

# THE GLB TIMES



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**PGDM Batch 2020-22 & Faculty @ GLBIMR Attended**

**HR Club "Affinity"**  
organized

**Debate Competition 2020**  
"Your Voice Deserves to be Heard"

**Depletion of Moral Values in Today's Generation**  
Saturday, October 10, 2020



**GL Bajaj Institute of Management & Research**  
Plot No. 2, Knowledge Park-III, Greater Noida, U.P 201306

## "Debate Competition@ GLBIMR"

HR Club: "Affinity" of GL Bajaj Institute of Management & Research.PGDM Institute, Greater Noida organized Debate Competition - **"Your Voice Deserves to be Heard"** on Saturday, October 10, 2020 for the students of PGDM Batch 2020-22 under the patronage of Mr. Pankaj Agarwal, Vice Chairman, GL Bajaj Educational Institutions.

The session started with an invocation to Goddess Saraswati. Dr. Ajay Kumar, Director, GLBIMR stated that debate competitions provide an opportunity to present one's views on a topic and one could strongly defend the opinion by putting forward one's valid justifications.

The topic of the debate was **"Depletion of Moral Values in Today's Generation"**. A total of 26 teams participated in the competition.

The Jury members for the competition were Ms. Shashi Bala Rai and Dr. Akhilesh Kumar Mishra, faculty, GLBIMR.

The students were highly appreciated by all for their sharp debating skills.

## Entrepreneurship or Start-Up News Competition @ GLBIMR

Entrepreneurship Cell of GL Bajaj Institute of Management & Research.PGDM Institute, Greater Noida organized **"Entrepreneurship or Start-Up News Competition"** on Thursday, October 15, 2020 for the students of PGDM Batch 2020-22 under the patronage of Mr. Pankaj Agarwal, Vice Chairman, GL Bajaj Educational Institutions.

The session started with an invocation to Goddess Saraswati. Then, a brief introduction about GLBIMR, E-Cell and Flying Minds was given during the session. A total of 4 teams participated in the competition.

The hosts also shared a presentation about **"ATAL Incubation Centre"** that helped the students to understand various innovative and entrepreneurial activities conducted by the institutes.

The Jury members for the competition were Dr. Parul Yadav and Dr. Amit Kumar, faculty, GLBIMR.

This competition helped the students know the latest start-up ideas across the globe which guided and motivated them to work on their own business ideas.



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**PGDM (Batch 2020-22) & Faculty Members @ GLBIMR Attended**

**"Entrepreneurship or Start-Up News Competition"**

Organized By

**Entrepreneurship Cell, GLBIMR**

October 15, 2020 (Thursday) | 3:15pm - 4:15pm

**Online**

Academic Session: 2020-21



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**PGDM Batch 2019-21 & Faculty Members @ GLBIMR Attended**

**FINQUIZ - ONLINE QUIZ COMPETITION**

October 16, 2020 | 03:00pm - 04:30pm

**GL Bajaj Institute of Management & Research**  
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## FINQUIZ - Online Quiz Competition

Finance Club - “The Number Crunchers” of GL Bajaj Institute of Management & Research, PGDM Institute, Greater Noida organized “FINQUIZ - Online Quiz Competition” on Friday, October 16, 2020 for the students of PGDM Batch 2019-21 under the patronage of Mr. Pankaj Agarwal, Vice Chairman, GL Bajaj Educational Institutions.

A total 15 teams were selected for the Grand Finale. The Grand Finale consisted of 3 rounds which included ‘MCQ, Extempore and Unjumble the Jumbled Punch lines’. The participants wholeheartedly participated in the knowledge sharing quiz and it was thoroughly enjoyed by the audience.

This competition provided a platform to the students which enhanced their confidence to perform on a virtual platform.

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**Participants from Industry and Academia attended**

**Virtual Management Development Program**  
“Personal Financial Planning and Wealth Management”

Saturday, October 31, 2020 | 10:00am to 03:30pm

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## Virtual Management Development Program @ GLBIMR

GL Bajaj Institute of Management & Research, PGDM Institute, Greater Noida organized Virtual Management Development Program on “Personal Financial Planning and Wealth Management” on Saturday, October 31, 2020 under the patronage of Mr. Pankaj Agarwal, Vice Chairman, GL Bajaj Educational Institutions.

