FROM EDITOR’s DESK

Nothing exemplifies it better than the nostalgic feeling one gets when leafing through the dusty old pages of his/her college newsletter. It can make the reader travel down the lanes of memory, giving rise to a surge of emotions of many hues and colors.

The editorial board proudly welcome you all to its unique creation in the form of Annual Newsletter ‘Rays’ which every year serves as a platform to highlight the literary and artistic segment of the AKGIM family. It also highlights the educational, cultural and sports activities of the institute. The essential purpose of rays is to inform, engage and entertain a diverse readership- including alumni, faculty, staff, students, parents, and friends of AKGIM, by presenting an intimate, timely and honest portrait of the institute-its people, its programs, its history, its resources and its mission. In the originality of its conception, in the excellence of its writing and visual presentation and its commitment to accuracy, healthy disclosure and editorial balance, the Rays endeavors to reflect the values and the quality of the Institution itself.

The Editorial team remains grateful to the management, director and staff members of AKGIM for assisting us in submitting material, photographs and content for the newsletter. While we tried to make sincere efforts, any error is deeply regretted. We look forward for your comments and suggestions at akgimrays@gmail.com

Happy Readings!

Editorial Board
Patron: Dr. T.R. Pandey
Student Editorial Team
Ekta Sabarwal
Disha Gupta
Abhishek Raj Gupta
Manvendra Singh
Faculty Editor: Dr. Manu Priya Gaur
From Director’s Desk

The AKGIM campus is always abuzz with a plethora of activities and has become a dynamic venue where brilliant minds share their vast reserves of knowledge and skills. It gives me an immense pride to state that as a result of collective efforts of faculty, students and staff over the past few years, Ajay Kumar Garg Institute of Management today ranks among one of the top B schools of the state and I am hopeful of its acquiring greater heights in the years to come.

With another year of successful advancement towards the achievement of excellence in management education, AKGIM has added accolades to its credits. Experts form reputed institutes and organizations in India and abroad delivered lectures on wide-ranging topics and brought fresh insight into various fields of learning.

In accordance with our belief that the personality of individuals are groomed by the environment they live in, we at AKGIM have developed a healthy and disciplined environment that ensures quality education through an corporate driven pedagogy, and overall transformation of individual student to a professional through extra-curricular events, guest lectures, training, corporate visits, simulated business games, conferences, seminars, placement drives, management fest and workshops on digital marketing etc.

AKGIM focuses on preparing the leaders of the future by fostering academic excellence in the long tradition of the Indian heritage. We offer students a host of opportunities for growth and development inside and outside the classroom. The excitement generated by our activities and initiatives sustains the momentum for advancing our mission and defining our potential. Students here participate in an excellent educational experience in an encouraging and challenging environment.

I congratulate the student editorial team, faculty, and staff for their concerted efforts in bringing another inspiring issue of Rays.

With Good Wishes!
ARRIVAL OF NEW BUDS- Batch 2016

Orientation 2016

Ajay Kumar Garg Institute of Management welcomed its new batch of students with 2 days orientation programme spanning from 4 August 2016 to 5 August 2016. The main purpose was to lay foundation for the new students and acclimatize them with the systems, structures and conduct of the institute.

Day one included the welcoming session extended by Director AKGIM Dr. T.R Pandey and introduced them to the faculty members. AKGIM believes in doing things differently and creatively, it has introduced wide range of activities like Time Management session by Dr. Vidhi Agarwal, Infotainment by Dr. Manu Priya, Out of the Box Thinking In marketing by Prof. Namita N. Kumar and Brain Bashers by Prof. Neha Verma. These AKGIM differentiators as well as course structure was also shared with the students.

Day two was dedicated to boost the interaction between new students. The interaction was followed by sessions on GD Strategies by Dr. Rajeev Sirohi, Innovation in Entrepreneurship by CA. Neeta Sahu, a session on Basics of Data Analysis by DR. Ritesh Singhal. The orientation programme concluded by Dr. Sarjue Pandita session on Bridging the Gap: Appositeness of Management Education.

Fresher’s Party 2016: UDHBHAV

The academic year begins with a little music, the chink of ice, new faces, smiles all along resounding laughter and the celebration of Fresher’s day. Continuing with the proud tradition of the college, senior students and newcomers of the college mingled with each other at the fresher’s welcome party held on 8th September 2016.

It was fun filled event with Mr. & Ms. Fresher’s 2017 faced several rounds of ramp walk, dress parade talent hunt & question answer which wove the magic of fun and joy. At the end of the very enjoyable, competition Ms. Disha Gupta was crowned as ‘Ms. Fresher’ and Mr. Abhishek Raj Gupta as ‘Mr. Fresher’. Finally the program ended with, leaving behind sweet memories that will be cherished lifelong.
Colorful Celebration at AKGIM

HOLI’ 17 Celebrations

Holi celebrates the arrival of spring by covering everyone in bright and vibrant colors. On 10\textsuperscript{th} March 2017 we celebrated arrival of spring by grabbing a pinch of color and gujiyas in hands to wish each other.

Students were seen hurling bright color on each other. The excitement increased as we saw DJ. It was indeed a great fun before going home on holi vacations.
Exploring New Frontiers

“CHANAKYA Business Simulation Game 2016-17 for Professionals”

AKGIM in association Ghaziabad Management Association organized a two day workshop in form of Management Simulation Business Game called “CHANAKYA” on 15th & 16th December, 2016 at AKGIM campus. This game was conducted by All India Management Association (AIMA). The game was steered by Mr. D. K. Gupta & Shri Vijay Singh and from the Games division of AIMA. Participated teams were from Ajay Kumar Garg Institute of Management, Continental Carbon India Ltd., International Tobacco Co. Ltd., NTPC Ltd. Dadri Plant, Shriram Pistons & Rings Ltd., Ghaziabad Precision Products Ltd., Bharat Electronics Ltd., and Christ Institute of Management. The team from NTPC was declared as the winner.

