

# AIMTC NEWSLETTER



NEWSLETTER OF APEEJAY INSTITUTE OF MANAGEMENT TECHNICAL CAMPUS, JALANDHAR

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## EDITORIAL

W Edward Deming once remarked, *“The nation that achieves an educational system where everybody succeeds will not only rule the world but also will transform it.”*



There is a remarkable shift in trend from ‘ascription’ to ‘achievement’, a trend towards the direction of meritocracy, guided by tightening link of education to economy in the ever evolving and emerging knowledge society. Education contributes positively and significantly in making a country’s presence felt in the global scenario. Recognizing such an enormous potential of education, all progressive societies have committed themselves to provide ‘Quality Education to All’. In this context quality and excellence ought to be the vision of every educational institution. Quality has to be the defining element in education. Only quality driven institutions of learning can serve as the vehicle to pursue and realize the opportunity for global leadership. Confronting the challenges of this complex, evolving and advancing business world our objective should be to anticipate and respond to the changing educational needs of the students, employers and communities offering high quality pedagogy that is diverse, flexible and widely recognized, and commit ourselves to creation of a highly competent pool of young professionals ready to take on the world.

**Dr Rajesh Bagga**  
Director

The quarter was marked by rigorous academic pursuits and co-curricular activities. In order to help the students, enhance their potential and become competitive members of the corporate world, guest lectures, seminars and excursions etc. were organized. The students toiled day and night to emerge victorious in their final exams in November and December. The quarter also witnessed the beginning of a new semester in December. The faculty and students vowed to put in their best efforts in the new semester as well, to take their level of excellence at a next higher level.

## CAMPUS NEWS

- HR Club of AIMTC organized Paper Presentation competition on the topic "Emerging Horizons in HR" in the campus on October 6, 2017. Ishpreet & Puneet stood first in the event while Akansha & Riya bagged second position. Director AIMTC, Dr. Rajesh Bagga along with other faculty members and Dean Ms. Rajan Chaudhary discussed various emerging HR issues with students.
- AIMTC performed 'Havan' ceremony in the campus today on December 4, 2017 to celebrate the beginning of the Golden Jubilee year of Apeejay Education Society. It was attended by Dr. Rajesh Bagga, Director, AIMTC along with all the staff members. The occasion was an articulation of the profound gratitude and reverence of the members of the Apeejay Family for their beloved legendary icon Dr. Stya Paul Ji, Founder Chairman, Apeejay Education Society whose presence remains palpable even today in the values and deals, he inspired us to emulate.
- AIMTC donated uniforms and stationery to around 150 students of Red Cross School for Hearing Impaired, Jalandhar and Prayaas School, Jalandhar in its effort to fulfill social commitment and responsibility on October 16,

2017. Mr. Varinder Kumar, Deputy Commissioner Jalandhar, Mr. Rajeev Verma, SDM-I, Jalandhar along with Dr. Rajesh Bagga, Director, AIMTC were present on the occasion.

## Founder's Day

- Apeejay Institute of Management Technical Campus Jalandhar celebrated the Founder's Day to pay tribute to Dr. Stya Paul, Founder President, Apeejay Education Society. The Founder's Day celebrations started with a beautiful devotional song. Pulkit Kanna of MBA I then presented a melodious solo song. To commemorate the spirit of Apeejay's motto "Soaring High is My Nature", special talks were delivered by Kritika of MBA I and Shaveta of BCA III. Speaking on the occasion Director Dr. Rajesh Bagga said that Dr. Stya Paul throughout his life had been an enterprising person, a strong disciplinarian, and a beacon light who steered the Apeejay movement to its present glory. He shared details of Dr. Stya Paul's biography and some of his illustrious achievements with the students. Dr. Bagga exhorted the students to help realize the vision

of Dr. Stya Paul through adopting his qualities like hard work, fearlessness and love for truth. Dr. Bagga also read Madam Sushma Paul Belia's message. On this occasion Director Dr. Bagga also announced 'Dr. Stya Paul Award for HumanValues' for the best student of the institute. . Dr. Stya Paul Award for Human Values was given to Ms. Komal Chitkara of MBA III A.



