

Top trends for building tomorrow's leaders | GLBIMR & Matchboard Young Leaders Conclave 2023

GL Bajaj Institute of Management & Research PGDM Institute in association with Matchboard conducted the GLBIMR & Matchboard Young Leaders Conclave 2023 on 'Top trends for building tomorrow's leaders' on 9 and 10 January 2023 at GLBIMR, Greater Noida. The conclave witnessed deliberations by eminent HR leaders and industry experts on contemporary HR topics. The keynote speaker of the inaugural session, Dr. G.P. Rao, Founder, GPR HR Consulting LLP mentioned the relevance of managing self for attaining the desired goals. He mentioned how gig economy and future matrix of disruptive innovation is changing the HR landscape in India. Dr. Sapna Rakesh, Director GLBIMR explained the relevance of lifelong learning for managing the competitive squeeze in the new world of work. Dr. Saagarika Ghoshal MD Matchboard & Founder WWL Forum shared the real insights of HR and shared how HR managers overcome persistent challenges of engaging, recruiting, and retaining employees in the gig economy. Mr. Anil Gaur, Group CHRO AKUMS Pharmaceuticals



discussed about self-discipline for unleashing true potential of digital natives. The inaugural session was followed by a panel discussion on 'The imperative to build a resilient and agile organization'. The panelists namely Mr. Agamjeet Dang, Chief Executive Officer, Executive Access India Pvt. Ltd. & Regional Head, APAC – Panorama Search; Mr. Vivek Tripathi, Vice President and Head Human Resources, Newgen Software Technologies Limited and Dr. Saagarika Ghoshal MD Matchboard & Founder WWL Forum discussed the way forward for developing resilient organizations and resilient leaders. They mentioned how resilient organizations embraced new ways of working to mitigate the impacts of the pandemic. Dr. G.P. Rao was the panel moderator, he covered all the critical points and shared how bouncing back and adaptation can improve overall employee well-being.

Ms. Sonal Kapur, Head Human Resource Esme Consumer and Executive Committee Member, NHRDN Delhi & NCR Chapter and Mr. Pankaj Dubey, Founder & CEO, DSPIN Consulting Private Limited addressed the students on 10 January 2023. They mentioned how organizational success is dependent on the ability to navigate challenges constantly by enabling a multitude of transformations. They also discussed the role of trust, integrity, and empowerment for evolving as young leaders. Dr. Nidhi Srivastava proposed a vote of thanks and mentioned the important role played by all the team members including faculty, staff members and students for managing the conclave effectively.

GL Bajaj Institute of Management & Research. PGDM Institute

Vision

To be an institute of global repute for imparting knowledge, skill sets, confidence and values for being self-reliant and pleasantly employable.

Mission

- To create a sustainable learning ecosystem to build cognitive potential.
- To inculcate quality leadership, corporate understanding and global competence.
- To inculcate entrepreneurial skills & startup attributes for the spirit of self reliance.

THE GLB TIMES

1 January-31 March 2022

Quarterly Newspaper

for managing the conclave effectively. Dr. GP Rao, Founder, GPR HR Consulting LLP, and Dr. Saagarika Ghoshal MD MatchBoard & Founder WWL Forum appreciated students' active involvement on both the days and congratulated the organizing committee for their untiring efforts and excellent execution. Dr. Sapna Rakesh, Director, GLBIMR mentioned that the learnings imbibed during these two days marked the new beginnings and aspirations of the new year 2023.



More than 250 students participated actively and shared excellent feedback for this learning enriched Young Leaders Conclave 2023. The organizing team members including Prof. Priyanka Sadhna, Prof. Bhavna Bhardwaj, Dr. Puneet Mohan, Prof. Yagbala Kapil, Dr. Prachi Agarwal, Dr. Nidhi Srivastava and Dr. Sunita Chowdhury extended their gratitude to all dignitaries, participants, faculty & staff members and student coordination team for their untiring efforts and active involvement in all the sessions including workshops. Mr. Pankaj Agarwal, Vice Chairman, GL Bajaj Educational Institutions and Dr. Sapna Rakesh Director, GLBIMR congratulated all the associated stakeholders for bringing together the industry stalwarts and creating learning opportunities for all.

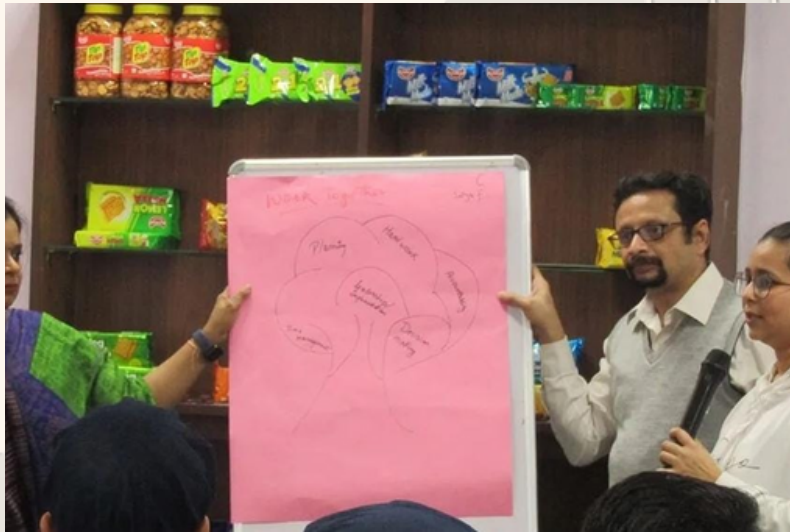


Transforming marketing with artificial intelligence: Reinventing customer experiences in the digital era | Marketing Summit 2023