The Key Resource Persons for the session were **Mr. Rajiv Gupta, Business Head - Religare Broking Limited, Dr. Shuchita Singh, Associate Professor, GLBIMR and Mr. Harminder Garg, Founder & Chief Mentor-IIFC, CFP Coach, Authorized Education Provider of FPSB, U.S.**

The MDP witnessed a total of 27 participants from Industry and Academia. All the faculty members of GLBIMR also attended the MDP. This MDP helped the participants to understand the process of financial planning, its components and their weightage in unique asset allocation. It also apprised them about the behavioral aspects of investing.

## 2nd Startup Summit 2020 @ GLBIMR

GL Bajaj Institute of Management & Research. PGDM Institute, Greater Noida organized 2nd Startup Summit 2020 on “Creating New Opportunities, Building Partnerships & Inspiration: Atmanirbhar Bharat” on Saturday, November 07, 2020 under the patronage of Mr. Pankaj Agarwal, Vice Chairman, GL Bajaj Educational Institutions.

The Guest Speakers of the Summit were **Mr. G Srinivasan**, CEO - Sporjo, Ex-BCCI, Ex-NIKE, Ex-Reliance Sports Group, Ex-ESPN, Ex-Indian Super League, Former Head - Marketing & Sponsorship Sales IPL; **DrIndrajit Ghosh**, Chairman - MSME Chamber of Commerce and Industry; **Mr. Amit Pandey**, CEO - Pincap; **Mr. Vinay Trivedi**, Head HR - ToneTag (Naffa Innovations Pvt. Ltd.) and **Ms. SnehaSaikia**, Freelance Chef & Entrepreneur, **Mr. Vishal Ganju**, Founder - Twenty Five Cents Networks (bookmyspares.com) & click4fabric.com; **Mr. SujitKispotta**, Director - Fake Free India Foundation; **Ms. Reema Malhotra**, Director Projects - Love Care Foundation and **Mr. Chandan Kumar**, Founder Director - Craft Ur Career Education Pvt. Ltd.

Around 300 participants from Industry and Academia participated in the event. It was a thought provoking session which gave a new perspective to understand various aspects and also enhanced the knowledge of the participants.

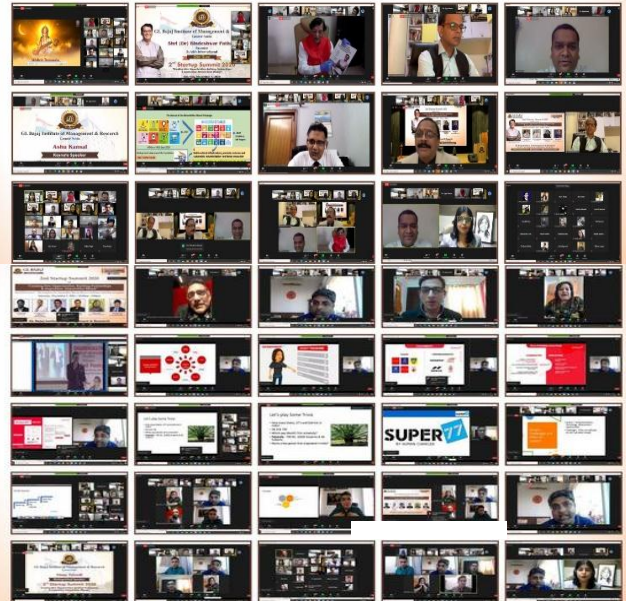


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## 2nd Startup Summit 2020 (Inaugural Session)

“Creating New Opportunities, Building Partnerships & Inspiration: Atmanirbhar Bharat”

Saturday, November 7, 2020 | 10:30am - 12:30pm



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PGDM Students (2019-21 Batch) and Faculty at GLBIMR

attended  
**Workshop**  
on

**Financial Modelling using Excel**

5th-6th November, 2020 | 2:00pm-5:00pm



GL Bajaj Institute of Management & Research

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## Workshop on Financial Modelling using Excel @ GLBIMR

GL Bajaj Institute of Management & Research. PGDM Institute, Greater Noida organized Workshop on “Financial Modelling using Excel” on November 5 & 6, 2020 for the Finance Specialization students of PGDM Batch 2019-21 under the patronage of Mr. Pankaj Agarwal, Vice Chairman, GL Bajaj Educational Institutions. The speaker of the session was Mr. KapilKalra, Vice President, Corporate Finance, Sky Power Global.

