Social Media promotion and marketing, Content writing and Graphic designing** for the organization.

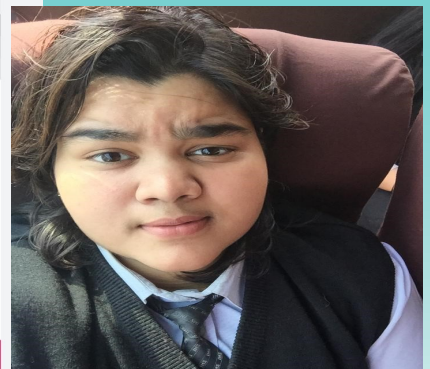
During the course of internship, **Kirti Rajlakhani** has shown great amount of responsibility, sincerity and a genuine willingness to learn and zeal to take on new assignments & challenges. In particular, his/her coordination skills and communication skills are par excellence and his/her attention to detail is impressive.

We wish him/her all the very best for the future.

With regards,

Himanshu Singh
 Vice President
 Crazy for Success Foundation

CRAZY FOR SUCCESS FOUNDATION www.wearecrazy.org info@wearecrazy.org




CERTIFICATE OF INTERNSHIP

THIS CERTIFICATE IS PROUDLY PRESENTED TO
CHANSI CHOUHAN
 on successfully completing the 2 months Marketing Internship Program.
 We wish you all the best for future endeavors.

IMAGE CREATIVE EDUCATION PRIVATE LIMITED
Image will make your image

Rajdeep Sinha
 CMO, Herody



ISO 9001, 27001 & ISO 14001 www.valluprospect.com GSTIN: 09AUWPT0759L125

VALLU PROSPECT CONSULTING

Date: 10/06/2020

TO WHOM IT MAY CONCERN

This is to certify that **Ms. Shruti Gupta (1901430700052)**, D.O. **Mr. Sushil Kumar Gupta**, a student of **Master of Business Administration (MBA) (1st Year)**, **IMN Engineering College, Ghazipur, Uttar Pradesh - 201009**, has successfully completed her 45 days Summer Internship Program (From 27th Apr, 2020 to 10th Jun, 2020) at **Vallu Prospect Consulting, Noida** in the area of **Market Research as Research Analyst**. During the period of her internship program with us she was found punctual, hardworking and inquisitive.

We wish her every success in life.

Nisha Aggarwal (HR)
 Authorized Signature with stamp

Reg. Office: 3C/302, Shakti Nagar, Ghazipur - 201003, Uttar Pradesh, India | Corp. Off: 704, 7th Floor Tower 3, Highway Towers Sector - 62, Noida - 201301




Date: 11/08/2020

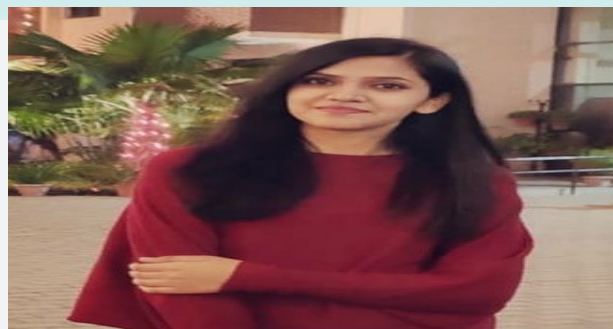
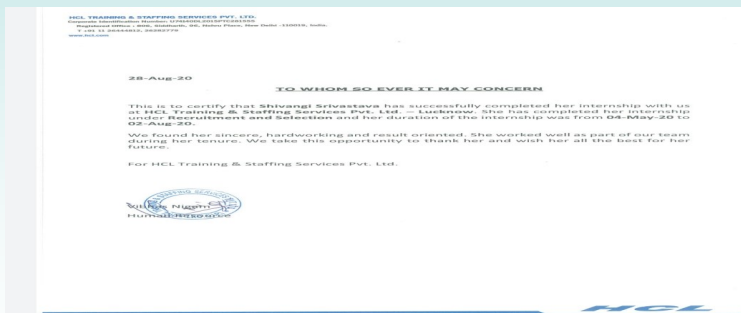
TO WHOM IT MAY CONCERN

This is to certify that **Ms. RITEEKA CHOUDHARY** is a bonafide student of **IMS ENGINEERING COLLEGE**, has successfully completed **Human Resources (Online) Internship**, (from 01/06/2020 to 01/08/2020), she was sincere and had taken keen interest in completing her Internship. We wish her all the best, Good luck and success in her future Endeavors.