GL Bajaj Institute of Management & Research organized a Marketing Summit on 'Transforming marketing with artificial intelligence: Reinventing customer experiences in the digital era' on 21 January 2023. Chief guest Mr. Prabhu Chawla, Eminent Journalist, and Editorial Director, The New Indian Express Group, and keynote speakers- Ms. Sumeet Singh, CMO, Info Edge India Ltd. and Mr. Sumat Gupta, Joint President, Ultra Tech Cement Limited were invited to address the students. Mr. Prabhu Chawla, shared the pros and cons of artificial intelligence and how it has different connotations. He mentioned that it is important to consider the aspects of change and develop human-centered approach to enrich the human experience through digital transformation. Dr. Sapna Rakesh, Director, GLBIMR shared how drastically marketing patterns have been changing due to artificial intelligence and machine learning. She also stated the emerging metaverse represents an opportunity to engage consumers and interact in a seamlessly interconnected space of virtual realities. Ms. Sumeet Singh and Mr. Sumat Gupta, explained with relevant examples AI's giant potential and how CMOs need to have a good grasp of the various kinds of applications to gain competitive advantage.



Panel discussion on 'AI application of marketing' was also conducted wherein Dr. Harsh Verma, Professor, FMS University of Delhi; Mr. Nehal Vora, Head of Marketing, Mother Dairy; Mr. Shantanu Chakraborty, Senior Director Marketing, India, Asean Concentrix and Dr. Aparajita Prasad, Director, PwC discussed the impact of artificial intelligence and digitalization in their respective organizations. Dr. Harsh Verma was the moderator of the discussion delving into the real-world challenges and opportunities presented by AI and ML. Another panel discussion on 'Customer experiences in the digital era' by Dr. Harvinder Singh, Professor, IMT Ghaziabad, Mr. Saurabh Tyagi, Business Head, IFB Industries Ltd., Mr. Amardeep Bajpai, Founder and Managing Director, Webisdom helped students to gain insights of the challenges while integrating AI in marketing strategy for better customer engagement. The summit was successfully organized by the faculty coordinators Dr. Surabhi Singh, Dr. Arpita Srivastava, and Dr. Prachi Agrawal along with the student coordinators Aliza Rizvi, Snigdha Singh Parihar, Shraddha Rawat, Faizal Siddique, Pooja Jha, Drishti Singh, Pushpanjali Raj and, Aquib Siddique.



Karma Kundali | MDP

GL Bajaj Institute of Management and Research, conducted Management Development Program 'Karma Kundali' for executives/ junior & middle-level management employees, working at Anmol Industries, Greater Noida. Dr. Arpita Srivastava introduced the workshop's goals and noted the results of the 'Expectation Survey' before leading an engaging ice-breaking activity that allowed employees from all departments to effortlessly work in a team for achieving the desired outcomes of the program.

Dr. Puneet Mohan explained a framework for behavioral states of personality for enhancing self and fostering team synergy. Participants assessed the 'GAPs' and discussed the techniques to maximize the work effectiveness and efficiency as well. All the participants shared a note of gratitude and mentioned that this session helped them to understand substantial set of behaviors and the relevance of working toward consensual solutions to achieve the organizational objectives.



Wealth creation : A tool for prosperity Investor Awareness Program

GLBIMR organized, Investor Awareness Program on 'Wealth creation a tool for prosperity' on 23 January 2023. The objective of this program was to make the students aware of wealth management industry, which is now accelerating at an exponential rate globally. Mr. Manoj Kumar, Executive Director, SEBI and Mr. Surya Kant Sharma, Chartered Associate of the Indian Institute of Banking and Finance mentioned timeless lessons on wealth and how to manage money and invest it wisely. They also stated that there are stark differences between being wealthy and rich.



Students also got to know about the promising career opportunities in investment banking and capital markets. The program was successfully organized by faculty coordinators, Dr. Anand Rai, Dr. Nidhi Srivastava, and Dr. Shuchita Singh along with the student coordinators, Manay Sharma and Arpit Tiwari.





Risk analysis for capital budgeting using Excel | Workshop

GL Bajaj Institute of Management & Research conducted a workshop on 'Risk analysis for capital budgeting' on 20 January 2023. The workshop was organized to provide and enhance thorough knowledge about financial decision-making using Excel. Mr. Sumit Gulati, Founder, Fin Excel Academy and Advanced Excel Trainer discussed about the relevance of estimating the relative profitability of each project and explained that learning about various capital budgeting methods can help students understand the decision-making processes that companies and investors employ. The workshop was coordinated by faculty coordinators, Dr. Nidhi Srivastava, and Dr. Shuchita Singh. Student coordinator Mohammad Aquib Siddique extended his support to all the participants for effective outcome.





