

THE GLB TIMES

- Vision:** “To be an institute of global Repute for Imparting Knowledge, Skill Set, Confidence and Values for being self-reliant and Pleasantly Employable”.
- Mission:** To create a sustainable learning ecosystem to build cognitive potential.
To inculcate quality leadership, corporate understanding and global competence.
To inculcate entrepreneurial skills & startup attributes for the spirit of self-reliance.



FRESHERS PARTY – 2021

Fresher's Party on October 29, 2021 for the students of PGDM Batch 2021-23 under the guidance of Sapna Rakesh, Director, GLBIMR.

The chief guest were Mr. Aditya giri, Mr. India and Ms. Shweta Srivastav, Diadem Mrs. India Legacy Classic-2019. The Fresher's Party began with Ganesh Vandana followed by a mesmerizing cultural performance followed by fashion shows of the participants aesthetically presented. DJ Tejas, a renowned Bollywood DJ added the WOW factor to the mega extravaganza and made everyone groove to his enchanting tunes. This event welcomed the new students in a friendly atmosphere and provided them with an opportunity for formal introduction with the senior students.

INVESTITURE CEREMONY

“Investiture Ceremony: Academic Leaders and office Bearer GLBIMR Clubs” on October 21, 2021 for the students of PGDM batch 2020-22 and 2021-23.

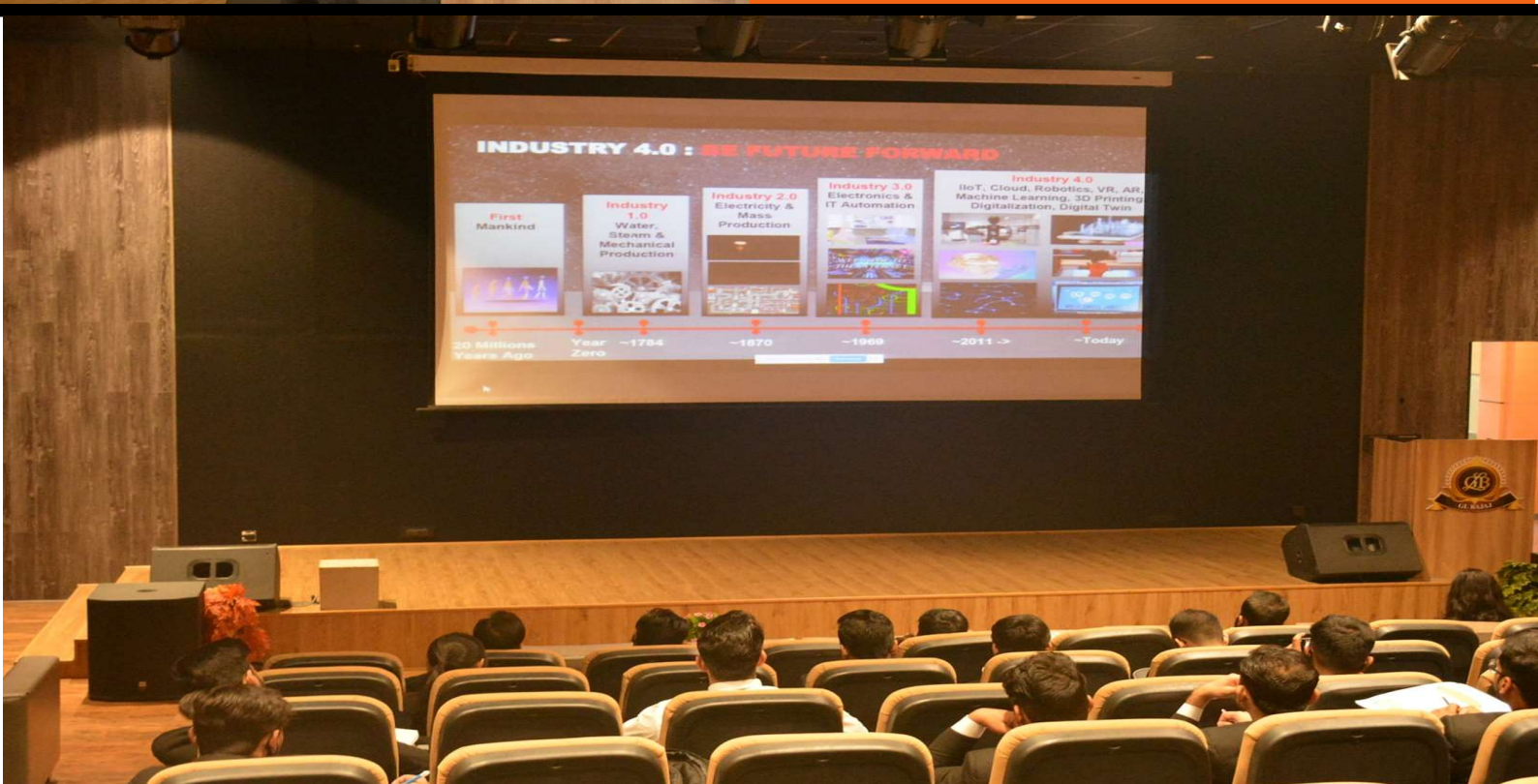
The chief guest Mr Saud Md. Khalid news Anchor, news 24 shared that he knows the hurdles that one need to overcome especially if they are coming from a small places. He encouraged the budding managers that they had already attained a level of success as they had overcome the difficulties to pursue their dreams of doing management programs. During this ceremony, the office bearers of GLBIMR clubs were awarded with the badges and appointment letter followed by the Oath Taking ceremony.



