

## GLBIMR Women Cell Organized Expert Talk on PCOS Awareness | ETS

The Women Cell of GL Bajaj Institute of Management and Research (GLBIMR) conducted an expert talk titled "Unraveling the Puzzle of PCOS" for the PGDM Batch of 2024-26. The session featured Dr. Rakhi Singh, Director of Abalone Clinic, as the keynote speaker. Dr. Singh provided a comprehensive understanding of Polycystic Ovary Syndrome (PCOS), addressing common myths and shedding light on its impact on physical, mental, and emotional well-being.



The talk emphasized the importance of awareness and proactive measures in managing PCOS, empowering participants with knowledge for healthier lifestyles. The event highlighted GLBIMR's commitment to promoting health and well-being among its students.



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## GLBIMR Communication Cell Hosted Laughter Showdown: A Day of Wit and Humour

On December 4, 2024, the Communication Cell of GL Bajaj Institute of Management & Research (GLBIMR) organized an engaging and spirited event, Laughter Showdown. This dynamic initiative aimed to provide PGDM Batch 2024-26 students with a platform to enhance their communication skills while embracing the lighter side of life.

The event was graced by the presence of esteemed judges, Prof. Puneet Mohan and Prof. Yousuf Khan, who brought their insightful perspectives and humor to the table, making the occasion even more delightful. The event was organized under the expert guidance of Prof. Priyanka Sadhna and Dr. Pooja Singh, whose dedication and mentorship ensured its success.



Laughter Showdown saw enthusiastic participation, where students showcased their talent in stand-up comedy, humorous storytelling, and witty anecdotes. The stage became a hub of creativity and spontaneity as participants embraced humor as a tool to captivate the audience.

The winners of the event were Sakshi Jha, Mritunjay Kumar, Devansh Khurana.





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## GLBIMR Communication Cell organized Tiny Tale Challenge: Celebrating Creativity and Expression

On December 11, 2024, the Communication Cell of GL Bajaj Institute of Management & Research (GLBIMR) organized the much-anticipated Tiny Tale Challenge. This engaging event was designed to encourage PGDM Batch 2024-26 students to showcase their storytelling abilities, creative thinking, and effective communication skills.

The event was judged by the distinguished Mr. Ankur Madan and Prof. Amrita Jain, who provided valuable feedback and encouragement to the participants. Under the expert guidance of Prof. Priyanka Sadhna and Dr. Pooja Singh, the event was meticulously planned and executed, ensuring a seamless and enriching experience for all involved.

Tiny Tale Challenge brought together budding storytellers who shared compelling narratives, real-life anecdotes, and imaginative scenarios, all within a limited timeframe. The challenge tested not just their creativity but also their ability to think on their feet and captivate an audience with brevity and impact.

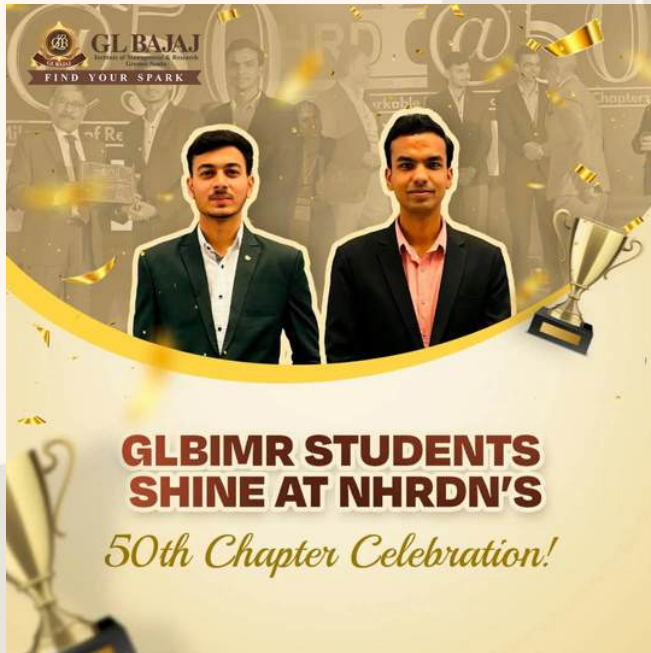
The winners of the challenge were: Manvendra Singh Bhati, Mritunjay and Deepshikha.



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## GLBIMR Participated in NHRDN Delhi & NCR's 50th Anniversary Celebration



On December 2, 2024, students of GL Bajaj Institute of Management and Research (GLBIMR) had the privilege of attending the 50th-anniversary celebration of the National HRD Network (NHRDN) Delhi & NCR chapter at Le Meridien, New Delhi. The milestone event featured a keynote address by Mr. Arun Maira, former member of India's Planning Commission. His thought-provoking insights highlighted the evolution of India's transport and digital systems, the critical role of HR in driving economic growth, and the need for aligning business strategies with societal impact.

Adding to the momentous occasion, GLBIMR was awarded a Certificate of Recognition for its commitment to nurturing future leaders.

This event underscores GLBIMR's dedication to fostering thought leadership and contributing to the development of responsible and impactful professionals.