Resource efficiency and circular economy Workshop

With the support of the EU's Resource Efficiency Initiative and the Center of Sustainability, the students of GL Bajaj Institute of Management & Research were able to gain knowledge about the circular economy and got the basic application of systems thinking principles, life cycle assessment and circular business models on January 21 and 22, 2023 by esteemed guests—Ms. Shalini Goyal Bhalla, Managing Director, International Council for Circular Economy; Mr. Deepak Menaria, Founder & Chief Idea Farmer, LEMON Ideas; Mr. Shivam Gupta, Project Manager, Saahas and Dr. Indrajit Ghosh, Global Chairman, MSME Chamber of Commerce and Industry of India Chairman Environment & Climate Change Committee—ICMEI.

The experts discussed that circular economy refers to a framework that addresses global challenges such as climate change, loss of biodiversity, waste, and pollution. In a circular economy, all forms of waste, such as clothes, scrap metal and obsolete electronics, are returned to the economy or used more efficiently. The two-day intensive workshop gave a chance to the students to know about the facets of circular economy and interact with 18 esteemed expert panelists working in different sectors of the economy. Students team of Manav Sharma and Tanisha Agarwal represented the GLBIMR students. Faculty coordinators Dr. Nidhi Srivastava and Dr. Shuchita Singh accompanied the students and encouraged them to promote the goals of sustainable development by focusing on 3Rs strategy.



Instruments for organization development and change | Workshop

A workshop on 'Instruments for organization development and change' was organized on 13-15 March 2023 at GLBIMR. Prof. (Dr). V.N. Srivastava, Director of OD Skill Development Academy Pvt. Ltd. conducted this valuable workshop for HR aspirants to develop understanding on a range of instruments for building team effectiveness in organizations. The objective of this workshop was to make the participants understand the relevance of having structured and systematic approach for improving organizational performance and achieving strategic goals. Students got insights of instruments including various diagnostic tools, assessment methods and change management frameworks that can be used to identify areas for improvement, develop action plans and facilitate organizational change. Student coordinator Shrawani Ranjana and Ruchita Shukla assisted all the participants for effective outcome.



T Group: HR Lab | Workshop

GL Bajaj Institute of Management & Research conducted a workshop on 'T Group :HR Lab' for students pursuing HR specialization on 23-25 February 2023. Mr. S. Parthasarathy, ISABS facilitator discussed how organization development is a planned to improve organizational effectiveness and efficiency. It involves using behavioral science principles and practices to diagnose organizational problems, design and implement interventions to solve those problems, and evaluate the effectiveness of the interventions. Prof. (Dr). V.N. Srivastava, Director of OD Skill Development Academy Pvt. Ltd. helped students to assess their personal efficacy by using various tools and techniques. Through this students recognized their strengths and confidence in their ability to succeed in future endeavors. The workshop was successfully coordinated by the students' team of Aastha, Ananya Dwivedi, Ananya Prem, Annu Raghav, Aradhya Singh, Mayuri Gupta, Nasrin Khan, Palak Dubey, Ruchita Shukla, Saakshi Prasad, Shalini Singh, Shrawani Ranajana, Simran Yadav and Supriya Singh.





Productivity Week | GHRODC

The Global Human Resource and Organization Development Center at GLBIMR in collaboration with the National Productivity Council and Greater Noida Productivity Council organized Productivity Week from 17-23 February 2023. An inter-college debate competition and panel discussion on the topic 'Productivity, Green Growth, and Sustainability: Celebrating India's G20 presidency' was conducted to bring together experts from various fields to discuss macro, micro, and grassroots-level challenges associated with productivity, green growth, and sustainability. Students were also made aware of impact of productivity on economic growth, job creation, and living standards. The experts mentioned that productivity growth must be inclusive and sustainable, taking into account the social and environmental impacts of economic activity.

The students' team of Tanisha Agarwal, Nishi Tripathi, Shivam Prakash, Anubha Srivastava, Shashwat Singh, Prateeksha Mishra, Rupam Vaishnavi, Priya Singh, Ayush Raj, Kaushiki Sharma, Priyansh Mishra, K. Vinay, Sneha Singh, Aman Jain managed the entire session under the guidance of Prof. (Dr). V.N. Srivastava, Director of OD Skill Development Academy Pvt. Ltd., Dr. Nidhi Srivastava, Dr. Shuchita Singh, and Dr. Sunita Chowdhary. Avinash Singh from GLBIMR; Dev from GLBIMR and Charu Agarwal from GLBIMR, Saumya Singh from Amity University, Noida secured first, second and third positions respectively.