MDP on “Digital Marketing”

Ajay Kumar Garg Institute of Management in association with Ghaziabad Management Association conducted a two-days Management Development Program on “Digital Marketing” on April 12-13, 2016. The program revolves around understanding the customers in the digital space and developing marketing strategies for acquisition and retention of customers. It emphasized on developing skills and competencies concerning digital marketing. A host of participants, both senior & middle level, from organizations like Micromatic Grinding Technologies Ltd, Ghaziabad Precision Products (P) Ltd, Continental Carbon Ltd. CHW Forge Pvt. Ltd, SPA Web Solutions and many others took part in the program. Majority of participants were form the area of marketing and advertising. The program concluded with Valedictory Address by Dr. R.K. Agrawal Director, AKGEC and President, GMA.
FDP on “Spreadsheet Modeling for Financial Analysis”

Ajay Kumar Garg Institute of Management organized two-days Faculty Development Program on “Spreadsheet Modeling for Financial Analysis” on 27th – 28th January, 2017. The program emphasized on how useful Financial Modeling is as a tool that allows business options and risks to be evaluated in a cost-effective manner against a range of assumptions for identifying optimal solutions in evaluating financial returns & investment and also for understanding the impact of resource constraints to make the most effective business decisions.

The program was inaugurated by Dr. T R Pandey, Director, AKGIM. The first session of Day 1 was on Excel Basics & Data Analysis using Excel which was delivered by Dr. Ritesh Singhal. It was followed by the session on Financial Modeling using Excel by CA. Neeta Sahu. On Day 2, the first session was on Building Corporate Valuation Model by Mr. Jitender Kumar, Fund Manager and Principal Officer at Accuracap Consultancy Services Pvt. Ltd. The day ended with a session on Building Project Finance Model by Dr. Amit Bagga, CA, ICWA & Corporate Consultant.

FDP on “Making Management Education Effective through Case Study Methodology”

A two-day Faculty Development Programme on “Making Management Education Effective through Case Study Methodology” was organized by Ajay Kumar Garg Institute of Management, Ghaziabad on February 17 & 18, 2017. The entire program was designed to introduce new educational teaching concepts, provoking attitudinal change in management education, provide practice in solving classroom problems, and stimulate the desire to acquire new skills. The FDP started with inauguration by Dr. T. R. Pandey, Director, AKGIM. The first session was introduced by Prof. Namita N Kumar on different types of teaching methods in business schools, case teaching method followed by Harvard Business School. The second session of the day was conducted by Dr. Rajeev Sirohi, emphasized on the effective management of the classroom process with the help of case study exercise. The third and fourth session was conducted by Mr. Kaushik Bhaduri, Founder & CEO, of M/s Protagonist Business Consulting (P) Ltd. who covered up an extensive case study on Financial Accounting and Balance Sheet.

Dr. S.S. Tripathi, faculty in the area of Strategic Management at Management Development Institute, Gurgaon, briefed the participants in the manner in which cases can be taught in the classroom in the first session of Day 2. The second session of the day was taken up by Prof. Suman Sarkar, Consultant and Academic Advisor, O.P. Jindal Univestry. Prof. Sarkar. The third and last session of the day was conducted by Dr. Manu Priya Gaur who highlighted the role of narratives, historical and video based cases while teaching in management education.
“AKGIM Budget Conclave – 2017”

AKGIM in association with Business World organised Annual Budget Conclave (ABC-17) under the theme of “Swach Budget; Swasth GDP” on 15th February, 2017. The chief guest of the programme Dr. G. C. Tripathi, emphasised on the importance of tax in economy. He compared India with the top economies of the world like America, UK & China in terms of GDP. Dr. Tripathi also discussed why India with a population of around 1.34 billion has a GDP about 2 trillion dollars and only 2% people pay taxes. He also discussed the opportunities and challenges which would help India to gain GDP growth so as to compete with top economies of the world. The key note speaker of the conclave CA. Vipin Garg discussed about the Budget-2017 and its impact on the growth of Indian economy.

“BRAINIAAC- 17”

AKGIM organised “Brainiac-17”, Battle of Wits – Intra College Quiz Competition on 28th January 2017. Competition witnessed participation from eight different teams which after elimination in various rounds were restricted to final three teams. Ms. Neha Singh and Mr. Samar Chauhan were the Quiz masters. Ms. Neelam Chaudhary and Mr. Amit Sengar were the Score masters’ for the event. Quiz had various rounds as Rapid fire round, Break the Ice, Mogul and Hotch-Potch. Team No. 7 comprising of Vikas Rai, Amrit Kumar, Rama Chaudhary & Saloni Goel emerged as winners and Team No. 4 comprising of Gaurav Katiyar, Akash Tyagi, Prashant Kumar Garg & Varun Pandey were declared as I Runner up and Team No. 8 comprising of Harshika, Lakshya Kumar, Neha Singh & Divya Sharma were Runner up.
Debate & Poster Making Competition

The Budget Conclave 2017 was followed by Inter-college Debate and Poster making competition for students. The Topic of Debate was “Demonetization has been a good Step” and the Theme for Poster making was “Demonetization”. Competition got overwhelming response from various institutes. Mr. Krishna Nagarkoti of ABES, Ghaziabad stood First in debate competition followed by Ms. Ekta Sabharwal of AKGIM, Ghaziabad and Third prize was bagged by Anupriya Pathak of ITS, Ghaziabad. While in poster making competition the winning team comprised of Ms. Gulafsha and Pragya of HRIT, Ghaziabad, First-runner up were Ayushi Tyagi and Sakshi Tomar of HI-Tech, Ghaziabad and Second-runner up team comprised of Rama Chaudhary and Saloni Goel of AKGIM, Ghaziabad.

“Samatva Spardha – 2017”, An Annual Management Meet

Ajay Kumar Garg Institute of Management successfully conducted One Day Annual Management Meet “SAMATVA SPARDHA – 2017” on February 28, 2017 at AKGIM campus. The inaugural session of the meet was started with the lamp lighting by Director, AKGIM, Dr. T. R. Pandey.

The events conducted under this meet were Business Quiz, Business Game, Business Plan, Summer Internship Project/Research Paper Competition

Students of AKGIM with various other institutions like Ajay Kumar Garg Engineering College (Ghaziabad), IMS College (Ghaziabad), CMD (Modinagar), INMANTEC (Ghaziabad), Jaipuria Institute of Management (Noida), ITS (Ghaziabad), HRIT (Ghaziabad) & Dr. K. N. Modi University (Modinagar) participated in the event.