## Pinnacle 2017

- A Two-day Annual fiesta “Apeejay Pinnacle 2017” commenced at Apeejay Institute of Management Technical Campus, Jalandhar on November 2<sup>nd</sup> & 3<sup>rd</sup> with great zeal and

enthusiasm. **Dr. S. K. Salwan, Vice Chancellor, Apeejay Stya University** presided over the function. **Dr. Nachhattar Singh, Former Advisor to Vice -Chancellor, IKG-PTU was the Guest of Honour for Inaugural ceremony.** The fiesta began with an mesmerizing rendition of **Ganesh Vandana** . The students presented a medley of soulful numbers. They sang some melodious old Hindi songs and **revived the magic of the golden times when lyrics outweighed beats.** This was followed by a **Dramatic Enactment** in which the students exhibited the **miserable and poignant condition of the farmers in our country** and stressed that their pitiable condition leads them to take drastic steps and commit suicides. **The deplorable condition of these hard workers who toil and sweat in the fields braving the vagaries of weather-, be it scorching summers or chilling winters brought tears in every eye.** This was followed by an enchanting **Fashion Show**. Here, the students showcased that **fashion and beauty are something intrinsic.** Walking the ramp, students displayed poise, elegance and confidence. The show signified that **beauty means to believe in oneself, loving oneself and be confident about your abilities.** The inaugural ceremony ended with an **electrifying Folk Dance** performance- **Bhangra** in which students both boys and girls enthralled the audience with their rocking dance moves. **Hailing Apeejay Institute of Management Technical Campus as one of the prestigious Institutes, Dr. Salwan appreciated the significant contribution being rendered by**

**institute in providing quality education.** He stated that such events provide a platform to the students to showcase their latent talents. **Dr. S.K. Salwan also delivered President Madam Sushma Paul Berlia's** (Co-promoter and President, Apeejay Styra and Svrana Group, President Apeejay Education Society, and Co-founder and Chancellor, Apeejay Styra University) **address to the audience. Dr. Salwan also added that Punjab is known for generous and large hearted people who are known for their selflessness.** He said that **youth should be provided ample opportunities and be given avenues to channelise their energies as this would lead to an alleviation of this menace of drug abuse. Dr. Nachhattar Singh also conveyed his best wishes to the students participating in various events.** He also stressed the need of imparting quality professional education to the students. He highlighted that in the present times of stiff competition, youth has to be enabled to get such education which makes them employable. He stressed the importance of Technical Education in making youth employable. He added that today when government is giving so much emphasis on entrepreneurship, the right skill-set can enable one avail of many opportunities to execute their ideas. **Dr. Rajesh Bagga, Director, Apeejay Institute of Management Technical Campus exhorted the students to put in their best and consistent efforts for the overall development of their personality.** Dr. Bagga

also talked about the big strides taken by the institute keeping pace with the contemporary times. The students showed their prowess in activities like Solo Singing, , Classical dance, Folk Dance, Choreography, One act play, Ad Mad show, Group Song and One Minute Show. Students also exhibited their knowledge and skills in events like Paper presentation, Typing Tutor, Cartooning, Poster making, Website designing and On The Spot Painting. The function was attended by large gathering, including members of Board of Governors of Apeejay Education Society, students, members of the press and some important dignitaries. **The second day of APEEJAY PINNACLE-2017** began with Bhajan rendition and throughout the day there was a spectacular pageant of thrilling competitions. There were ecstatic victories and inspiring moments, which have been etched as unforgettable memories. The Raffle Draw marked the culmination of the Two Day Multi Event Meet-Pinnacle. **Mr. Varinder Kumar Sharma (IAS), Deputy Commissioner, Jalandhar** was the Chief Guest for the closing ceremony. **In his address, worthy chief guest said that all the performances of the students were scintillating. The chief guest gave accolades to the students for the spectacular show and commendable performances displayed by them in various events. Mr. Rajiv Kumar Verma (PCS), SDM Jalandhar-I was the Guest of Honour for the closing ceremony.** He appreciated the significant contribution being rendered by