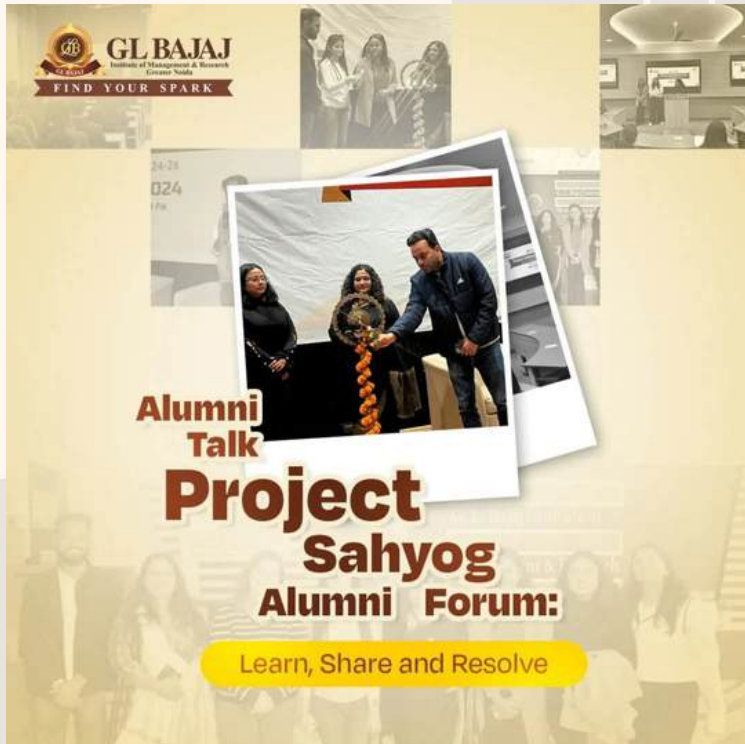




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## GLBIMR Hosted Alumni Talk: Bridging the Gap Between Past and Future



GL Bajaj Institute of Management and Research (GLBIMR) organized an engaging Alumni Talk under the theme 'Project Sahyog Alumni Forum: Learn, Share, Resolve.'

Guided by the visionary leadership of Dr. Sapna Rakesh, the event brought together distinguished alumni to share their experiences and insights with the PGDM students. The session focused on strategies for career growth, professional excellence, and overcoming corporate challenges.

The interactive forum served as a platform for alumni and students to connect, exchange ideas, and build a network of support. It reinforced GLBIMR's commitment to fostering a collaborative environment that empowers students for future success.

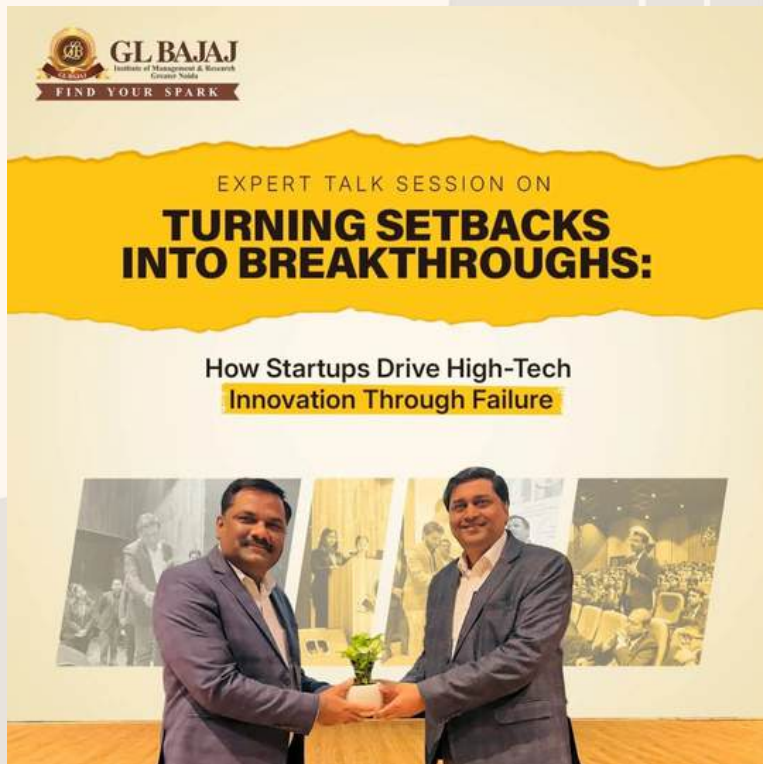
This enriching event marked a significant step in bridging the gap between the institute's accomplished alumni and its aspiring students.



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## GLBIMR Hosted Inspiring Expert Talk with Mr. Bhuvanesh Sharma



On December 7, 2024, students of the PGDM Batch 2024-26 at GL Bajaj Institute of Management and Research (GLBIMR) attended an enriching expert talk by Mr. Bhuvanesh Sharma, Managing Director of VDT Pipeline Integrity Solution Pvt. Ltd.

Mr. Sharma, an accomplished entrepreneur, has earned several accolades, including: Best Startup of Uttar Pradesh, Best Startup of Gujarat, and Best Energy Startup of 2023

During his session, Mr. Sharma shared his inspiring journey of turning failures into opportunities, offering students valuable insights into overcoming challenges in the entrepreneurial landscape. His motivational stories encouraged innovation and sparked the entrepreneurial spirit within the budding business leaders.