At the end of the program Dr. T.R. Pandey, Director, Ajay Kumar Garg Institute of Management gave away the prizes to the winners of the various events.
Panorama of Learning - Guest Sessions at AKGIM

Mr. Satyavir Sharma
7th March 2017, Mr. Satyavir S. Sharma, the principal partner and lead trainer in System Dynamics Ghaziabad, delivered a guest lecture on ‘Operation Excellence’ with M.B.A. 1st year student of AKGIM. In the guest lecture, he emphasized on the concept of standardization in achieving excellence i.e. Standards is the key to operation excellence. He also pointed out the three main functions of operation manager i.e. retention, improvement & breakthrough improvement. Overall lecture was full of knowledge and gave insights in the area of operations management.

Workshop On “Stock Mind”
Ajay Kumar Garg Institute of Management in association with ICICI.DIRECT.com organized a 1-day workshop on virtual trading game named “STOCKMIND”, conducted by Zonal heads of Marketing on 24th January, 2017 at AKGIM. The inaugural session of the workshop was started with the lamp lighting by Director, AKGIM, Dr. Tripurai Pandey, Ms. Malini Prasad from ICICI Direct.com, and other faculty members. Stock Mind is India’s biggest virtual Stock Markets game which offers a platform to students to learn, compete and win exciting prizes. Through Stock Mind, the students not just acquire investing and financial skills also, they learn essential life skills.

Dr. Frank Bond
AKGIM was privileged to invite Dr. Frank Bond, Head Institute of Management Studies, University of London for delivering a guest session on “Our Organizational Behavior and Occupational Psychology in Relation to the Leadership Management” on November 18, 2016. Dr. Bond had a very interactive session with our students, he told students why sometimes we predict and perceive persons wrongly based on their behavior. Dr. Bond gave an insight about motivating our colleagues if one knew their needs and desires. Students enthusiastically listened and also clarified their doubts during the session.
Mr. S. Chandrasekar
AKGIM organized one day workshop for MBA III Semester on 8th Sept. 2016. S. Chandrasekar, corporate trainer facilitated the workshop. During this workshop he highlighted how balance sheet can be evaluated in just a few minutes. Mr. Chandrasekar, through his expertise helped students to bring down the trepidation levels related to analyzing balance sheets. He said that healthy accounting is only possible when business owners can effectively interpret and routinely check their balance sheets. This workshop was highly acclaimed by the students.

Mr. Hemant Bisht
Two days workshop on “Digital Marketing” was conducted from 30th Sept- 1st Oct 2016. The workshop was facilitated by Mr. Hemant Bisht, corporate trainer. He briefed the students about Digital marketing and its various concomitants. During workshop students got an insight about various tools of digital marketing and their usage through which companies can get reach to new and existing customers. Students were also given hands on practical experience of the same. The session was wonderful and was enjoyed by the students.

Mr. Vipin Garg
Mr. Vipin Garg, Financial Consultant interacted with students of AKGIM on 25th September 2016. Mr. Garg delivered his lecture on various insights of Goods and Service Tax. Mr. Vipin made fundamentals of GST clear in very simple terms and discussed how it is going to benefit the individuals as well as manufacturing sector. He emphasized the long term effect of GST on the Indian economy. Mr. Vipin delightfully clarified doubts of the students. Session was very informative and participative in which students enjoyed thoroughly.
Mr. Sumit Chaudhuri
Mr. Sumit Chaudhuri, Chairman and Managing Director, THIRD MILLENIUM BUSINESS RESOURCE ASSOCIATES PRIVATE LIMITED, delivered a lecture on "College to Campus" on 24th August, 2016 to the students of AKGIM. During his lecture, he briefed the students on how to prepare themselves for the coming corporate life. The lecture included an activity for all the students. He told the students ‘to dream big’ but also to work for it with ‘reality’. He emphasized on the outlook of ‘success’ and said that one should not just superficially view the success of other people instead, one should regard the hard work they have put in to reach that level. The session was highly inspirational for the students.

Dr. Sudhir K. Jain
On 19th October 2016, Guest lecture was organised on the topic "The Importance of Intellectual Property Rights in WTO era". Dr. Sudhir K. Jain, Professor IIT Delhi threw light on the topic and discussed about Intellectual property rights (IPRs). He talked about their relevance, GAAT and IPR. Lecture included brief about trademarks, copyrights, patents, industrial design rights, TRIPS, TRIMS and trade secrets. He made it very simple through various examples that made it easy for students to have an insight about the topic. His interaction with the students made the lecture not only knowledgeable but also interesting.

Mr. Sudip Mallik
Mr. Sudip Mallik, Founder & CEO Global Learning Company, delivered a lecture on "ENTREPRENEURSHIP: EASE OF DOING BUSINESS" to the students of AKGIM on 11th March, 2016. The session highlighted the different concepts of Entrepreneurship on enhancing the skills and critical thinking of the students as Entrepreneurs. He also discussed with the students, about various initiatives taken by the Government of India under Ministry of Skill Development and Entrepreneurship for new and young Entrepreneurs. The session was highly inspirational for the students.
**Industrial Visit**

Students of MBA II Sem visited "Jakson Group" head office at Noida as well as their plant at Greater Noida, Uttar Pradesh on 6th April, 2016 as a part of their industry interaction. Mr. Rohit Bhatia (Training & Development Manager) & Ms. Aparijita R. (HR Manager) interacted with the students and shared their experiences that could help them to grow in future. In plant Mr. Gagandeep Singh, Manager Solar Generator Plant & Mr. Vikas Shrivastava, Manager Diesel Generator Plant gave an insight related to the working of the plant and its production. Students were briefed about various processes, products & supply chain. He explained about the two main kinds of generators they are dealing with, their manufacturing process and their market demand at various places inside as well as outside the country. During interaction, students asked questions related to their operations and strategies towards their competitors. Thereafter, students were taken around the plant. Students got to see the factory layout, organizational structure and entire production process of the generators. Students were delighted to see their production process.