“WORKSHOP ON RESEARCH PAPER WRITING”

Research Cell of GL Bajaj Institute of Management & Research, PGDM Institute, Greater Noida organized One Day Workshop on “Research Paper Writing” on November 12, 2021 for the students of PGDM Batch 2021-23 under the guidance of Dr. Sapna Rakesh, Director, GLBIMR, PGDM Institute.

Dr. Piali Haldar provided a brief introduction on how to write a research paper, helped the students to imbibe the basic research skills and guided them about where and how to do literature review. She also discussed the three types of research: Exploratory, Descriptive and Causal Research with the students.



“EXPERT TALK SERIES”

GL Bajaj Institute of Management & Research, PGDM Institute, Greater Noida organized Webinar under Expert Talk Series on "Digital Transformation-A Twin Approach for improved Production Planning and Control through Optimisation" on November 15, 2021 for the students of PGDM Batch 2020-22 under the guidance of Dr. Sapna Rakesh, Director, GLBIMR, PGDM Institute.

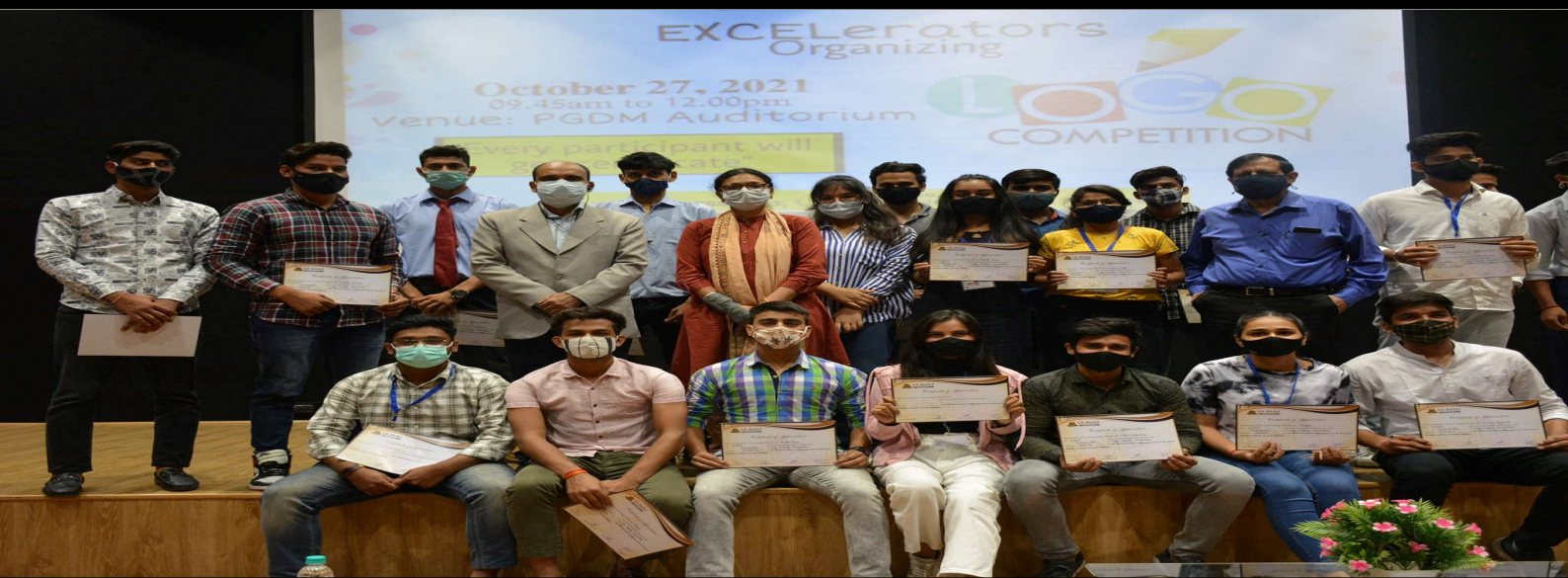
Mr. Anubhav Agarwal (IIT Delhi Alumni), Senior Consultant, Oil & Gas Industry discussed the principles and techniques for planning and control of the production and service systems to make best use of resources. He shared that Supply Chain Optimization (SCO) is based on Push strategy whereas Value Chain Optimization (VCO) is based on Pull strategy. He elaborated that VCO goes beyond SCO to provide a stronger strategic focus on key resources and capabilities to best deliver the output. He discussed that through digitalization, one can adapt and thrive in today's environment. He also explained 'Digital Twin' as a virtual copy of the real asset and how it connects digital and real world.



