



IAMR
NAAC ACCREDITED

E NEWS LETTER

April 2023



MANAGEMENT



Mr. Sanjay Bansal

Secretary, IAMR Group

“Attitude is a little thing that makes a big difference” – Winston Churchill.

Things work out best for those who make the best of a bad situation. Nothing can prevent a person with the right mental attitude from achieving their life goals. Weakness of attitude leads to character weakness. Keep the light of hope burning even in the darkest of circumstances. We need to band together and support one another now more than ever because we can only do so much on our own, but so much more together. A positive attitude triggers a cascade of positive thoughts, events, and outcomes. It is a catalyst that produces extraordinary results. So our lives are created by our thoughts.

Someone has very correctly said that “If you don’t like something, change it. If you can’t change it, change your attitude.”

“You educate a man; you educate a man. You educate a woman; you educate a generation.” Brigham Young

We had established IAMR with dreams to produce competent professionals, who are readily accepted by the industry. I am glad that we have comprehensively fulfilled our dream. We are further endeavouring to enrich our curriculum through incorporating latest enhancements like audio/visual tools, personality development programmes, physical training etc. I am sure that you'll have ample learning opportunities with us, which would definitely shape your career and help you in achieving your goals.

Someone correctly said “The beautiful thing about learning and knowledge is that no one can take it away from you”.



Mrs. Anshu Bansal

Joint Secretary, IAMR Group

IAMR has been continuously evolving by pursuing and inculcating several innovative ways of teaching, learning and experience-sharing by giving them real life exposures. This has been made possible by creating an intellectual capital of in-house human resources of highly qualified and experienced faculty members, modernized well-equipped laboratories, Wi-Fi campus, and the sprawling Central Library for effective and efficient learning, which is further fortified with a course curriculum that meets the needs of the industries and provides a fine knowledge in a particular domain.

IAMR is committed to nurturing talent and remains deeply rooted to the roots of education and technology. Our priority is to instil in our students a sense of commitment and to expand their knowledge and their intellectual horizon.



Dr. Pradeep Vashistha

Group Director, IAMR Group

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Editorial Board



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Dr. Pooja Goel

Associate Prof. & HOD BBA

Faculty Editor



Prof. Jagriti Ojha

Assistant Prof.

Student Editorial Team



Navneet Verma

BBA 1st Year Student



Sarthak Jain

BBA 1st Year Student



Anshika Tyagi

BBA 1st Year Student



Neha Sahu

BBA 1st Year Student



Placement Record 2023

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Congratulations
ON CAMPUS PLACEMENT 2023
AT
genpact
Package: **Rs.9.60 LPA**

Manmeet Singh
BBA (2020-2023)
Senior Associate - HR/IT/STC

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Congratulations
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AT
genpact
Package: **Rs.9.60 LPA**

Gargi Mittal
BBA (2020-2023)
Senior Associate - HR/IT/STC

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at
multiplier

Dhruv Chaudhary
BBA
Demand Generation Associate

We wish him Good Luck for future endeavours.

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Congratulations
on
Campus Placement 2023
at
multiplier

Yash BBA
Demand Generation Associate

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Congratulations
on
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at
OFFICE SYSTEM

Ruchi Tomer
BBA

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Congratulations
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at
OFFICE SYSTEM

Ayush Rajput
BBA

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Congratulations
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Campus Placement 2023
at
OFFICE SYSTEM

Oshi Vaish
BBA

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Congratulations
on
Campus Placement 2023
at
MIDAS

Tushar Tyagi
BBA (2020-2023)
Talent Acquisition Trainee

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Congratulations
on
Campus Placement 2023
at
MIDAS

Dipali
BBA (2020-2023)
Talent Acquisition Trainee

We wish her Good Luck for future endeavours.

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Maximum Salary (CTC) - 9.60LPA

Minimum Salary (CTC) - 3.25LPA

BBA TOPPERS - ODD SEMESTERS

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Congratulations!

Meritorious Students of BBA IVth Semester

Ruchi Tomar
1st Position - 75.5%

Soniya Sharma
2nd Position - 74.5%

Gargi Mittal
3rd Position - 72.2%

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Congratulations!

