

1 October - 31 October 2024

Monthly Newspaper

## GL Bajaj Hosts an Exclusive Meet & Greet with Bollywood Stars Rajkumar Rao and Tripti Dimri



An unforgettable day at GL Bajaj!

On 8th October, 2024, GL Bajaj Educational Institutions had the absolute pleasure of hosting the amazing Rajkumar Rao and Tripti Dimri for an exclusive Meet & Greet as they shared their incredible journeys and insights.

The energy, the fun, and the excitement were through the roof as everyone enjoyed their presence and got a glimpse into their upcoming film Vicky Vidya Ka Woh Wala Video.





1 October - 31 October 2024

Monthly Newspaper

## Team GLBIMR clinched 1st place at “I-Ignition” hosted by GIMS, Greater Noida

In a moment of glory for both Team Raahi and GLBIMR, the talented group clinched 1st place at the highly competitive "I-Ignition: The Limit of Your Imagination" competition, hosted by GIMS, Greater Noida.

This prestigious event brought together the brightest minds from various colleges, each presenting groundbreaking ideas to solve real-world challenges. Team Raahi’s remarkable presentation on "Empowering Women: Safety Wrist Band" stood out as a beacon of creativity, innovation, and social impact.



1 October - 31 October 2024

Monthly Newspaper

## Igniting Innovation: Research Proposal Presentations 2024 | Research Club



On October 1st, The Student Research Club hosted a highly engaging and thought-provoking event that brought together the brilliant minds of our PGDM students from the Batch of 2024-26. The event was a true celebration of creativity, research, and intellectual exploration, showcasing the innovative spirit that defines our institution.

With participants diving deep into diverse topics, the atmosphere buzzed with enthusiasm and collaboration, fostering interdisciplinary insights. This event was not just about presentations; it was about inspiring a culture of research and exploration among students!

Kudos to our winners, Deepshikha and Yash Gupta, for their outstanding presentations!





1 October - 31 October 2024

Monthly Newspaper

## GLBIMR Partners with UPAY Foundation to Empower Underprivileged Youth



GL Bajaj Institute of Management and Research proudly signed a Memorandum of Understanding (MOU) with Under Privileged Advancement by Youth (UPAY) under the inspiring leadership of Dr. Sapna Rakesh, Director of GL Bajaj Institute of Management & Research.

This partnership aims to empower underprivileged youth and create lasting positive change in our community. Dr. Rakesh warmly welcomed our esteemed guests, Ms. Mithila Malhotra and Mr. Mahendra Shukla, presenting a sapling as a symbol of our commitment to growth and collaboration.



