



IAMR
GROUP OF INSTITUTIONS

NEWS LETTER

NAAC Accredited
MANAGEMENT 2K24-25

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MRS. ANSHU BANSAL

Chairperson, IAMR Group

"Intellectual growth should commence at birth and cease only at death." – Albert Einstein

"Education is the cornerstone of progress, and it is our collective responsibility to nurture and empower the minds that will shape the future."

At IAMR , our commitment to excellence in education remains unwavering. Our motto, "Inspiring Excellence, Igniting Potential," embodies our dedication to providing a nurturing environment that encourages holistic growth and fosters a passion for lifelong learning.

We aspire to cultivate a dynamic and inclusive educational ecosystem, where knowledge is not just a pursuit, but a way of life. We strive to equip our students with the skills, knowledge, and values that will enable them to excel in their chosen fields and contribute meaningfully to society.



MR. SANJAY BANSAL

Secretary, IAMR Group

‘Education is not preparation for life; education is life itself.’ - John Dewey

In our pursuit of excellence, IAMR envisions itself as a beacon of leadership and innovation in Management education, nurturing accomplished and compassionate professionals.

Our mission is clear: to serve humanity and enhance the quality of life by crafting successful leaders, winners, and achievers in the realm of Management. We believe that education instills values, fosters innovation, and ignites a passion for lifelong learning.

IAMR is dedicated to cultivating young minds, providing them a robust education, invaluable managerial skills, and essential values to empower them for global success.



DR. PRADEEP VASHISTHA
Group Director, IAMR
Group

Education is the foundation upon which we build our future."

- Christine Gregoire

As we foster knowledge and excellence within IAMR, our collective commitment to learning and growth propels us forward. Together, navigating this educational path, I am inspired by the fervor and dedication each member contributes to our diverse academic realm.

As the Director, it's a privilege to witness the diverse range of talents that come together within our halls. Our vision extends beyond the classroom, aiming to foster an environment that not only nurtures academic prowess but also encourages creativity, critical thinking, and holistic development.

Together, as a community, we embrace challenges, celebrate milestones, and pledge to support one another on this academic expedition.



DR.PRADEEP BHARDWAJ

HOD Management

Our management program is designed not only to provide academic excellence but also to develop practical skills, critical thinking, and ethical decision-making. We focus on experiential learning, industry interaction, and holistic development to ensure that our students are well-prepared to meet the challenges of the corporate world.

We believe in fostering a culture of innovation, collaboration, and continuous learning. I encourage all our students to actively participate in classroom discussions, seminars, workshops, and various co-curricular activities organized by the department. These experiences will enrich your learning and help you build a strong professional network.

Wishing you all the very best.

EDITORIAL BOARD



Dr. Pradeep Bhardwaj
HOD Management

FACULTY EDITOTRIAL



Ms. Surbhi Roy
Assistant Professor
Management Department



Ms. Usha Pandey
Assistant Professor
Management Department

STUDENT EDITOTRIAL



Manashvi Bharadwaj
(BBA 3 Yr) Content Editor



Vipasha (BBA 3 Yr)
Photo Editor



Navneet Verma (BBA 3 Yr)
Graphic Designer



Khushi Jain (BBA 3 Yr)
Content Writer



Kartik Thakur (BBA 3 Yr)
Content Writer

ABOUT DEPARTMENT

Bachelor of Business Administration (BBA)

IAMR is considered among the best BBA colleges in Ghaziabad, which has built a standing for its distinct teaching pedagogy and learning approaches. BBA is a three-year undergraduate degree program, with the major objective to incorporate training and practical experience in the form of case studies, presentations, internships, industrial visits, and interaction with seasoned industry professionals. IAMR focuses on research-based education, novel study styles, and entrepreneurship motivation-based study, which is fully backed by top-notch facilities, making it an exclusive venue to study management.



Masters of Business Administration (MBA)

IAMR believes into quality education with corporate exposure. The philosophical pillars upon which rests the edifice of IAMR's educational pedagogy and development are Influencing Practice and Promoting Value-based Growth. Following are our guiding policy.

- MBA with 360° career support
- Industry Mentorship Program
- Project based learning



FACULTY ACHIEVEMENT

NAME	TITLE OF PAPER	FDP/CONFERENCES	PATENT
Dr. Shweta Kulshreshtha	1. "Assessing the use of Literature in students engagement & Academic Performance" 2. "AI-Powered HR: A new era of Employee Engagement and Productivity"	1. "Research manuscript drafting and Patent filing Process" "Effective Classroom Teaching" 2. "Sustainable Practices in Technology Management & Education"	
Ms. Surbhi Roy	1. "Content Marketing: The right way of putting across your content to customer." 2. "Service Management: Operations & Strategies"	1. "Outcome Based Education: Learning and Assessment under NEP 2020"	1. "A system and method for Data-Driven HR Marketing Fusion"
Ms. Usha Pandey	1. "Content Marketing: The right way of putting across your content to customer."	1. "Outcome Based Education: Learning and Assessment under NEP 2020"	
Dr. Veenus Tyagi	1. "Outcome Based Education: Learning and Assessment under NEP 2020"		
Dr. Megha Kansal	1. "Content Marketing: The right way of putting across your content to customer." 2. "Human Resource Practices in Indian SMES"		
Ms. Mayuri Tayal	1. "Content Marketing: The right way of putting across your content to customer."	1. "Outcome Based Education: Learning and Assessment under NEP 2020"	1. "Data Driven HR Marketing Fusion"
Dr. Deepak Sharma	1. "Social Media as a tool: A case study of Nestle India Ltd" 2. "Benchmarking the collaborative and integrated model with Industry 5.0" 3. "Digital Marketing"	1. "Innovative Ideas to develop Tools & Techniques in Research Methodology" 2. "Business Data Analytics"	1. "Application of technology in Modern Marketing"
Ms. Meenakshi Rohila		1. "Workshop"	

FACULTY ACHIEVEMENT



Congratulations on Outstanding Achievement!