Vignesh
 Manager (Star Fing)

STAR FING
 No 401, 4th Floor, SMR Vinay Estate - Commercial Block, Near Hazratganj Junction, Dadra Banaswadi, Bangalore - 560043
 TEL: - 986-4749556, E-MAIL: support@starfing.com
 www.starfing.com

Internship Column Cont..



Date: 14th June 2020

To Whom It May Concern

This is to certify that Vikash Tyagi from the IMS COLLEGE OF ENGINEERING has completed work from home internship in our company in the Business Growth Team from 11th May 2020 to 10th June 2020.

During the period of the internship, he showed professional traits and managed to complete all the following tasks

- Exploring growth opportunities and new business development.
- Generating qualified leads as per target set.
- Interacting with retailers for B2B tie-ups.
- Doing market research and market mapping

He was found to be punctual, hardworking, and inquisitive. It was a pleasure having him with us in this short period of time.

We wish all the very best for future endeavors.

Yours sincerely,

For BIZCON Innovations Pvt. Ltd.

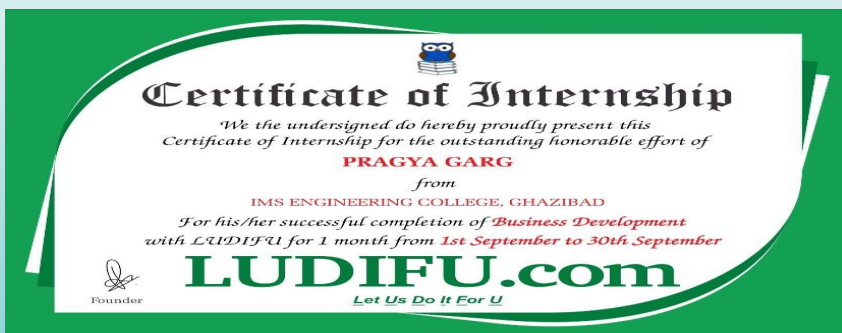
Anil Jain

Anil Jain

Founder

Delhi - 110001
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Email : info@yojak.in
Website : www.yojak.in

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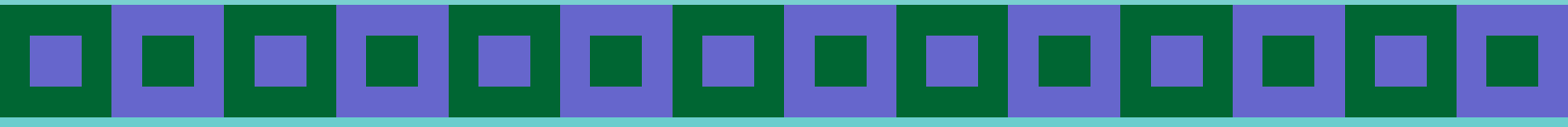