The session started with an invocation to Goddess Saraswati. Dr. Shuchita Singh, Associate Professor, GLBIMR welcomed Mr. Kapil Kalra, who shared his valuable insights with the students. A Total of 62 students participated in the workshop which provided them hands-on training in Excel to use financial statements for future projections of the firm.

## Alumnus of the Month



**Mr. Lokesh Sharma**  
System Analyst, TCS

PGDM Batch: 2018-20

### ACHIEVEMENTS

- Certified for practicing “Agile workflow Method” in Corporate projects
- Achieved “Certification of Merit” for outstanding performance in academics.
- Selected for “ParikshapeCharcha 2.0” by AICTE through National competition.
- Achieved “Digital Ninja tag” in Digital Marketing by qualifying the National Marketing test.
- Received Certificate of Appreciation from “Delhi Management Association” in the conference on Future of Technology at Hotel Shangri-La, Delhi.

Connect with him: <https://www.linkedin.com/in/lokeshsharma271292/>

## Call to Action is Passé, Call to Value add is the New Thing!

In today’s world, everyone is looking for the value that one can get from the products, services or in employees while recruiting. “Call to Action” means motivating the user to take a certain action whereas “Call to Value” means showing how the user will be benefitted by using your products or services. Call to action is seller centric but call to value is customer centric.

Let’s look at how the change of approach has turned out to be gold for “Apple” in the below interesting case.

Over the last couple of years, we have become more knowledgeable about what happens to our data.

Many consumers are now worried about the amount of data that Facebook, Amazon, and Google have about them. And Apple has stepped in now to aspire all of us to find a safer alternative by approaching us with few stronger brand communications such as –

Your privacy is safe with us.

What happens on your iPhone, stays on your iPhone.

As Ben Evans put it: “The old Apple promise was that you don’t have to worry if the tech works. The new promise is you don’t have to worry if the tech is scamming you.”

A company’s value proposition is as important as a person’s soul. As everything is about marketing and you all would be giving interview sooner, so let me use a simple example to explain the statement “Call to Action is Passé, Call to Value add is the New Thing.”

During the interview, you will be in the shoes of a seller, so don’t tell what you can get from the organization instead try to convey how you can add value to the organization (user).

This approach from Seller-Centric to Customer-Centric will be the knocking six in every situation.

Now, I will leave you with this curiosity to move yourself a ladder up with this approach in career!

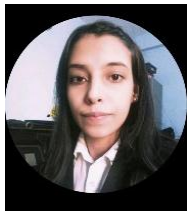
**Good Luck!**

**HiraOvais**

PGDM Batch:2017-19

Senior Marketing Executive | Ashiana Housing Ltd.

Email: [hira.ovais@ashianahousing.com](mailto:hira.ovais@ashianahousing.com)



GLBIMR keeps organizing various events every week and that is keeping us more involved and interested while working towards our goal, And also managed to complete the course by organizing online classes and taking online exams. It was a great experience being connected with college through Mentoring Program. Also the institute played a great role in increasing the morale of students by organizing various online webinars which helped us to remain positive throughout this tough situation.

-Neelam Sharma

DESIGNED BY: RISHABH RANJAN

### Message from the Desk of Editorial Team

We are proud to present the Fifty- Eighth Edition of the Fortnightly GLBIMR Student Newspaper “THE GLB TIMES”.

We strive to keep you updated about the most happening events in the campus. Write to us with your suggestions regarding columns to be added to help make our students bulletin an engaging read. We look forward to your suggestions to deliver the best! Kindly mail us your suggestions at: [flyingminds.ecell@gmail.com](mailto:flyingminds.ecell@gmail.com)