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## A Star-Studded Day at GL Bajaj: Brett Lee Inspires Future Cricket Champions

It was a day to remember at GL Bajaj Educational Institutions, as international cricket legend Brett Lee made a special appearance to inspire the next generation of cricketing talent. The renowned cricketer, who is also the mentor of the GL Bajaj Super Challengers Agra, graced the campus with his presence, offering invaluable insights to the budding players.

The highlight of the day was an exciting and energetic friendly match, where Brett Lee joined forces with the talented team of the Super Challengers. The atmosphere was electric, as the passion for cricket filled the air, creating a memorable experience for everyone present.

Brett Lee, known for his explosive pace bowling and charismatic presence on the field, shared his vast knowledge with the players, guiding them on techniques, strategies, and the importance of teamwork. His words of wisdom resonated deeply with the young athletes, motivating them to push their limits and aim for greatness.





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## The Universe Boss at GL Bajaj

It was truly a legendary day at GL Bajaj Educational Institutions, as the one and only Universe Boss, Chris Gayle, made a grand appearance on campus! The global cricketing icon and mentor of the GL Bajaj Super Strikers Noida graced the institution with his star power, leaving a lasting impression on students, staff, and fans alike.

The day was filled with excitement as Chris Gayle engaged with the students, showing his trademark charisma and infectious energy. The highlight was a thrilling friendly match where Gayle took to the field alongside the Super Strikers, displaying his unmatched skills and passion for the game. The energy was palpable, with every swing of the bat and cheer from the crowd adding to the magic of the day.





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## GLBIMR Hosts International Marketing Summit 2025 on Future-Ready Leadership

Greater Noida, 7 March 2025 – GL Bajaj Institute of Management and Research (GLBIMR) successfully hosted the International Marketing Summit 2025 on the theme “Innovative Leadership in Marketing: Empowering Growth & Future-Ready Gen Z.” The summit brought together industry leaders, marketing experts, and academicians to discuss the evolving landscape of marketing and leadership.





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## GLBIMR Hosts International Marketing Summit 2025 on Future-Ready Leadership

### Key Highlights:

The keynote address was delivered by Prof. Dr. Krasae Chanawong, President of Krirk University, who emphasized that "Innovation and leadership are the twin engines propelling today's dynamic market landscape."

Eminent industry leaders shared their insights on future marketing trends:

**Rakesh Kher, CEO, UNO Minda** – "The future of organizational growth lies in adaptability and employee engagement. Digital transformation and hyper-personalization are redefining Gen Z marketing."

**K. Ganapathy Subramaniam, CMO, LT Foods** – "Curiosity, adaptability, and authenticity will set Gen Z apart in the marketing industry."

**Ajay Marwah, Retd. President, Ozone Pharmaceutical** – "Understanding consumer psychology is key to crafting impactful brand strategies."

**Rajat Mathur, Head of Consumer Marketing & Innovation, Dabur** – "AI is revolutionizing marketing! Data-driven strategies will shape the future of consumer engagement and brand innovation."

With engaging discussions and thought-provoking insights, the summit reinforced GLBIMR's commitment to shaping future marketing leaders and fostering innovation-driven growth.



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## GLBIMR International Marketing Summit 2025: Digital Poster Competition Showcases Innovation and Creativity

Greater Noida, 2025: The GLBIMR International Marketing Summit 2025 witnessed an exciting display of creativity and innovation at the Digital Poster Competition – Where Marketing Meets Creativity! The competition provided a platform for students to showcase their marketing acumen through visually compelling designs, blending strategic thinking with artistic expression.

Guided by esteemed mentors Dr. Surabhi Singh, Prof. Mohd Ayaz, Dr. Atul Arora, and Dr. Sujood, the event was a testament to the power of visual storytelling in marketing. The dedicated efforts of the Marketing Department faculty and enthusiastic volunteers played a crucial role in making this initiative a grand success.