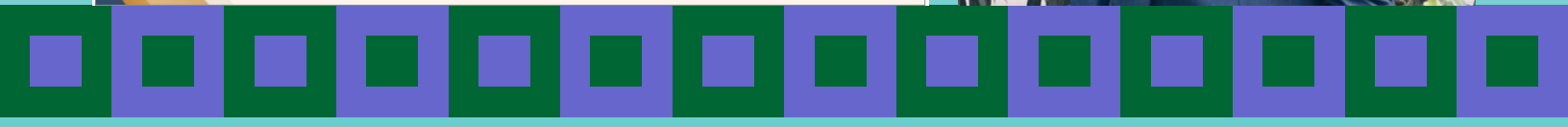
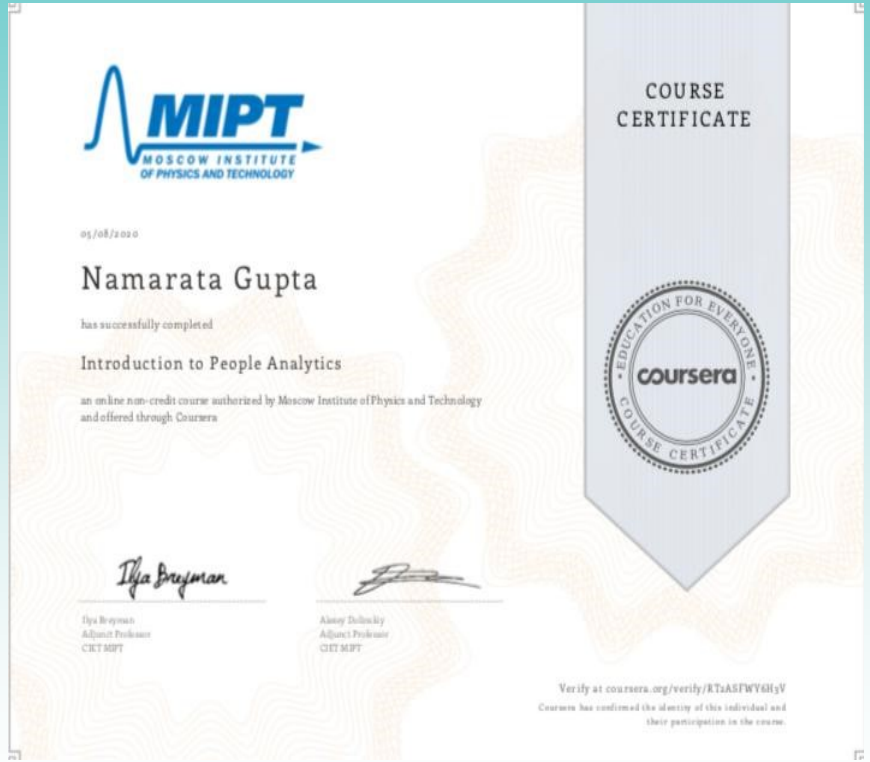
ACHIEVERS



REQUITING SUCCESS













S.A. COLLEGE OF ARTS & SCIENCE

(Affiliated to the University of Madras & Approved by Government of Tamil Nadu)
Poonamallee-Avadi Main Road, Thiruverkadu, Chennai - 600 077, Tamil Nadu, India.

Certificate of Participation

This is to certify that

Mr. SAURABH SHARMA
STUDENT, Ims Engineering College Ghaziabad Up (AKTU UNIVERSITY)

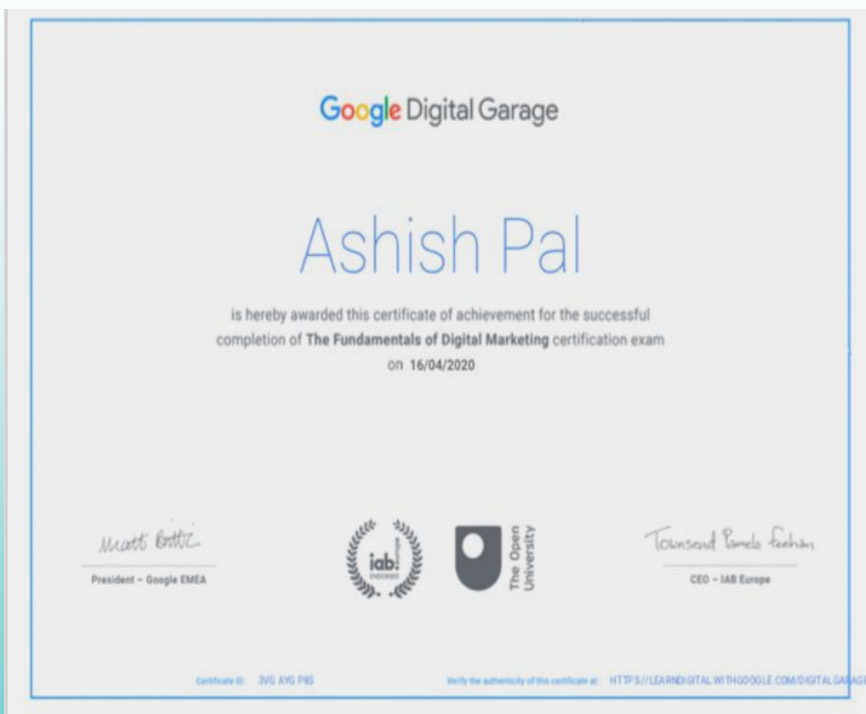
has actively participated in the
Short Term Training Programme (STIP : 2020 : 26/4 - 09/05) on
"IS - INNOVATION, INCUBATION, INTRAPRENEUR, INVENTION & INTELLECTUAL PROPERTY"

