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Dr. Gaur Hari Singhania Institute of Management & Research



GHS-IMR COMMUNIQUÉ

A Newsletter of GHS-IMR



May 2020 to April 2021

Programmes Offered

PGDM



International Summer School at Moscow

Rs. 4.90 Lacs



Optional



Summer School at Moscow



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 Kajal Singh WE Education CTC : 13.4 Lacs	 Mohd. Aquib Brother's Gas Bottling CTC : 10 Lacs	 Riya Sengar WE Education CTC : 13.4 Lacs	 Shreya Nigam Jaro Education CTC : 8.40 Lacs	 Vaibhav Singhania Jaro Education CTC : 7.5 Lacs	 Tushar Arora Jaro Education CTC : 7.5 Lacs
 Ayushi Gupta Antal International CTC : 6 Lacs	 Harkirat Kaur Antal International CTC : 6 Lacs	 Harshita Chhattani Finedge Consulting CTC : 5.34 Lacs	 Arushi Bajpai Finedge Consulting CTC : 5.34 Lacs	 Devesh Singh Sehgal Gas Company CTC : 5.04 Lacs	 Mubashshir Shakeel Redquanta CTC : 5 Lacs



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IN THIS ISSUE

- Online session by Alumni to students during Summer Internship
- A Session By Dr. Monika Srivastava, Novel Academy Pokhara, Nepal
- A Program on 'Innovative Training Methods'
- International Webinar on New World Order with Covid-19: Evolving Education, Industry & Opportunities for Students
- e-CONVOCATION PGDM BATCH 2018-2020
- Interaction on Changing Industry Expectation during Covid Times: Alumni Perspective
- 6th International HR Summit 'Humanource - 2020'
- Orientation Programme - PGDM Batch 2020-22
- Faculty Development Program on "Exploring Jambaord for Interactive Online Business Games"
- A Certificate Course on Money Management
- Annual Budget Presentation and Discussion - 2021
- Article Writing Competition-'Lekhni'
- Factory Visit to Goldiee Plant at Mandhana, Kanpur
- Basant Panchami Pooja
- A Memorandum of Understanding between Synergy University, Moscow, Russia and Dr Gaur Hari Singhania Institute of Management & Research, Kanpur, India
- International Study Tour to Dubai - 2021
- Second session of 'New version of yourself – 2.0'
- Guest Lecture by Mr. Farasat Khan, General Manager & Head Learning and Development, SRL Diagnostics.
- FDPs
- Faculty Achievements

From the Director's Desk

There's never been so challenging times as the passing year had been. There were hurdles and roadblocks; and twists and turns everywhere, and amidst all this we too had no alternative but to stumble and get-up and walk. The year, most of its time was work-from-home, teaching was online but institute was never a step behind to maintain the spirit and fervour by organising activities of all sorts – academic and co-curricular through quasi modes. The glimpses of the same, of our efforts are presented in the ensuing pages.

Dr. (Prof.) Rahul Goyal
Director - GHS-IMR

Online sessions by Alumni for students during Summer Internship



Mr. Anand Singh Bisht is at present General Manager, Guilt Free industries Limited - Too Yumm, RP- Sanjiv Goenka Group, based at Mumbai, Maharashtra. He has worked for FMCG giants like ITC on varied profiles beside Food and Beverages Business MNC PepsiCo.

He is a dynamic professional with over 19 years of experience in Trade Marketing, Sales, Brand Promotion and Training with excellent understanding of Business dynamics and updated market knowledge.

He is proficient in adopting emerging trends and addressing industry requirements to achieve organizational objectives and profitability norms. Besides, he is a keen planner, strategist & implementer with demonstrated abilities in devising marketing activities & accelerating business growth across diverse markets (Eastern Zone, Delhi NCR, Gujarat, Mumbai, Odisha & Raj.), He is an Enterprising leader with excellent negotiation, decision-making and organizational skills

Mr. Anand Singh Bisht in his interaction with students who were doing their summer internship in FMCG sector spoke on New product launch planning and costing in the FMCG sector. The interaction was followed by question and answer session.

Mr. Jatin Pande is currently Head, MBA Department, PSIT, Kanpur. He has more than 16 years of experience in FMCG industry and worked for brands like Emami Limited as Rural



Area Sales Manager, CCD -Central & Eastern U.P, Colgate Palmolive India Limited as a Customer Development Officer, Cargill India Private Limited and Cadbury India Limited as Sales Officer besides Parle Products Private Ltd. as Territory Supervisor. He has been instrumental and responsible for launch of new products in various capacities for these national and global brands. He has achieved various laurels that include achieving 6th position all over India in FAE (First Among Equals) list of best performing zones besides he is a recipient of the "Leading the Change – In store "award at the North Branch level.

Mr. Jatin Pande in his interaction with students who were doing their summer internship in FMCG sector spoke on New product launch in FMCG Sector. The interaction was followed by question and answer session.

Ms. Sakshi Kushwaha is at present Deputy manager, Radio City, Kanpur (A subsidiary of Dainik Jagran Prakashan Limited) as Deputy Manager (Key Account Manager). She started her corporate journey in FEVER FM, a subsidiary of HT MEDIA Group as an executive, worked for 3 years & then went on to become senior executive. She also worked for Amar Ujala as Deputy Manager before she joined Radio City. She has been a continuous achiever and achieved revenue targets as high as 237% for Fever FM. She won many laurels and has been awarded champion performance account Manager in Fever Annual Conference, 2019-20.

Ms. Sakshi Kushwaha in his interaction with students who were

doing their summer internship in FM industry, spoke on Recent trends in FM Sector and way forward. The interaction was followed by question and answer session.

Mr. Amit Gupta and is currently Marketing Manager with Godfrey Phillips India Ltd. He is a 2001 batch pass out from GHS-IMR. Prior to that he had a stint with Coke. He guided the students in their summer project on the topic 'Business Model of the Newspaper industry and the Media' and also spoke on 'Mathematics in Sales Launch'. The interaction was followed by question and answer session.

Mr. Sumit Raghunath is currently General Manager (Advertising and Marketing) at Jagran Prakashan Ltd. in Kanpur. Mr. Sumit is a result driven professional with 14 years of rich, consistent and verifiable career track in Media. He has worked for Star India as Head (UP and Uttranchal) responsible for revenue generation.

He has also worked as Station Director, Radio Mirchi for more than 6 years and his profile include Strategic Planning, Business Development, P & L Management along with branch management, sales and marketing and training and development. He has also worked as senior manager (Business Development) with Jagran Prakashan Ltd during his initial corporate journey.

Mr. Sumit Raghunath in his interaction with students who were doing their summer internship spoke on Advertisement in Print media and content scheduling in FM sector. The interaction was followed by question and answer session.

A Session by Dr. Monika Srivastava Novel Academy Pokhara, Nepal

The poster features the Novel Academy logo at the top left, with the text 'PRESENTS' and 'LIVE WEBINAR' in a central box. A circular portrait of Dr. Monika Srivastava is shown on the left. To the right, the title 'People Management Post Covid 19.' is displayed, along with the date and time '10th May, 2020 Sunday at 11:00 Am'. A 'SAVE YOUR SEAT' button is at the bottom right. The bottom of the poster lists the target audience: 'A Level | B. Pharmacy | BSc. Nursing | BBA | MBA'. The website 'www.novel.edu.np' is in the top right corner.