Winners Who Stole the Spotlight:

- 🏆 First Place: Anish Sharma & Arnav Darshan
- 🥈 Second Place: Shivani Shrivastava & Shrishth Ghosh
- 🥉 Third Place: Shreya Singh & Silky Kumari





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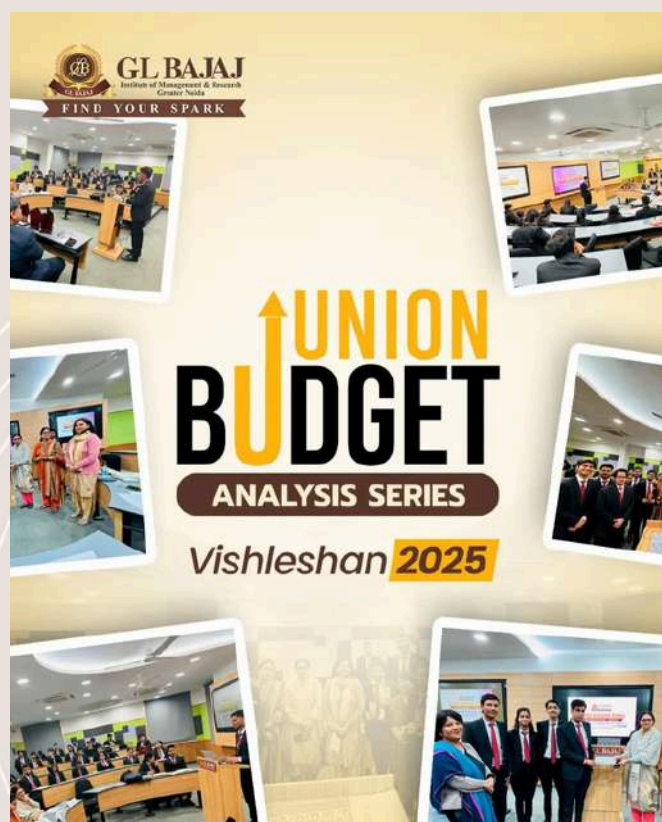
## GLBIMR Concludes 'Vishleshan 2025' with Insightful Union Budget Analysis

Greater Noida, February 5, 2025 – The PGDM Batch 2024-26 at GL Bajaj Institute of Management and Research (GLBIMR) successfully concluded the Vishleshan 2025: Union Budget Analysis Series, offering an in-depth examination of the Union Budget 2025-26.

The series featured a range of interactive sessions, including a Budget Debate, where students analyzed key fiscal strategies, sectoral impacts, and major takeaways from the budget. Additionally, a Data Visualization Competition saw participants creatively present budget insights using Power BI, Tableau, and Excel.

The event was preceded by engaging pre-budget activities, such as a Quiz and Panel Discussion on January 22, 2025, fostering strategic thinking and data-driven decision-making among students.

Through Vishleshan 2025, GLBIMR successfully nurtured financial and analytical acumen among future business leaders, reinforcing its commitment to academic excellence and industry-oriented learning.



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## Industry Expert Mr. Akshay Mittal Enlightens GLBIMR PGDM Students on Tourism Dynamics | ETS

Greater Noida, 2025: Bridging the gap between academic learning and industry practices, PGDM students at GL Bajaj Institute of Management & Research (GLBIMR) had the privilege of attending an insightful session by Mr. Akshay Mittal, Group Leader – Inbound Sales & Operations at Travel Corporation of India Limited (TCI).

During his expert talk, Mr. Mittal delved into the evolving landscape of the tourism industry, offering valuable insights into tourist psychographics, motivations, sustainability, and destination branding. The session provided students with a deeper understanding of real-world travel industry trends and challenges.