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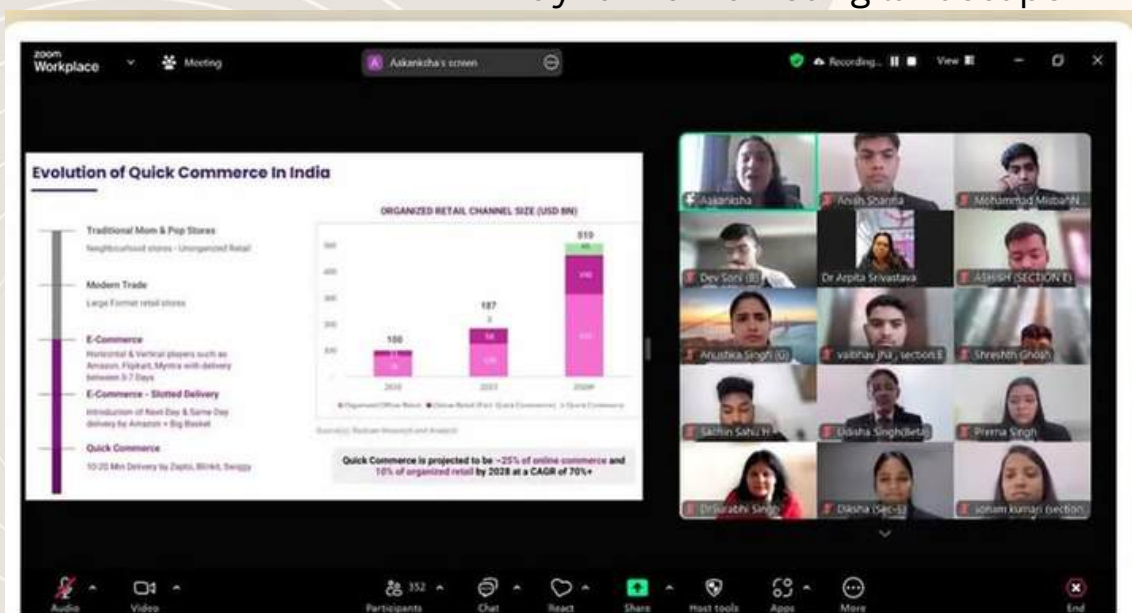
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## GLBIMR Conducted Expert Talk on Category Marketing with Ms. Aakanksha Gupta | ETS

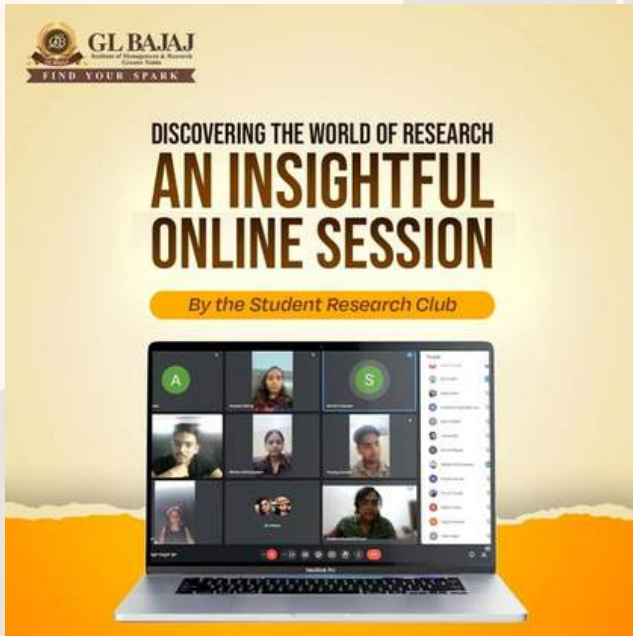


GL Bajaj Institute of Management and Research (GLBIMR) organized an enlightening Expert Talk featuring Ms. Aakanksha Gupta, Associate Director at Zepto, on the topic 'The Role of Retail Stores & Online Platforms in Category Marketing.' Addressing the PGDM Batch 2024-26, Ms. Gupta shared actionable strategies for driving category growth across retail and online platforms. Drawing on Zepto's success story, she provided insights into the evolving synergy between retail stores and digital spaces, offering practical tips for achieving omnichannel excellence.

The session emphasized the importance of adaptability and innovation in the quick-commerce industry, equipping students with valuable knowledge to excel in the dynamic marketing landscape.



## Empowering Minds: PGDM Students Engage in Research Awareness Session



PGDM students from G.L. Bajaj Institute of Management and Research enthusiastically participated in an engaging online session on "Awareness of Research," organized by the Student Research Club.

The session provided valuable insights into the research process, inspiring creativity and fostering interdisciplinary collaboration. Students from varied academic backgrounds came together to explore diverse research methodologies, broadening their perspectives and refining their skills for future endeavors.

Through active participation, the session ignited a passion for inquiry and academic excellence, enriching their learning experiences and equipping them for leadership roles in research and beyond.