**VISAKA**

*(Vittiya Saksharata Abhiyan)*

In order to celebrate the success of “Vittiya Saksharata Abhiyan” (VISAKA) and to chalk out a programme of action for a long-term initiative for digital financial literacy, a National Convention of Vittiya Saksharata Abhiyan (VISAKA) was held on 08.03.2017 (Wednesday) at Plenary Hall, Vigyan Bhavan, New Delhi. The convention was addressed by the Hon’ble Union cabinet Minister for Information technology and the Hon’ble Union cabinet Minister for HRD. The convention was attended by the following: Dr Ritesh Singhal, Prof Neeta Sahu, Amit Kumar Senger, Shipra Mahelia, Nitin Jaiswal, Prashant Kumar Garg, Rashid Hussain, Anshika Goel, Harshika, Bhavya Goel, Akash Tyagi, Ashish Agarwal.
ALUMINI SPEAK

AKGIM is a beginning of a life where a career can shine to its fullest depending upon your capabilities. A very warm thanks to AKGIM family for standing like a pillar for students to back-end them for achieving success. Hardwork is what they force you to do and achievements are what students pay in return to the institution. I wish that every other student believes in AKGIM as I believed and achieved success.

Geetika Goel (Batch 2014-16)

There’s bundle of AKGIM memories with that can be shared, from lectures to teachers, from college to hostel and canteen, from gossips to entertainment and competitions, I have experienced every bit of it to the fullest. The amount of exposure, the openness & boldness we have in our attitude is what we have inculcated within us from this college. Although it was short span with AKGIM but a memorable one, will always cherish those moments…!!

Samarth Sahai (Batch 2014-16)

Blessed to be a part of AKGIM. It was wonderful experience for me in both for career & academic achievement. The most important thing I learned from college is that in order to achieve success it is important to have competition with one Self. I wish Good Luck to the Students of AKGIM for their Future!!

Saumitra Shukla (Batch 2014-16)

I consider my time in college as most valuable experience as I have learned so many things during MBA which has given me a chance to sharpen my skills and in grabbing opportunities. My faculty members always encouraged me for doing things differently every time. I am pleased & blessed to be a part of AKGIM family.

Shelly Sharma (Batch 2014-16)
ALUMNI MEET AND
GRADUATING CEREMONY

To reminisce on the days and take a walk down the corridors of nostalgia, second Alumni meet was organized by AKGIM on 19th March, 2017. The occasion was graced by more than 75 alumni and their family members ranging across various batches of PGDM and second batch of MBA graduates, from various parts of the country.

Speaking on the occasion, the Director, Dr. T. R. Pandey highlighted and praised the achievements of Alumni in all spheres of life. He suggested the alumni to follow their passion, stay true to themselves and follow their path. To do those things that inclines them toward the big goal that they have set for themselves and avoid the things that would reduce them and make them trivial.

He felt that it was a matter of great pride for AKGIM that its Alumni are holding positions of responsibility in various Government organizations, Banks, Private Sector etc. Many of them have started their own Start-ups’ and are providing jobs to others as well. He praised their contribution towards the growth of their Alma mater and emphasized the need for further strengthening the linkage between Alumni and the Institution.
OUR ACHIEVERS

It is a matter of pride when our students not only in intra college competition but also in inter college competitions are getting recognition in various fields. It was only AKGIM’IANS who make it possible by beating other competing colleges.

- Shikha Tyagi declared as Grand winner of Summer Internship Presentation in event ‘Technomentum’ on Feb, 17 2017 at ABES Engineering College.
- Prashant Kuamr garg Scored 3rd position in 200mtr race at ‘Lakshya’ organized by ABES Engineering College.
- Samar Chauhan won second prize in Extempore at ‘Charcha’ at ITS College.
- Lakshya Kumar won second prize in Solo dance performance at ABES ‘Tejas 2017 Management Fest’.
- Samar Chauhan secured second position in JAM Extempore at ABES ‘Tejas 2017 Management Fest’.
- Shubhi, Anamika, Himanshi, Bhanu Prakash and Abhinav secured second position in AD MAD show at ABES ‘Tejas 2017 management Fest’

"Summer Internship Project Report Award"
- Best Sipper award to Neha Singh MBA II Year
- Runner up Sipper award to Kritika Chaudhary MBA II Year

"Students with Highest Percentage of attendance"
- Anshika Goel, MBA III Sem with 98.22 % attendance
- Manvendra Pratap Singh, MBA I Sem with 97.37 % attendance

"Exam Toppers"
- Rini Rastogi, MBA III sem with 79.78 % in ST-1
- Bhavya Goel, MBA III sem with 79.00 % in ST-2
- Disha Gupta, MBA I sem with 79.10 % in PUT

Rini Rastogi    Bhavya Goel    Disha Gupta    Manvendra Singh
Kritika Chaudhary    Neha Singh    Anshika Goel
Reviving Senteur of AKGIM

AKGIM not only focuses on creating potential and polishing the skills of the students and making them ready for the corporate competitive environment but we at AKGIM also keep on encouraging our faculty members to think creatively that can help them develop intellectually. Faculties always keep themselves engaged in either writing papers or attending various conferences and seminars. Following are the contribution of our esteemed faculty members:

**Dr. Sarjue Pandita**
- Participated in MDP on “Effective Leadership Skills” organized by GMA on 16.09.2016
- Published research paper title “The Influence of Employee Engagement on the work life Balance of employees in IT Sector” by publisher IUP in Jan 2017
- Published Article on “Digital India program, opportunities & challenges”, GMA in Jan 2017.
- Conducted MDP on 21st April 2017, for employees of Majestic Auto Ltd., Greater Noida on ‘Team Management’.

**Prof. Namita N. Kumar**
- Participated in Workshop on Research Methodology on June 7-11, 2016 organized by Teerthanker Mahaveer University, Moradabad
- Participated in Faculty Development Programme on Research Methodology and Data Analytical Tools from 23rd – 25th July 2016.
- Published paper in an International Journal of Management and Social Sciences Research (ISSN: 2319-4421 titled ‘Flipkart's Growth: Online Shopping’ on January 2017
- Published article in GMA convention publication on “Digital India- Power to empower”, Ghaziabad.