### Key Takeaways from the Session:

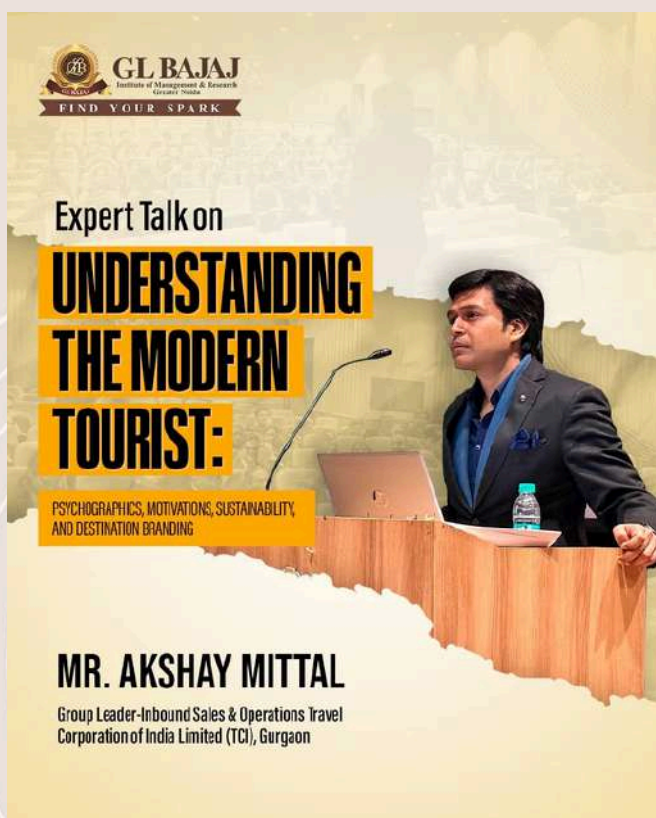
Understanding different tourist personas and their behavioral patterns.

Exploring key factors influencing travel decisions.

Emphasizing sustainable and eco-friendly tourism practices.

Mastering destination branding strategies for competitive advantage.

Applying industry knowledge to real-world business scenarios.





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## GL Bajaj Institute of Management & Research Hosts MDP on 'Prompt Engineering'

Greater Noida, February 15, 2025 – GL Bajaj Institute of Management & Research (GLBIMR) successfully conducted a Management Development Programme (MDP) on 'Prompt Engineering' on February 14, 2025, followed by a hands-on workshop for PGDM students on February 15, 2025.

The session featured Dr. Dhaval Maheta, Professor at the Department of Business and Industrial Management, Veer Narmad South Gujarat University, Surat, who shared valuable insights on leveraging AI tools for content generation and automation. Addressing the participants, Dr. Sapna Rakesh, Director of GLBIMR, highlighted the critical need for continuous learning in the face of rapid AI advancements.





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## GLBIMR Hosts Winter 2025 Operations & Supply Chain Conclave on Next-Gen Analytics for a Sustainable India

GL Bajaj Institute of Management and Research (GLBIMR) successfully hosted the Operations & Supply Chain Conclave – Winter 2025 at its PGDM Auditorium. The event, led under the visionary guidance of Mr. Pankaj Agarwal (Vice Chairman, GL Bajaj Group) and Dr. Sapna Rakesh (Director, GLBIMR), was inaugurated by Dr. Anand Rai (HOD, Operations & Supply Chain).

### Theme & Key Discussions

The conclave revolved around the theme "Transforming Operations & Supply Chain Excellence through NEXT-Gen Analytics for a Sustainable & Self-Reliant Viksit Bharat @ 2047." Experts and thought leaders deliberated on:

- AI & ML-driven future-ready supply chains
- IoT & Blockchain for digital & transparent ecosystems
- Green logistics for a resilient India
- Empowering local manufacturers with data-driven insights





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## GLBIMR Hosts Winter 2025 Operations & Supply Chain Conclave on Next-Gen Analytics for a Sustainable India

The event featured an illustrious lineup of speakers, including:

◆ Chief Guest: Prof. Debajit Palit (The Energy and Resources Institute) – Addressed India's energy transition and global energy trends.

◆ Industry Experts Panel

Session 1:

Mr. Ankur Bharadwaj (VP – Operations, JTCPL

Mr. Lavkesh Deshwal (Plant Head, DCM Shriram Ltd.)