1 October - 31 October 2024

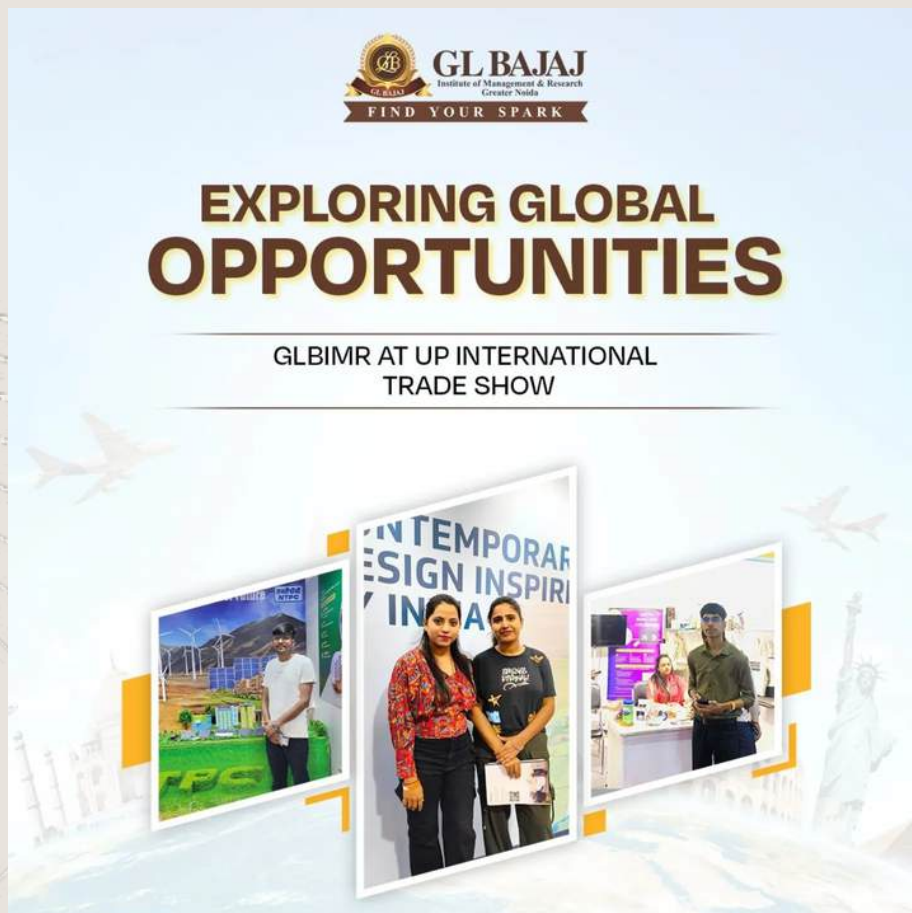
Monthly Newspaper

## GLBIMR's Centre for Sustainability Explores Global Trade Opportunities at UP International Trade Show



The Centre for Sustainability at GLBIMR recently organized an insightful visit to the UP International Trade Show held at the India Expo Centre & Mart, Greater Noida. This dynamic platform brought together businesses, MNCs, startups, and NGOs to foster connections, explore trade opportunities, and promote regional crafts, technology, and innovations to a global audience.

Our PGDM students engaged actively during this visit, aiming to establish meaningful collaborations for future projects with a focus on driving positive societal and environmental impact. Exciting opportunities lie ahead as we work together to build a sustainable future!





1 October - 31 October 2024

Monthly Newspaper

## GLBIMR Students Lead the Way in Environmental Sustainability with Third Plantation Drive in Sahibabad

### PGDM Students Growing a Greener Future

As part of the Urban Forest Development Social Immersion project, our dedicated PGDM students, alongside faculty volunteers from the Centre for Sustainability at GLBIMR and in collaboration with Saksham Bhoomi Foundation, completed the third plantation drive in the Sahibabad Industrial Area!

Over 50 saplings were planted, bringing us to a total of 400, as we continue our mission to promote environmental sustainability.





1 October - 31 October 2024

Monthly Newspaper

## GLBIMR Students Shine at Abhivyakti-2024

Another feather in the cap for GLBIMR! We are thrilled to congratulate our talented students for securing Second Positions in two major events at Abhivyakti-2024, hosted at IMS (UC Campus), Ghaziabad. Our students excelled in both the Debate and Rangoli competitions, showcasing their creativity, intelligence, and team spirit.

In the Debate Competition, Tanmay Yadav and Riya Singh delivered impressive performances, engaging in thought-provoking discussions and securing the second spot. Meanwhile, in the Rangoli Competition, Prachita Pandey, Akshita Singh, Sanskriti Mishra, and Anamika Singh mesmerized the judges with their intricate designs and vibrant colors. Both teams were awarded certificates, trophies, and cash prizes for their remarkable achievements. Congratulations once again to all our winners!



1 October - 31 October 2024

Monthly Newspaper

## GLBIMR Teams Shine at Vivechana 2.0, 2024: Team ThinkTank and Team Insight Innovators Win Big!

GLBIMR continues to expand its horizons! A huge congratulations to TEAM THINKTANK – Shivani Tewari & Shreshth Ghosh for securing First Place, and TEAM INSIGHT INNOVATORS – Sakshi Jha & Abhinav Singh for clinching Third Place at Vivechana 2.0, 2024, a prestigious Case Analysis Competition hosted by Sharda University, Greater Noida.

Both teams showcased their exceptional analytical and problem-solving skills, bringing home well-deserved trophies, certificates, and cash prizes! Their hard work, creativity, and brilliance have made us incredibly proud. Congratulations once again to our winners! Keep reaching for the stars, and we look forward to more such remarkable achievements from GLBIMR's brightest minds.