## 34 कंपनियों में हुई ए.पी.जे. इंस्टीच्यूट के स्टूडेंट्स की प्लेसमेंट : डा. बग्गा



ए.पी.जे. इंस्टीच्यूट के चयनित स्टूडेंट्स।

जालंधर, 10 जून (विनीत): ए.पी.जे. इंस्टीच्यूट ऑफ मैनेजमेंट टेक्निकल कैम्पस, रामा मंडी में सेशन 2015-17 के तहत विभिन्न 34 कम्पनियों ने विजित करके स्टूडेंट्स को नौकरियां दी हैं।



डा. राजेश बग्गा (डायरेक्टर)

यह जानकारी देते हुए इंस्टीच्यूट के डायरेक्टर डा. राजेश बग्गा ने बताया कि अमेजन, कोका-कोला, गोदरेज, एच.डी.एफ.सी. बैंक, आई.सी.आई. सी.आई. बैंक, एक्सिस बैंक, एम.आर.एफ. टायर, एस. एंड पी.,

आई.पी.कैपिटल, बगर पेंट्स, जारो एजुकेशन, एच.डी.एफ.सी. म्यूचुअल फंड सहित 34 कंपनियों के प्रतिनिधियों ने इंस्टीच्यूट में शिरकत करके स्टूडेंट्स की योग्यता के आधार पर उन्हें सर्वाधिक 6.60 लाख तक के वार्षिक पैकेज के ऑफर लैटर भेंट किए।

डा. बग्गा ने बताया कि कैम्पस प्लेसमेंट्स से स्टूडेंट्स का मनोबल जहां ऊंचा हुआ है, वहीं इंस्टीच्यूट की भी शान बढ़ी है। उन्होंने सफलता पाने वाले छात्रों को बधाई दी।

पंजाब केशरी  
ई-पेपर

Sun, 11 June 2017  
epaper.punjabkeshari.in//c/19728133

## Faculty News

- Dr. Shailey Singh, Assistant Professor, school of Management studies, Reviewed Book titled, "Internet Marketing- Integrating Online & Offline Strategies", in Apeejay Journal of Management and Technology Volume 12 Issue 1&2 Dec 2017.
- Dr. Shailey Singh, Assistant Professor, school of Management studies, Reviewed Book titled,

Book Review: Training for Development. OPUS HR Journal Volume 8 Issue 2 Dec 2017.

## Guest Lectures/

## Workshops/ Visits/Faculty

## Development Programme

- As the Apeejay Education Society completed its 50 glorious years, Madam Sushma Paul Berlia, Co-Promoter & President, Apeejay Styra & Svrans Group, President, Apeejay Education Society, Co-Founder & Chancellor, Apeejay Styra University visited the campus on December 23, 2017. Faculty and Staff gave her a floral welcome and extended wish on Christmas and New Year.
- A faculty development program was held at AIMTC on December 9, 2017 with Dr. Pushpinder Singh Gill, School of Management Studies, Punjabi University, Patiala being the resource person. Dr. Singh discussed the effective use of resources in classroom teaching and stressed the need to upgrade skills according to the requirements of young generation.
- A visit to Zohari Investments, a stock broking firm in Jalandhar was organised for the students of MBA IIIrd Semester by the Finance Club of AIMTC on November 11, 2017. Mr. Varun Sehgal gave a practical demonstration of the online trading mechanism, buying and selling of securities, order placement, delivery and settlement of trade. The students had a great learning experience.

**EDITOR:**  
**Dr. Rajesh Bagga**

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