Meritorious Students of BBA IInd Semester

Riya Rawat
1st Position - 80%

Vasu Kumar
2nd Position - 77.42%

Mohd. Sakib
3rd Position - 77%

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Faculty Achievements

NAME	RESEARCH/PUBLICATION	FDP/CONFERENCES	PATENT
Dr. Veenus Tyagi	<ol style="list-style-type: none"> 1. "Role and Impact of Media on Society" 2. Research Essentials: Fundamentals of writing research articles for high impact journals at AKTU, on Monday 21 November, 2022 	<ol style="list-style-type: none"> 1. International conference in IPEM dated 4 FEB 2023 	
Dr. Megha Kansal	<ol style="list-style-type: none"> 1. "Role and Impact of Media on Society" 2. "Roles of Teachers in Value Education" 	<ol style="list-style-type: none"> 1. International conference in IPEM dated 4 FEB 2023. 2. International conference in KCC dated 7th JAN 2023. 	
Ms. Jagriti Ojha	<ol style="list-style-type: none"> 1. Research Essentials: Fundamentals of writing research articles for high impact journals at AKTU, on Monday 21 November, 2022 2. 5 days FDP on "Essentials of Research and Publications" at EEC from 13-17 March 2023. 3. NPTEL Certification Course with 75% Marks on "Soft Skills for Business Negotiations and Marketing Strategies". 	<ol style="list-style-type: none"> 1. International conference in IPEM on 4 February, 2023. 2. International conference in KCC on 7th January, 2023. 	Patent Application No.: 202311006680 Title- A system for analyzing consumer panic buying and behavior during pandemic for sanitation durables and methods thereof. Date: 2/02/2023
Ms. Usha Pandey	Title- "Competitive advantage through Artificial intelligence - A study of customer persona towards Uber " Journal Name- TBJAM (ABDC C category journal) Vol: 59 ; 01 February, 2023	Workshop Title : Case writing College : IMS Noida Date : 25/02/23 National Seminar Title : Recycling Integrating Financial and Environmental Wellness. College : MMH Ghaziabad Date : 28-29 January FDP Title : Essentials of Research and Publication College : Easwari engineering college Date : 13/03/23 to 17/03/23	Patent Application No. 202321008835 Title- Human Resource Information System Training for managers and business owners: A Pedagogical Framework Date-10/02/23
Ms. Surbhi Roy	Title- "Competitive advantage through Artificial intelligence - A study of customer persona towards Uber " Journal Name- TBJAM (ABDC C category journal) Vol: 59 ; 01 February, 2023	Workshop Title : Case writing College : IMS Noida Date : 25/02/23 National Seminar Title : Recycling Integrating Financial and Environmental Wellness. College : MMH Ghaziabad Date : 28-29 January FDP Title : Essentials of Research and Publication College : Easwari engineering college Date : 13/03/23 to 17/03/23	Patent Application No.- 202311006680 Title : A system for analyzing consumer panic buying and behavior during pandemic for sanitation durables and methods thereof. Date: 2nd FEB 2023 Application No.-202341008572 Title- "Green marketing analysis of block chain technology based on digital management systems with Data Mining" Date: 10th FEB 2023

Clubs & Committee Activities

HR Club Activity (Role Play)

The Management Department organized the HR Club activity "Role Plays" on 23rd March 2023 at Management Block. The objective of organizing the Role Play for management students is to give them the opportunity to assume the role of a person or act out a given situation. The different roles like HR managers, finance officers, and sales executives were performed by the individual students, or in groups which play out a more complex scenario. Role plays engage students in real-life situations or scenarios that can be "stressful, unfamiliar, complex, or controversial" which requires them to examine personal feelings toward others and their circumstances.



Marketing Club Activity

FOOD WITHOUT FIRE" & "FACE PAINTING"

Marketing club organized "Food WITHOUT FIRE" & "Face Painting" competition for MBA and BBA Students on 02nd March 2023.

The Event provided the platform for the students to foster their creativity and decision-making skills and also help them explore their hidden talents and discover new areas of interest. The students enjoyed the day by enthusiastically taking part in this fun learning package.

Total 16 teams participated in the competition. The students really enjoyed the competition. Some glimpses of the Competitions are.....