Ms. Mayuri Tayal (Assistant Professor) has achieved an impressive 99.14 percentile in the UGC NET Management exam! This remarkable score is a testament to her dedication, hard work, and passion for management.

Best wishes for her future endeavors!



Congratulations on Outstanding Achievement!

Dr. Meenakshi Rohila has earned PhD in commerce from Jayoti Vidyapeeth Women's University, Jaipur awarded in February 2025

Best wishes for her future endeavors!

ORIENTATION

WELCOMING NEW BEGINNINGS: BBA ORIENTATION 2024 USHERS IN A JOURNEY OF LEARNING AND LEADERSHIP

The BBA Department of the Institute of Applied Medicines & Research (IAMR) proudly hosted the Orientation Programme for the incoming BBA batch with great enthusiasm and grandeur. The event took place under the visionary guidance of Director P.K. Vashistha Sir, Chairperson Mrs. Anshu Bansal, and Dr. Shweta Kulshrestha, Dean of the Management Department, who have continually fostered an environment of academic excellence and holistic development.

The programme was further elevated by the presence of two distinguished chief guests – Mr. Ramendra Malhiyar, Head – Human Resources (HRBP), author, CII HR Assessor, trainer, and coach, and Dr. Ashok Sangwan, HOD – IT Security at Honda, CISM, IT Delivery Leader at Kyndryl India, and renowned guest speaker. Both guests brought with them a wealth of experience and insight, offering students a glimpse into the dynamic world of Human Resources, IT Security, and industry leadership.

Mr. Malhiyar inspired students with his deep understanding of workplace dynamics, leadership ethics, and HR skills crucial for today's business landscape. Dr. Sangwan shared valuable insights on the ever-evolving digital world, cyber security, and the future of technology in management – encouraging students to be digitally agile and strategically aware.

The orientation served as more than just a formal introduction; it was a motivational platform where students were introduced to the values, culture, and opportunities at IAMR. Through speeches, presentations, and interactive sessions, the freshers were warmly welcomed into a nurturing academic family.



FRESHER'S PARTY

AN GLAMAROUS INSIGHTS : FRESHER'S PARTY (AAGAAZ)

A Memorable Welcome to the IAMR College hosted a vibrant and successful fresher party, warmly welcoming the new batch of students to the IAMR family. The event commenced with a traditional lamp-lighting ceremony, graced by the esteemed Management and faculty members.

The evening was a kaleidoscope of performances, including captivating dance, music, and drama acts, as well as a ramp walk that left the audience spellbound. The seniors extended a warm welcome to the fresher's, making them feel an integral part of the IAMR community.



GUEST LECTURE SERIES

ENTREPRENEURIAL MINDSET AND MARKETING STRATEGIES

Management Department at IAMR Ghaziabad organized a guest lecture on “Entrepreneurial Mindset and Marketing Strategies” for the students of the Management Department. The session was delivered by Mr. Nishant Vashistha – an accomplished entrepreneur, brand strategist, and CMO – who shared his rich experience and expertise with the students.

Key insights included the importance of adaptability, digital marketing strategies, brand building, and learning from entrepreneurial journeys. The session also emphasized networking, resilience, and staying open to learning from both successes and failures.

Students actively engaged in discussions, asked thought-provoking questions, and gained valuable direction for their future ventures. Many described the session as “motivating, relevant, and truly eye-opening,” appreciating the speaker's practical and relatable approach.

The lecture proved to be an inspiring and knowledge-rich experience, motivating management students to think beyond the classroom and embrace entrepreneurship with confidence.



EMPOWERING FUTURES: CPBFI PROGRAM BY BAJAJ FINSERV

The Department of BBA at the Institute of Applied Medicines & Research (IAMR) added another milestone to its academic achievements by successfully organizing the Certificate Program in Banking, Finance, and Insurance (CPBFI) in collaboration with Bajaj Finserv. The program, spanning 100 hours, was conducted under the visionary leadership of Dr. Shweta Kulshrestha, Dean of the Management Department, with a strong focus on enhancing students' employability skills and industry readiness.

The CPBFI course aimed to bridge the gap between theoretical learning and industry expectations by providing students with practical insights into the banking and financial services sector. It covered essential modules such as financial literacy, professional skills, business communication, and interview preparedness – equipping students with the tools necessary to succeed in the corporate world.

This initiative by the BBA Department reaffirmed IAMR's commitment to experiential learning, skill development, and preparing students to thrive in competitive business environments.



MASTERING HUMAN CONNECTIONS: INSIGHTFUL GUEST LECTURE ON HR SKILLS ENLIGHTENS BBA STUDENTS



On 8th October 2024, the BBA Department of the Institute of Applied Medicines & Research (IAMR) successfully organized an enlightening Guest Lecture on HR Skills, which proved to be a remarkable learning experience for all students. This intellectually stimulating session was conducted under the dynamic guidance of Dr. Shweta Kulshrestha, Dean of the Management Department, whose vision of bridging classroom knowledge with real-world expertise took shape through this impactful initiative.

The guest speaker for the session was the highly esteemed Mr. Ramendra Malthiyar, Head – Human Resources (HRBP), an acclaimed author, CII HR Assessor, trainer, and coach. With years of experience and industry insight, Mr. Malthiyar shared invaluable lessons on the essential skills required in the field of Human Resources. His session touched upon a wide range of topics – from effective communication and emotional intelligence to conflict management, strategic thinking, and leadership in the evolving corporate world.