1 October - 31 October 2024

Monthly Newspaper

## Alumni Talk On “Risk Planning with Financial Products” | ATS



GL Bajaj Institute of Management & Research (GLBIMR) organized an insightful session for the PGDM Batch 2023-25 on Sunday, October 13, 2024, featuring Mr. Rachit Mudgal, Deputy Manager at Bandhan Bank Ltd. The session focused on the strategic use of insurance products, including life, health, and business insurance, to mitigate risks in personal and professional finance.

Mr. Mudgal shared industry insights, practical case studies, and best practices, offering students a comprehensive framework for effective risk planning.

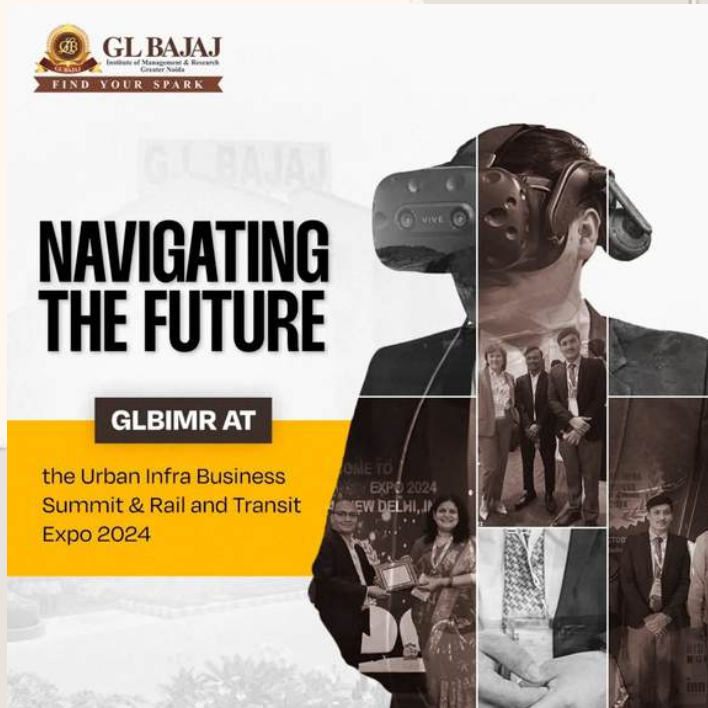
The event concluded with an engaging interactive Q&A session, where students gained valuable advice on navigating the finance and insurance sectors. GLBIMR thanks Dr. Shuchita Singh for coordinating this enriching experience, bridging academic knowledge with real-world application.



1 October - 31 October 2024

Monthly Newspaper

## GLBIMR Students Explore Innovation and Sustainability at Rail and Transit Expo 2024



Our PGDM Batch 2024-26 students had the privilege of attending the Urban Infra Business Summit Rail and Transit Expo 2024 in New Delhi. The event brought together industry leaders and policymakers to discuss innovative solutions and emerging trends shaping the future of rail and transit.

A standout moment was the keynote by Dr. Surabhi Singh, Professor of Marketing at GLBIMR, who highlighted the role of innovative marketing strategies in driving sustainable growth and bridging the gap between advanced technologies and practical implementation in urban infrastructure.

The event offered invaluable insights and big ideas, paving the way for transformative possibilities in the future of urban mobility.





1 October - 31 October 2024

Monthly Newspaper

## Alumni Talk on “Content Marketing Strategies: Building Brand Loyalty” | ATS



On October 16, 2024, we had the privilege of hosting an engaging session on Content Marketing Strategies: Building Brand Loyalty through Valuable Content with Mr. Sriansh Verma, Associate Manager at Publicis Global Delivery, Publicis Groupe.

Mr. Verma highlighted the pivotal role of content marketing in fostering brand loyalty and enhancing customer engagement. He shared actionable insights on aligning content with the customer journey, supported by real-world campaign examples, equipping our PGDM students with the knowledge.

The interactive Q&A session provided an opportunity for students to delve deeper into the nuances of content marketing, sparking innovative ideas and future-ready strategies.