Value Added Certification Courses | VACC

VACC at GLBIMR offers several certifications, imparted by highly accomplished faculty and renowned industry practitioners ensuring overall development of students and making them industry ready. These courses are strategically provided along with curriculum as per real-time industry requirements. The institute organized Value Added Certification Courses (VACC) from 13-16 March 2023. The resource persons namely Dr. Archana Tyagi Professor, Coach, PPC-ICF, Consultant & Behavioral Trainer; Ms. Monika Sachdev, Trainer, NSE Academy, New Delhi and Ms. Saakshi Arora, ATS Learning Solutions designed pedagogical tools using a variety of cases, research publications and brainstorming discussions. Students felt competent after developing relevant knowledge and skills in the chosen management domain. Students developed their competencies in the areas of Servant Leadership, Advanced MS Office Skills and Stock Trading and Investment Management (NSE Academy). The program was successfully organized by faculty coordinators ,



Prof. Atul Kumar Arora and Prof. Bhawna Bhardwaj with the student coordinators Pooja Jha, Anand Shukla, Naman Kumar, Shraddha Rawat, Mohit Zarora, Saumya Pandey, Ritika Gupta and K. Vinay.

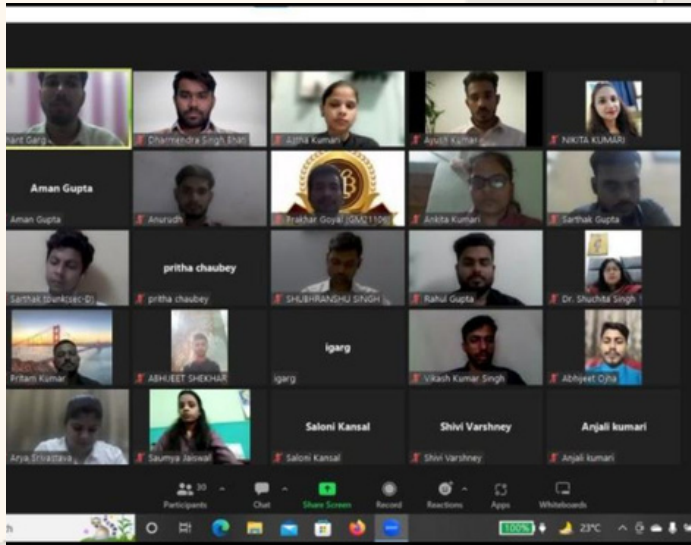


Sustainability Stewardship | Expert Talk Series

GL Bajaj Institute of Management & Research organized an expert talk for the batch 2022-2024 on 4 January 2023. Mr. Pinaki Das Gupta, Sr. Consultant, GEM, ASSOCHAM delivered the session on 'Sustainability Stewardship', wherein he shared his knowledge and experiences on water and energy efficiency, environmental audits, industry connect programs, implementation of government schemes, sustainability audits and green infrastructure. He also highlighted the importance of inculcating skills and competencies related to sustainable issues among the

postgraduate students. This session was organized under the prudent guidance of Dr. Nidhi Srivastava, Dr. Sunita Chowdhury, Dr. Piali Halder and Dr. Suchita Singh along with the students' team of Nishi Tripathi, Anubha Srivastava, Tanisha Agrawal, Nancy Gupta, Prateeksha Mishra, Priyansh Mishra, Sneha, Shivam, Aman, Sejal, Shivani and Shashwat. In the end, a Memorandum of Understanding was signed between the Associated Chambers of Commerce and Industry of India, ASSOCHAM, and GL Bajaj Institute of Management and Research, PGDM Institute.