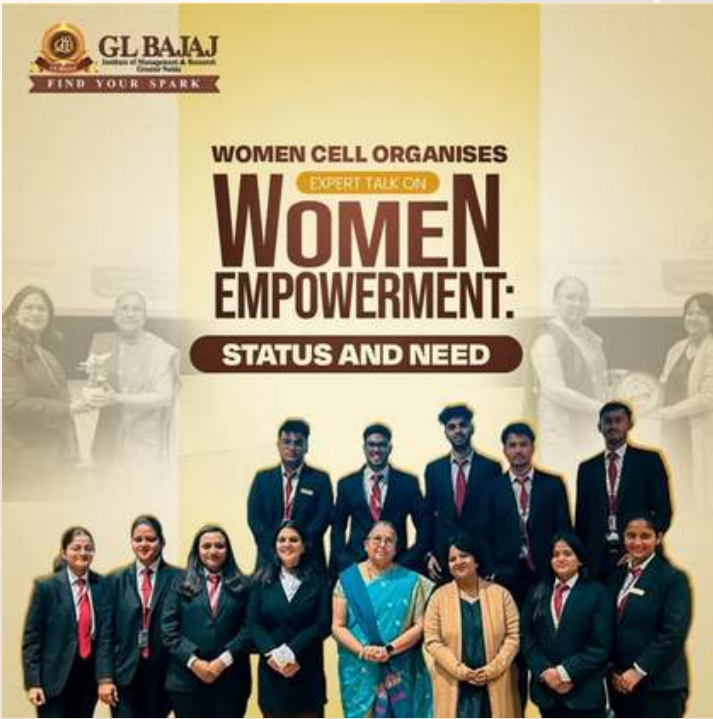




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## Inspiring Change: Expert Talk on Women Empowerment at GLBIMR | ETS

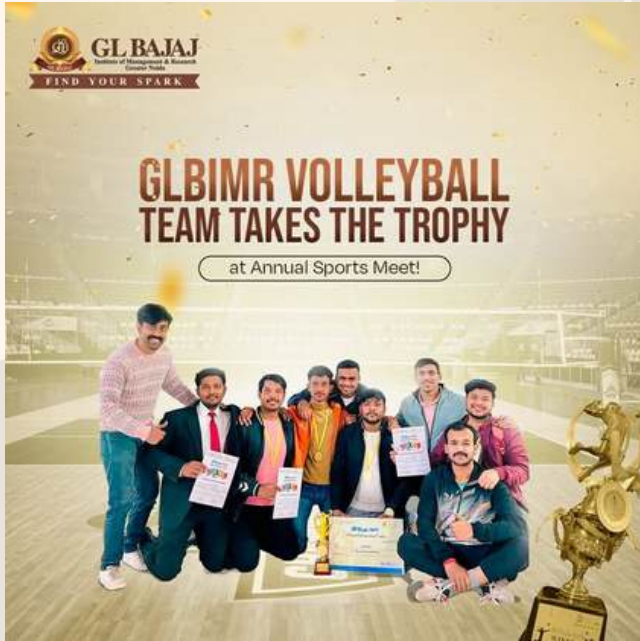


The Women Cell of GLBIMR organized an enlightening expert session on “Women Empowerment: Status and Need” for the PGDM 2024-26 Batch. The session was led by the remarkable Ms. Madhuri Sahasrabudhe, Founder Chairperson of the Foundation for Holistic Development.

Ms. Sahasrabudhe delved into the historical evolution of women empowerment, highlighting significant milestones achieved and the challenges that still persist. Her inspiring address motivated students to become proactive advocates for gender equality in today’s society.



## GL Bajaj Volleyball Team Clinches Championship at Annual Inter-College Sports Event



We are thrilled to announce that the volleyball team from GL Bajaj Institute of Management & Research has been crowned champions at the Annual Inter-College Sports Event, hosted by i-Business Institute, Greater Noida.

Our heartfelt congratulations to the following outstanding team members who played an instrumental role in this remarkable achievement: Vikrant Chaudhary, Ankit Gupta, Gaurav Lohani, Manthan Shahi, Rishav Kumar, Somdatt Mishra, Harsh Tomar, Tushar Anand, Anshul Pal, and Aditya Srivastava.

The team was awarded a trophy, medals, certificates, and a cash prize in recognition of their dedication, teamwork, and exceptional performance. This victory stands as a testament to their relentless commitment and the collaborative spirit that drove them to success. We are immensely proud of their accomplishments.





## Empowering Future Leaders: "पुलिस की पाठशाला" Session at GL Bajaj Institute of Management & Research

GL Bajaj Institute of Management & Research, in collaboration with Amar Ujala, organized an insightful session titled "पुलिस की पाठशाला," featuring Shakti Mohan Awasthi (IPS), DCP - Central Noida Zone.