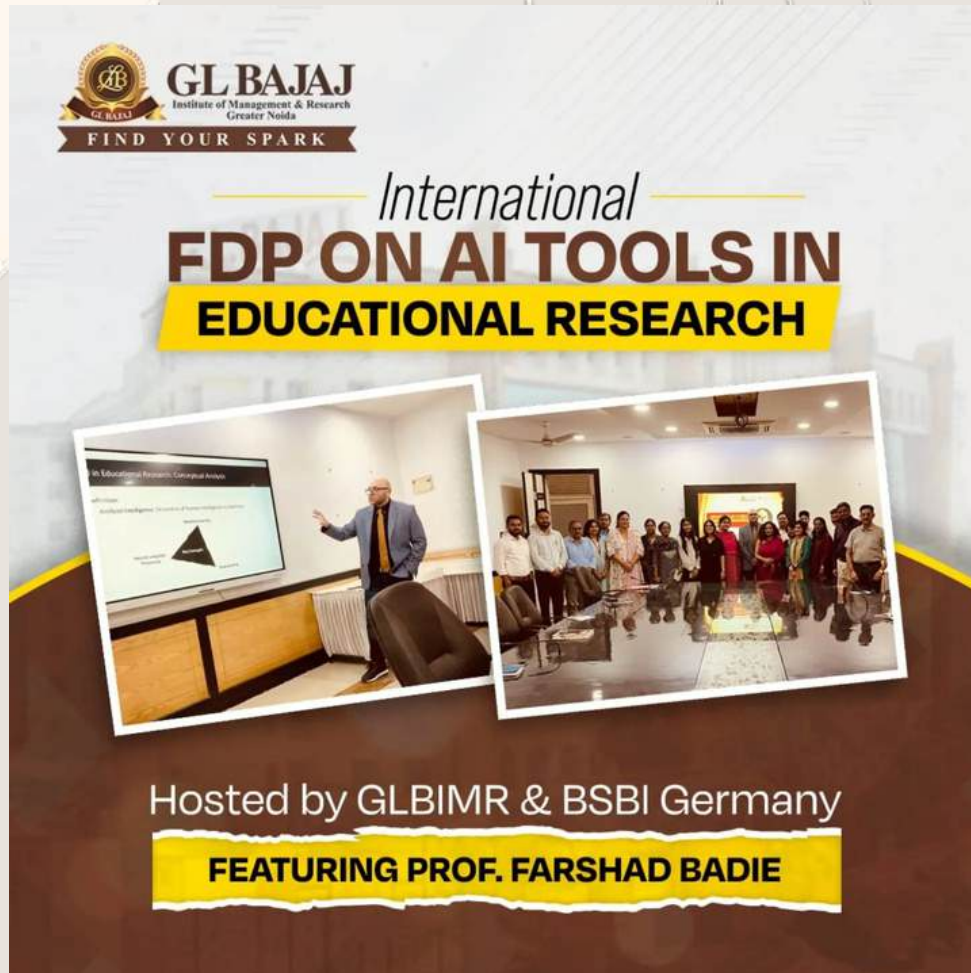
A heartfelt thank you to Mr. Verma for sharing his expertise and inspiring our budding marketers with his valuable insights!



1 October - 31 October 2024

Monthly Newspaper

## Exploring the Future of Research: International FDP on AI Tools at GLBIMR. GTS



The International Relations Cell at GL Bajaj Institute of Management & Research (GLBIMR), in partnership with BSBI Germany, hosted an insightful International FDP on The Role of AI Tools (ChatGPT) in Educational Research on October 16, 2024.

Led by Dr. Farshad Badie, Dean of the Faculty of Computer Science at BSBI Germany, the session offered valuable insights into how AI tools are transforming the research landscape. Dr. Badie demonstrated how AI can enhance research quality, streamline tasks, and revolutionize academic research practices, providing our PGDM students and faculty with cutting-edge knowledge.

A special thanks to Dr. Badie and BSBI for delivering such an impactful session, which has opened new opportunities and perspectives for both our students and faculty!