Sports Club Activity

The management department hosted a carrom and chess tournament on February 23, 2023. The event was coordinated by faculty coordinators Dr. Megha Kansal, Ms. Surbhi Roy, and Ms. Jagriti Ojha, as well as BBA 2nd Year student coordinators - Aditya Kant and Tanvi Chaudhary. Indoor sports provide an environment conducive to the physical development of students. These games provide the students with an opportunity to display their talents and promote sportsmanship among students. 80 students participated in this activity with a great deal of energy and hope that such activities will channel their energy in the right direction.



Value-Added Courses

Value-Added Certification course on "Intermediate MS-EXCEL" was delivered to the BBA Students under the direction of Ms. Rajni, Expert Trainer, NAASCOM. The duration of the course was 21 Hours (7 Days 3 hours each).

This course is focused on empowering the youth from rural and semi-urban areas to learn MS-EXCEL for better opportunities with Digi Saksham- A Joint Digital Skills initiative by the Ministry of Labour and Employment and Microsoft India.

The management felt the need of offering value added courses to the students as it increases the chances of job opportunities for the students and help them in excelling in their career. They motivated students by giving them opportunities to learn on digital platforms.



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DigiSaksham
A JOINT DIGITAL SKILLS INITIATIVE BY
MINISTRY OF LABOUR & EMPLOYMENT AND MICROSOFT INDIA

Value Added Course on
Excel and Python
March 15-22, 2023
at
IAMR Ghaziabad Campus

Kona Kona Siksha
(Financial Education for Young Citizens)
Organised by
Department of Management

Batch-II started from 7th December 2022

Mr. Chandresh Gupta
Impanel Trainer : SEBI, NISM & PFRDA

Date- 7th December 2022 till 12th December 2022
Time- 10:00 AM to 12:30 PM
Venue- Seminar Hall, Management Block

SPORTS MEET 2K22

The opening ceremony started on 26th December 2022 with the warm welcome of the Chief Guest, Mr. Naman Sharma, Ex UP Ranji Trophy Player by the Department of Management. The ceremony started with the march past performed by the students holding the flags of their respective departments. Dignitaries officially opened the ceremony with the lighting of the Torch.

The students have participated in various events like Kho-Kho, badminton, volleyball, tug-of-war, short-put, table tennis, carrom, chess, and so on. Prizes and certificates were distributed to the winners and appreciation awards were also given to all the student coordinators.



International Trade Fair & Industrial Visit

BBA department organized a visit to India International Trade Fair on November 16, 2022. The coordinators of the visit were Dr. Bhawna Garg and Ms. Surbhi Roy. The students had a great experience and also came across various product and services launched by various companies. This visit to Trade Fair made the students to study the recent market trends and also helped them in building networking opportunities for starting their own ventures at some point of time in future. The day's learning for the students have been very enriching and hope such visits may be useful to the students in exploring various business opportunities.



MBA department, IAMR organized an industrial visit to Mother Dairy, New Delhi & Barclays Noida, for students on November 26, 2022 & April 4, 2023. The coordinators of the visit were Dr. Rishi Taparia and Ms. Priyanka Agrawal. The students learned how the milk is sourced, collected and processed to be made available for people. The company demonstrated how testing is done to ensure the safety of the milk being sold. The students learned about the standards adhered to by the company so that consistency can be maintained in the quality of milk. It was a knowledge filled day interspersed with sampling and tasting of Mother Dairy's products.



GUEST LECTURE SERIES

Guest lectures are an important part of IAMR's pedagogy. Corporate executives and academic doyens are invited to share their valuable insights from their extensive experience on current business issues, challenges they have faced, and how they have dealt with them. These sessions provide an excellent opportunity for students to supplement their theoretical knowledge with firsthand perspectives from industry stalwarts, as well as appreciate the various dimensions of dealing with modern-day business challenges.

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Corporate Talk Series
acharya
Topic
"Insights of logistics & Supply Chain Management"

Mr. Amrish Ranjan
Vice President - Corporate Affairs,
ASORT.COM

Date: Friday, 07th October 2022 | Time: 10:30 AM to 12:00PM
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Memory Techniques

Dr. Deepa Goyal
CEO- The Skill Station

Dr. Goyal is a certified Memory Techniques trainer and a certified NLP practitioner with more than 15 years of experience in academic field. She has conducted various workshops on learning techniques for teachers and students.