The event was smoothly coordinated by student leaders Mahi Vats and Salman, who played a crucial role in organizing and managing the lecture with utmost professionalism. Their dedication and enthusiasm ensured the event's success, leaving a positive impact on everyone involved.

Mr. Malthiyar's engaging delivery, real-life corporate examples, and interactive approach kept the students intrigued and inspired throughout the session. He emphasized the significance of adaptability, active listening, and people-centric leadership – critical traits for aspiring HR professionals. The session concluded with an insightful Q&A round, where students eagerly interacted and gained clarity on industry expectations and career pathways in HR.

The guest lecture not only broadened the students' understanding of Human Resource Management but also motivated them to work on developing interpersonal and strategic skills essential for today's competitive business environment.

This successful event reaffirmed IAMR's commitment to experiential learning and its continuous efforts to bring industry leaders closer to students, fostering a strong academic-industry interface.

EMPOWERING FUTURE LEADERS: GUEST LECTURE ON "UPCOMING OPPORTUNITIES FOR BUDDING MANAGERS"

The Department of Management at IAMR Group of Institutions successfully hosted a thought-provoking guest lecture titled "Upcoming Opportunities for Budding Managers", offering students a rare opportunity to engage with real-world insights from a seasoned professional in the field. The session was delivered by Mr. Ankit Jangid, whose dynamic presence and rich knowledge left a lasting impression on all attendees.

In a world constantly shaped by innovation, technology, and rapid change, Mr. Jangid shed light on the transformative trends defining the future of management. He explored how budding managers must align themselves with the evolving demands of the business world — from mastering data-driven decision-making and embracing digital tools to cultivating sustainability-focused leadership and maintaining ethical practices in a globalized economy. The session also touched upon the expanding role of managers in navigating artificial intelligence, remote work culture, and the need for emotional intelligence in team dynamics. Students were encouraged to become proactive learners and adaptive thinkers, capable of transforming challenges into stepping stones for success.

With his engaging delivery and practical examples, Mr. Jangid offered students a roadmap for career readiness and leadership growth. His insights emphasized the importance of continuous skill development, strategic thinking, and the courage to innovate. The lecture concluded with an interactive Q&A session, where students had the chance to clarify doubts, share thoughts, and receive personalized advice. The enthusiasm in the room was palpable, and many left feeling inspired, motivated, and equipped with a new perspective on what it means to be a leader in the 21st century.



VALUE ADDED COURSES

30 HOUR CERTIFICATION COURSE ON DIGITAL MARKETING

The Management Department of IAMR Group of Institutions organized a 30-hour certification course on Digital Marketing for BBA and MBA students, held from 17th to 25th February 2025. The session aimed at giving students a practical understanding of the fast-growing digital landscape and its relevance in today's business world. The sessions were led by Mr. Pradhuman Mishra, a seasoned Digital Marketer at App wars Technologies Pvt. Ltd.

His hands-on approach and in-depth knowledge helped students gain valuable insights into digital tools, content strategy, SEO, social media marketing, and more. Students actively participated in discussions, real-time demonstrations, and project-based learning, making the entire training interactive and impactful. The certification not only added value to their resumes but also enhanced their confidence to navigate the digital world with competence. Such initiatives reflect IAMR's commitment to making students industry-ready by offering practical exposure and skill-based learning beyond the classroom.



ADVANCED EXCEL CERTIFICATION PROGRAM

In today's data-driven world, proficiency in Microsoft Excel is an essential skill for every aspiring business professional. To equip our students with practical and industry-relevant knowledge, IAMR College organized a 21-hour Advanced Excel Certification Program exclusively for BBA 1st Year students.

This intensive training program was designed to build strong foundational skills while introducing students to advanced Excel tools and techniques widely used in business analysis, financial modeling, and data management. The curriculum covered a range of topics including:

- Advanced formulas and functions
- Data validation and conditional formatting
- PivotTables and Pivot Charts
- Lookup functions (VLOOKUP, HLOOKUP, INDEX & MATCH)
- Data cleaning and sorting techniques
- Dashboard creation and visualization tools
- Macros and introduction to VBA basics

The sessions were conducted in a hands-on, interactive format that allowed students to practice real-world business scenarios. Participants gained practical exposure to solving business problems using Excel, which not only enhanced their technical proficiency but also improved their analytical thinking. IAMR College remains committed to bridging the gap between classroom learning and industry expectations by offering such skill-based certification programs.



TALLY CERTIFICATION COURSE: BRIDGING THEORY WITH PRACTICAL ACCOUNTING SKILLS:

In its continued efforts to enhance students' practical learning and industry readiness, the Department of Management at IAMR successfully organized a 7-day Tally Certification Course exclusively for BBA 2nd-year students, held from 7th to 16th April 2025. The training sessions were conducted daily from 1:15 PM to 4:15 PM, providing students with a focused and immersive learning environment.

The course attracted active participation from 50 students, all eager to expand their understanding of Tally ERP, one of the most widely used accounting software in the business world. Under the expert coordination of Dr. Jyoti Tyagi, along with the support of student coordinator Prerna Tyagi, the program was structured to ensure a comprehensive blend of theoretical and practical knowledge.

The curriculum was thoughtfully designed to cover crucial areas such as company creation, ledger and inventory management, GST implementation, payroll processing, and financial reporting. Each session was tailored to give students hands-on experience in using Tally, helping them grasp real-time accounting practices and strengthening their core financial concepts. This initiative not only sharpened the students' technical and analytical skills but also boosted their confidence in using accounting software – an essential requirement in today's corporate landscape. The certification added significant value to their academic profiles, and the knowledge gained will undoubtedly serve as a stepping stone for internships and future job opportunities.