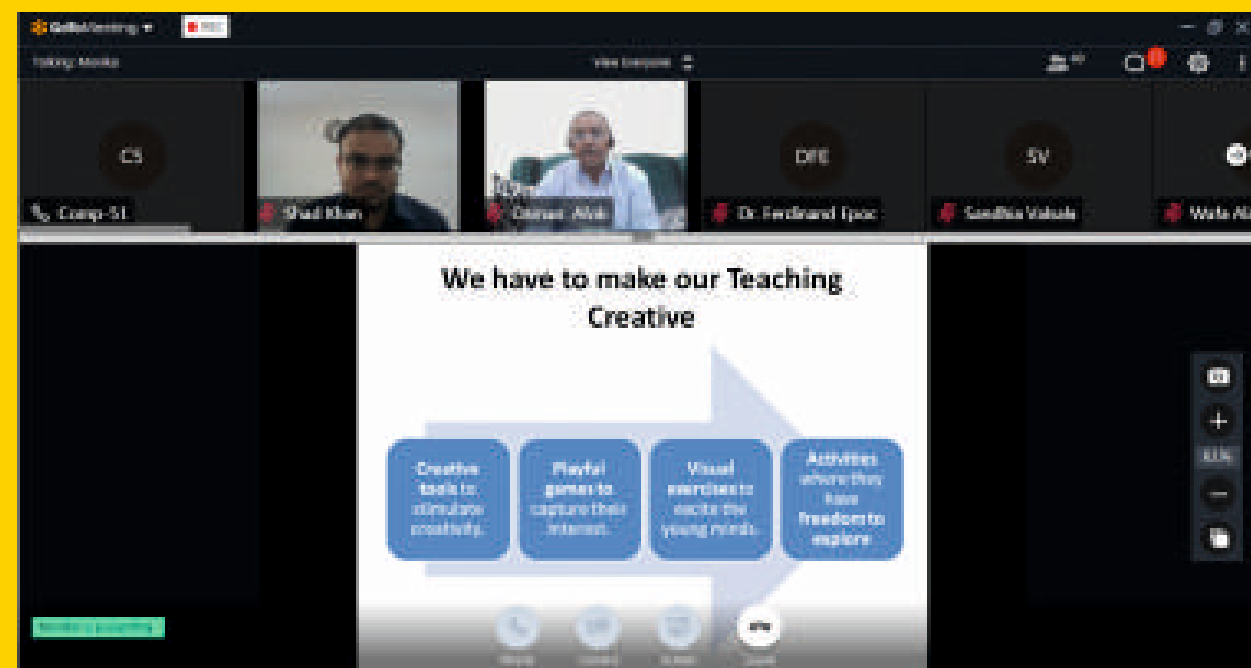
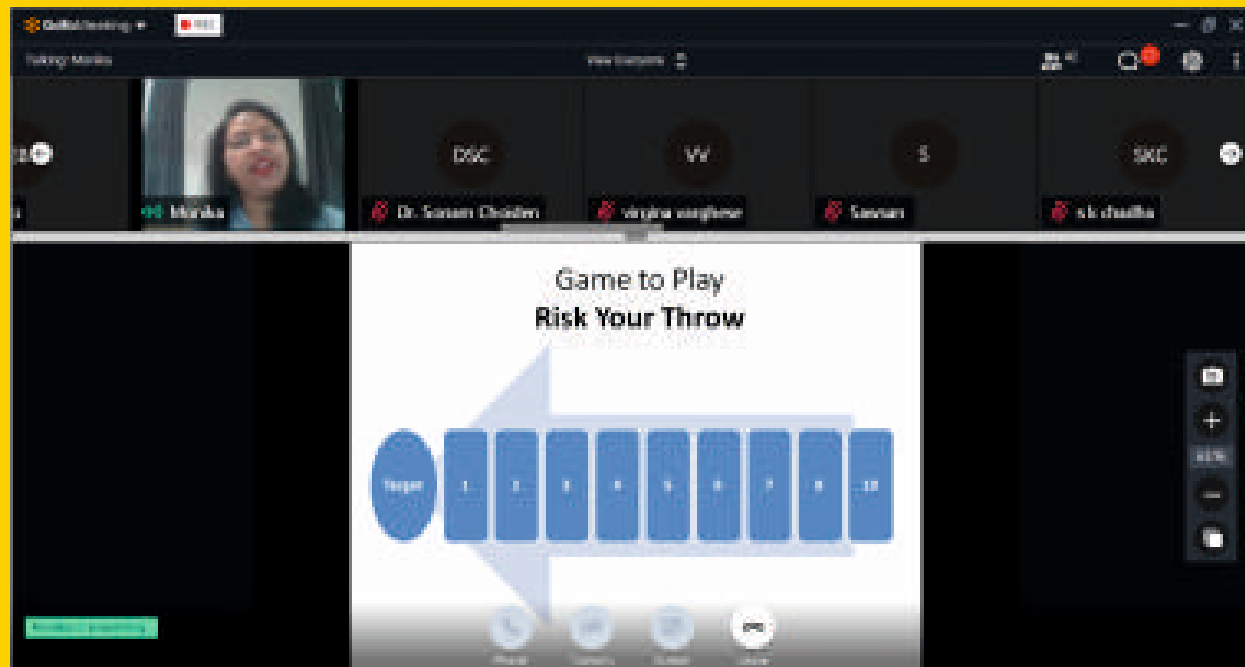
Dr. Monika Srivastava took a webinar for Faculty Staff and Students of Novel Academy Pokhara, Nepal, on the topic 'People

Management Post Covid 19'. The program was conducted on 10th May, 2020

A Program on 'Innovative Training Methods'

A program on 'Innovative Training Methods'. for Faculty Members of College of Business, University of Buraimi, Oman was conducted on 11th May, 2020. The resource person of this program was Professor Monika Srivastava. She talks about

contemporary pedagogy specially for online teaching. The webinar was attended by senior faculty members, Deans and Directors of different departments of the University.



International Webinar on New World Order with Covid-19: Evolving Education, Industry & Opportunities for Students

Dr. Monika Srivastava was invited to deliberate as Expert Panelist in the International Webinar on New World Order with COVID-19: Evolving Education, Industry & Opportunities for Students organized by Ambika Ram Debi Degree College, Basti,

on 18th June 2020. The program was attended by around 200 faculty members and they got to know the latest development in the field of education as response to Covid crisis.



e-CONVOCATION PGDM BATCH 2018-2020

The current COVID time had seen for the very first time, Convocation being organized and conducted on the online platform. The guests, Governing Council members, faculty, staff and students logged in for Online Convocation from their respective places. The Chief Guest for the 24th Convocation was Shri Abhishek Singhania, Head Corporate Affairs, J K Cement, and Managing Director J K Technosoft. The program started

sharp at 11:30 am. The Chief Guest declared the Convocation 2020 open. The Director Dr. (Prof.) Rakesh Premi, in his annual report informed that the total of 39 students of 2-Year Full Time Program have qualified to receive the diploma. Out of these 82% students secured First Division. Director declared that the placement process had been very good for the 24th Batch. A total of 44 offers were made from 35 different companies to 37

eligible placement-seeking students, 5 students joined the league of entrepreneurs. The highest package offered was Rs. 7.50 Lacs per annum, and the average package was Rs 4.25 Lacs per annum CTC. Prominent recruiting companies were Berger Paints, ITC Ltd., FinEdge Consulting, Acxiom Consulting, Decathlon Sports to name a few.

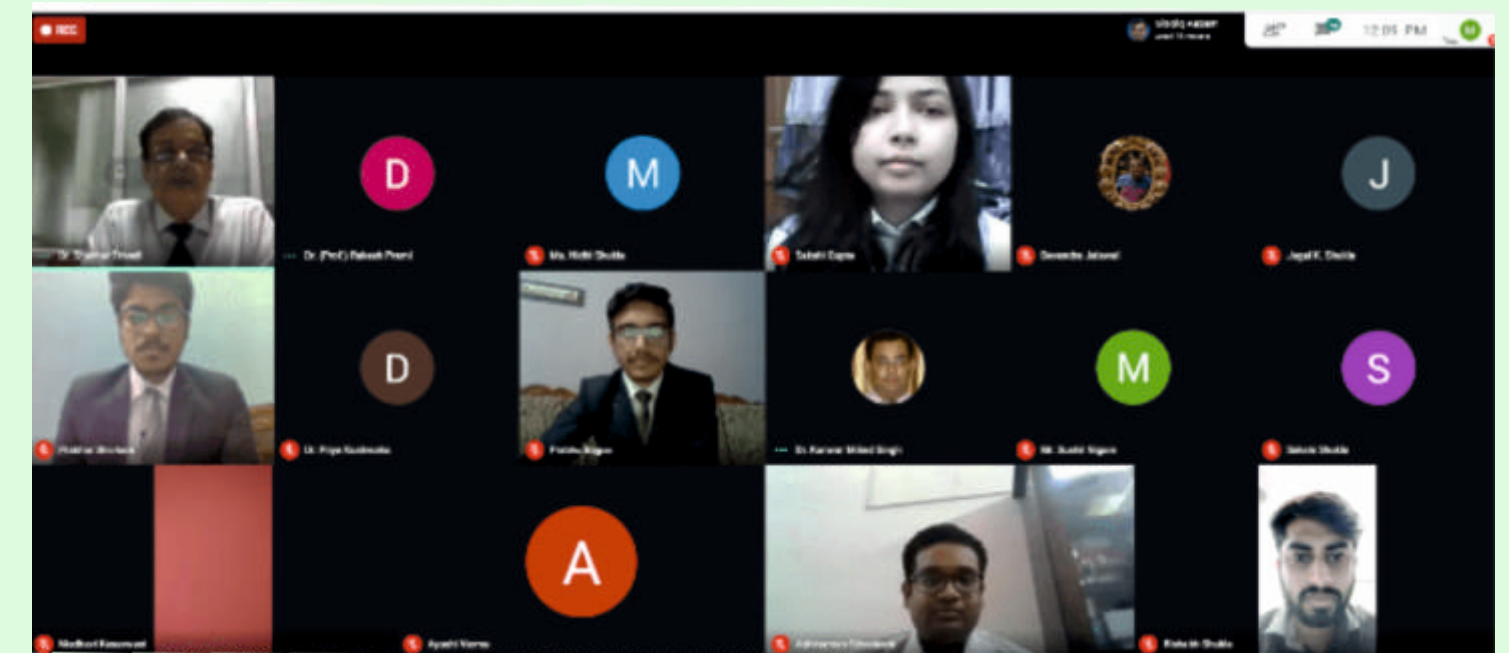
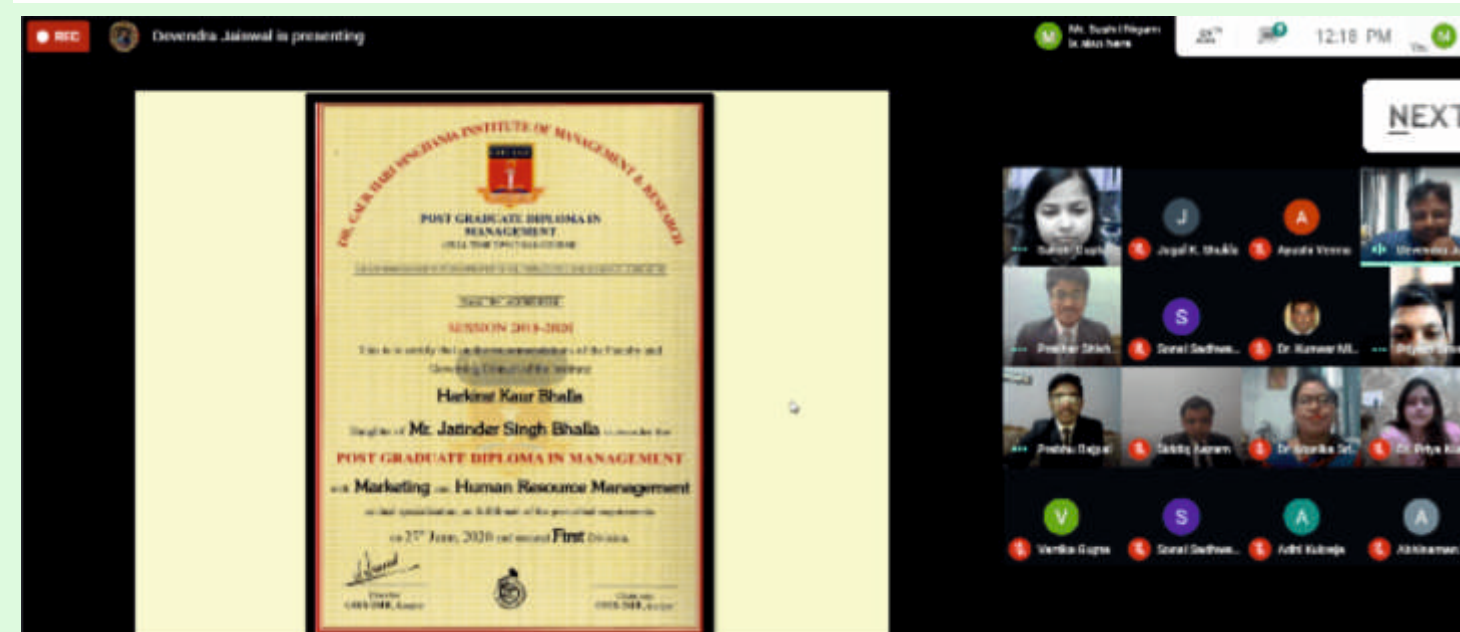
He further informed that to mark the death anniversary of our founder chairman Dr. Gaur Hari Singhania ji different activities under Corporate Social Responsibility (CSR) took place - Visit to Divyang (A School for physically challenged) and Visit to Birsa Munda Vanwasi Chatrawas were conducted, along with the Blood donation camp. This year students successfully completed their 7-days International industrial tour to Dubai.