The event aimed to empower management graduates and citizens by providing essential insights into safety measures and proactive crime prevention. During the session, the book "Emerging Threats and Countermeasures in Cyber Security" was launched by DCP Shakti Mohan Awasthi, Dr. Shashank Awasthi, Dr. RP Ojha, and Prof. Mohd Ayaz. Key safety resources discussed included the 112 Emergency Helpline for immediate assistance, the 1930 Cybercrime Helpline to combat digital threats, the 1090 Women Helpline for women's safety, and the UPCOP Mobile App for FIR registration, grievance resolution, and verification services. IPS Awasthi's key message, "Dream big, and dreams do come true," resonated with the attendees, leaving them inspired and equipped with actionable strategies to contribute to a safer and more vigilant society in the digital age.



## GLBIMR Students Attended Young Leaders Summit 2024 in New Delhi

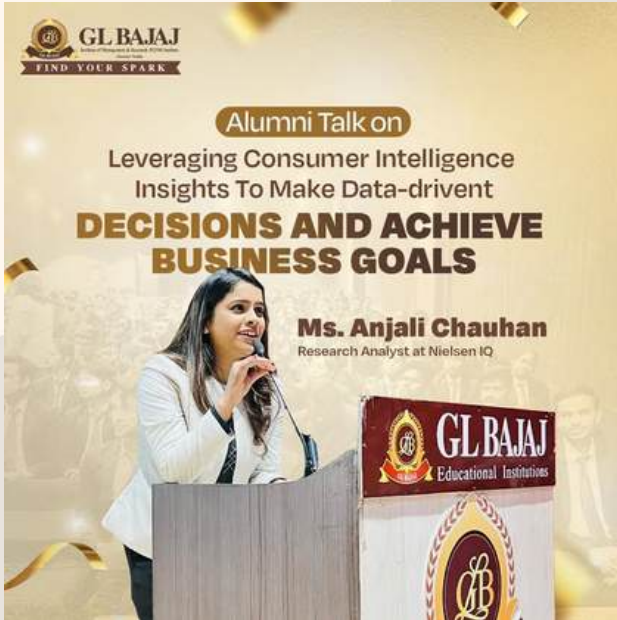
The PGDM Batch 2024-26 students of GL Bajaj Institute of Management & Research had the opportunity to attend the 1st Young Leaders Summit 2024, organized by AIMA at Le Meridien, New Delhi, on December 12, 2024. The summit, themed "Shaping the Future of Young Leaders," featured insightful keynote addresses and sessions from prominent industry leaders. Mr. Mansukh Mandaviya delivered a keynote, providing valuable insights on initiatives like Skill India, Make in India, and Atmanirbhar Bharat Rojgar Yojana. The event also included sessions from leaders at companies such as Dineout, Info Edge, and CNBC TV18, offering industry wisdom on India's economic growth, digital transformation, and leadership in financial markets. Students gained fresh perspectives on innovation, entrepreneurship, and leadership, which are key to preparing them for their professional journeys. The summit encouraged active participation, providing opportunities for networking and gaining insights that will help shape the students' future careers.



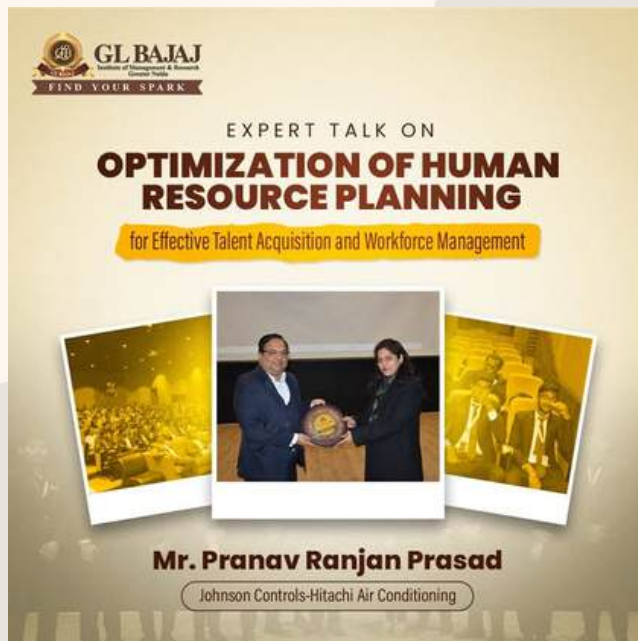


## Empowering Students with Data-Driven Insights: Alumni Talk Session

GL Bajaj Institute of Management and Research organized an insightful session for the PGDM Batch 2024-26 with Ms. Anjali Chauhan, Research Analyst at Nielsen IQ. The session, titled "Leveraging Consumer Intelligence Insights to Make Data-Driven Decisions and Achieve Business Goals," provided valuable knowledge on understanding research problems, the data analysis cycle, and various types of data analysis. Ms. Chauhan also shared effective techniques for analyzing survey data. The session equipped students with a deeper understanding of marketing analytics, marketing research, and data-driven strategies, inspiring them to explore the vast opportunities within this dynamic field.



## Enhancing HR Strategies: Session on Effective Talent Acquisition and Workforce Management || ETS



GLBIMR organized a session on "Optimization of Human Resource Planning for Effective Talent Acquisition and Workforce Management," led by Mr. Pranav Ranjan Prasad from Johnson Controls-Hitachi Air Conditioning. The session focused on HR compliance strategies, addressing key aspects such as labor laws, employee rights, workplace safety, and anti-discrimination policies. Mr. Prasad highlighted the importance of regular training, policy development, and compliance monitoring to mitigate risks and improve employee relations. Participants gained valuable insights into aligning HR practices with legal requirements, including fair wages, family leave management, and termination laws, all of which contribute to fostering a positive and legally secure work environment.