The course stands as yet another example of IAMR's commitment to offering value-added programs that go beyond classroom learning and prepare students to excel in the dynamic world of management and finance.



EMPOWERING FUTURE PROFESSIONALS: SEVEN-DAYS GREEN BELT SIX SIGMA CERTIFICATION PROGRAM



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Seven-Days
GREEN BELT
SIX SIGMA CERTIFICATION
PROGRAM

For MBA 1st Year & 2nd Year Students

10 April, 2025
10:00 AM TO 1:00 PM (3 HOURS/DAY)

Ground Floor Computer Lab

DURATION: 7 DAYS

[f](#) [i](#) [t](#) [v](#)
@iamrgroup

9th KM Stone Delhi Meerut Road, NH 9, Duhai, Ghaziabad, Uttar Pradesh 201206

IAMR College Successfully Concluded Seven-Day Green Belt Six Sigma Certification Program for MBA Students. IAMR College successfully concluded a transformative Seven-Day Green Belt Six Sigma Certification Program for its MBA students, which took place from Thursday, 10th April 2025. This impactful initiative aimed to bridge the gap between academic learning and industry demands by providing participants with a globally recognized credential in process excellence and quality management.

The program was meticulously designed to immerse students in the principles of Lean Six Sigma, equipping them with practical tools to identify inefficiencies, reduce waste, and make data-driven decisions.

By mastering the methodologies of Green Belt Six Sigma, participants gained a strategic edge that significantly bolstered their professional profiles and readiness for roles in continuous improvement and operational excellence. With this successful program, IAMR College reaffirmed its commitment to offering industry-relevant, skill-enhancing initiatives that shape its students into capable, future-ready professionals.

INFOSYS PROGRAM

Infosys

INFOSYS PROGRAM HIGHLIGHTS: A COLLABORATIVE SUCCESS STORY

IAMR Group of Institutions, in collaboration with BBA 2nd-year students, successfully created an informative video for social media platforms. The video showcased the expertise of Prashant Sharma, a visionary data strategist with over 13 years of experience in the field. The video project was a testament to the students' ability to work together and produce outstanding content. It serves as a valuable resource for students and professionals interested in data strategy and the Infosys program, providing insights into the expertise of Prashant Sharma and the opportunities available through the program.



STUDENT'S ACHIEVEMENTS



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Congratulations!

Meritorious Students of BBA 3rd Year



Kartik Thakur
1st Position - 80%

Nisha
2nd Position - 79%

Manashvi Bharadwaj
3rd Position - 78%

9th Km MileStone, Duhai Rapid X Station, Delhi- Meerut Road, Ghaziabad (U.P) - 201206 www.iamr.ac.in



IAMR
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Congratulations!

Meritorious Students of BBA 3rd Sem



Sonam
1st Position - 80%

Apeksha Saini
2nd Position - 79%

Yashi Tyagi
3rd Position - 78%

9th Km MileStone, Duhai Rapid X Station, Delhi- Meerut Road, Ghaziabad (U.P) - 201206 www.iamr.ac.in

CLUB ACTIVITIES



TRANSFORMING TRASH INTO TREASURE: BEST OUT OF WASTE SPARKS CREATIVE BRILLIANCE

The Department of BBA at the Institute of Applied Medicines & Research (IAMR) organized an inspiring and thought-provoking event

The event aimed to foster innovation, environmental consciousness, and artistic creativity among budding managers by promoting the idea of recycling and reusing waste materials creatively.

Through this activity, students were not only introduced to the value; Reduce, Reuse, Recycle; but also encouraged to think critically and artistically. It was a perfect blend of fun, learning, and environmental responsibility – a step forward in nurturing responsible future leaders who are creative, conscious, and compassionate.



FINQUEST 2025: A BATTLE OF FINANCIAL WITS

The Department of BBA at the Institute of Applied Medicines & Research (IAMR) proudly organized FINQUEST – The Ultimate Financial Quiz on 3rd April 2025 under the visionary leadership of Dr. Pradeep Bhardwaj, Head of the Management Department. The event was a grand initiative by the Finance Club aimed at enhancing the financial acumen and awareness of students in an engaging and intellectually stimulating manner.

The competition was fierce, with multiple rounds designed to challenge the participants' understanding of core financial concepts, current trends, and analytical thinking. After an intense battle of minds, the duo Kartik Thakur and Khushi Jain emerged victorious, securing the first position. Shreya followed closely, clinching the second position with an impressive performance.

FINQUEST 2025 not only provided a platform for students to showcase their financial intelligence but also strengthened their collaborative and strategic thinking skills. The event was appreciated by both students and faculty, reflecting the commitment of IAMR's Management Department to foster academic excellence through interactive and competitive learning environments.



TAGLINE COMPETITION

The Marketing Club of IAMR College organized an exciting and engaging Tagline Competition for BBA students, giving them a great opportunity to show their creativity and marketing skills. The event aimed to encourage students to think outside the box and come up with catchy and impactful taglines, just like real marketing professionals do. The competition was held under the valuable guidance of Dr. Shweta Kulshreshtha, Dean Academics, who motivated the students and appreciated their efforts. Many enthusiastic participants took part, presenting their unique ideas and taglines based on different themes and products.



CREATIVITY MEETS COMMERCE: POSTER MAKING COMPETITION AT IAMR

On 7th November 2024, the Department of Management at IAMR Group of Institutions organized a vibrant and intellectually stimulating event – the Poster Making Competition on Financial Terminology. The competition served as a unique platform for students to blend financial literacy with artistic expression, making complex financial concepts more approachable and engaging.

