



AIMTC NEWSLETTER

Newsletter of Apeejay Institute of Management Technical Campus

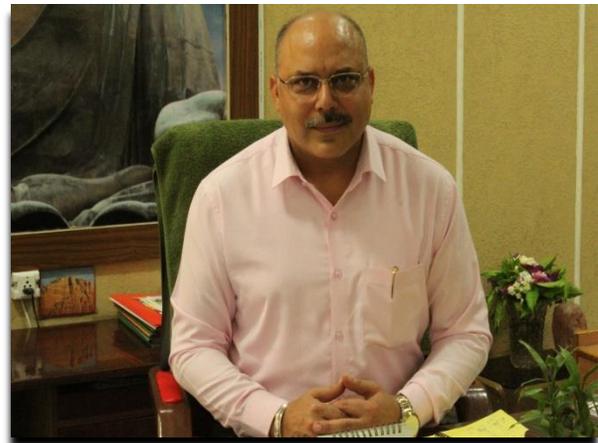
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Editorial

In the present times, it is imperative for teachers, educators and administrators to effectively set on and accomplish their mission of educating students. This necessitates that teachers and educationists are able to teach and lead more than just a classroom.

The contemporary times require educators must develop the leadership skills as these leadership skills are required to bring organizational change. Leadership skills are also required to work towards cooperative agreements with other stakeholders and navigate challenges at various levels.



Educational professionals need to develop these competencies so as to build networks across institutional boundaries. Also, the present educational environment requires that emerging leaders learn how to better work across organizational boundaries and improve partnerships, policy and practice. Leaders learn how to better forge meaningful agreements with parents, school boards, fellow faculty, community organizations and state agencies. The teachers must play comprehensive role and must be imbued with such competencies. This further necessitates that the education prepares prospective educators become good leaders as well.

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 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

To mark the beginning of the new academic session 2018-19 and seek the grace of Almighty, Apeejay Institute of Management Technical Campus today organised a havan in the premises. The prayer service (havan) was conducted by renowned Acharya Suresh. Dr. Rajesh Bagga, Director of the institutions said, “ This prayer service is organised to pay our thanks to the Almighty and seek His blessings before the commencement of the new session. I believe that such prayer service purifies our souls, cleanses us of all negativity and makes us start afresh with rejuvenated spirits. The freshers, teachers and staff chanted Gayatri Mantra and other shalokas. He also elucidated the significance of chanting Gayatri Mantra saying that this divine



prayer spirals through the entire universe. It begins with the chanter who prays for peace and wisdom and gets pervaded in the entire universe”. One of the teachers expressed, “As we bow before God in remembrance, we are filled with renewed vigour and strength.”On this occasion, Dr. Bagga stressed on the harmonious development of students and quoted Mahatma Gandhi's views on real education: “By education I mean an all-round drawing out of the best in child and



man-body, mind and spirit.” In the end, prasad was distributed among faculty members and students of the institute.

A **prayer meeting** to pay tribute to **late Mrs. Rajeshwari Paul**, wife of late Dr. Stya Paul was organized on the occasion of her Punya Tithi. Mrs. Rajeshwari Paul was a motherly figure and a lady of kind and gentle nature. She was one of those rare persons who rise above others to bring hope and faith in life of many making their life all the more beautiful. It was organized on May 12, 2018

A **prayer meeting** was organized on June 7, 2018 to pay tribute to the founder of the Apeejay Group, Late **Dr. Stya Paul**, on the occasion of his Punya Tithi. He led the Apeejay Education Society to become one of the esteemed and renowned educational bodies of India with his futuristic insight, visionary attitude and missionary zeal. The members of the staff paid homage to Late Dr. Stya Paul and committed themselves to the task of doing their best in the field of education for the welfare of the students.

Entrepreneurship Awareness Camp

Apeejay Institute of Management Technical Campus organised a three- day Entrepreneurship Awareness Campaign from April 4-6, 2018 under the aegis of National Science & Technology Entrepreneurship Development Board Department of Science and Technology, Government of India, Implemented by Entrepreneurship Development Institute of India, Ahmedabad. **Mr. Sunita Sharma, a motivational speaker and certified trainer from NIESBUD** (National Institute for Entrepreneurship and Small Business Development) was the Chief Guest of the inaugural session.