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## GLBIMR Shines at Startup Summit 2024: Team Synthsecure Clinched 2nd Place

We are thrilled to announce that Team Synthsecure from GL Bajaj Institute of Management & Research secured the 2nd position at the Startup Summit 2024, held at ITS School of Management, Ghaziabad. This remarkable achievement highlights the team's creativity, dedication, and innovative thinking, showcasing GLBIMR's commitment to nurturing future leaders. Congratulations to our brilliant PGDM students and team members, Riya (Alpha-1) and Shresth (Alpha-2), for their outstanding performance. The team was awarded a cash prize of ₹7500 along with certificates in recognition of their exceptional innovation and commitment. Team Synthsecure has truly made GLBIMR proud, setting a high standard and inspiring us all.



## Strokes of Bharat: A Celebration of India's Culture Through Art

The "Strokes of Bharat" competition concluded with a display of vibrant artworks that captured the essence of India's rich culture and creativity. The event was a beautiful showcase of talent and passion, as participants brought to life the spirit of India through their artistic expressions. A heartfelt congratulations to all the participants for their exceptional contributions. Stay tuned for more inspiring artistic journeys in the future!



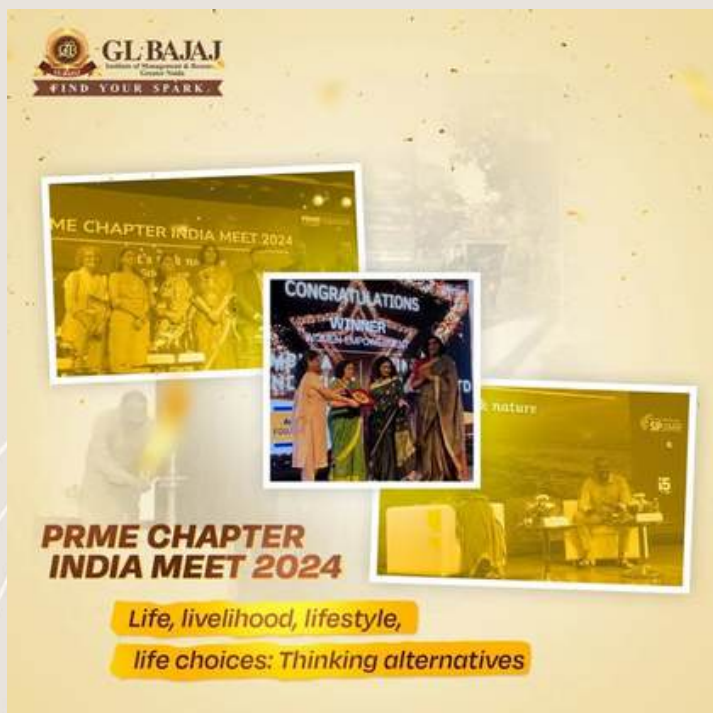


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## GLBIMR Participated in PRME Chapter India Meet 2024

We are thrilled to announce our participation in the PRME Chapter India Meet 2024, held on December 5-6, 2024, at SPJIMR Mumbai. The event focused on vital themes such as "Life, Livelihood, Lifestyle, Life Choices: Thinking Alternatives" and "Lived Knowledge Systems: Mainstreaming Alternate Narratives." Key highlights included a panel discussion on the role of sociology in shaping life choices, happiness through giving, and sustainability, as well as a session addressing the gap between traditional knowledge and modern solutions. The event also featured roundtable discussions, fostering stronger connections among PRME members, and celebrated outstanding contributions through the Social Impact and Faculty Excellence Awards. Additionally, the vibrant "Ehsaas" NGO mela showcased impactful grassroots initiatives. We are proud to be part of this engaging dialogue, reinforcing our commitment to sustainability, social impact, and responsible management education.



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## GLBIMR Hosted Online Alumni Talk on Optimizing Account Receivables in the Digital Age | ATS

GLBIMR organized an Online Alumni Talk Series for its PGDM students on December 18, focusing on 'Optimizing Account Receivables in the Digital Age.' The session featured Mr. Pawanesh Singh, Assistant Manager - Finance at Zomato, who brought over 5 years of experience in FP&A, Accounts Payable, and SAP Implementation. Mr. Singh shared valuable insights on how digital tools like SAP S/4HANA can streamline operations, reduce errors, and enhance cash flow management. Using real-world examples, he demonstrated strategies to minimize delays, ensure timely collections, and maintain healthier cash cycles. He also addressed common challenges and provided practical solutions for integrating modern financial systems into existing frameworks. The session was highly interactive, with an engaging Q&A that left participants well-equipped to navigate the digital transformation in financial management. The event concluded with sincere appreciation for Mr. Singh's time, expertise, and impactful presentation.