The event witnessed enthusiastic participation from students across various semesters, each bringing their creative best to life on chart paper. What made the competition even more impressive was how effortlessly students transformed intricate financial terms into visually captivating messages. The judging panel commended the entries for their innovation, relevance, and clarity, emphasizing how the posters reflected a mature grasp of business and finance fundamentals.

The event was gracefully coordinated by Ms. Mayuri Tayal, Ms. Meenakshi Rohilla, and Dr. Jyoti Tyagi, whose guidance ensured the smooth conduct of the competition.

As IAMR continues to promote practical learning and creativity among its students, events like these help strengthen the foundation for future business professionals. We extend heartfelt thanks to all participants, judges, and volunteers who made this event an outstanding success.



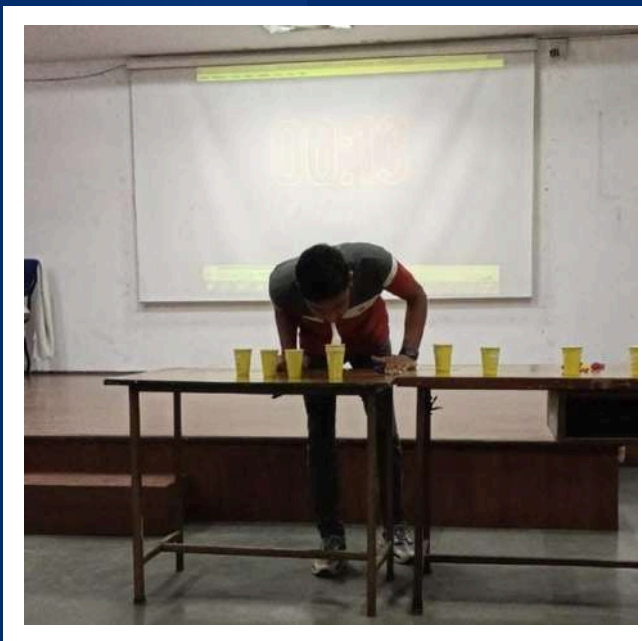
FUTURE LEADERS IN ACTION: BBA STUDENTS EXCEL IN MANAGEMENT GAMES ACTIVITY

In a dynamic initiative to nurture practical managerial skills, the Department of Management at IAMR recently hosted an exhilarating Management Games activity exclusively for BBA students. The event turned the spotlight on the budding leaders of tomorrow, challenging them to think on their feet, work as cohesive units, and embrace the core tenets of leadership and decision-making.

The activity featured a vibrant mix of strategic games and simulations tailored to hone critical thinking, problem-solving, and collaborative decision-making. Each game pushed students to break out of their comfort zones and apply theoretical knowledge in real-time, fast-paced scenarios. Whether it was crafting strategies under pressure, resolving team conflicts, or adapting to sudden changes, the tasks brought classroom concepts to life in the most engaging manner.

The environment was charged with energy, enthusiasm, and healthy competition, as teams navigated each challenge with a blend of wit, strategy, and synergy. The event didn't just highlight individual brilliance—it underscored the value of communication, trust, and collective effort in achieving shared goals.

Faculty members and mentors observed the activities closely, offering encouragement and insightful feedback throughout. The event served as a valuable exercise in experiential learning, providing students with a platform to reflect, grow, and most importantly, enjoy the learning process.



MARKETING MINDS AT WORK: BRANDING BRAINTEASER QUIZ SPARKS CREATIVITY AND KNOWLEDGE

The Marketing Club of the Department of Management at IAMR Group of Institutions added a fresh spark to its Thursday departmental activities with the successful organization of "Branding Brainteaser" — an exciting branding-themed quiz conducted on September 19, 2024. Designed exclusively for BBA and MBA students, this intellectually stimulating event was curated to test their knowledge, creativity, and analytical thinking in the world of branding and marketing.

The quiz was more than just a competition; it was an engaging learning experience that challenged participants to think critically about well-known brands, marketing strategies, taglines, and visual identities. The high-energy environment brought out the best in the students, encouraging quick thinking and team collaboration.

Under the able coordination of Prof. Jagriti Ojha and Prof. Surbhi Roy, the event was executed with precision and enthusiasm. Their tireless efforts and innovative approach ensured a smooth and impactful experience for all. The event saw active participation and healthy competition among students, with rounds designed to progressively test different layers of branding understanding — from logo recognition to campaign strategies.

"Branding Brainteaser" not only deepened students' grasp of marketing concepts but also provided a fun and memorable way to reinforce classroom learning. The positive feedback from participants and faculty alike was a testament to the event's success in blending knowledge with engagement.

IAMR's Marketing Club continues to cultivate a platform for budding marketers to explore, ideate, and grow — and events like these reaffirm the institution's commitment to holistic and experiential learning.



EXTENSION ACTIVITIES

TEACHER'S DAY CELEBRATION

BBA department at IAMR Group of Institutions organized a special program to honor and appreciate their esteemed teachers. The event was a sounding success, featuring a range of activities that showcased the students' creativity and gratitude.

