



## Entrepreneurship Summit | E- Cell

The Entrepreneurship Cell of G.L. Bajaj Institute of Management and Research. PGDM Institute organized the Entrepreneurship Summit on the theme 'Innovation and Development' on 27 August, 2022. Dr. Sapna Rakesh, Director, GLBIMR mentioned in her welcome address about the fascinating journey of Indian startups, and how the new unicorns with their amazing idea and execution, have been of great use to the society. Mr. Vikram Jain, MD of Sperry Plast Ltd., was invited as the chief guest. He gave a fascinating talk about his experiences as an entrepreneur in the inaugural session. Mr. Manish Modi, COO and Co-Founder of Hair Originals and star of the show – Shark Tank revealed how his company became a pioneer in the chaotic hair extension market.

Mr. Sumit Srivastava, Business Head, Transform Business Solutions, discussed the 'Push and Pull' factors that influenced his decision to venture out on his own. Mr. Alok Saxena, Happify U CEO, discussed with the students about some of the common misconceptions about starting a business. All the participants thoroughly enjoyed the business plan competition and got wonderful suggestions from Judges—Mr. Sanjay Kumar, Head TBI, GL Bajaj, Greater Noida, Ms. Hira, and Mr. Usman, Spoxtale. The budding entrepreneurs—students of PGDM batch 2021–23, Prateek Srivastava and Ashish Maheshwari presented their unique business ideas. In the felicitation ceremony, Mr. Ayush Srivastava, entrepreneur and student of 2020–22 batch was also honored. Faculty Member—Dr. Puneet Mohan, with the students' team of Drishti Singh, Pooja Jha, Anand Shukla, Ujjwal Singh, K. Vinay, Aditya, Harshvardhan, Priyansh, Sarika, Shubham, Vivek, Ashutosh, Anjali, Faisal, Ritika, Hitendra and Naman organized the summit successfully. The students of Communication Cell namely Tanisha, Satakshi, Prateeksha, Rupali, Simran, Aastha, Kanupriya, Aaquib, Shraddha, Aliza, Shrawani, Snigdha, Kunal, Anisha, Charu, Suman, Karan and Pooja got this wonderful opportunity to interact with the successful entrepreneurs and learn from their experiences.

### G.L. 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.





## Bell for Sell | Marketing Club

The Marketing Mavericks, the Marketing Club of G. L. Bajaj Institute of Management and Research organized 'Bell for Sell' an intensive pitching competition on 17 August, 2022 for the students of the batch 2022-24. In this activity, all the participants were given a product to pitch and were required to make a product tagline. More than 35 teams having four members each with their skyrocketing enthusiasm presented their wonderful ideas and taglines with the jury members. Students learned a lot about negotiation, selling, and critical thinking aspects.

Three teams namely The Unstoppable (Nupur, Nikhil, Aquib, Priyansh) ShiningStar (Yamini, Bhumi, Priya, Amanpreet), and Stardust (Animesh, Nancy, Naman, Chandra Prakesh) bagged the first, second, and third ranks. The student coordinator team of PGDM batch 2022-24, namely Satakshi, Anurag Jain, Minakshii, Nishi Tripathi, Preeti, Priyanka Singh, Rohit, Rupam Vaishnavi, Tanisha, Vikash Rathod, Vishwesh, Dev, Kadamb, Sachin Jaiswal, and Vikrant managed the entire activity with great zeal. They extended their gratitude to Dr. Sunita Chowdhury for her guidance and support.





## Coca-Cola I Industry Visit

The visit to the Coca-Cola Happiness Factory and Moon Beverages Ltd. on 20 August, 2022 helped the students to understand how theoretical ideas can be put into practice in the field of management. Students of the batch 2022-24 got to know about the production and operation process and were able to connect the classroom theory to real-world application. The functional teams working there gave an introductory session covering the company's history and current operations.



They mentioned that they manage over 3800 items from over 500 manufacturers. Students really appreciated the strict testing and quality norms of beverages to maintain supreme quality. Dr. Arvind Bhatt and Ms. Ritu Tandon accompanied the students and encouraged them for experiential learning initiatives



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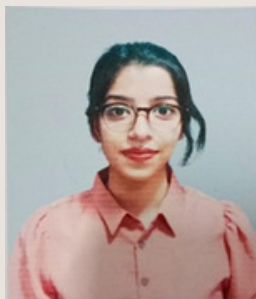
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### Message from the Desk of the Students Editorial Board

We are proud to present the 86th Edition of the Fortnightly 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](mailto:theglbtimes@glbimr.org).



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G.L. 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 15 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) 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 in 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 necessary tools and techniques to analyse, design, develop, optimize and integrate systems for handling complex business problems and uncertainty.

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

**PEO-4:** Graduates will be ignited with passion and curiosity for lifelong learning and innovation so that they can pursue higher studies, 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 organisations where they are employed and develop innovative ideas and drive the business through entrepreneurial skills.

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