Shri Abhishek Singhania ji applauded the medal winners and the students of the outgoing batch 2020, as they were introduced for conferment of Diploma by the Controller of Examination. In his

address, he first of all congratulated everyone on completing 25 years of GHS-IMR. He said that he was sure that the institute will flourish leaps and bound in future with its alumni base now approaching to two thousand. He wished students very best of luck in their future endeavors.

The Chairman's Gold medal was awarded to Ms. Sonal Sadhwani, followed by Chairman's Silver Medal to Ms. Aditi Kukreja. The Director's Medal was awarded to Ms. Deepansha Kohli, Ms. Harshita Chhattani and Mr. Ayush Tripathi for securing third, fourth and fifth position respectively.

As the day's proceeding came to the end, Dr. Shekhar Trivedi, PGP Chair gave the vote of thanks and the Chief Guest declared the Convocation 2020 closed. The event was attended by Shri A K Saraogi, Shri A Agarwal, Dr. Rohit Joshi along with other dignitaries.



Interaction on 'Changing Industry Expectation During Covid Times: Alumni Perspective'

Continuous industry exposure is one of the key facets of Management education. Industry practices are changing fast amid covid 19 and expected to go for a major change post global pandemic. We at GHS-IMR strongly believes that who else could be better than our own alumni to help us adapt as per changing industry expectations. Keeping this in mind Galaxy – The Alumni association of the institute has organized a web talk cum interaction on "Changing industry expectation during Covid times: Alumni perspective" Saturday on July, 25, 2020 at 11.00 AM.

The programme started with Introductory remarks by Dr. Kunwar Milind Singh, Associate Professor and Chair-Alumni, GHS-IMR. He said, Global pandemic covid 19 has not only impacted the Global and National economies but its impact on different sectors of economy is also wide spread. Building trust across organization, flexible corporation and developing an independent, centralized supply chain ecosystem can be some of the key factor to deal with this unprecedented situation.

Director, GHS-IMR, Dr. Prof. Rakesh Premi in his opening remark emphasized the increasing role of alumni in the institution building activities and how alumni of the institute can be instrumental in many ways to help institution achieve national and International accreditation and increase institution visibility pan India. He also spoke of alumni role as resource in institutional activity such as Guest speaker, Trainer, mentor in summer internship, resource in MDP etc.

Two senior alumni of the Institute Mr. Deepak Agarwal, 97 batch and Mr. Sumit Raghunath, 99 batch were present in the

programme to share their views on changing industry expectation during covid times: An Alumni perspective.

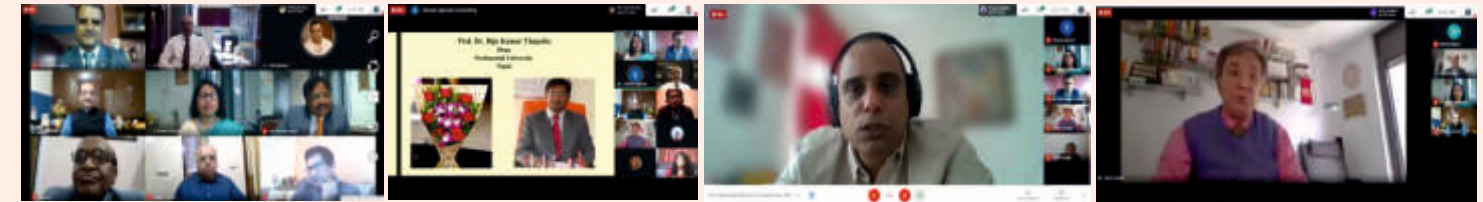
Mr. Deepak Agarwal, CEO, Kotak Mahindra UK Ltd. Dubai in his deliberation, Changing Industry Expectation- Covid 19, A great reset, pointed that companies around the world are facing very difficult times irrespective of industry and therefore employee protection, customer protection, care about community, effectively managing supply chain and managing profitability are the key.

Second Speaker for the day was Mr. Sumit Raghunath, GM, Jagran Prakashan Limited., Kanpur. In his address he emphasized the that HR leaders need to rethink about work force, employee planning and Employee management. He said specialized critical skills and roles will be future of work trends post Covid 19.

Towards the end of the program number of Alumni, Mr. Amit Kumar, Ms. Priya Daga, Mr. Shashank Tripathi, Mr. Deepak Srivastava, Mr. Abhay Singh Rathour, Mr. Mayur Chawla, Mr. Vikas Kapoor briefly shared their own views and feedback about the theme of days topic and scope of similar future initiatives in the future. The online program was attended by alumni across different batches.

Dr. Shekhar Trivedi, Professor, Marketing emphasized the need of more interaction among alumni where they can share insights from their own industry leading to synergistic learning and this will promote inter functional understanding of wide range of industries. The Program come to an end by a hearty vote of thank by Dr. Kunwar Milind Singh.

6th International HR Summit 'Humanource - 2020'



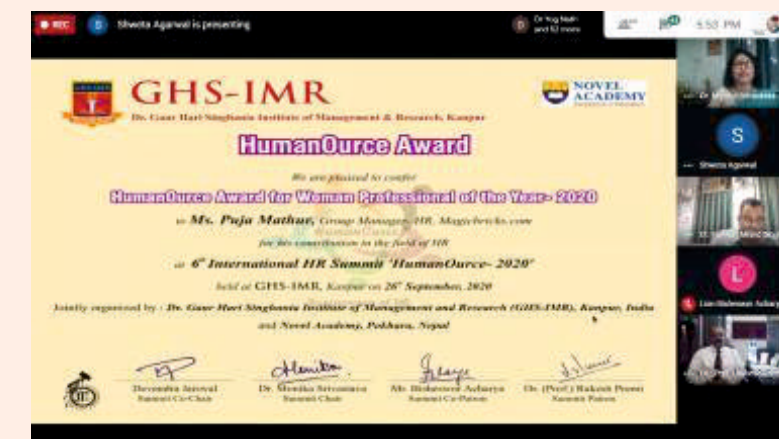
Dr. Gaur Hari Singhania Institute of Management and Research (GHS-IMR), Kanpur, India in association with Novel Academy, Pokhara, Nepal organized 6th International HR Summit 'HumanOurce- 2020' on Saturday, September 26th Sept' 2020. Due to the present situations, this year the summit took place virtually.