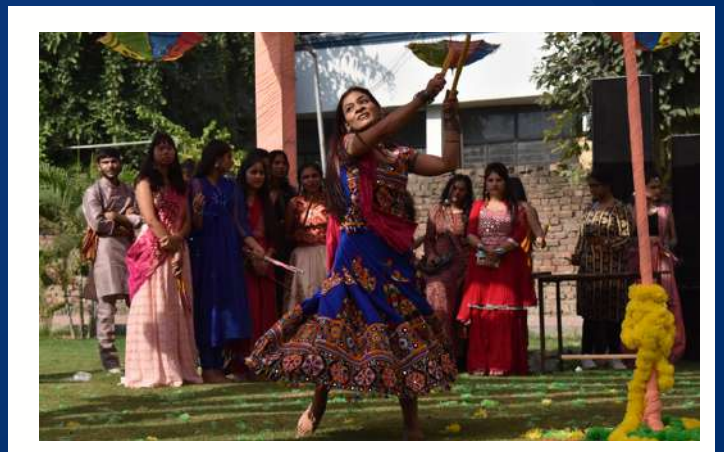
The program included captivating dance performances by students from different years, entertaining fun challenges and games for teachers, and a heartfelt compilation video showcasing the achievements of the BBA department. The video, which highlighted the sweet memories of all teachers, was particularly well-received, with many teachers visibly moved by the thoughtful gestures.



DIWALI FEST

The Diwali fest at IAMR group of institutions was celebrated with great enthusiasm and joy. Various events and activities were organized, showcasing the immense talent of the students. The festivities included Rangoli, Diya, Toran, Kandil, Dandiya, Board decoration and face of the Event adding a creative touch to event. The college also organized a CSR activity and specially abled children from Bhagirathi Santha were also invited. Food stalls from various departments attracted students and guests alike. Students also participated in a photo shoot and reel-making, capturing the essence of the celebration for social media. Alumni of the college were also present, adding a nostalgic touch to the occasion.

The Diwali Fest celebrations at IAMR Group of Institutions were a grand success, filled with joy, enthusiasm, and community spirit. Students thoroughly enjoyed various events, including CSR activities that promoted social responsibility, alumni meetups that fostered connections, and a rangoli competition that showcased creativity. The garba dance performance was a highlight of the event, with students dancing to the rhythm of traditional Gujarati music. The food stalls offered a variety of delicious treats, and the DJ night added to the festive atmosphere, keeping Everyone entertained till the end.



DIVINE RHYTHMS AND CULTURAL GRACE: JANMASHTAMI CELEBRATION

The spirit of tradition and festivity came alive at the Institute of Applied Medicines & Research (IAMR), as the BBA Department organized a vibrant and soulful Janmashtami Celebration.

The event aimed not just to celebrate the birth of Lord Krishna but also to educate students about the richness of Indian traditions, values, and mythology. The venue was beautifully decorated with flowers, lights, and traditional motifs that added to the festive ambiance.

The celebration served as a joyful blend of spiritual devotion, artistic expression, and cultural awareness. Students not only enjoyed the festivities but also gained a deeper understanding of India's heritage and the timeless teachings of Lord Krishna.



UNFURLING THE SPIRIT OF FREEDOM: IAMR MANAGEMENT DEPARTMENT CELEBRATES 78 GLORIOUS YEARS OF INDEPENDENCE

On August 14, 2024, the Department of Management at IAMR College came alive with vibrant colors, patriotic fervor, and heartfelt tributes as it celebrated the 78th anniversary of India's Independence. The event served as a powerful reminder of the sacrifices made by our freedom fighters and the unyielding spirit that binds our nation together.

The campus radiated enthusiasm as students, faculty, and staff gathered to pay homage to the heroes who paved the way for a free India. The celebration featured a cultural extravaganza that beautifully captured the essence of India's rich heritage and diversity.

The event not only rekindled the flame of patriotism among students but also emphasized the importance of unity, diversity, and the responsibility we carry as citizens of a free nation. It was a celebration of the past, a reflection on the present, and a pledge to contribute positively to the future of our country.

Jai Hind!

"Branding Brainteaser" not only deepened students' grasp of marketing concepts but also provided a fun and memorable way to reinforce classroom learning. The positive feedback from participants and faculty alike was a testament to the event's success in blending knowledge with engagement.

IAMR's Marketing Club continues to cultivate a platform for budding marketers to explore, ideate, and grow — and events like these reaffirm the institution's commitment to holistic and experiential learning.



PLANTING A GREENER TOMORROW – IAMR BBA STUDENTS LEAD THE WAY IN SUSTAINABILITY

In a heartfelt effort to promote environmental consciousness and sustainability, the BBA 1st Year students of IAMR College, Ghaziabad, organized a meaningful Tree Plantation Extension Activity on campus. This green initiative was not just about planting trees – it was about planting hope, responsibility, and a vision for a healthier planet.


With spades in hand and enthusiasm in their hearts, students came together to plant numerous saplings in and around the college campus, contributing directly to the reduction of carbon footprint and the enhancement of the ecosystem. The activity aimed to instill values of eco-friendliness and responsibility toward nature, making students more aware of the vital role they play in shaping a sustainable future.

The event reflected IAMR's commitment to integrating environmental stewardship into its academic and extracurricular framework. As the students worked collaboratively, there was a shared sense of purpose and pride – knowing that their small step today could lead to a greener tomorrow. By organizing such impactful activities, the Management Department continues to encourage holistic development, instilling in students the values of leadership, community engagement, and social responsibility.

Let's keep nurturing the roots of change – one tree at a time!



EXCURSION TOURS



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MANAGEMENT DEPARTMENT

EXCURSION TOUR SHIMLA

23 to 26 May, 2024

Faculty Coordinator: Surbhi Roy & Usha Pandey



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Management Department
is organising an
Excursion trip to Jim Corbett
17th to 18th April 2025

DEPARTMENT OF MANAGEMENT EMBARKS ON AN ENRICHING EXCURSION TO SHIMLA

The Department of Management at IAMR Group of Institutions successfully organized a thrilling and enriching excursion trip to Shimla, popularly known as the Queen of Hills, from May 23 to May 26, 2024. The much-anticipated journey aimed to provide students with a refreshing break from routine academics while offering a real-world learning experience in a relaxed setting.