**Dr. Vidhi Agrawal**
- Participated in 27th Annual Convention On Digital India For Growth & Empowerment - Power To Empower organized by GMA on 21st January 2017
- Participated in Seminar “Is the corporate Sector Over Regulated” organized by PHDCCI on 7th May 2016
- Participated in MDP on “effective leadership skills” organized by GMA on 16th September 2016.
- Participated in MDP on “effective leadership skills” organized by GMA on 16th September 2016
- Published research paper titled “Digital Barter: Converting Limitations into Opportunities in Demonetization Era”, Bloomsbury in February 2017.
Published research paper titled “Violation of psychological contracts destroys relationship - Are there any chances of repair? Under publication ‘SAARANSH-RKG Journal of Management’ Volume 8, issue no.2, in Jan 2017

(CA.) Prof. Neeta Sahu

- Participated in National Convention of VISAKA in MHRD on 8.03.17
- Participated in GMA Convention on Digital India: Growth and Empowerment in GMA on 21.01.17.
- Participated in Chanakya : Business Game in AIMA on 15-16 Dec, 2016
- Participated in Data Analysis & Research Methodology in ABES Engineering College, Ghaziabad on 13-18 June 2016.
- Participated in “GST – A Game Changer for Business” in ABES Engineering College, Ghaziabad on 2 September, 2016.
- Participated in workshop “Is Corporate Sector over Regulated” in PHD Chamber of Commerce on 7 May, 2016.

Dr. Rajeev Sirohi

- Participated in 2 Days National Conference on A Study to explore possible positioning options for India as a global Industrialized center through Make in India initiative on March 5-6, 2016
- Organized FDP on Making Management Education Effective Through Case Study Methodology on 17-18th Feb. 2017

Dr. Ritesh Singhal

- Participated in e-tailing India Summit named “Retail and ecommerce conference and Exhibition” on 2nd Sep 2016, organized by e-tailing India.
- Attended and presented paper in International Conference on ‘Developments in Management, Technology and Business (ICDMTB-2016)’ at ITS Mohan Nagar, Ghaziabad for Two Days (1-2nd April 2016).
- Participated in FDP on ‘Making Management Education Effective Through Case Study Methodology’ at AKGIM on 17-18 February 2017.

Dr. Manu Priya Gaur

- Participated in 8 Days Workshop on Analytical techniques for Research in Delhi School of Professional Studies and Research in June 2016

Participated in 8 Days Workshop on Human Values and Professional Ethics in Dr. APJ Abdul Kalam University at ABES, Ghaziabad in December 2016.

Published research paper under publication “Associated Asia Research Foundation (ISSN: 2348-9766)” titled as “Yogic Guru To Successful Entrepreneur: A case study on Patanjali” in December 2016.


Conducted FDP on Making Management Education Effective Through Case Study Methodology at AKGIM on 17-18th Feb.2017

Dr. Sanghamitra Das

Participated in Workshop on Analytical techniques for Research in Delhi School of Professional Studies and Research in June 2016.

Participated in Workshop on Human Values and Professional Ethic in AKGEC, Ghaziabad in June 2016.


Participated in Workshop on Human Values and Professional Ethics at AKGEC, Ghaziabad in Jan 2017.

Participated in FDP on Making Management Education through Case Study Methodology at AKGEC, Ghaziabad in Feb 2017.

Published research paper titled “Yogic Guru To Successful Entrepreneur: A case study on Patanjali”, Associated Asia Research Foundation (ISSN: 2348-9766) in December 2016

Dr. Swati Agarwal


Dr. Simmi Khurana

Published paper titled “Analysis of IPO Performance Wealth Creators Or Destroyers: An Indian Perspective” by Journal of Management Research ISSN: 0976-4739 ,Volume -8 in October 2016

Prof. Neha Verma


Congratulations!

Prof. Rajeev Sirohi awarded with PhD on the topic “Service Quality Measurement in Indian Retail Stores” from Gautam Buddha University.

**In-house Faculty Seminars**

A career in academics entails far beyond teaching. The freedom to think creatively and learn is priceless besides teaching aptitude in order to have a thorough understanding of the academics and the various other related perspectives for the individual growth. With this objective in mind a series of in-house Faculty seminars were conducted by faculty members. In the series of internal Faculty Seminars.Following sessions were coordinated by Prof. Namita N Kumar.


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<tr>
<th>Date</th>
<th>Topic(s)</th>
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<tbody>
<tr>
<td>27th Aug.2016</td>
<td>Finance Leadership</td>
<td>Prof. Neha Verma</td>
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<td>27th Aug.2016</td>
<td>Managing the Change</td>
<td>Dr. Swati Agarwal</td>
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<td>10th Sept.2016</td>
<td>Abilene Paradox</td>
<td>Dr. Sanghamittra Das</td>
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<td>10th Sept.2016</td>
<td>How can a good company become a great company?</td>
<td>Dr. Rajeev Sirohi</td>
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<td>16th Sept.2016</td>
<td>Analyzing Transportation Model using Statistical software</td>
<td>Dr. Ritesh Singhal</td>
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<td>24th Sept.2016</td>
<td>Buy-ology</td>
<td>Dr. Manu Priya Gaur</td>
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<td>24th Sept.2016</td>
<td>GST</td>
<td>CA. Neeta Sahu</td>
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<td>8th Oct.2016</td>
<td>Financial distress in Banking Sector</td>
<td>Dr. Simmi Khurana</td>
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<td>8th Oct.2016</td>
<td>The Power of Yet</td>
<td>Dr. Vidhi Agrawal</td>
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<td>22nd Oct.2016</td>
<td>Mergers &amp; Acquisition: Aftermath</td>
<td>Dr. Sarjue Pandita</td>
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<td>12th Nov.2016</td>
<td>Mobile Marketing</td>
<td>Prof. Namita N. Kumar</td>
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### From Period (Jan 2017 – April 2017)

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<td>14th Jan.2017</td>
<td>Confirmation Bias – Do We Really Have An Open Mind?</td>
<td>Prof. Neha Verma</td>
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ADIEU 2017

The two hardest things to say in life are hello for the first time and goodbye for the last. The academic year ends with the celebration of ADIEU 2017 Farewell Party. On 21st April 2017, we bid farewell our seniors. As their journey at this college ends, we wish them the best for their next big adventures. The day was a fiesta devoted to the years spent together with friends and teachers to reminisce joyous moments. The seminar hall was festooned with gold and shining stars and dazzling lights.

Dr. R K Agarwal Director AKGEC, Dr. T.R Pandey, Director AKGIM, HODs and section-in-charges were the guest on the occasion. The function started with the traditional Lamp Lighting ceremony followed by Ganesh Vandana. Incredible dance performances, scintillating skit and pulsating music performance rocked the ambience.