Summit will create a big platform for professionals to exchange ideas on people management in the fast changing business scenario. The summit theme was 'Resurgence of HR' with special focus on tactical areas such as, Performance Management, HR and Technology, People Analytics, Corporate Learning, Employee wellbeing. Themes and subthemes were discussed through a series of Panel Discussion, Open House Discussion, Plenary Sessions and Paper Presentation.

The summit began with welcome and presentation of a virtual

bouquet to the Chief Guest- Mr. Arvind Thothadri, Vice President, Global Training and Certification, Automation Anywhere, India and many other professional across the globe. Summit Patron, Director GHS-IMR Dr. (Prof.) Rakesh Premi and Summit Co-Patron Mr. Bisheswor Acharya, President of the Novel Academy welcomed the audience and the esteemed dignitaries after which Summit Chair- Dr. Monika Srivastava, Professor GHS-IMR presented the inaugural speech.

Chief Guest- Mr. Arvind Thothadri gave a keynote address on 'Technology and HR'. The panel discussion was held thereafter on the topic "HR Strategies in the Challenging Times and Way Forward" which was moderated by Prof.(Dr.) Biju Kumar Thapalia, Dean, Purbanchal University, Nepal and lead by panelists, Dr. Bhawna Nigam, Head Innovation & AI, Deepotics Pvt. Ltd., India, Dr. Mario B Curatolo, CEO-MBC Business

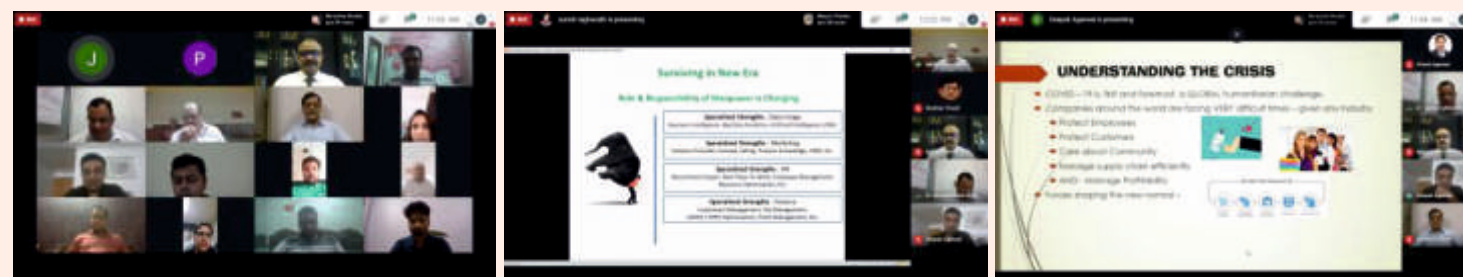


Management Consultants, Switzerland and Mr. Irfan Ali Khan, Head-Sales and Marketing, Oman Quarries LLC, Oman. The panel was made open to a Q&A round by the moderator. The esteemed dignitaries were presented with a virtual certification of appreciation.

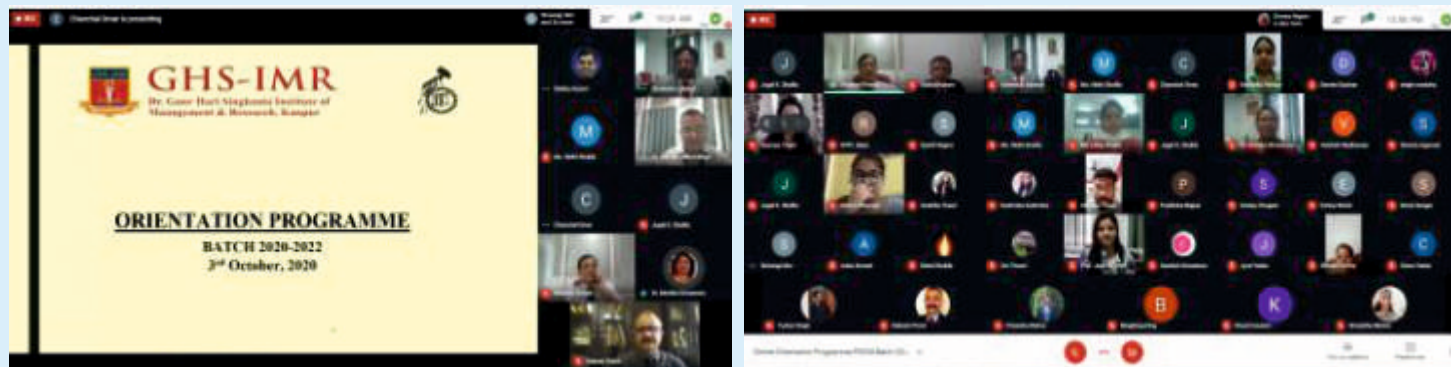
After the panel discussion, the first plenary session was taken by Mr. Prasanna Kuthe, Vice President (HR), Avineon India Pvt Limited, India and the second session was by Mr. Tanka Prasad

Bhattarai, Vice President (HR), Shanker Group, Nepal. Paper presentation was made by Ms. Shreya Nigam, a student of GHS-IMR on the topic "Significance of Artificial Intelligence in Reinventing Human Resources".

Towards the end of the program, the much awaited HumanOurce Awards were conferred to recognize the benchmark of excellence in the HR profession.



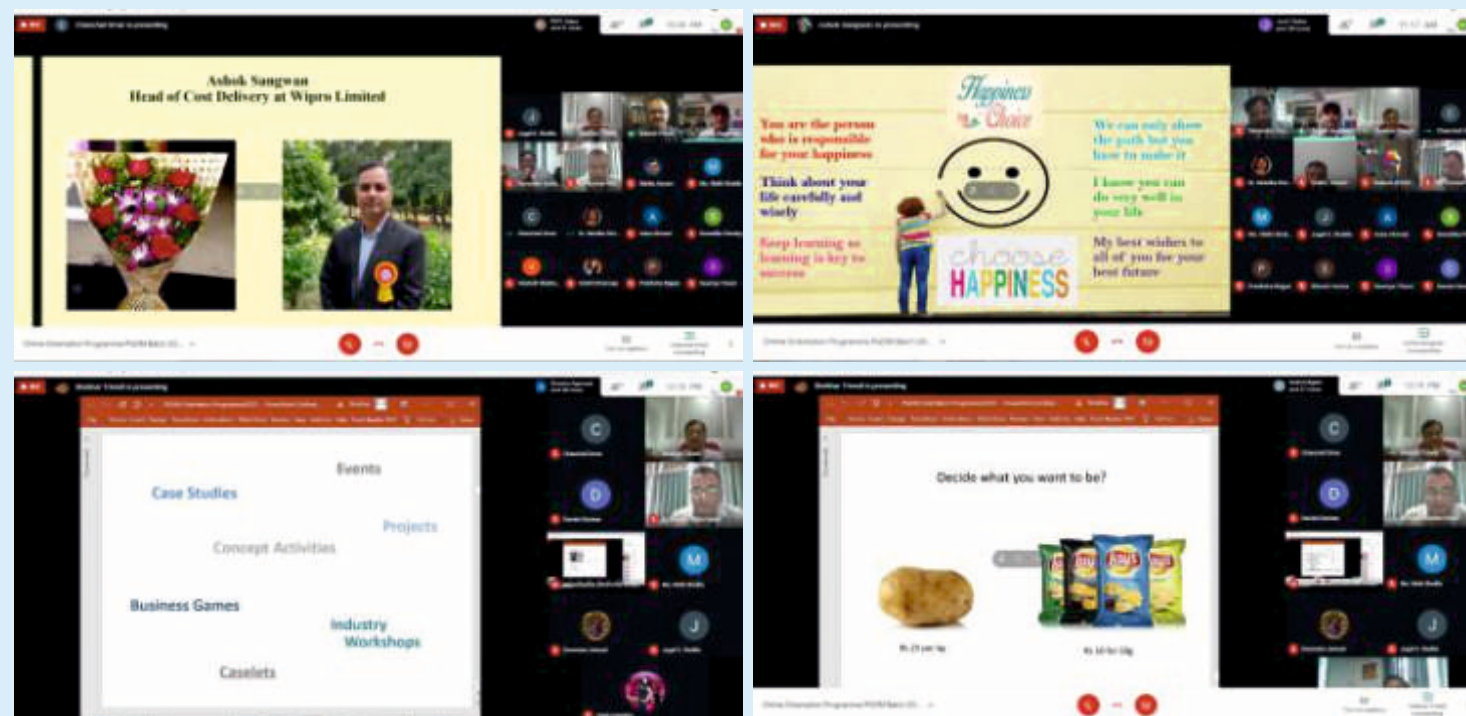
Orientation Programme PGDM Batch 2020-22



Orientation programme of the Batch 2020-22 was held on Saturday 3rd October 2020. Because of the extraordinary situation of a pandemic the orientation programme was held online on Google Meet. The Chief Guest for the occasion was Mr Ashok Sangwan, Head of Cost Delivery at Wipro Ltd. He shared the valuable information about digital ecosystem and how as a user we have to be agile enough not passing some private information, how companies are using data from the internet in subtly marketing their products to consumers. He finally told the importance of being happy to the students.