The trip, coordinated by Ms. Surbhi Roy and Ms. Shivani, was packed with scenic beauty, cultural exploration, and fun-filled moments. Students visited iconic landmarks such as Kufri, Indira Gandhi Tourist Park, Chini Bungalow, Himachal State Museum, Indian Institute of Advanced Studies, and Shri Hanuman Mandir Jakhoo. A major highlight was the Toy Train ride, which gave students a glimpse of Himachal's picturesque landscapes.

Beyond sightseeing, the trip encouraged students to unwind and connect with their peers. The group enjoyed leisurely strolls on Mall Road, relishing its charming cafes, bustling markets, and colonial architecture — all while soaking in the cool mountain air and local vibes.

This excursion was more than just a getaway; it was a perfect blend of education, exploration, and engagement. It offered students a chance to learn outside the classroom, develop interpersonal skills, and create memories that will last a lifetime. The enthusiastic participation and seamless coordination made the trip a grand success.



MANAGEMENT MEETS WILDERNESS: IAMR'S JIM CORBETT COLLEGE TOUR



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The Management Department of IAMR College organized an exciting tour to the renowned Jim Corbett National Park! This unique blend of academics and adventure aims to:

1. Foster teamwork and bonding among students
2. Develop leadership skills through outdoor activities
3. Provide a refreshing break from academic routines

Tour Highlights:

1. Jungle Tracking : Explore the park's rich biodiversity
2. Nature Walks: Discover the beauty of Corbett's landscapes
3. Wildlife Photography: Capture stunning moments
4. Team-Building Activities: Enhance collaboration and communication skills

Learning Outcomes:

1. Appreciate the importance of conservation and sustainability
2. Develop problem-solving skills through outdoor challenges
3. Enhance leadership and teamwork capabilities



ANNUAL SPORTS



The Institute of Applied Medicines and Research (IAMR), Ghaziabad, proudly unfolded the most dynamic and exhilarating chapter of its yearly calendar — **SPARDHA 2025**, the Annual Sports Meet, which was held on the 10th and 11th of March 2025. The two-day sporting spectacle brought together students, faculty, and staff in a vibrant celebration of athleticism, energy, and camaraderie.

Major Sports Events & Highlights:

□ Chess – A battle of minds that tested strategy, patience, and foresight. Players locked into intense duels that demonstrated mental strength and calmness under pressure.

□ Carrom – Precision, sharp focus, and hand-eye coordination were key in this board-based challenge that kept both players and spectators on edge.

□ 100-Meter Race – The classic sprint that set the tracks ablaze. Students raced with determination, cheered on by a roaring crowd pushing them towards the finish line.

□ Badminton – Smashes, serves, and non-stop action defined this court battle. With quick reflexes and fierce rallies, players delivered some of the most thrilling moments of the event.

□ Volleyball – A test of coordination, teamwork, and strength. Teams worked in sync, diving and spiking to gain points and display true team spirit.

□ Tug of War – One of the most exciting crowd-pullers. Ropes stretched and cheers echoed as strength met unity in a display of raw energy and strategy.

□ Kho-Kho – A traditional game that brought high-speed chases, agility, and breath-holding excitement to the field. Teams showed swift movements and amazing coordination.

Throughout the meet, the IAMR campus buzzed with excitement. The sports meet also saw enthusiastic participation and support from faculty

members and staff, who acted as mentors, referees, and cheerleaders for their students. Their presence and encouragement played a major role in uplifting the spirit of the meet.



ANNUAL FUNCTION



DREAMZSPARK 2025: A CELEBRATION OF TALENT AND PASSION

College life is often described as the most vibrant and formative phase of a student's journey — a time not just for academic learning, but also for self-discovery, creative expression, and lifelong memories. At the heart of this experience are the true celebration of campus culture, where classrooms give way to stages, and books are momentarily replaced by mics, music, lights, and laughter. In that spirit, The IAMR Group of Institutions hosted the 16th annual youth fest, Dreamzspark, on March 28 and 29, 2025. The two-day extravaganza was a spectacular showcase of creativity, energy, and talent, bringing the entire campus alive with enthusiasm and color.

From electrifying dance and soulful singing performances to intense competitions like online gaming, reel-making, treasure hunts, a dazzling fashion show, and the much-loved DJ night that had everyone dancing to the beats, Dreamzspark 2025 was a true reflection of the vibrant spirit of IAMR students. The fest served as more than just entertainment; it was a powerful platform for students to express themselves, boosts their confidence, spark healthy competition, and shape their overall character. The fest encourages teamwork, leadership, and self-expression, making it a memorable experience for all participants.

Dreamzspark 2025 wasn't just an event — it was a celebration of youth, talent, and the IAMR spirit. With cheers, laughter, applause, and unforgettable performances, it left everyone with memories to cherish and inspiration to carry forward.



MOU'S

MOU SIGNED WITH NIKHIL ADHESIVE LTD

STRATEGIC PARTNERSHIP: MOU SIGNED WITH NIKHIL ADHESIVE LTD.

IAMR Group of Institutions signed a Memorandum of Understanding (MOU) with Nikhil Adhesive Ltd., marking a significant milestone in our industry-institute collaboration efforts. This partnership aims to foster academic excellence, skill development, and industrial training, providing our students with a competitive edge in the industry. As part of this collaboration, Nikhil Adhesive Ltd. conducted an interview round with a select group of BBA 2nd and 3rd-year students. The interview panel consisted of Swati Singh, Marketing Manager, and Neeraj Mishra, Vice President. After a rigorous selection process, a group of talented students were chosen to participate in the program.