At the end of the very enjoyable competition & ramp walk, Ms. Shikha Tyagi was crowned as “Miss Farewell” and Mr. Samar Chauhan as “Mr Farewell”. Ms Saumya Sahrma was crowned as “Miss Personality” and Mr. Ayush was crowned as “Mr Personality”. After this, it was for the seniors and juniors to rock the farewell party with dancing and grooving and dinner. Finally, the program ended, leaving behind sweet memories that will be cherished lifelong.
TIME FLIES

Time literally flies, not literally but at least figuratively. A wrinkled face, a withered flower, a hatched egg, even a dry flower between the pages of a book depicts these perpetual phenomena. The most ironical thing, I find about time is, that we sometimes experience deja vu. So it not just flies but can also takes us in the past.

It can make an amateur person a prodigy and vice versa. That’s me writing about a weapon with another weapon. Time is a relative concept, not only scientifically but also in real life, as it flies forth and back. Our situation plays a great role in understanding times movement. Take me for example:

When I started my new journey in AKGIM, I was more like Alice in wonderland. And as time passed I evolved and explored a new me. Although it’s just a very short duration but these 6 months actually flew rapidly.

Opting for MBA was not an overnight decision, before convincing my parents I had to convince myself followed by too many ruckus. I had never stepped out of my home before and feeling of me living away from my home gave me jitters. With time embraced this new era that began as if it was always meant for me. With each passing day, I felt more confident and zealous. And when I look in to the new me, all I could say is, time has not just flew but also gave me the best part of it.

Also the fresh breeze flew upon me with the arrival of fresher’s party. One of the best times I had in the college and a wonderful experience too. The dancing, the music, the crowd, just one term; WOAH! I prepared and practiced a lot for my introduction, the ramp walk and dance and nothing went futile. I earned the title of MISS FRESHER’S. And so my belief in hard work became stronger and also time favored me generously. When my name was announced for the title, I was left stunned. My first achievement in AKGIM! All I could feel was, time was not flying; it was me flying with the time.

But the journey was not any cakewalk. Like many students, I attempted for other colleges too which in my view were the best, though the definition of the word “best” has changed entirely for me and I have never felt so content in my life before. I graduated from AMU (Aligarh Muslim University) where the pattern of any course was totally different. It was hard cracking AMU but not the journey afterwards. I was not able to polish my potentials. And my college AKGIM, the premise, the faculty members, the batch mates, and the seniors, they were something I had always missed. Though it took me time to fathom these new entities, I, now understand the importance of difficulties in life.

Time is a healer. As rightly said “TIME HEALS EVERYTHING”. Time sometimes gives scars, but time while flying gives hope too.

But in my opinion, our parents or our elders are the ultimate witness of this amazing concept. Every time they see their children growing up, they could probably just say

TIME FLIES!

DISHA GUPTA

MBA I year
REVIVING THE DEAD

As the topic says all reviving the dead which means how things can came back to life if we put on some efforts. The best example of this is Indian Economy, how the Indian Economy and the whole India is moving towards being developed from developing. Though it is not a one day task to make it developed, it would take many more decades to get developed fully. But from the time of being nothing it is again going towards being something. Since the mid-1980s, India has slowly opened up its markets through economic liberalization. After more fundamental reforms since 1991 and their renewal in the 2000s, India has progressed towards a free market economy. India is the sixth largest economy of the world measured by nominal GDP and third largest by purchasing power parity (PPP). India's economy became the world's fastest growing major economy in the last quarter of 2014, replacing the People's Republic of China. Not only economy of India which is being come under the development it consists various other fields like Agriculture, Rural development, Tourism, urbanization, infrastructure, media and entertainment, etc.

Rural Development: Rural education programmers have been gained prominence in the past few years as around 97% children of the ages 6-14 are enrolled in either government or private schools. Agricultural education and advancements leads to the development of the rural areas.

Media and Entertainment: In last decade media and entertainment had registered themselves as a leading industry by showing explosive growth. More than 400 channels in the country are being running till date.

Tourism: Tourism generates much revenue for the nation and opens up new employment opportunities in the country. Tourism generated US $121 billion revenue and above that 39.3 million jobs in the last few years.

Education: There is a drastic change in the field of education in India. The literacy rate recorded in 2011 was 74%. India ranks third in world in the field of higher education, only china and U.S.A are ranked above us. Now these were some of the fields which were somehow impacting the economic condition of the nation. And the growths which were recorded in these fields’ shows the clear picture of economic changes in India after Independence. There are some figures which describes this development in numbers.

According to the World Bank, the Indian economy will likely grow at 7.6 per cent in 2016-17, followed by further acceleration to 7.7 per cent in 2017-18 and 7.8 per cent in 2018-19. This is how the economy of India is being revived from the dead. After independence India started getting towards development, by facing lot of failures in strategies finally from last two decades country is actually moving towards development.

Aishwarya Bharadwaj
MBA 1st Year

THE DUALITY OF MIND

You have only one mind, but your mind possesses two distinctive characteristics. The line of demarcation between the two is well known to all thinking men and women today. The two functions of your mind are essentially unlike. Each is endowed with separate and distinct attributes and powers. The nomenclature generally used to distinguish the
two functions of your mind is as follows: The objective and subjective mind, the conscious and subconscious mind, the waking and sleeping mind, the surface self and the deep self, the voluntary mind and the involuntary mind, the male and the female and many other terms. You will find the terms “conscious” and “subconscious” used to represent the dual nature of your mind through this article.

The Conscious & Subconscious Minds

An excellent way to get acquainted with the two functions of your mind is to look upon your own mind as a garden. You are a gardener, and you are planting seeds (thoughts) in your subconscious mind all day long, based on your habitual thinking. As you sow in your subconscious mind, so shall you reap in your body and environment? Begin now to sow thoughts of peace, happiness, right action, good will and prosperity. Think quietly and with interest on these qualities and accept them fully in your conscious reasoning mind. Continue to plant these wonderful seeds (thoughts) in the garden of your mind and you will reap a glorious harvest. Your subconscious mind may be likened to soil, which will grow all kinds of seeds, good or bad.

Every thought is, therefore, a cause, and every condition is an effect. For this reason, it is essential that you take charge of your thoughts so as to bring forth only desirable conditions. When your mind thinks correctly, when you understand the truth, when the thoughts deposited in your subconscious mind are constructive. Harmonious and peaceful the magic working power of your subconscious will respond and bring about harmonious conditions, agreeable surroundings and the best of everything. When you begin to control your thought processes, you can apply the powers of your subconscious to any problem or difficulty.