Session 2:

Mr. Bhuvnesh K. Sharma

(MD, VDT Pipeline Integrity Solutions)

Mr. Sushant Bhatt (VP, Infibeam)

### Case Study Digital Poster Making Competition

🏆 Winners: Kunal Agrawal & Rajat Priyadarshi –  
Barrier in Hydrogen Supply Chain in India

🥈 Runners-up: Utkarsh Kumar Singh & Vishwanath  
Singh – Next-Gen Analytics for Sustainable Viksit Bharat @ 2047

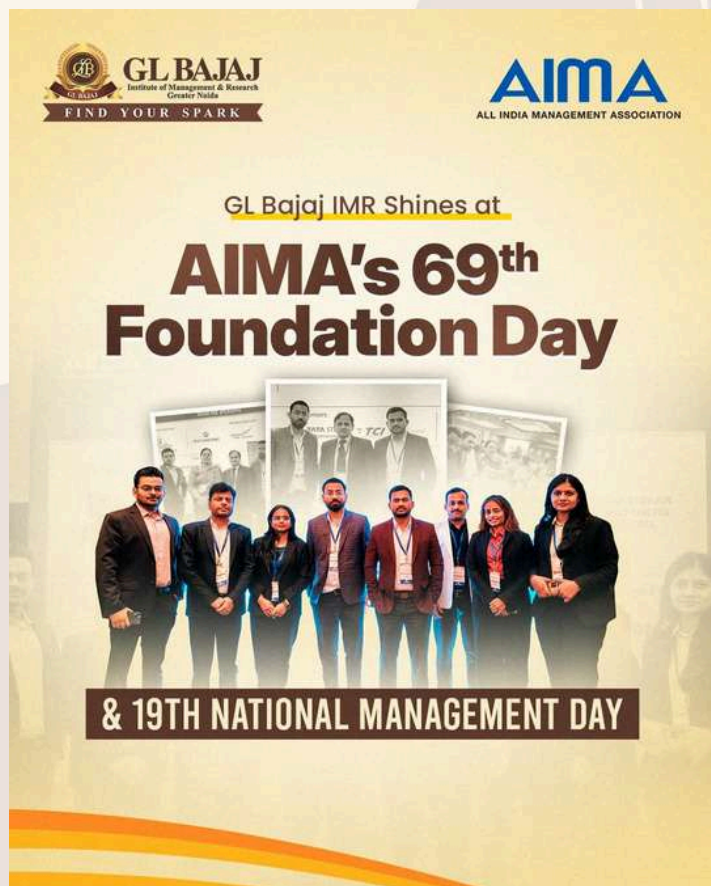




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## GL Bajaj Institute of Management & Research Participates in AIMA's 69th Foundation Day & 19th National Management Day



GL Bajaj Institute of Management & Research was honored to be part of the 69th Foundation Day & 19th National Management Day organized by AIMA on February 21, 2025, at Hotel Le Meridien, New Delhi. The event, themed "India Tomorrow: Unlocking Industry, Innovation, Talent," facilitated thought-provoking discussions on India's growth, leadership, and future potential.

The event featured distinguished speakers, including Dr. Suneeta Reddy, Mr. T.V. Narendran, and Ms. Rekha Sethi, who provided deep insights into critical areas such as policy reforms, R&D investments, and startup support. Industry leaders Mr. Sunil Kant Munjal, Mr. Nikhil Sawhney, and Ms. Navika Kumar shared their perspectives on India's economic growth and regional empowerment.