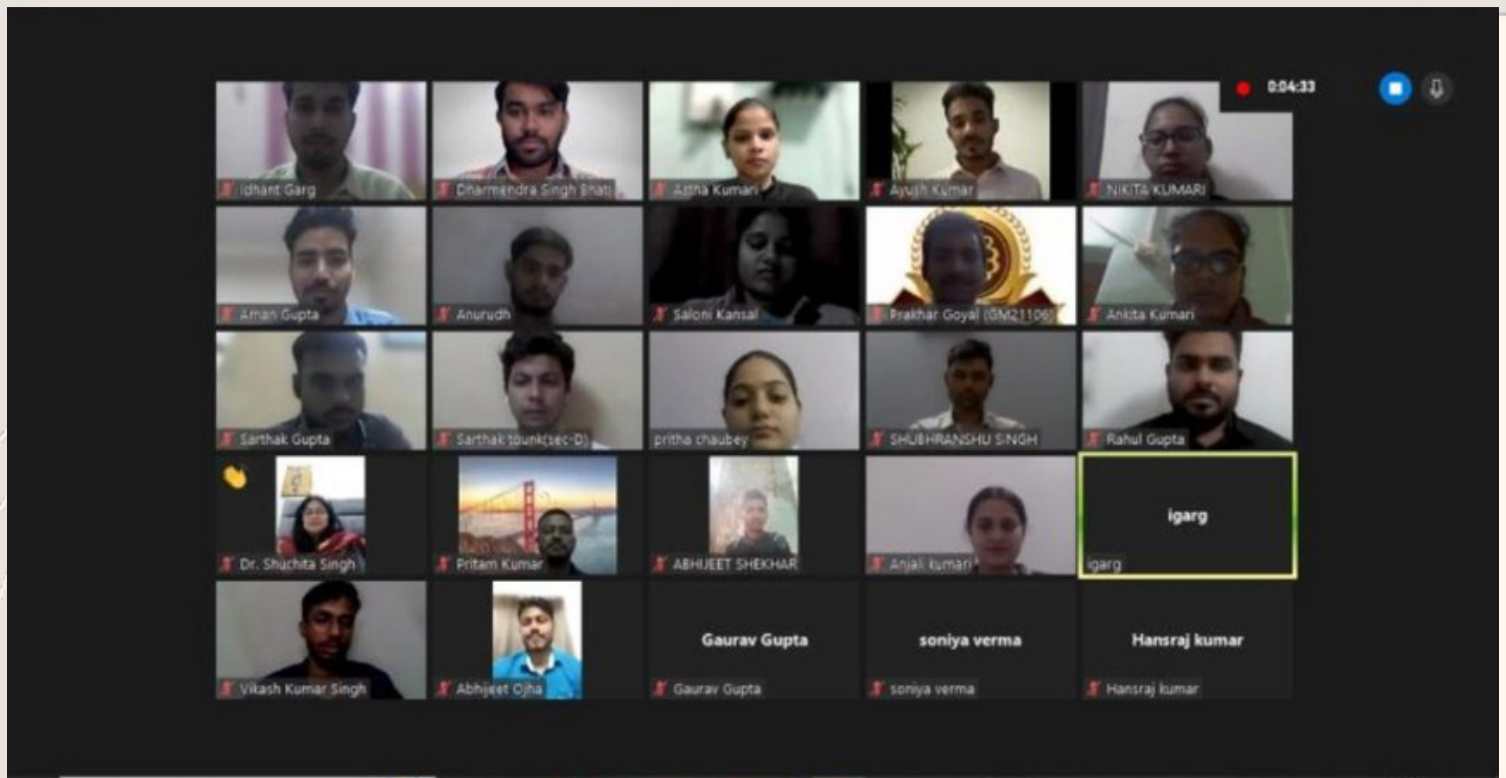




Sensitization on data analysis specialization Expert Talk Series

The explosion of Big Data and the Internet of Things (IoT), has produced a ton of information. That's why business analytics is essential for today's industries for boosting efficiency, productivity, and revenue. The institute takes utmost care to design student centric and industry specific curriculum having specializations and certifications in IT domain. GLBIMR organized an expert talk on 'Sensitization on data analysis specialization' on 16 January 2023,

led by industry expert Mr. Paritosh Singh, BE & Business Insights (DH &W) Domain in Business Intelligence and Data Warehousing, TCS Noida. Mr. Paritosh discussed that data is going to become new oil across all sectors. He explained a variety of tools including statistical analysis, machine learning and data visualization to extract relevant data. He also explained some of the data analysis tools such as Python, R, SQL, and Tableau. The student coordinator Himashu Sharma coordinated the entire session under the guidance of the faculty coordinator Dr. Adarsh Garg.





Mental & emotional wellbeing | Expert Talk Series

GLBIMR organized an expert talk on 'Mental and emotional well-being' on 25 January 2023, for the students of PGDM batch 2022-2024. During the session, Acharya Alok Apathy Ji, Founding President, Maharishi Kapi Gurukul explained the importance of CARE which stands for Creating awareness about mental and emotional health in one's life; Addressing the importance of mental and emotional well-being in one's life; Redefining the roles and responsibilities of the stakeholders & Elucidating innovative ways and best practices for promoting mental and emotional well-being. After this session, students understood how to know the characteristics of emotionally healthy people, who are in control of their thoughts, feelings and behavior. Faculty coordinators, Dr. Prachi Agarwal and Prof.

Yagbala Kapil coordinated the session with the students' team of Arpit Porwal, Rupam Vaishnavi, Priya Singh, Nishi Tripathi & Sourav Prasad.





Integrated marketing communication & changing media landscape | Expert Talk Series

GLBIMR organized an expert talk on 'Integrated marketing communication and changing media landscape' on 1 February 2023, for students of batch 2022-2024. Ms. Arti Singh, DGM Marketing, 93.5 FM addressed the students about the industry perspective on changing landscape of integrated marketing communications and transitions in the media landscape. Students were also made aware of the importance of the role of integrated marketing communication, ATL, BTL, and TTL with various promotional tools and their applications.

After this session, students got to know that now budgets are more inclined towards social media unlike print media. With changing technology and social media, less money is being budgeted for traditional media like magazines, and more money is budgeted for new media. Also, regardless of the type of media used, marketers use integrated marketing communications (IMC) to deliver one consistent message to buyers. Dr. Surabhi Singh and Dr. Arpita Srivastava coordinated the session with the students' team of Rupam Vaishnavi, Aquib Siddique, Satakshi Chandel, Tanya Gupta, Meenakshi Singh, Aradhya Mittal.