Most of the great scientists, artists, poets, singers, writers and inventors have a deep understanding of the workings of the conscious and subconscious minds.

It is fascinating and intensely interesting to observe how you can speak authoritatively and with conviction to the irrational movement of your deeper self, bringing silence, harmony and peace to your mind. The subconscious is subject to the conscious mind, and that is why it is called subconscious or subjective.

Meetika
MBA II Yr

Life at Hostel

It is said that home is sweet. But even then life at home cannot be compared to the life in a hostel. At home one has to live as other members of the family live. Elders are always there to check the activities of youngsters. One cannot even frame one's own timetable of studies. One has to keep in mind the convenience of others. One has to study while others keep on talking and gossiping. The life in the hostel is different from that at home. The greatest blessing of hostel life is independence. Hostel is the best part of our growing up days. The bitter-sweet memory of those by gone days always brings a smile to our face.

In today’s busy world no one has the time to take proper care of their family and because of this children are neglected. Due to the fast and busy schedule, parents love the concept of the Boarding School. However, parents forget that at a tender age children need their love and affection the most and when denied this, they can deviate to some other paths.
Hostel life has great advantages for the students. It kills narrowness of mind, it broadens the mind, and makes a student fully accommodative in all circumstances of life. Students learn how to live together in perfect harmony and mutual cooperation. According to hostel students in hostel life, they stay in hostel rooms with their roommates, they enjoy a lot with friends, they go for outing, they study, they do fun, etc. Students miss their mom's food in lunch time and dinner time. We celebrate each and every festivals and birthday; they become and act like family members. We enjoy hostel’s program like: garba night, Diwali night, dj night, Holi festival, etc.

In fact, I learnt an important lesson from my hostel years that difficulties help us to know the outer world. When I sit back and reflect I feel that I have learnt so much from my hostel life and started my life journey with those wisdoms. Words can't define those five years of my life that was spent in my hostel.

HARSHIKA
MBA 2ND YEAR

REWARD IN LIEU OF ENDEAVOUR

Success all depends on the second word ‘U’ everyone makes mistakes even the most successful people out there. But, what achievers do better than others is, recognizing the patterns that are causing those mistakes and never repeating them again. Challenges are everywhere in the life, you should learn how to deal with them. One big mistake people make is not realizing that happiness is an individual choice. But every choice is influenced by the people in our lives. If you change your life, influence for the better, you can dramatically increase your chances for happiness and success.

Success is not the copyright of anyone it’s open to everyone

Success doesn’t say to give up, it says those who are successful in their life have three things - focus, persistence and patience. They don’t easily quit their goals/aims. All achievers/ success fuller have a can-do attitude that sets them apart from mere dreamers. Achievers are willing to put forth the effort and pay the price of success. The greatest source of happiness is the ability to be grateful or thankful at all times.

The quickest road to success is to possess an attitude toward failure of ‘no fear’.

Learn to be strong but not rude. It is an extra step you must take to become a powerful, capable leader with a wide range of reach. Leaders have to accept that their responsibility is not only the performance of the company but also the performance of their people.

Each small success builds on the next.

SHOBHIT VARSHNEY
M.B.A 1ST YEAR

The X Factor: Building Rapport

If you ask 10 entrepreneurs to tell you the key to business success, you're likely to get 10 different answers. I'm sure one would say product innovation, and while that's definitely a significant factor, it's not the right answer. And, yes, there is a right answer: The key to business success is winning and keeping customers. And the key to winning and keeping customers is, and has always been, relationships. No man is an island. And no business can succeed without fostering a myriad of healthy relationships. Innovative products, an advertising budget of mammoth proportions, and
competitive pricing are all fine and dandy, but the secret to a thriving business is people–your employees, your suppliers, your contacts, and, most of all, your customers. Here are just a few of the many ways that relationships matter in the business realm.

**Relationships Create Loyalty:** By developing a strong relationship with your clientele, your business transforms from being “just another company” into a brand they know and trust. This is important for a number of reasons.

**Relationships Create an Image:** It’s hard to feel “warm and fuzzy” about a faceless corporate entity. Thankfully, through fostering relationships, you can bring a human face to your organization—one that customers can relate to and even come to love.

**Relationships Create Great Word-of-Mouth:** Sure, people are quick to spread the word when they are displeased with a company—but they are also eager to refer their friends and family members to a business that they truly believe in. And people trust a word-of-mouth referral from their nearest and dearest. That’s why it is important that you forge a relationship of trust and respect with every customer that comes through your doors.

KARISHMA SINGH

MBA I - YEAR

**LIFE OUT OF LIVES**

I CAN'T LIVE WITHOUT
Where there weren't any cell phone on which to play,

I can't image just what I'd do
With those minutes of wast that I'd accrue!
For now there isn't a moment to spare,
I can text while I put my dress!
From the moment I wake 'til the moment I sleep,
I won't have to be bored I can chat, post and tweet!
I can skype on the road while I'm driving to work,
Or get on you tube to watch Mile tweak.
On lunch break I'll sort through my e-mail's spam,
And post pictures of what I ate on Instagram!
Sitting on the toilet's no longer lore,
I've got Candy Crush Saga, Farmville and more!
So productive am I that it makes my head spin,
But at least I don't have to wait idly for din (dinner)!
My partner and I, Facebook in our seats,
While we wait for the waitress to bring us ours treats.
The couple in the next booth is doing the same,
So I assure you, we are perfectly sane.

GUNJAN

MBA I Yr

**VALUE EDUCATION: DEDUCTION IN MISDEEDS**

In today’s era of competition and survival we observe laxity in moral values. Industrialization has led to the emergence of high life style and raised the standard of living of people. It has made man rich in materialistic sense but deteriorated the ethical fiber in the society. People crave for money, power and pelf. They are ready to jeopardize the interest of other people in pursuit of their selfish gains. Corruption in religious, economic, social, educational field is rampant. We come across many social evils in the society. Children due to their exposure to mass-media are turning juvenile delinquents. Due to lack of values they adhere to whatever is shown in the TV and on net ruining their
life. Family disorganization has made them astray. Parents are busy pursuing their careers and children are taken care by day care centers. Due to this value education is not imparted to these children. They become drug addicts, consume alcohol, gamble and enter into anti-social activities. This is the present scenario which needs to undergo change in order to have a peaceful society. Teachers play an important role in infusing the knowledge of “Para Vidya” to make students aware of knowledge of our self, the knowledge of the supreme reality to keep oneself away from vices.