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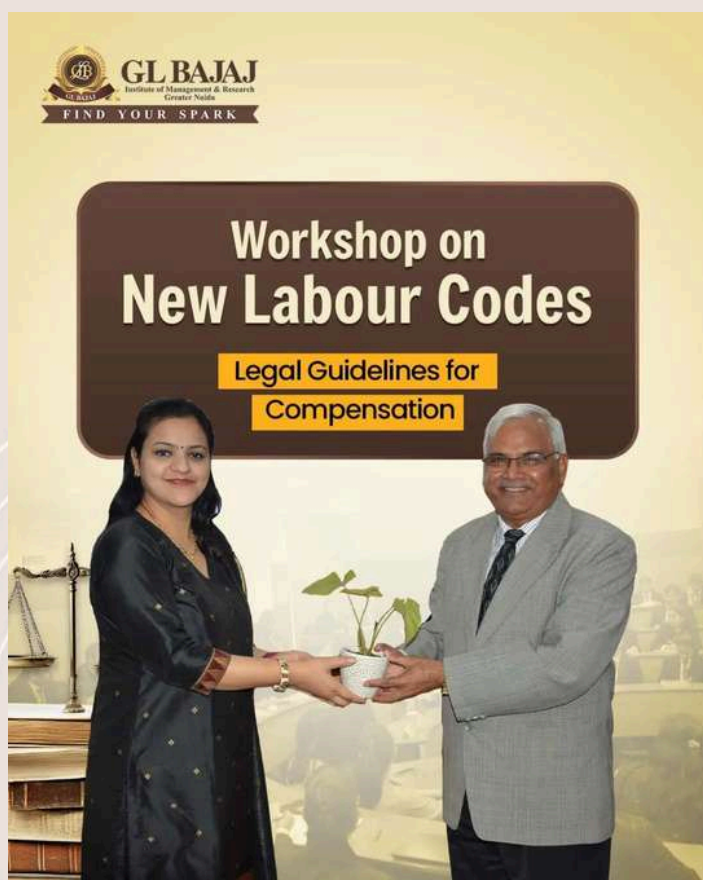
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## GL Bajaj Institute Hosts Workshop on New Labor Codes and Compensation Guidelines

Greater Noida, February 28 – GL Bajaj Institute of Management & Research successfully organized a workshop on "New Labor Codes: Legal Guidelines for Compensation", featuring Mr. V.K. Sharma, an esteemed trainer and former VP (HR) at Grasim Industries Ltd.

The session provided a comprehensive analysis of recent labor law reforms, their impact on compensation structures, and strategies for ensuring compliance. Attended by students and professionals, the workshop offered valuable insights into the evolving HR landscape, equipping participants with essential knowledge to navigate these changes effectively.

The institute expressed gratitude to Mr. V.K. Sharma for sharing his industry expertise, making the session an enriching learning experience.





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## GLBIMR Communication Cell Members Visit World Book Fair at Bharat Mandapam

In a vibrant celebration of literature and knowledge, the members of the GLBIMR Communication Cell, under the guidance of Prof. Priyanka Sadhna, embarked on an enriching journey to the World Book Fair at Bharat Mandapam. This event, which brings together book lovers, authors, publishers, and literary enthusiasts from around the world, provided the perfect platform for the students to explore a vast collection of books across various genres.

The team from GLBIMR explored the diverse exhibits, engaging with an array of literary works from multiple disciplines. From contemporary fiction to business and educational resources, the fair offered a treasure trove of knowledge that piqued the interest of every member. The Communication Cell members, who are passionate about enhancing their writing, speaking, and communication skills, found themselves immersed in an environment that fostered learning, creativity, and intellectual growth.





## Alumni Corner

### Alumnus of the month

On behalf of the entire **GLBIMR family**, we extend our heartfelt congratulations to **Mr. Avinash Thakur (PGDM Batch 2013-15)** on becoming State Head-UP East & Central at **AO Smith Corporation**.

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.





## **From the Desk of Alumni**

### **Customer Service Excellence**

Customer service excellence for a Senior Relationship Manager is about proactively building and maintaining strong client relationships by understanding their unique needs, offering personalized solutions, and ensuring seamless communication.

It requires active listening, transparency, and responsiveness to create a positive and trust-driven experience. By anticipating potential issues before they arise and resolving conflicts with empathy and efficiency, an SRM can turn challenges into opportunities for loyalty.

Leveraging technology, such as CRM tools, can enhance efficiency, streamline interactions, and ensure a seamless customer journey. Ethical standards, professionalism, and adherence to compliance regulations further strengthen credibility and trust. Continuous improvement through client feedback and service refinement ensures that customer experience remains a top priority, fostering long-term satisfaction and business growth.



***Sakshi***  
***PGDM Batch 2020-22***  
***Senior Priority Relationship***  
***Manager,***  
***Aditya Birla Sun Life Insurance***



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## From the Desk of the Editorial Team

It is with great pride and enthusiasm that we present to you the **105th 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!**



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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 Plot No. 2, Knowledge Park III,  
Greater Noida, (U.P.) [www.glbimr.org](http://www.glbimr.org)**

Toll Free No.: 8010-081-081