2:00 PM onwards Thursday, 01 December, 2022

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Talk Series 2022
Organised by
Department of Management
Launch your career in eCommerce

Mr. Aalekh Tripathi
Co-Founder - Digiaccel Learning

Date- Thursday, December 08, 2022
Time- 02:00 PM onwards

Venue- Seminar Hall, Management Block

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Corporate-Talk Series
acharya
Topic
"Changing Economic Scene in Management Education"

Dr. JI RAINA
Retd. Professor

Date: Friday, 30th September 2022 | Time: 10:30 PM to 12:00 PM
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Alumni Talk Series

Alumni serve as the Institute's foundation and as torchbearers for the next generation. Alumni Talk Series are regularly planned to refine our management students and give them a Glimpse of the Corporate World. Mr. Vishal Sharma, Assistant Manager Sales, Unext Jigsaw, was invited to speak at the management department's Alumni talk series on March 24, 2023. Senior Alumni interact with current students and guide them by sharing open feedback. Apart from the benefits of reconnecting with alumni and learning from their experiences, the management students felt much wiser.



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22
Years Of Excellence

Welcome

Vishal Sharma
Assistant Manager Sales
Unext Jigsaw

**Alumni Talk
Session**

24th March 2023

Time: 11:00 am
Venue: Management Block

1800 270 3800

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MOU

The management department has signed few MoUs with the companies and collaborated with an intention to get the following benefits like offering value additions to the students, skill development programs, faculty development programs, live projects for the students. The department is very instrumental in strengthening the students' knowledge and enhancing their skills and making them corporate ready by inviting industry experts.

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22
Years Of Excellence

Proudly Announce the
Industry Institute Collaboration With

Infotech
MINDS AT WORK

for Academic Excellence,
Skill Development & Industrial Training

**MOU Signed on
04th January 2023**

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Est. 2000

22
Years Of Excellence

Proudly Announce the
Industry Institute Collaboration With

**Mangla Tubes
Pvt. Ltd.**

for Academic Excellence,
Skill Development & Industrial Training

**MOU Signed on
28th December 2022**

9th Km MileStone, NH-58, Delhi- Meerut Road, Ghaziabad (U.P.) - 201206 www.iamr.ac.in

DigiSaksham

Department of Management, IAMR organized free mobile distribution for the students under the UP Government's Digi Shakti Scheme. The main aim of the government behind the distribution drive is to make the youth conversant with technology which has specially become necessary after Covid 19. As most of students access reference material from online sources, it is imperative that technology becomes available to all. IAMR is proud to take the noble mission of the UP government forward.



Life@Campus



MEGA JOB FAIR 2023

IAMR organized the Mega job fair on April 15, 2023 in association with Digisaksham, Ministry of Labour and Employment, Government of India.

The objective of the job fair was to bring the students and the companies under one roof which gave a huge platform to the students to showcase their skills and knowledge to the companies. In the job fair, 15 companies and more than 1000 candidates from various institutions participated. More than 200+ offers were rolled out to the students with companies like Genpact, Citibank, Bajaj Capital, Tech Mahindra, Upgrad etc. This job fair was a great initiative taken by the institution along with Ministry of Labour and Employment, Govt. of India and hope to take such initiatives in the coming years to give various job opportunities to the students.



LEADING COMPANIES



many more...

Dreamzspark 2023

DREAMZSPARK 2023 is the 14th annual techno-management cultural festival that promotes liberty, energy, enthusiasm and provides students with the opportunity to explore and rediscover themselves. The festival fosters creativity and imagination to stimulate professional superiority and proficiency. The April 08, 2023 is the star night in which Paras Jetly, The Voice of India Finalist performed. The students from around 30 nearby institutions participated in activities like Quiz Competition, Stand-up Comedy, Drama, Nukkad Natak, Rapper (Hustle 2.0), Hindi Poetry, Business Plan (Shark Tank IAMR), Website Development, Online gaming, Reel Making Competition, Treasure Hunt, Solo Singing, Group Folk Dance, Classical Dance, Corporate Ramp Walk, Beat the street (Hip Hop) and many more. The objective behind organizing annual festival is that it will give a huge platform to the students in boosting up their confidence, instil the feeling of being competitive and help them in building their character.



Our Courses

BCA | BBA | BPT | MPT | LLB | BA-LLB | BAJMC | MBA | B.Ed. | B.Sc. | M.Sc.
Biotechnology & Microbiology