Need of the Hour: Mankind is passing through a crisis. The tremendous emphasis on the scientific and mechanical ways of life is fast reducing man to the status of a machine. Moral and religious values are being undermined. The fundamental principles of civilization are being ignored. Conflicts of ideas, manners and habits are pervading the atmosphere. Disregard for everything old is the fashion of the day. At this situation, the solutions of all these social and global evils are through value education. Emphasis should be laid on such education through which moral values can be developed among the students so that they can conduct their life morally. They can decide what is right or wrong, what is good or evil, what is justice or injustice. If we can make a student as a good human being, the development of moral values within him is the prior task of education. They are the foundation of human existence. Value education has never been out of style. It is very relevant in almost all the fields concerning human activity. We have outstanding doctors who are in to organ robbery, brilliant engineers whose bridges collapses soon after their bills are passed, accountants who rob government treasury by manipulation, civil servants who rule as emperors, politicians with fake promises. All of them are the best educated and trained but their intellectual dishonesty is horrifying. Hence, the need of development of moral values is very significant.

Mahek Tiwari
MBA I Yr

WHEN COIN FLIPS

There are two sides to every story
Not just the side of them or theirs,
So never judge or hold a grudge
And when you listen, please listen with care.
Listen to one side and then walk away
No just one side and then walk away
If you pick that route, sad you'll turn out
And never will you feel or be the same.
You will hate yourself as truth is told
If you listen to only one side of the story
You will live in disgrace, when you see your face
And never will you fill satisfaction or joy.
As time will come, and of course time will tell
Somebody the truth it will all come out
And when it you do hear, will you shed a tear
As you found out you took the wrong route.
There are two sides to every story
I must preach that statement once again
Listen to both sides, then the judgement you can decide
And happy you will be in the end
As you cannot judge a book by its covers
No matter what you might hear or might be said
As so many will lie, so that to get pity on their side.
While untruth and deception they will have led.
A saddened face is just a saddened story
There is more to the truth to one person's story
Don't falsely judge, if so even GOD will hold a grudge.
Then far away you will be from his glory.
When you listen to a story listen with your soul
Never be afraid to ask a question or even ask why
And always seek the truth, as you would seek out good fruit
And remember to every story there is always another.

Gunjan
Beyond the Classroom
(Social Causes)

**Khazipura Visit**

The student volunteers worked to clear avenues and broaden the mindsets of children who live in backward communities and make their childhoods a little brighter, by visiting Khazipura on 7th October 2016 for the underprivileged ones enabling them to remain connected to the ground realities of the world.

**Blood Donation Camp**

You cannot make a better resolution than to promise yourself to donate blood every year. There is no better option to return something to society, which has given you so much. The college organizes a blood donation camp every year in collaboration. The students and staff have been contributing to the social cause.

**Digital Campaign**

In order to create awareness and contribute to the national drive initiated by AICTE & Government of India to empower the students on digital transactions, a special session was conducted in AKGIM Campus.

**Resource Person: Dr. Ritesh Singhal & Prof. Neeta Sahu**

The first two sessions was conducted on 17th and 20th December 2016 for class IV employees. And the third session was conducted on 12th January 2017, at 2:45 PM to 4:00 PM in which 70 class representatives of various departments of Institute have participated. The sessions was started with the introduction of digital payments by Dr TR Pandey, Director AKGIM, followed by Dr Ritesh Singhal continuing the presentation and discuss the need and importance of Digital transaction and Cashless India. Most of the information collected from authentic source like Ministry of HRD, Ministry of IT and Niti Ayog website. Safety and Security issues were also discussed which most of the employee's were asking during the sessions.
AKGIM’S INITIATIVES

Student Performance Enhancement & Employability Development Center

Invigorating…..Manifold…..Customized

SPEED is a distinctive & exhaustively thought out program introduced by AKGIM, Ghaziabad. The aim of SPEED Program is to nurture and sharpen the talent, managerial and decision making skills of select students who shall be cut-above warriors in the corporate. SPEED has been designed along a module to test the initiative, stimulate the creativity and provoke the intellect, energy and enthusiasm of the concerned students. The program focuses on developing a synergistic environment where students have the opportunity to further enhance their competency & capability to work in challenging environment with analytical and managerial skills necessary to achieve their ultimate career goal of exciting placements. The students for SPEED are selected through a very transparent process of objective test followed by an interview to know their attitude, confidence and career plan.

AIEDEC(AKGIM INCUBATION AND ENTERPRENEURSHIP DEVELOPMENT CENTER)

We believe that every youngster is a unique set of potential for excelling in some area or the other. Needless to say that students coming from cities or those hailing from rural belts in the country also have equally some unique ideas/solutions and commercial proposals which if given a facilitating atmosphere and support from experts from different walks of life may contribute profusely to the society. Keeping this fact in mind, Ajay Kumar Garg Institute of Management, Ghaziabad has taken a well thought out ambitious decision of establishing AKGIM INCUBATION AND ENTERPRENEURSHIP DEVELOPMENT CENTER (AIEDEC). The center shall be led by a team of faculty coordinators and students who will strive for encouraging and building conducive environment within the campus for promotion and development of promising ideas which have potential and feasibility of wearing entrepreneurial ventures. The team shall be assisted by an advisory body created for AIEDEC to further support and test the ideas/proposals on the parameters of commercial feasibility.
This year, the placement season opened to an exciting start for the upcoming batch of graduating in summer 2017 with total number of offers exceeding 85 (multiple Offers) and highest package of 6.6 lk with average package 3.04. Number of companies visited so far are 26, to name a few are:

Eninov Systems PVT LTD
Jaro Education
JAGBROS
HDFC
Vishal Mega mart
Genpact
Easy Policy
AAJ Enterprises
Think & Learn
CAPITALVIA Global Research
Cease Fire
British Telecom India Pvt Ltd
Acelerar Technologies
Amazon.com
ICICI
Passivereferral.com
Activa Softech Ltd
WEMITED TECNOLOGIES
EDS
Digi Call
Concentrix
Ramptel

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