Financial planning using mutual funds Expert Talk Series

GL Bajaj Institute of Management & Research organized an expert talk on 'Financial planning using mutual funds' for the PGDM batch of 2022-24 on 18 March 2023. The guest speaker, Mr. Ankur Handa, Channel Head of Banking and National Distribution, Mirae Asset Investment Managers India Pvt. Ltd., shared the importance of potential investment and initiated the session with a powerful quote 'An investment in knowledge always pays the best interest' coined by Benjamin Franklin. During the session, Mr. Handa discussed various aspects of investment including the impact of inflation and compounding, different investment options such as mutual funds, fixed deposits, PPF, real estate, and insurance, and explained SIPs using Excel.

The objective of this talk was to educate the PGDM students about the right ways of investing in various investment options and to help them plan their future growth. The session was informative and was conducted smoothly by faculty coordinators Dr. Shuchita Singh and Dr. Nidhi Srivastava along with student coordinators Pooja Jha and Aradhya Mittal.



Cyber law in India: Emerging trend & practice | Expert Talk Series



GLBIMR organized an expert talk on 'Cyber law in India: Emerging trends and practices' on 4 February 2023, by Mr. Amit Dubey, Author and National Security Expert. This session was organized to provide awareness and knowledge to students on cyber security laws and regulations in India and its conceptual comprehension as the students today are extremely exposed to information technology. The session objective created awareness about cyber laws and the importance of educating the people for dissemination of information on prevention of cyber-crimes and create an ecosystem for cyber security and to prevent cyber-crimes. The session was coordinated by faculty coordinator Dr. Arvind Kumar Bhatt and Prof. Bhawna Bhardwaj along with the student coordinator Pooja Jha.

Flip-She | Expert Talk Series

GL Bajaj Institute of Management & Research organized an expert talk session on 'Flip-She', A Women's Day Celebration on 4 March 2023 by Mr. Shailendra Jantwal, Cluster-HR Head, Flipkart, and Mr. Jaswinder Singh, Head Talent Acquisition, Flipkart. The objective of the session was to acknowledge women contribution in nation's economy. Dr. Sapna Rakesh in her compelling welcome address described specific steps that women can take to combine professional achievement with personal fulfillment and how men can support women in the workplace and at home. Student coordinators Aquib Siddique, Dev Sagar, Satakshi Chandel, Rupam Vaishnavi and K. Vinay managed the entire program under the guidance of Dr. Anand Rai, Dr. Prachi Agrawal and Prof. Yagbala Kapil.



Money Ninja | Finance Club

The Finance Club of GL Bajaj Institute of Management & Research organized 'Money Ninja' on 7 January 2023, for the batch 2022-2024. The objective of the activity was to strengthen the analytical skills of the participants to make prudent decisions in a variety of complex business situations. Participants prepared their presentations based on the topics shared and presented the same to the judges for the evaluation. The judges evaluated each participant based on their logical reasoning, analytical and thinking skills. Student team of Tanisha Agrawal, Pushpanjali Raj and Garima Varshney secured the first position. Abhishek Chourasia, Charu Agrawal, Aradhya Mittal and Mayank Sachan secured the second position. Sanjana Singh, Ashutosh Tripathi, and Anubha Srivastava coordinated the entire program under

the guidance of faculty coordinator Dr. Shuchita Singh. Judges Dr. Nidhi Srivastava and Dr. Sunita Chowdhary appreciated students' active participation and encouraged them to enhance financial skills.



Digital poster making competition Sustainability Club

The Sustainability Club of GL Bajaj Institute of Management and Research, organized a Digital poster making competition on January 21, 2023. The participants created digital posters using the available designing applications, tools and software on the given themes. Attractive prizes were given to the winners. K Vinay from GLBIMR and Kartik Goyal from GNIOT, secured first and second position respectively. The competition was coordinated by faculty coordinators Dr. Sunita Chowdhury, Dr. Suchita Singh, Dr. Nidhi Srivastava and, Dr. Piali Halder with student coordinators Tanisha Agarwal, Sejal Agarwal and Nishi Tripathi.



Donation Drive | YSR Club

GLBIMR believes in fulfilling its social responsibility and moral obligation to help the society at large. The institute with the help of student leaders organizes various donation camps to contribute to different causes. Volunteering meaningfulness has helped the students to better collaborate within teams and develop leadership potential. The YSR Club of GL Bajaj Institute of Management & Research in association with NGO Nari Pragati Social Foundation, Noida, organized a 'Donation Drive' on 18 January, 2023. The Donation Drive named 'Be The Secret Santa' aimed at collecting monetary contributions, clothes, and blankets to support underprivileged people. Many students, faculty, and staff members of GLBIMR are trying



their best to reach out to people living in slums and help them in the best possible way. This activity emphasized on the robust role of educators to address the complex societal challenges by collaborating with students, government, organizations and NGOs. The drive was successfully organized by student coordinators of YSR Club- Lesan Zaidi, Ritika Uppal, Drishti Singh, Sachin, and Yamini Bhadauria under the guidance of faculty coordinator, Prof. Atul Kumar Arora.