Before this, Director GHS-IMR, Dr (Prof.) Rakesh Premi

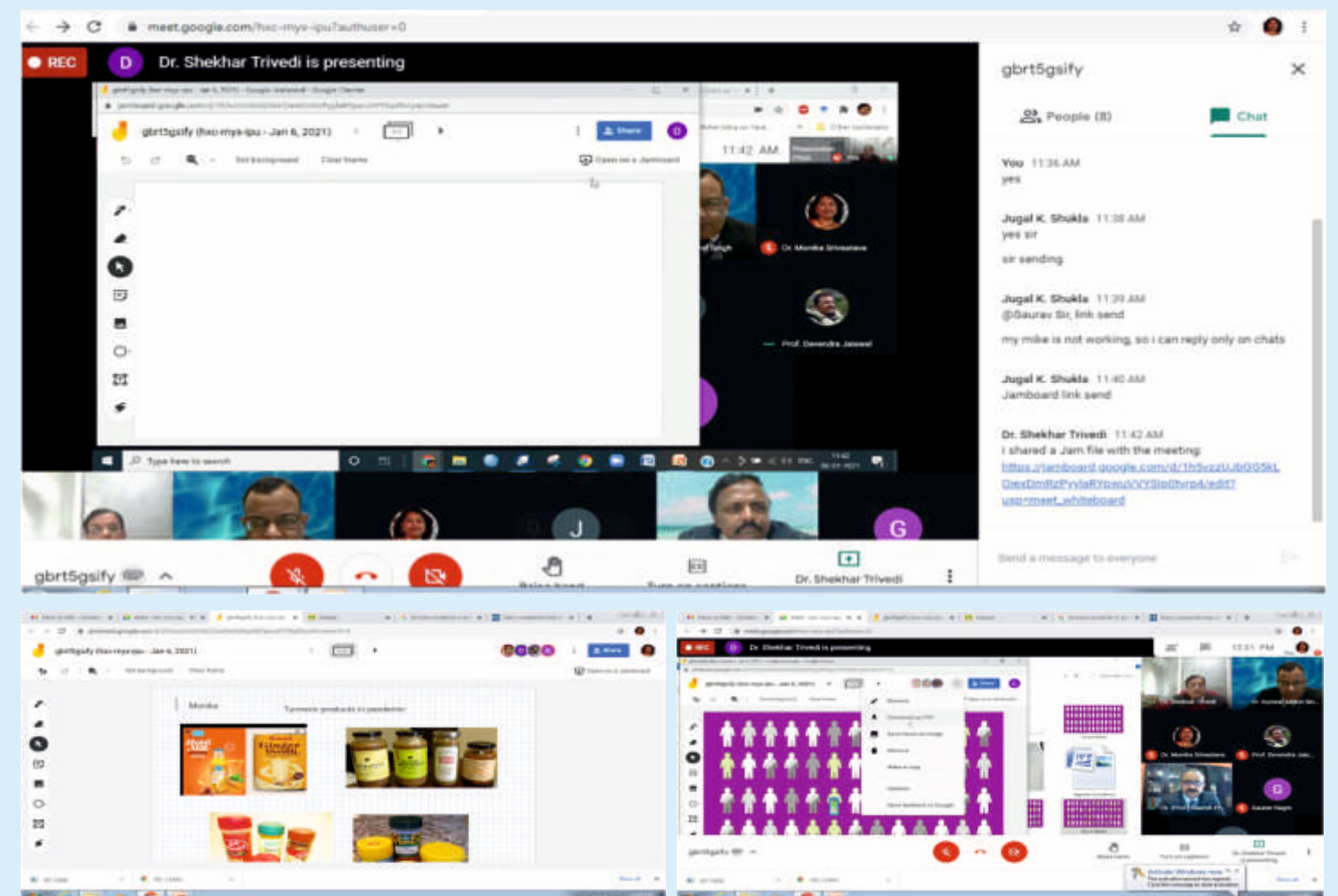
welcomed the new batch and addressed them, sharing some valuable life nuggets. Further after the break, Dr Shekhar Trivedi the PGP, Chair discussed with students, the importance of learning of concepts and applying the same in the practical situation. Mr Devendra Jaiswal, the Examination Controller, told students about the examination system at GHS-IMR. In the end, Mr Siddiq Aazam, Corporate Relation Head shared about the placement process and the placements in GHS-IMR. Students were pleased about joining the PGDM programme at GHS-IMR and excited about their future with the institute.



Faculty Development Program on 'Exploring Jambaord for Interactive Online Business Games'

Setting another example of collaborative learning, Dr. Gaur Hari Singhania Institute of Management & Research (GHS-IMR) organized Faculty Development Program for its Faculty members on the topic "Exploring Jambaord for Interactive Online Business Games". The Resource Person for the session was Dr. Shekhar Trivedi, Professor, GHS-IMR. The program was organized on 6th January 2021 using Google meet platform. Participants learned about features of Jambaord and also how to play interactive games on it with students. As an example Dr.

Shekhar played game on market segmentation which the faculty members found very interesting and they also gave their inputs on how variants of the game can be played for different subjects. Director, Dr. Rakesh Premi congratulated Dr. Shekhar for the initiative and successful conduct of the program. Dr. Monika Srivastava, Chair, Centre for Faculty Development & Staff Training, thanked Director and faculty members for their continued support for every academic pursuit.



A Certificate Course on Money Management



GHS-IMR
DR. GAUR HARI SINGHANIA INSTITUTE OF MANAGEMENT & RESEARCH
 (Approved by AICTE, NAAC "B+" Accredited Institution, Ranked 47th Best B-School of India)

CERTIFICATE PROGRAMME ON "MONEY MANAGEMENT"

GUEST FACULTY
Mr. Deepak Agarwal
 CEO, Middle East and Africa, Kotak Mahindra (UK) Ltd., Dubai Branch

DATE & TIME
 Saturday
 03:00 PM

Contact us | admission@ghsimr.ac.in | +91-8707093461

"Before money becomes WEALTH, it's just money. For money to become wealth, it must be managed efficiently".

As a part of providing some additional and contemporary knowledge through some small course a Certificate Course on Money Management for students was offered to them. Here Mr. Deepak Agarwal, CEO, Kotak Mahindra (UK) Ltd conceptualized the course in discussion with the finance group of the faculty at GHS-IMR. A certificate programme of 10 hrs was created, and with the instructor being the CEO, the course was directly delivered via online mode. Mr Deepak Agarwal, a Senior Management Professional Executive Vice President; CEO –Middle East and Africa Kotak Mahindra (UK) Ltd., Dubai Branch (Covering UAE, Oman, Qatar, Kuwait, Bahrain,

Discretionary Spent, Importance of a Bank, Introduction to Basic Financial Products, Banking Services, Post office schemes, Corporate Deposits, Govt Securities, Corporate Debt Bonds, Magic of Compounding,, Investments - Introduction to Mutual Funds, Types of Funds, Classification, Asset Allocation, How to Choose and Invest in a Mutual Fund, Concept of SIP in MUTUAL FUNDS, Rupee cost averaging, Importance of Asset Allocation, Other Direct Investments – Equity & Debt (NCD), Real Estate Funds, ETFs.

Both PGP1 and PGP2 students participated in the course. Participants were finally evaluated for the course through a multiple choice questions. Certificates were granted to students scoring minimum 40% marks.

Mauritius & Saudi Arabia) delivered the programme. Mr Deepak's expertise lies in Asset Management / Private Banking / Wealth Management Function: Institutional Sales and Managing Distribution Channels. Certificate Courses' objective was to enhance the financial knowledge and ability to take efficient financial decisions and manage money better for a possibly enjoyable future. A foundation course to build strong money habits early on and avoid many of the mistakes that lead to lifelong money struggles.

The certificate course included - Introduction to Money Management, Importance of Money Management, Money Management – Benefits, Foundational Principles of Financial Management Components of Money Management, Financial Planning, Saving Vs Investments, Risk Vs Return, Knowing Financial Terminology and Products, Financial Products - Understanding How to Save, Discretionary Vs Non

Annual Budget Presentation and Discussion - 2021

Keeping in mind the aim of creating awareness and empowering the students to decode the Annual Budget 2021-22 and analyze the impact of Budget on Indian Economy and industry, Annual Budget Presentation and discussion-2021 was organized at GHS-IMR on February 16, 2021.

PGP1 student, Shivangi Mor welcome the audience and gave his opening remarks on major highlight of Annual Budget, 2021.

In his welcome speech Dr. Prof. Rahul Goyal, Director, GHS-IMR highlighted how students can decode the Annual Budget and importance of budget for economy and industry. He also highlighted the importance of insights from Budget is equally or more important than budget numbers. He also emphasized the importance of verbal and nonverbal communication during presentation and ways to present oneself in best possible

manner.