“CSR CLUB”

CSR Club - ‘Protsahan & Sangathan’ of GL Bajaj Institute of Management & Research. PGDM Institute, Greater Noida organized CSR Contribution Drive - “Joy of Giving” from October 9-29, 2021 followed by Distribution on October 29, 2021 under the guidance of Dr. Sapna Rakesh, Director, GLBIMR. PGDM Institute.

During this period, contribution from students, faculty and staff was done in the form of monetary contribution, old usable clothes, stationery items, grocery packs and sweets. The collection was distributed to the underprivileged people in Greater Noida by the students and faculty of GLBIMR. This brought joy and happiness on the faces of the needy people and was intended to support them in the coming winters as an act of humanity.



“EXCErators”

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Ms. Aparna Kapoor
Vice President
HDFC Life
Mumbai, Maharashtra

Webinar under Expert Talk Series

on
"The New Era of Advertising"
for

PGDM Batch 2020-22

30th October, 2021 | 01:30pm - 3:00pm

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

"Expert Talk Series on "The New Era of Advertising"

GL Bajaj Institute of Management & Research, PGDM Institute, Greater Noida organized Webinar under Expert Talk Series on "The New Era of Advertising" on October 30, 2021 for the students of PGDM Batch 2020-22 under the guidance of Dr. Sapna Rakesh, Director, GLBIMR, PGDM Institute.

Ms. Aparna Kapoor, Vice President - HDFC Life, Mumbai, Maharashtra apprised the students with the current marketing scenario prevailing in the industry, helped them to understand the fundamentals of advertising, its scope, diversity and development and also explained about big ideas and new communication tools of the digital world.

Alumnus of the Month



I am the blessed one I can say who chosen Glbimr as a college, yes what I am today is because of Glbimr, College staffs and Faculties are so welcoming here, the extra curricular activities makes you realise what you are and where you stand, it has created a next level of confidence in me. The environment here is so pure and this was the reason I was able to look inside me, what I am and what I can be. Now I am placed with reputed Brand Axis Bank and working in corporate office, here I am handling so many things as my college always taught me to be multi Tasker, here also I am performing so many duties in a Creamy department NRI.

It is related to banking operations, Stakeholder Management, International Client handling, Connecting to different foreign branches of Axis.

I dedicatedly working here and got so many appreciations for my work, sometimes my senior appreciated and sometimes it was my international clients who directly visited to our axis website and written adorable words for me to appreciate my efforts, I have been given a tag of consistent performer, after seeing all this my seniors have recently assigned me with burgundy private customer handling which is a the highest TRV account in Axis worth of 23-27 crores here I will be getting a chance to work with different CEO and MD of different companies, Celebrities and top class people. I am very happy with the place and the work I do and Glbimr will always in my heart. I am thankful to each member of Glbimr who has devoted time for me, stand by my side when I needed them most. Your contribution in my journey is really commendable.

Lots of love and wishes to GLBIMR family!

Best Regards
Shatakshi Singh
Acquisition Manager
NRI - Digital Circle
Axis Bank



Finding the right path to success at the right time is really very important and for that way I have selected GLBIMR. The friendly environment, the systematic approach towards imparting education at GL Bajaj Institute of Technology and Management made me a competent individual. The wide range of activities- both curricular and co-curricular- along and the support from GLBIMR is really very helpful for my future. The faculties are really very kind and approachable when any need arises.

Kashish Agrawal (2021-23)

Book Review



Book Review on Luxury Retail - An Indian Perspective.

Ever thought of wearing a limited-edition perfume of Louis Vuitton on your birthday? Surely luxury is a lifestyle and extends to products and services but it is not confined to product brands but also to experiences. Dr. Srinivasan R. Iyengar together with Dr. Sandeep K. Bhanot and Dr. Adv. Harshul K Savla discusses very exhaustively in sixteen chapters about luxury retail in an Indian perspective. The luxury market is projected to grow annually by 10.6 % CAGR between 2020-2023 and the figures have forced the people to not ignore it as it promises a great opportunity for growth. Once you read the book then you are sure that it is useful to companies in the luxury brand sector and also to

those companies who plan to enter the Indian luxury market in the near future. This book will also help the companies to understand the factors which motivate an Indian customer to purchase a luxury brand and enable the managers to devise appropriate marketing strategies to target these customers. Management students on the other hand can find a vast jewels of marketing principles which can be applied to a luxury brand as the book as stated by authors is a result of research conducted on Indian Luxury Retail between 2012-2020. All I would like to say is that you should not miss the luxury of understanding a promising industry through this book as you often want this industry's products at your side to make you stand apart from the crowd.

Shobhitanshu (2021-2023)



CONTENT WRITER
SEJAL GUPTA. (2021-2023)



DESIGNED BY:
VIKASH KUMAR SINGH. (2021-2023)

Message from the Desk of Editorial Team

We are proud to present the 71th Edition of the Fortnightly GLBIMR Student Newspaper "THE GLB TIMES".

As 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 student bulletin an engaging read. We look forward to your suggestions to deliver the best!

Kindly mail us your suggestions at: flyingminds.ecell@gmail.com