The three-day campaign began with a floral welcome of the Chief Guest by Dr. Rajesh Bagga, Director, Apeejay Institute of Management Technical Campus. Dr. Bagga then delivered a welcome address and stated that Apeejay Institute of Management Technical



Campus is organising this event since 2015 every year with a view to expose students about entrepreneurship. This camp aims at creating awareness among participants about various facets of entrepreneurship while highlighting the merits of pursuing such a career option.

Ms. Sunita Sharma then delivered the inaugural address. She motivated the students to give direction to the goals and pursue their entrepreneurial ventures with passion. She also explicated various government schemes and initiatives to promote entrepreneurship. She enlightened students about the initiatives of the government like Start-up India, Stand up India and Ease of doing Business.

A workshop on idea generation was also organised by Ms. Neha Kalra. The students came up with wonderful business ideas like 'establishing a skill development school, app for renting books, eco-friendly restaurant, a 24*7 outlet for generic medicines, e-tuition centre etc., online boutique.

Post lunch, **CS Priyanka Bhatia** delivered a lecture on the topic, "Business Compliances". She elucidated the prerequisites for an ecommerce company. She mentioned about the documents required for GST registration, applying for trademarks, other legal procedures and compliances. related to formation of a company. She also explained the fastest way to incorporate a company using a single form. Mr. Rahul, CEO Avis Technology a successful entrepreneur and an alumnus of the institution shared his entrepreneurial journey with the students. . He stressed the idea that identifying the need is the prime factor in entrepreneurship.

On the second day of Entrepreneurship Awareness Campaign organised at Apeejay Institute of Management Technical Campus in association with Department of Science and Technology, Government of India, **Ms. Anjali Srivastava**, guided students on "Entrepreneurship and How Human Resource management impacts startup". Ms. Srivastava is Co-Founder and Director at Code Fire Technologies, with more than 15 years of experience. She told the students about the success stories of Microsoft and Walt Disney. Highlighting the example of the work culture at Code Fire she said that teams that eat together, work together, enjoy together also stay together. While explaining the



concept of Iceberg Illusion, she talked about some eminent personalities like Tim Cook, Steve Jobs and Mark Zuckerberg, who are reaping the rewards of success.

In the second morning session, **Mr. Deepak Sharma from Globiz Technology Incorporation** talked about Digital Marketing for strat-ups. He discussed about the relevance of Search Engine, Optimization and Pay per click in today's competitive world. While interacting with students, he said that marketing has always been connecting with your audience in the right place at the right time. They should be contacted, where they are already spending time, and today consumers are spending most of their time on internet. He also talked about Social Media Marketing, Website designing, E mail Marketing and Display Advertising. Citing the example of Kubat Taxi, he gave live demonstration of Google Analytics. In the post lunch session, Dr. Amit Sharma discussed various business plans and the procedure for their implementation. Various aspects of Business plan preparation were taught to the students. Later, Ms. Neha Kalra, introduced the students to the business model canvas, a technique used for evaluating various aspects of business. Students then designed the business model of their own ideas presented during the workshop.

On the last day of the camp, an industrial visit was organized for the students. The students visited **Navyug (India) Ltd., Government recognised star export house Jalandhar**. The company manufactures V belts, cogged belts and poly belts for industrial automated applications. The students were acquainted with the various manufacturing phases and also about the functioning of various units of the organisation. Mr. Manish from HR Dept. of the company guided the students and informed them of the various processes and the working of the organisation.

The afternoon session was conducted by **Mr. Ameer Khan from Canada, Expert in Corporate Grooming, Business Communication and International Business Etiquette**. He highlighted the importance of personal development for being a successful entrepreneur.



The resource person and chief guest for valedictory session was **Mr. Kundan Lal, Assistant Director, MSME** explained the benefits of being an entrepreneur. He highlighted the importance of team work in running an enterprise. He also explained how being creative helps a person think out of the box and come up with novel ideas to problems..