The session on annual budget presentation saw groups of students of GHS-IMR presenting their views and analysis on the major macroeconomic indicators and different sectors of Indian economy and provisions and policy made in Annual Budget 2021-22. The student's presentations have also been evaluated on set of selected criterions. Students faced volley of questions from faculties and students.

The day's proceeding came to an end by the summarization session by Dr. Kunwar Milind Singh, Associate Professor and Convener of the Program, where he summed up the discussion, views and analysis of the day, gave his inputs on student's presentation and also applauded the efforts of the students.



Class Activity

Division and Unification of Labour



On 8th of February, the students of Batch 20-21 participated in Production & Operations Management Class Activity conducted under the guidance of Prof. Devendra Jaiswal. The objective of such activity was to develop an understanding of division and unification of labor. The activity was conducted by the students by making paper boats at their setup for production. They themselves first set up quality standards for acceptance of the final product and then calculated the efficiency for individual

workstations and overall efficiency of the factory was calculated accordingly. In the present case it was found that when unification of labor was applied the overall all efficiency improved from initial 1 boat per minute to 2.2 boats per minute, hence it came out that overall efficiency is more through unification of labor than division of labor. This was an informative session where the results were analyzed by the students themselves.



Corporate Movie

– A Case of Corporate Governance

GHS-IMR keeping in line with creating deep understanding and imparting practical learning to its student, keeps dabbling with different pedagogical techniques. In order to create understanding about Business Ethics and Corporate Governance, Business Ethics Professor Dr Shekhar Trivedi screened the movie 'CORPORATE' to students.

Corporate is an Indian Hindi business drama film released in July 2006. The film directed by Madhur Bhandarkar stars Bipasha Basu, Kay Kay Menon, Payal Rohatgi, Minissha Lamba and Raj Babbar. The movie revolves around the power game between two powerful industrialists. And based on the Pesticides issue in India on 2003 when Delhi non-profit Centre for Science and Environment published a disputed report finding pesticide levels in Coke and Pepsi soft drinks sold in India at levels 30 times that considered safe by the European Economic Commission.

The characters on the both sides are shady and grey who use insidious tactics to score over their rivals. Film also shows as how the personality of an individual – the ego and weaknesses, affect the corporate decision making. Students were asked to relate the concept of individual value, corporate value and different types of theories of Business Ethics. Student group made some value –added presentations and presented their view points. Whole exercise thus was very fruitful in bringing home the point – the relevance of good ethical practice and governance in the sustainability of the business organisation and healthy life of its employees and society in particular.



Article Writing Competition-'Lekhni'

A article writing competition 'LEKHNI' is organized by Dr. Gaur Hari Singhania Institute of management and research (GHS-IMR) from February 11th 2021, for PGDM Batch (2020-22). The competition is organized by Dr. Shekhar Trivedi, chair person GHS-IMR. Content Writing has a wonderful scope in coming years and students can develop their career as a professional by writing great content for different businesses. It is a creative endeavor. High-grade content writing helps in much greater conversion rates. Content writers research about the topic they need. This will make them experts in those areas. Content and its keywords

are the keys to the growth of business and ideas. Content writing is regarded as the key role and is the most efficient part for any company to grow. The objective of this competition is to build writing skills in general and content writing skills in particular. Content Writer is a good career option for candidates who are creative writers, have the abilities to express their views in writings, have good online research skills and can target the audience through online content. Content writing can take the form of blogs, articles, e-books, and whitepapers among many others. It opens the gate for Digital marketing, blogging and freelancing etc.



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Factory Visit to Goldiee Plant at Mandhana, Kanpur

GHS- IMR organised a factory visit for Batch (2020-2022) on 11th February, 2020 and to Goldiee Group's Noodles Plant at Mandhana. Goldiee Noodles Plant is a part of Goldiee Group's diversification into processed food business. "One-One" noodles brand was launched by Goldiee Group in the year 2014. The main idea of the factory visit to the Goldiee One-One noodles plant was to see the best of Quality Product, Hygiene & Cleanliness practices followed by the company. Goldiee Noodles Plant is producing noodles with the help of imported state of the art machineries and certain part of the process is managed by labourer. Remarkable area is women employment at the factory from the adjoining rural areas. Through this initiative the company tries to encourage women empowerment programme. The factory visit gave the students an opportunity to see the various processes in Goldiee Noodles Plant. Mr. Manu Rastogi (Company HR) & the other staff members provided helpful information. It's unbelievable to see some good

practices taking place in a factory which is situated in Kanpur. Factory uses the latest technology. Process which is followed by Goldiee contains following steps:- Mixture Chamber->Aging Machine- >Steaming Chamber->Cooling process- >Cutting & Folding- >Fryer ->Cooling Chamber- >Metal Detector & C.P.P. Checker->Seasoning ->Packaging. This process was explained by Mr. Shriram, Plant Head, Mr Amit Bajpai, Quality Manager and their colleagues. The best thing about the Goldiee Noodles Plant is that each and every worker has proper knowledge about the plant. After the visit, a documentary about the company's vision and mission was shown along with their founder's story. It showed the background of Goldiee Group and how the business evolved. In the end, Certificates and goody bags were provided to the students by the Goldiee officials and on behalf of the Institute Dr Shekhar Trivedi extended the hearty vote of thanks.



Basant Panchami Pooja

Basant Panchami a day remembered for celebrating birthday of Mother Goddess Saraswati and also Celebrated on the fifth day of the Magh month. Dressed up in yellow, and signifying happiness and optimism the faculty, staff and students of Dr. Gaur Hari Singhania Institute of Management and Research celebrated this auspicious day on 16th February 2021.

Basant Panchami is most famous festival for the Goddess of Learning, Knowledge and Fine arts. Seeing the shade of Ritual spring, the root conscious is the communication of new life in

everyone.

Saraswati is the Goddess of wisdom. She embodies the different facets of learning such as the sciences, arts, crafts and skills. She is said to be calm and collected. It is believed that without Saraswati the world would be shrouded in ignorance, as she is the one who represents enlightenment. Celebration at the institute started with Poojan, Havan and followed by Prasad distribution. It was very joyful experience mixed with colours of beautiful expressions from every member of College.



A Memorandum of Understanding

between Synergy University, Moscow, Russia
and
Dr Gaur Hari Singhania Institute of Management
& Research, Kanpur, India

One more laurel was added to GHS-IMR when it has gone in for a memorandum of understanding with Synergy University, Moscow. Thereby, becoming the first institute in UP to have this tie-up. Synergy University is among the top 3 universities in Russia. Synergy University is not only internationally recognized but is also AMBA (Association of Master of Business Administration) accredited.

The Director, Dr. Rahul Goyal, mentioned that the students will be benefitted by the short-term academic exchange programs, summer school, long term exchange program and this facility will be extended to the faculty level where curriculum preparation, joint seminar & conferences, preparing case study

and other such academic and mutual activities.

Prior to this GHS-IMR also has an exchange programme with USTC, China, Westford College – UK, University of Nebraska, Omaha, USA, Novel Academy, Nepal wherein students have benefitted by collaboration through guest lectures, collaborative events, students visits and certifications. GHS-IMR now looks forward to create some purposeful roadmap with the Synergy University, Moscow, Russia.

The institute will be able to pass on the international recognition and benefits to its students. Prof. Devendra Jaiswal, Media chair along with Prof. Shekhar Trivedi, Prof. Monika Srivastava and Mr. Manoj were present during the MOU.



International Study Tour to Dubai - 2021



The world is growing in its demand for global employees, and one of the best ways to achieve this is exploration. Participation in an international study tour enables students to build their personal and social competence and inter-cultural understanding, including language skills. With this objective in mind, GHS-IMR has been providing opportunities to its students to gain international exposure through foreign educational and industrial trips.

The Students of PGDM second Year (Batch 2019-21) went to a 6 days study tour to Dubai (UAE) from March 8, 2021 to March 13, 2021. The international tour include visit to the capital city of Emirates Dubai, the city is known for its riches, its glitzy and innovative development and architecture, and its industries and retail markets. The trip started with meeting the Alumni who were working in Dubai and had come together to have dinner with students and discuss the roles students can play in international business enhancement and learning from there expertise by seeking new opportunities, Students met Alumnus Mr. Deepak Agarwal, Ms. Ratna and Mr. Amit.

The second day of industry visit started with visit to Rashid Metallic Industries (RMI). The company specializes in

manufacturing, molding of metal structures. Over the past two decades, the company is led by Mr. Thomas Menezes, who nearly has 30 years of experience in the respective engineering industry. The company started to cater the mid-level requirements of the miscellaneous steel works in United Arab Emirates. Subsequently, due to high quality of workmanship and great technical experience, RMI was able to take major erection, and mass production projects. Over a period of doing so, RMI expanded to the Emirates of Sharjah and Umm Al Quwain. With a blooming growth, full-fledged operations then conducted to export orders to countries such as Bahrain, Oman, Qatar, Kenya, Australia, South Africa and Japan. The students learnt aspect of managing the business from all perspectives be it administrative, finance and sales from the senior official of RMI.