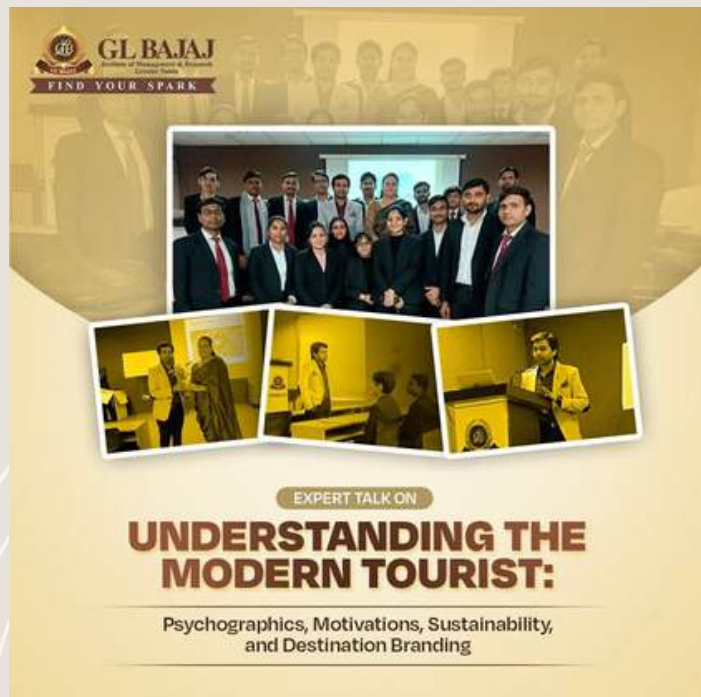


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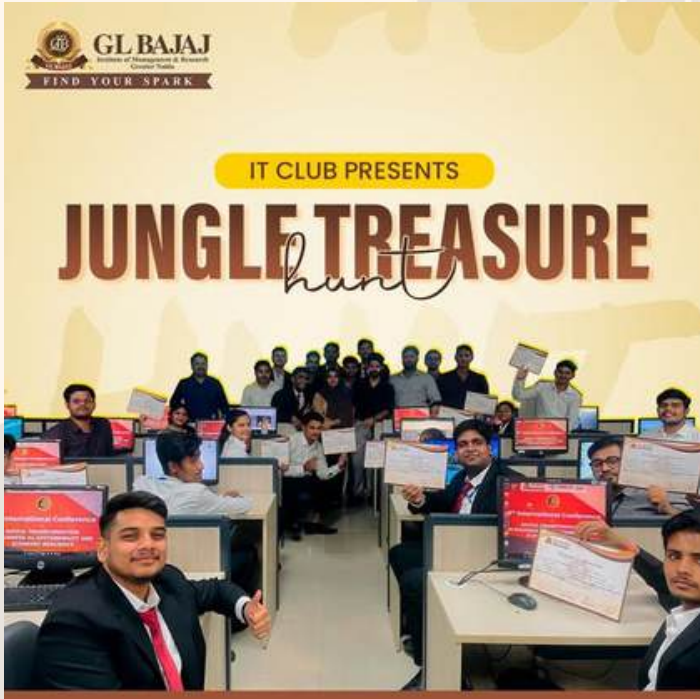
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## Expert Talk on Understanding the Modern Tourist | ETS

On December 19, 2024, GLBIMR hosted an insightful expert talk for the PGDM Batch 2023-25 students, featuring Mr. Akshay Mittal, Group Leader - Inbound Sales & Operations at Travel Corporation of India Ltd. The session, held at the PGDM Auditorium, provided a bridge between theoretical concepts and practical applications in the tourism industry. Key topics included psychographics and tourist motivations, sustainability in travel, destination branding strategies, and interdisciplinary insights from psychology, marketing, and environmental science. The event saw active participation from 120 students, enriched by an engaging Q&A session. Mr. Mittal shared practical branding techniques through real-world case studies, emphasizing the importance of sustainability in tourism development. The session equipped students with actionable tools to analyze modern tourist behavior and develop innovative tourism strategies. Special thanks to Dr. Sunita Chowdhury for coordinating and ensuring the event's success.



## GLBIMR IT Club organized Thrilling Treasure Hunt Challenge



The IT Club at GLBIMR organized an exciting treasure hunt that tested participants' problem-solving, critical thinking, and teamwork abilities. Teams worked together to crack codes, solve Excel-based riddles, and unlock treasures at each level. The event was filled with high energy and showcased outstanding creativity among the participants. Congratulations to all the teams for their incredible efforts and enthusiasm throughout the challenge.





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## Research Club Hosted Poster Pro Challenge: Showcasing Creativity and Visual Communication

The Student Research Club at G.L. Bajaj Institute of Management and Research organized the Poster Pro Challenge, an event aimed at fostering creativity and enhancing visual communication skills among students. Participants impressed with innovative themes and visually impactful designs, crafting posters that simplified complex ideas with aesthetic precision. The event encouraged students to delve into research, think critically and creatively, and master the art of integrating information with design. Beyond being a fun activity, the challenge provided an educational experience enriched with valuable feedback, learning, and growth. Congratulations to Navratan Singh (Sec F) for securing the first prize and a cash reward of ₹1,000!