Organized by Centre for IP Law (C-IPL) of SA Centre for Constructive Learning and Systematic Research to commemorating the World IP Day


Dr. S. GANAPATHY
Programme Coordinator


Dr. L. VIJAY
Principal

in association with



BUSINESS QUIZ

1. Airtel Payments Bank partnered with this insurance company to offer "Smart Plan Shop Package Policy"
2. Oman India Joint Investment Fund Acquired how much percentage of stake in DCB Bank?
3. NTPC signs the MoU with which organisation to seek investment opportunities in areas like renewable energy, power distribution and other areas of mutual interest in India?
4. L&T Technology Services, the engineering services arm of Larsen and Toubro Group, informed that it will acquire a 100 % stake in which Texas-based company?
5. The Competition Commission of India approved acquisition of upto 58.92% stake in HealthCare Global Enterprises Limited by which company?
6. Which Indian company is set to acquire Mumbai based private sector general insurer Raheja QBE General Insurance Company Limited in a deal worth around \$76 million?
7. Which company will acquire Zoox, a self-driving startup founded in 2014?
8. Which company in partnership with US Gold Currency Inc and Blockfills introduced the world's first monetary gold-backed US Gold digital currency in India, Gulf Cooperation Council, Middle East and Africa?
9. Which company will close its physical store locations permanently?
10. Which Indian company became the first Indian company to reach a market capitalisation of Rs 11 trillion?

1. Bharti AXA General Insurance 2. 1.63% 3. NIIF 4. Orchestra Technology 5. Aseco Company Pvt. Ltd. 6. Paytm 7. Amazon 8. IBMC Financial Professionals Group 9. Microsoft Corp. 10. Reliance Industries Ltd.

Facts about Companies

- 1) TCS has the highest number of women employees among listed companies at 34% of its total workforce. Infosys has highest proportion at 36%.
- 2) At 70, IPCA Labs' CMD Mr Premchand Godha, is the oldest executive head of a listed company in India.
- 3) YES Bank's total workforce grew by 34% YoY to more than 20,000 and staff costs were up 39% in FY17.
- 4) Longest annual report: RIL has the longest annual report (ex-subsidiary financials) with a total of 460 pages.
- 5) Ratio of CEO/MD salaries to that of median employees is the highest for Hero Motocorp at 731x and lowest for PSUs such as SBI at 2.5x.
- 6) Lowest CEO/MD salary is Rs 3 million for SBI, Bank of Baroda and Corporation Bank.
- 7) Axis Bank's low-income housing loans, called 'Asha loans', jumped by 66% during FY17 to Rs 31 billion.
- 8) Among key companies disclosing average salary hikes for their employees, M&M is the only one where there is a decline (-1.5%) in FY17.
- 9) 'Demonetization' was used 469 times in annual reports of 61 companies (among 75 companies) with SBI using it most at 29 times .
- 10) Starbucks spends more on health care insurance for its employees (\$300 million) than on coffee beans.

CATCH US ONLINE



IMS Engineering College, Ghaziabad

NAAC Accredited with 'A' Grade

Approved by AICTE, New Delhi & Affiliated to Dr. A.P.J. Abdul Kalam
Technical University, Lucknow. College Code 143

ABOUT US ▾

ADMISSIONS

ACADEMIC ▾

ACHIEVEMENTS

INFRASTRUCTURE

DEPARTMENT ▾

PLACEMENT ▾

SPORTS



For Queries/Assistance

Write to us on: info.mba@imsec.ac.in

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We congratulate and are thankful to all the students who contributed their write up/article for our newsletter.

Students are invited to send their articles on Academic/Practical aspects for publication in the newsletter.

It should not be more than 800 words.

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