The day ended with the visit to world's tallest architecture Burj Khalifa and world's largest Mall the Dubai Mall, the main attraction in Dubai. Students were able to visualize the concepts of Retail Management through visit to Dubai Mall.

The third day started with a half day city tour in which students were exposed to the Emirati culture as they visited all focal

attractions of the city including Jumeirah Beach, Burj Al Arab, Sheikh Zayed Road, Dubai frame, Old Dubai. The Students were able to realize the rapid developments in the city by comparing the old Dubai from the new high tech developed made in Dubai. The night was spent in Dhow cruise, students were amazed with the setting in the cruise also got exposed to advancement of Water Canal bridge which automatically stops as the cruise passes by.

The objective of industrial visit to Dubai was to make understand the diversity of culture and appreciate the culture of the nation UAE. Such an understanding of a nation which includes historical, cultural, social, geo-political and economic aspects, gives a fillip to international business acumen of manager. The trip extracted the same by including the visit to Dragon Mart, which is spread over 150,000 sq. km. It is the world's largest trading hub of Chinese products outside mainland China. It offers wide selection of products like clothes, accessories, food, furniture, gadgets, shoes, toys at affordable prices.

The morning of 12th March started with a seminar on Holistic

Approach to Wellness: Energizing self by balancing Energy by Ms. Pooja Srivastava, Chief Energizing Officer SHREE OHM. The students learnt the basics of energizing mind and body that too in a scientific way. Students understood how they can divert their energy and grasped the concept of electromagnetic radiation.

The last evening of the trip was planned to be adventurous which included Desert Safari in 4*4 Land cruiser, students experienced sweeping sand dunes across stark orange earth, the untamed desert that surrounds Dubai. A dramatic shift from city's ever ambitious, futuristic buildings, the Arabian Desert offers necessary respite from city's thriving core. It included diverse entertainments like Camel rides, fire show, Tanura show, Belly dance, henna paintings and a BBQ dinner.

Experiences of every student of the international study made them realize its importance in the holistic development. It also gave a break to students from monotonous schedule of education and to have some fun activities. The trip was safe, informative, comfortable and memorable for every student in the group.



Second session of 'New version of yourself – 2.0'



2nd session of New Version of Yourself – 2.0 was conducted by Mr. Anant Agarwal on 9th March, 2021 for PGP1 students in the campus of GHS-IMR, Kanpur. It was a very interesting session which helped the students to realize the importance of having a proper attitude, knowledge and skill set to face the challenges in their upcoming life especially in the corporate world. While working on these three equally important variables, students can move forward towards their goals. The level of competition prevailing in the corporate world was portrayed to the students through a small activity in which the students were divided into three teams and those teams were

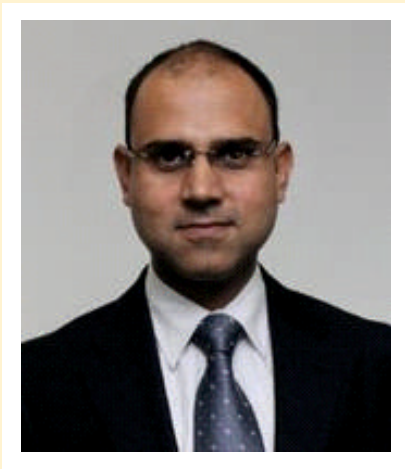
asked to behave like three companies and then they were asked to build the tallest stable tower with the resources given to them as a newspaper, without taking any external support. During that activity, team members were shuffled many times among the teams and that made them realize the importance of adaptability to change in different environments, proper and efficient use of their resources in order to maximize the profits. All this gave the students whole lot of idea of requirements for successful survival in the corporate world while also keeping in mind one's happiness and satisfaction level in life to be an important aspect.



Guest Lecture by Mr. Farasat Khan General Manager & Head, Learning and Development, SRL Diagnostics.

On 15th March, 2021, PGDM (2020-22) students were blessed with an opportunity to have a virtual interaction with Mr. Farasat Khan, General Manager & Head – Learning and Development, SRL Diagnostics. The one hour session on “building a winning attitude for successful life” was full of mirth and learning for the students wherein they go to know about various aspects of building attitude leading to thriving future. The life achievements of people like – Abraham

Lincoln, Beethoven, Helen Keller included in the session were quite inspirational for the students. Mr. Farasat is a seasoned professional with a work experience of almost three decades. Before SRL Diagnostics, He has worked with globally reputed organizations like - DuPont, GlaxoSmithKline, Ranbaxy and AstraZeneca with a highly successful track record and has trained more than 2000 people to become better professionals.



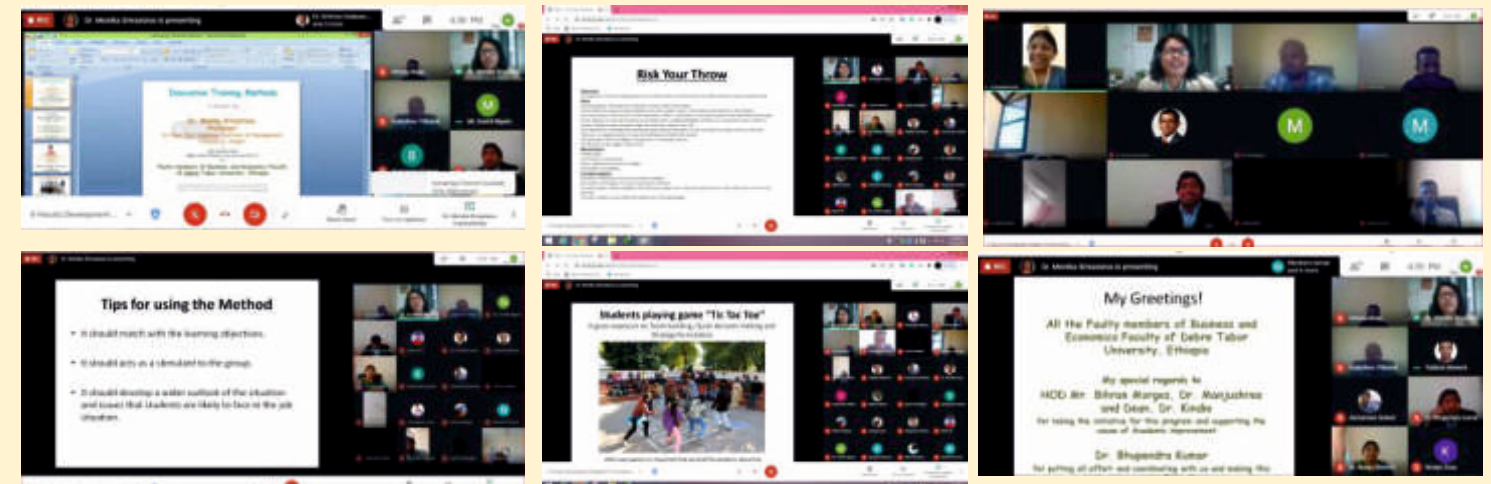
FDPs

e-Faculty Development Program On “Innovative Training Methods” for the Faculty Members of Debre Tabor University, Ethiopia

In alignment with institutes Vision to be alma mater of next practices, Dr. Gaur Hari Singhania Institute of Management & Research organized E-Faculty Development Program for Faculty members of Business and Economics Faculty of Debre Tabor University, Ethiopia. The topic of FDP was 'Innovative Training Methods' and Resource Person was Dr. Monika Srivastava, Professor, GHS-IMR. The program was organized on 18th December 2020 at 2:00PM (Ethiopian Time).

Program started with formal welcome by Dr. Manjushree, HOD Mr. Birhan Moges and Dean Mr. Kindie to the resource person and all participants. Then Dr. Monika Srivastava discussed the

innovative methods of teaching like Role play, Case study and Storytelling which can be used by faculty members to get the attention of students and make the learning long lived. Dr. Bhupendra extended his thankfulness to Dr. Monika for sparing time and guiding the faculty members on latest methodology of training. 25 faculty members of Debre Tabor University, Ethiopia got themselves registered for the program. All of them participated with enthusiasm and found the program very interesting. Like many participants Mr. Yabibal Afework said that we need more of these types of program. That strengthened our faith in the success of program.



FDP on 'Developing and Designing a Business Game' organised by Amity University, Noida

Dr Shekhar Trivedi, Professor, Digital Marketing once again shared his expertise of Business Games in the Leadership Webinar Series (FDP) organised by Amity University on 18th May, 2020. Apart from the general introduction on Gamification, Simulation and Business Games. He addressed the faculty members of Amity University on Designing and Development of

Business Games. He shared the matrix on how to choose the topic for the business game. Dr Shekhar Trivedi talked about the whole process from ideation of the Business Games to final production of the Game. Faculty tossed quite a good number of queries on various aspect of the development of the game. Programme was much appreciated by the organisers.

FDP on Innovative Teaching Methodologies in Digital Era

Amity Business School, Noida invited Dr Shekhar Trivedi to share his experiences on Developing Business Games on 19th June in an FDP on Innovative Teaching Methodologies in Digital Era. The online FDP was organised from 15th June 2020 to 19th June 2020. Dr Shekhar Trivedi talked about various types of business games and formats in which the games can be created. He shared the designing of Board Game, Multimedia Game and the Multimedia Case Study with the participants. He also exemplified the use of gamification to control Corona in the world.