**Alumni Corner****Alumnus of the month**

On behalf of the entire **GLBIMR** family, we extend our heartfelt congratulations to **Ms. Shreya Chaurasia** on a new position as a Young Professional Consultant at Ministry of Labour and Employment.

Your unwavering dedication, hard work, and exceptional leadership have always been an inspiration to us. As you embark on this exciting new chapter in your career, we wish you nothing but success, growth, and countless achievements.

Your journey has been a testament to the power of perseverance and a passion for excellence. This promotion is a reflection of your remarkable ability to lead, inspire, and bring out the best in those around you. We have no doubt that you will continue to make a significant impact and lead your team to greater heights.

May this new role open doors to even more opportunities, challenges, and triumphs.





**Alumni Corner****Alumnus of the Quarter (Oct-Dec)**

On behalf of the entire **GLBIMR family**, we extend our heartfelt congratulations to **Ms. Supriya Singh** on her being honored at the Future Forward Startup Conclave 2024.

Your unwavering dedication, hard work, and exceptional leadership have always been an inspiration to us. As you embark on this exciting new chapter in your career, we wish you nothing but success, growth, and countless achievements.

Your journey has been a testament to the power of perseverance and a passion for excellence. This promotion is a reflection of your remarkable ability to lead, inspire, and bring out the best in those around you. We have no doubt that you will continue to make a significant impact and lead your team to greater heights.



## **From the Desk of Alumni**

### **Exploring the use of AI and machine learning to improve lead scoring, demand forecasting and partner recruitment**

In today's dynamic market, channel managers face a critical challenge: navigating the complexities of lead generation, demand forecasting, and partner recruitment. Fortunately, the advent of artificial intelligence (AI) and machine learning (ML) offers powerful tools to streamline these processes and drive significant improvements.

Lead scoring is a crucial step in the sales funnel. AI and ML algorithms can analyze vast datasets of customer interactions, demographics, and online behavior to identify high-quality leads with a greater likelihood of conversion. By using these insights, channel managers can prioritize leads for sales teams, optimize lead distribution to partners, and improve overall sales efficiency.

Accurately predicting demand fluctuations is essential for channel managers to allocate resources effectively and avoid stockouts or overstocking. AI and ML models can analyze historical sales data, market trends, and external factors to generate more accurate demand forecasts. This enables channel managers to optimize inventory levels, anticipate future needs, and proactively adjust sales strategies.

Identifying and recruiting the right channel partners is paramount for success. AI and ML can analyze vast datasets of potential partners, including their performance, market reach, and customer base, to identify the most promising candidates. Additionally, ML algorithms can analyze partner performance data to identify areas for improvement and provide personalized recommendations for growth and optimization.



**Harsh Singh**  
**PGDM 2021-23**  
**Senior Channel Manager**  
**DTDC Express Ltd.**



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**From the Desk of the Editorial Team**

It is with great pride and enthusiasm that we present to you the **103rd edition of GLB Times**, the official newsletter of GL Bajaj Institute of Management & Research. This edition is a reflection of the creativity, dedication, and teamwork of the students, capturing the essence of the vibrant academic and extracurricular activities that define the GLBIMR experience. We have curated an array of insightful articles, event highlights, and thought-provoking features to keep you informed and inspired. As we continue to celebrate the journey of excellence, we hope this edition resonates with the spirit of innovation and learning that thrives at GLBIMR. **Happy reading!**





GL Bajaj Institute of Management and Research. PGDM Institute, Greater Noida was established in 2007 under the umbrella of GL Bajaj Group of Institutions. GLBIMR.PGDM Institute embarked on the journey to promote higher education in NCR. In record time of 17 years, GLBIMR. PGDM Institute has demonstrated meteoric growth and has carved a distinct niche for itself in the field of management education. GL Bajaj Institute of Management and Research. PGDM Institute, Greater Noida is a leading B-School of North India offering Two Years Full Time Post Graduate Diploma in Management (PGDM) accredited with NBA and approved by AICTE, Ministry of HRD, Govt. of India, with specialization in areas of Marketing, Finance, Human Resource Management, Operations, Data Analytics and International Business.

### **Program Educational Objectives (PEOs)**

**PEO-1** Graduates will be able to contribute to nation-building with advanced practical knowledge in the functional areas of business management while upholding ethical practices.

**PEO-2** Graduates will be able to establish benchmarks with the necessary tools and techniques to analyze, design, develop, optimize, and integrate systems for handling complex business problems and uncertainty.

**PEO-3** Graduates will be able to demonstrate as effective team players with the capability to lead and appreciate teamwork towards organizational challenges and issues for synergistic growth of multinational organizations: Domestic and global organizations.

**PEO-4** Graduates will be ignited with passion and curiosity for lifelong learning and innovation so that they can pursue higher studies and a high level of personal and professional integrity leading to greater societal impact.

**PEO-5** Graduates will be competent to take up entrepreneurial initiatives either for their own or within other organizations where they are employed and develop innovative ideas and drive the business through entrepreneurial skills.

### **G.L Bajaj Institute of Management & Research**

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[www.glbimr.org](http://www.glbimr.org)