Blink with Bollywood | Social Media Cell

The Social Media Cell of GL Bajaj Institute of Management & Research conducted an activity on 18 March 2023 titled 'Blink with Bollywood'. As exciting as the title, the activity involved rounds such as Bujho toh jaane, lip syncing, guessing and acting. The session was smoothly conducted by Tanisha Agrawal, Saakshi Jaiswal, Sejal Agrawal, Navneet Pandey, Abhay Singh, Anuj Kumar Yadav, Simran Arora, Vishwesh Kumar, and Sourav Prasad under the guidance of faculty coordinators Dr. Sunita Chowdhary and Dr. Arvind Bhatt. The winning team of Utkarsh Yadav, Simran Arora and Nasrin Khan was awarded with exciting prizes.

Book Review Competition Communication Cell

Reading is an easy way to learn some of the best tips, tricks, and tools about productivity that one can apply to everyday life. Communication Cell at GLBIMR organized Book Review Competition on 18 March 2023, for PGDM batch 2022-2024. It was great to see book reviews by students on recent releases such as Leaders Eat Last; CEO Excellence: The six mindsets that distinguish the best leaders from the rest; Net Positive and Made in Future. Participants shared how reading great topics in management domain created a better understanding of business and provided them the insights of niche topics for developing innovative thinking. Communication cell members Shraddha Rawat, Drishti Singh, Pooja Jha and Simran Arora under the guidance of Prof. Priyanka Sadhna coordinated the activity. The winners Simran Arora and Nishi Tripathi were awarded with exciting prizes.



Visit to TV 9 Bharatvarsh & Debate | Discussion on Union Budget

GL Bajaj Institute of Management & Research, in its persistent effort to provide beyond-the-classroom-wall learning to the students nominated 5 of its students to attend a live TV show organized by TV9 Bharatvarsh on Union Budget on 1 February 2023. Students-Anubha Srivastava, Saumya Pandey, Aditya Rai, Anjali Bajaj and Madhvendra Kesarwani attended the live TV show and expressed their gratitude to the organizers for sharing the critical discussion on Union Budget. To further enhance students' understanding of Union Budget, 'Takkar- The debate on Union Budget 2023' was organized on 3 February 2023. Faculty members- Dr. Anand Rai and Dr. Suchita Singh and Dr. Ferojuddin M.A. Khan, Director at S&F Commerce Academy



Greater Noida assessed the students critically and shared their insights on expenditure of various ministry and departments. The winners of first and second teams namely Shivam Chaudhary, Navneet Pandey, Simran Arora and Tanisha Agarwal explained in details an analysis of key trends in expenditure, various schemes, and key sectoral issues. The session was coordinated by faculty coordinator Dr. Manisha Singh along with student coordinators Anubha Srivastava and Prateeksha Mishra.



Road safety awareness & Investiture Ceremony of Student Council

In collaboration with UP Police, GLBIMR organized a road safety awareness session on 11 February, 2023. Mr. Ashutosh Kumar, Traffic Inspector, Noida; Mr. Rakesh Kumar, Traffic Sub inspector, Noida; Mr. Pradeep Kumar, Head Constable and Mr. Mohit Ready from UP Police educated PGDM students about safe driving practices, proper use of seat belts and helmets, following traffic rules, and avoiding distractions while driving. They also mentioned that road safety continues to be a major developmental issue, a public health concern and a leading cause of death and injury across the world.



After the address, the Investiture Ceremony of Student Council of PGDM batch 2022-24 was also held. Satakshi Chandel and Nandini of PGDM batch 2022-2024, were handed over the responsibility of the GLBIMR YI Student Council Chair 2023 and GLBIMR YI Student Council Co-Chair 2023 respectively. The session was successfully coordinated by faculty coordinators, Dr. Arvind Kumar Bhatt and Dr. Prachi Agrawal along with the student coordinator Aquib Siddique and Rupam Vaishnavi.



Alumni Mentoring Program | Team Sahyog

GL Bajaj Institute of Management & Research organized Alumni Mentoring Program by Team Sahyog for the students of batch 2022-2024 on 14 January 2023. The objective of this session was to provide students with a unique opportunity to interact and understand Team Sahyog's plan, for preparing the students for summer internship and placement opportunities. Alumni Mr. Rachit Srivastava PGDM Batch 2010-2011, Vice President, BlackRock Scotland UK and Mr. Devojeet Sarkar, PGDM Batch 2010-2012, Manager, Brand Promotion & Channel Development, Honda Motorcycle & Scooter India Pvt. Ltd, Pune recommended students to develop technical competencies and critical thinking skills in this hyper connected digitized world of work. Ms. Jyotica, PGDM Batch 2020-2022, Talent Acquisition Executive, Cvent, Gurugram and Ms. Himanshi Sharma, PGDM Batch 2020-22, Talent Acquisition Specialist, People Development, Global, India Pvt.Ltd, Noida, shared the changing nature of business landscape and the importance of developing self on a continuous basis.