This partnership is a testament to our commitment to providing industry-relevant education and training to our students. We are confident that this collaboration will open up new opportunities for our students and enhance their employability. We congratulate the selected students and look forward to a fruitful partnership with Nikhil Adhesive Ltd.



INDUSTRY MEETS ACADEMIA: TRAINING SESSION BY NIKHIL ADHESIVES LTD

Bridging the gap between classroom learning and real-world application, the BBA Department of the Institute of Applied Medicines & Research (IAMR) organized an insightful training session in collaboration with Nikhil Adhesives Ltd.

The training session was led by two seasoned professionals from Nikhil Adhesives Ltd. — Mr. Neeraj Mishra, Vice President, and Ms. Swati Singh, Marketing Manager. Their dynamic presence and extensive knowledge brought valuable perspectives to the students, focusing on both strategic and practical aspects of marketing, brand management, and industrial operations.

Through engaging presentations, case studies, and real-time business scenarios, Mr. Mishra and Ms. Singh provided students with insights into the functioning of the adhesive industry, market trends, customer behavior, and product positioning. They emphasized key professional skills such as decision-making, market analysis, communication, and client relationship management — all vital for success in today's corporate landscape.

This collaboration with Nikhil Adhesives Ltd. proved to be an enriching experience, further reinforcing IAMR's commitment to providing industry-oriented education and experiential learning platforms.



INDUSTRIAL VISITS

INDUSTRIAL VISIT TO YAKULT – A LEARNING EXPERIENCE FOR BBA STUDENTS

The BBA students of IAMR College had an insightful industrial visit to Yakult Danone India Pvt. Ltd. on 8th March 2025. The visit offered students a practical understanding of the manufacturing and quality control processes involved in the production of Yakult probiotic drinks.

During the tour, students explored various aspects of the factory including production lines, packaging units, and hygiene protocols. They also learned about the company's marketing strategies, supply chain management, and the science behind probiotics.

The visit was an enriching experience that bridged the gap between academic concepts and real-world practices, enhancing the students' knowledge of business operations in the FMCG sector.





INTERNSHIPS



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Congratulations
on
Summer Internship 2025
at



Apeksha Saini
 
Shivani Pal
 
Subhi Oberoi
 
Shivani Mittal
 
Anmol
 
Mahi Vats
 
Gungun Tyagi
 
Kushagra Goel

BBA STUDENTS

9th Km MileStone, Duhai Rapid X Station, Delhi- Meerut Road, Ghaziabad (U.P.) - 201206 @www.iamr.ac.in



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Rashi BBA
 
Chhavi Rani BBA
 
Subhi Oberoi BBA
 
Shilpa Garg MBA
 
Neha Lodhi MBA
 
Manish Kumar MBA
 
Khushi Negi MBA
 
Disha MBA
 
Ishika Tyagi MBA
 
Kalash Arora MBA
 
Aysush Kajla MBA

BBA STUDENTS

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Congratulations
on
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at



Abhishek Sharma
 
Aditya Sharma
 
Apeksha Saini
 
Deepankar
 
Mahi Vats
 
Nadeem Khan
 
Shivani Mittal

BBA STUDENTS

9th Km MileStone, Duhai Rapid X Station, Delhi- Meerut Road, Ghaziabad (U.P.) - 201206 @www.iamr.ac.in



PLACEMENT HIGHLIGHTS

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Congratulations
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at

Abhishek Bisht

Priyanshu

Yash Kumar

Badshah Singh

MAYANK SHARMA

Ashish Yadav

Rajat Tyagi

Tiya Verma

Vidhi Sisodia

Devanshu Srivastava

BBA STUDENTS **Package: 2.16 LPA**

9th Km MileStone, Duhai Rapid X Station, Delhi- Meerut Road, Ghaziabad (U.P.) - 201206 @www.iamr.ac.in

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Congratulations
on
Campus Placement 2025
at

Himanshi Mittal
Customer Support Representative
BCA

Manashvi Bhardwaj
Customer Support Representative
BBA

Package: 3.08 LPA

We wish his Good Luck for Future Endeavours.

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Congratulations
on
Campus Placement 2025
at

Aryan Ahlawat
BBA
Business Development Executive

We wish him Good Luck for Future Endeavours.

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OUR RECRUITERS



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ALUMNI'S SPEAK



KHUSHI TYAGI

IAMR College laid the foundation of my professional journey—supportive faculty and great exposure made all the difference. The environment at IAMR encourages innovation and learning—I'm proud to be an alumnus. From academics to extracurriculars, IAMR offered a balanced college experience that helped me grow holistically. "What I valued most was the mentorship and practical learning at IAMR—truly career-defining." Even after graduating, the IAMR network continues to support and inspire me.



MOHD SAKIB

IAMR College gave me not just a degree, but a direction in life. The faculty here are more like mentors who guide you throughout your academic and personal journey. The industry exposure and personality development programs helped me build the confidence I needed to succeed in the corporate world.



MANMEET SINGH

I am very lucky to be a student of IAMR College batch (2020-2023) and with the hardwork I got the goodesest placement from tha campus as a Senior analyst in AML/KYC Process in Genpact with the experience I carried on my shoulder when I came out of the college was a walk through of the real life experiences and that changed my whole perspective of life and indeed that is helping me survive in this world.



GARGI

IAMR provides quality education with a focus on practical learning to prepare students for their careers. The teachers are supportive and help us build strong knowledge and skills. The college also has good placement opportunities, with many companies visiting for recruitment. It's a great place to study and start a successful career.