Dr. Rajesh Bagga, Director of the institute expressed that such industrial visits provide the students a hands-on experience of the functioning of the various departments of a company. The Industrial visits were a part of the ongoing Entrepreneurship Awareness Camp. The valedictory session ended with a vote of thanks. Certificates were also distributed to the participants. Dr. Rajesh Bagga, Director, Apeejay Institute of Management Technical Campus expressed that students were acquainted with the insights and inputs of eminent entrepreneurs. He also mentioned that it must have given students an idea of various lucrative enterprising areas that students can delve into.

Dr. Bagga added that he is confident that students have brilliant ideas but it is fear that holds them back. He said that this fear creeps from the very fact that as starters one lacks knowledge of how to get started. There lies the sole purpose of organising this three- day camp as it will bring to students great and eminent speakers to guide them on their journey of being successful entrepreneurs.





Workshops/ Guest Lectures/ FDPs

A workshop was organized as a part of the ongoing induction programme at Apeejay Institute of Management Technical Campus, Jalandhar. Mr.Saurabh Taluja, an official from Hayden & Reynott, an educational consultancy firm associated with Apeejay Education Society. The objective of the study to provide guidance to students who planned to study abroad in countries like USA, UK, Australia and Canada. Mr. Taluja started his address saying that as a consultancy firm, Hayden & Reynott has an educational background experience of more than 50 years and with the management coming from top Universities such as Harvard, Stanford and MIT, they understand the need and importance of having an international education. He also highlighted that H&R have managed to integrate the rigour of the Indian Curriculum with the application process and the exams required to approach top Universities abroad.Mr. Taluja also described the help and support provided by the firm to the students with great focus on profile building through our offering inside and outside the regular classroom programs thereby ensuring that



every student of ours is able to achieve their aspiring Universities with maximum scholarships. He also added the facilities provided by the firm in profile building of students like helping them prepare sound & effective resumes, prepare for various competitive exams for admission in reputed Indian institutes like CAT, AMCAT



etc. The firm also helps the students to prepare for such exams as IELTS, TOEFL, SAT, PSAT etc. Mr. Taluja also explained the admission criteria, the grades required for admission, scholarships offered by top-notch universities of USA, UK, Canada, Australia and New Zealand. He also highlighted the 'stay back' period offered by various countries. He also guided on the right time to start for getting enrolled in various post graduate and under graduate courses. Dr. Rajesh Bagga, Director of the Institute thanked the worthy resource person and expressed that this programme must have enlightened the students and that they would be benefited by this programme. He added that the number of students planning to go abroad for higher studies is on the rise. Dr. Bagga expressed concern over the fact that at times students have to suffer a lot due to lack of proper guidance and support. There is also an increasing number of such cases where the students have been duped by some private consultants. So, he highlighted that the objective of this workshop was to provide the students right counselling, guidance and support in case they plan to study abroad. Neha Mehta of MBA III proposed a vote of thanks after the lecture. She thanked the worthy resource person and Director Dr. Rajesh Bagga.

Placement News

The MBA students of Apeejay Institute Of Management Technical Campus get placed in diverse sectors ranging from **FMCG, Banking, Financial Services, HR Consulting, Retail, Real Estate, IT, Pharmaceuticals and Telecommunication** every year.



Five of MBA batch 2016-18 got selected at the position of Sales-Clients Services Officer. These students are offered a lucrative package of Rs 3 lakhs per annum. The recruitment process included online test, group discussion and personal interviews.

Online test and Group discussion were held in the campus. Selected students were called for the final round of personal interview to Delhi. The officials were really impressed with the managerial skills and communication competencies of students of Apeejay Institute of Management Technical Campus.

The students who got selected in HDFC Mutual Funds are **Anchal Jaggi, Kamaldeep Kaur, Ketaki Sood, Rishabh Sehgal and Nippun.**

Dr. Rajesh Bagga, Director, Apeejay Institute of Mangement Technical Campus congratulated the students for getting placed in the bank. He said that such a start would give a boost to their careers. He also added, "There is no dearth of good jobs for competent and hard-working people in the corporate sector. The students just need to have the required skill set to make it big in the corporate world.

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