The faculty coordinators Dr. Arpita Srivastava and Dr. Prachi Agrawal conducted the session successfully. In continuation of the same 'Rubaru' The Fireside Chat with Team Sahyog was organized on 18 February 2023. Distinguished alumni Mr. Satyram Srivastava, PGDM Batch 2009-11, Group Director Strategy & Operations, Apisero Inc, Delhi; Mr. Rachit Srivastava, PGDM Batch 2010-11, Vice President, BlackRock Scotland UK; Mr. Devojeet Sarkar, PGDM Batch 2010-2012, Manager, Brand Promotion & Channel Development Honda Motorcycle & Scooter India Pvt. Ltd, Pune; Mr. Abhinav Sharma, PGDM Batch 2010-12, National KAM & ZSM, North India, Goodricke Group Ltd. Delhi; Mr. Rahul Bhagat, PGDM Batch 2010-12, Associate Director, Tech & Data Solution Group Media; Ms. Anjali Chauhan, PGDM Batch 2018-20 Research Analyst, Nielsen IQ, Mumbai; Ms. Jyotica Srivastava, PGDM Batch 2020-22, Talent Acquisition Executive, Cvent, Gurugram; Ms. Himanshi Sharma, PGDM Batch 2020-22 Talent Acquisition Specialist, People Development, Global, India Pvt.Ltd, Noida; Mr. Rajat Sidana, PGDM Batch 2020-22, Executive Trainee- Marketing, Tata Power, Mumbai, and Mr. Abhiraj Singh, PGDM Batch 2020-22, Management Trainee, Wipro in this chat session answered the common queries of the students in relation to career trajectory and ways to maximize work performance. Students expressed their gratitude to eminent alumni for making student understand the relevance of developing managerial competencies and gaining higher level of impact by adopting to metamorphic changes. The student coordinators, K. Vinay, Mohammad Aquib, Naman Siddique, Pooja Jha, Satakshi Chandel, Arpit Tiwari, Abhishek Chourasia, Supriya Singh, Priyansh Mishra, Nirmal Chowdhary, Ritika Gupta, Rupam Vaishnavi, Priya Singh, Kaushiki Sharma, Simran Arora, Rohit Singh, Pushpanjali Raj, Nishi Tripathi organized the session under the guidance of faculty coordinators Dr. Prachi Agarwal and Dr. Arpita Srivastava.

Changing dynamics of social media management | Alumni Talk Series



An Alumni Talk Series was organized on 25 March 2023, wherein Mr. Ravi Ranjan, PGDM Batch 2008-2010, Media In-charge of Hon'ble Raksha Mantri discussed his views on 'Changing dynamics of social media marketing'. He discussed how greater emphasis on paid advertising, an increased focus on analytics, a need for engaging video content, integration of Chabot's and demand for personalization has changed the marketing game altogether. Students got to know that effective social media management can help companies and SMEs to increase brand awareness, generate leads, and boost sales. The session was coordinated by faculty coordinators Dr. Arpita Srivastava,

Dr. Surabhi Singh, Dr. Sunita Chowdhury and Dr. Prachi Agarwal with the student coordinators Rupam Vaishnavi, Garima Varshney, Shivansh Tripathi and Priya Singh.



Alumni Corner

International Marketing

International marketing refers to the process of planning and executing marketing activities across national borders, with the aim of promoting products or services to customers in different countries or regions. Simply put, it is the marketing of products or services outside of our brand's domestic audience.

Now the question that comes to our mind is why international marketing is pivotal?

The answer is very simple because it opens your business to larger, international audiences.

On a brand level, international marketing is an opportunity for wider exposure, product awareness, and increased sales. Opportunities abroad are countless and tap into a wider audience than a business having domestic access and nowhere else. Two other important reasons for the same are –globalization and free trade. It involves a comprehensive understanding of global markets, consumer behavior, and cultural differences, as well as adapting marketing strategies and tactics to meet the specific needs and preferences of customers in different regions.

Now when so many efforts are put into the process, the benefits are also supposed to be many. Not only does international marketing support the economic diversification of our business, but it helps your business reach a global audience, extending the audience reach to areas previously untapped.



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Alumni of the Quarter | January- March 2023

GLBIMR congratulates Mr. Ankesh Kumar for achieving recognition certificate for his conviction and courage in pursuing business goals with result orientation. All the best for his future endeavors!



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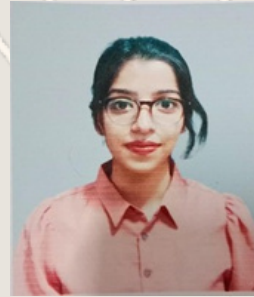
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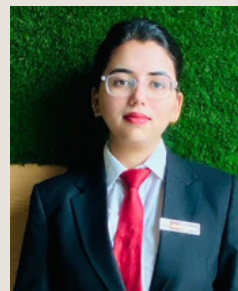
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Message from the Desk of the Students Editorial Board

We are proud to present the 92nd Edition of the Quarterly GLBIMR Newspaper 'THE GLB TIMES'. As we strive to keep you updated about the most happening events on the campus, write to us with your suggestions regarding columns to be added to make our student bulletin even more engaging. We look forward to getting your valuable suggestions to deliver the best to our avid readers! Kindly mail us your suggestions at theglbtimes@glbimr.org.

THE GLB TIMES

1 January-31 March 2023

Quarterly Newspaper



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.

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