2-Week FDP on Covid-19 New Age Teaching Pedagogy: Innovative tools, techniques and research methods for efficient Business Management Teaching in the Digital Era' organised by JNU, New Delhi

Dr Shekhar Trivedi, Professor Marketing was invited for a session on 'Games in Teaching Methodology' on 22nd July 2020, in an Online 2-Week FDP Development Programme organised by Atal Bihari Vajpayee School of Management & Entrepreneurship, Jawaharlal Nehru University, New Delhi. The title of the FDP was 'Covid-19 New Age Teaching Pedagogy: Innovative tools, techniques and research methods for efficient Business Management Teaching in the Digital Era' organised from 20th July 2020 to 31st July 2020.

The session ran for 2 hrs where the instructor shared his expertise in creating business games with 257 faculty members who came from the country's most reputed colleges LSR, Daulat Ram, Mirinda House, IMI-B, BHU, Symbiosis, etc. He also shared his popular games with the students in retail on 'Establishing Malls' by the name Mall'O'Mania. He explained the whole process of the game by running it live before the audience and explaining the flow and logic, and algorithm behind each one of them. He also shared the software of the game with all the participants. His programme was highly appreciated and JNU requested to carry on with some more programmes from him based on teaching pedagogy.

ATAL BIHARI VAJPAYEE SCHOOL OF MANAGEMENT AND ENTREPRENEURSHIP, Jawaharlal Nehru University, New Delhi									
Online Two-week Faculty Development Programme									
Covid-19 New Age Teaching Pedagogy: Innovative Tools, Techniques and Research Methods for Efficient Business Management Teaching in Digital Era									
20th July - 31st July, 2020									
Day 1 - 20 July, 2020	Day 2 - 21 July, 2020	Day 3 - 22 July, 2020	Day 4 - 23 July, 2020	Day 5 - 24 July, 2020	Day 6 - 25 July, 2020	Day 7 - 26 July, 2020	Day 8 - 27 July, 2020	Day 9 - 28 July, 2020	Day 10 - 31 July, 2020
Media & Communication for Business Management in Digital Era	Economic Development & Policy in Digital Era	Digital Approaches in Management Education	Entrepreneurship & Social Intrapreneurship	Strategic Planning & Implementation in Digital Tools	Analysis of Business & Organizational & Educational & Pedagogical of Business	Emerging Trends & Skills for Business	Participatory & Collaborative Learning Models	Analytics & Business Intelligence Models	Leadership & Development of Business

Training Program on 'Dining Etiquettes and Table Manners'

Hotel Royal Cliff (22nd and 25th March, 2021)

Let it be a professional luncheon or having meals in a social gathering, dining etiquettes and table manners hold great importance. It not only creates a good impression but also augments the confidence of individuals.

Keeping this in mind a special training session on "dining etiquettes and table manners" was organized for 1st and 2nd year PGDM students of Dr. Gaur Hari Singhania Institute of Management and Research, Kanpur on 22nd March and 25th March, 2021 respectively.

The training was organized at one of the premium hotels of

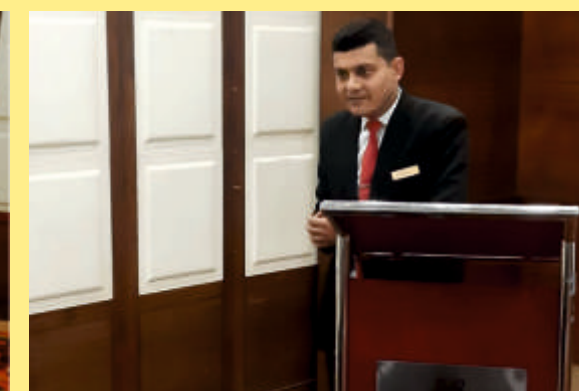
Kanpur, Hotel Royal Cliff.

It was facilitated by Mr. Saurav Mangal, Manager, Hotel Royal Cliff.

Mr. Saurav is a hotel management graduate from the prestigious Institute of Hotel Management, Lucknow.

Mr. Siddiq Aazam, Head - Corporate Relations, GHSIMR expressed a heartfelt gratitude to Mr. Saurav for the enlightening session

One of it's kind, the training was highly appreciated by the students.



FACULTY ACHIEVEMENTS

Dr. Shekhar Trivedi

- Dr Shekhar Trivedi, Professor, Digital Marketing once again shared his expertise of Business Games in the Leadership Webinar Series (FDP) organised by Amity University on 18th May, 2020. He addressed the faculty members of Amity University on Designing and Development of Business Games.
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- Dr Shekhar Trivedi successfully completed "Design thinking for Innovation course" from University of Virginia at Coursera portal in June 2020.
- Dr Shekhar Trivedi was felicitated by Lions Club of Kanpur in Sikschrhak Samman Samaroh organised on 5th September 2020
- Trivedi, S., Dikshit, S. (2020). Facebook Posts: Exploration and Comprehension of Sensationalism. Prabandhan: Indian Journal of Management. Aug-Sept. (SCOPUS Indexed, Cite Score: 1.4)
- Dr Shekhar Trivedi took a session in an FDP organised by GHS-IMR on the Topic: " Exploring Jamboard for Interactive Online Business Games" on 6th January 2021.

Dr. Monika Srivastava

- Organized Faculty Development Program on the Topic: " Exploring Jambaord for Interactive Online Business Games" on 6th January 2021. The Resource Person of the program was Dr. Shekhar Trivedi
- Staff training program organized on the topic 'Good Governance' on 16th and 18th January 2021.
- Delivered a session on 'Features and importance of Good Governance and Behavioral Skills for Good Governance', under Staff training program organized on the topic 'Good Governance' on 16th and 18th January 2021.
- Organized as well as resourced E-Faculty Development Program on "Innovative Training Methods" 18th December 2020 for Faculty members of Business and Economics Faculty of Debre Tabor University, Ethiopia.
- Chaired the 6th International HR Summit 'HumanOurce-2020' that was organized on September 26th Sept' 2020 (Saturday). It had participation of Professionals from academia and industry from Nepal, India, Switzerland and Oman.
- Inner Wheel club Eden pride of Kanpur and Muskuraye Kanpur Movement conferred the Best teacher Award to Dr. Monika Srivastava on 4th September 2020 for her contribution in upliftment of society by Innovative Education.
- On 11th August 2020 addressed the galaxy of academicians on the topic, 'Innovative Training Methods' in 7 Days Faculty Development Program on 'Creative Thinking and Professional Ethics' jointly organized by Guru Nanak College, Chennai, SSPG College, UP, Sahitya Darsan Santhan, India, Indira Gandhi Study Centre-UGC, India and Novel Academy, Pokhara, Nepal. There were 1651 participants from 16 countries and from all most all the states of India.
- Dr. Monika Srivastava was conferred with 'Teaching Excellence Award' on 11th August 2020 which was jointly

given by Guru Nanak College, Chennai, SSPG College, UP, Sahitya Darsan Santhan, India, Indira Gandhi Study Centre-UGC, India and Novel Academy, Pokhara, Nepal.

- Took a webinar for Faculty Staff and Students of Novel Academy Pokhara, Nepal, on the topic 'People Management Post Covid 19'. The program was conducted on 10th May, 2020 11:00 AM -12:30 PM
- Took a for Faculty Members on 'Innovative Training Methods'. The session was hosted by Staff Professional Development, Affiliation and Linkages Committee, College of Business, University of Buraimi, Oman. The program was conducted on 11th May, 2020 (Monday) under Professional Development Program Webinar Series 1.0. The webinar was attended by senior faculty members, Deans and Directors of different departments of the University.

Dr. Kunwar Milind Singh

- FDP on Learning, Pedagogy and effective use of case Methodology from May 17, 2020 to May 21, 2020 byASM Group of Institutes, Pune and ASMA
- FDP on Publishing research papers in premier Journals-Do's and Don'ts organized by ITS Ghaziabad on May, 21, 20220
- Webinar on Understanding Derivatives: Mechanism, Pricing and Hedging by Department of Commerce, BharatiCollege, University of Delhi on May, 9, 2020

- Webinar on Revival of Economy post Covid-19 by Department of Management and Financial Studies, ShaheedRajguru College of Applied Sciences for Woman, University of Delhi on May, 5, 2020
- Paper titled "Systematic Review of FDI spillover on domestic firms of developing economies in last 20 years and emerging research issues" presented at FORE International Business Conference (FIBC) 2020, FORE School of Management, New Delhi, November 27-28, 2020
- Case titled Autocom Private Limited coping strategies during Pandemic and beyondpublished in IMR Management Speak, 13(1), ISSN 2231-1467
- Took a session on Role of Accreditation Agencies and their expectation with respect to good governance in GHS-IMR Staff Training Program scheduled on January,18,2021
- Took a session on "Strive and Thrive" as CSR activity from GHS-IMT at PPN College on February, 24, 2021
- Coordinated the Annual Budget presentationand discussion-2021 of PGP1 students at GHS-IMR on February 16,2021.