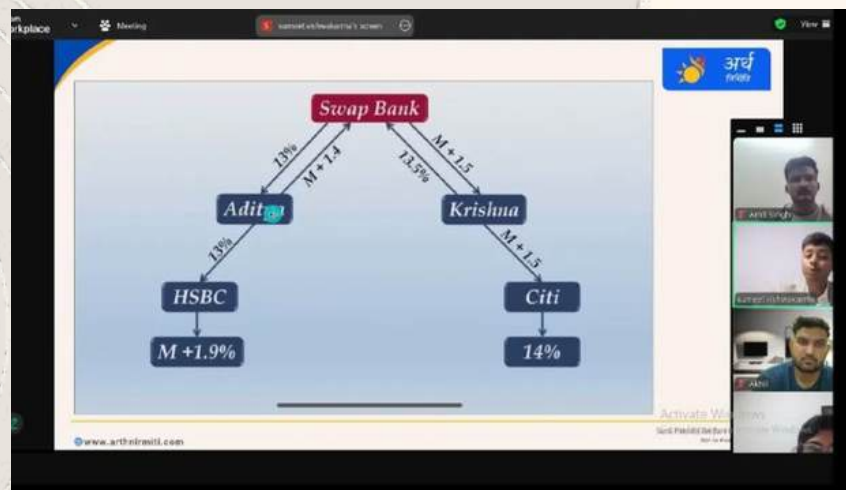
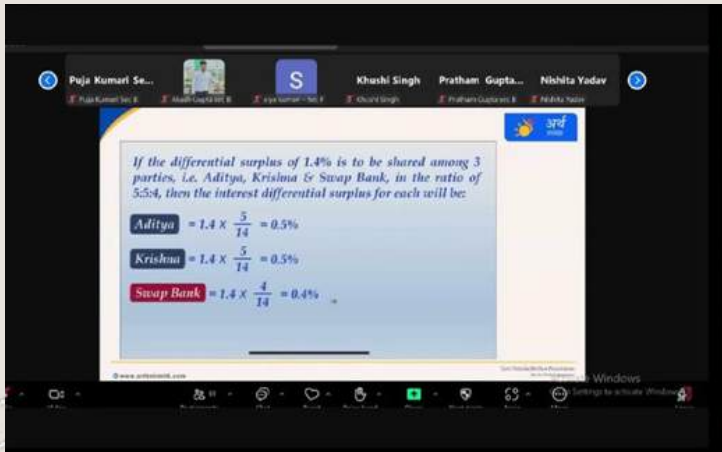


## Expert talk on "Swaps as Derivative Instruments" | ETS



On October 17th, GL Bajaj Institute of Management & Research (GLBIMR) hosted an expert talk on "Swaps as Derivative Instruments" for our PGDM Batch of 2023-25, led by finance trainer and public speaker, Mr. Sumeet Vishwakarma. The session provided an in-depth look at financial derivatives, focusing on interest rate swaps, their role in risk management, and their applications in corporate finance.

Mr. Vishwakarma emphasized that "knowledge of derivatives empowers us to make informed financial decisions." The session included engaging discussions and a Q&A, equipping students with valuable insights into the complexities of the derivative sector. Special thanks to Dr. Shuchita Singh for coordinating this enriching experience.





1 October - 31 October 2024

Monthly Newspaper

## 8th International Conference on Digital Transformation in Business



GLBIMR's two-day International Conference on "Digital Transformation in Business: AI, Sustainability, and Economic Resilience" began with a warm welcome by Dr. Sapna Rakesh and remarks by Dr. Mansoor Ahmad Beg, followed by the souvenir book launch.

Chief Guest Dr. Srinivasan R. Iyengar highlighted Mahindra's sustainability innovations, and Prof. Farshad Badie shared insights on digital transformation. The day ended with paper presentations showcasing innovative research.





1 October - 31 October 2024

Monthly Newspaper

## 8th International Conference on Digital Transformation in Business



The post-lunch valedictory session was graced by Chief Guest Mr. Keshav Singhal, who was honored with a token of appreciation by Director Dr. Sapna Rakesh.

The event also celebrated excellence in research. In the student/researcher category, Suman Kumar (Army School) secured 1st place, followed by Yashika Verma (Sharda University) and Deepshikha (GLBIMR). In the association/corporate category, Poonam Lakra (Jagannath Institute) claimed the top spot.





1 October - 31 October 2024

Monthly Newspaper

## 8th International Conference on Digital Transformation in Business

The conference concluded with thoughtful closing remarks by Prof. Masroor Ahmed Beg, who reflected on the vision of "Vikshit Bharat 2047" and shared an inspiring quote from PM Narendra Modi.

As a gesture of appreciation, mementos were presented to Dr. Anand Rai and Adarsh Garg, marking the end of an enriching and impactful event.

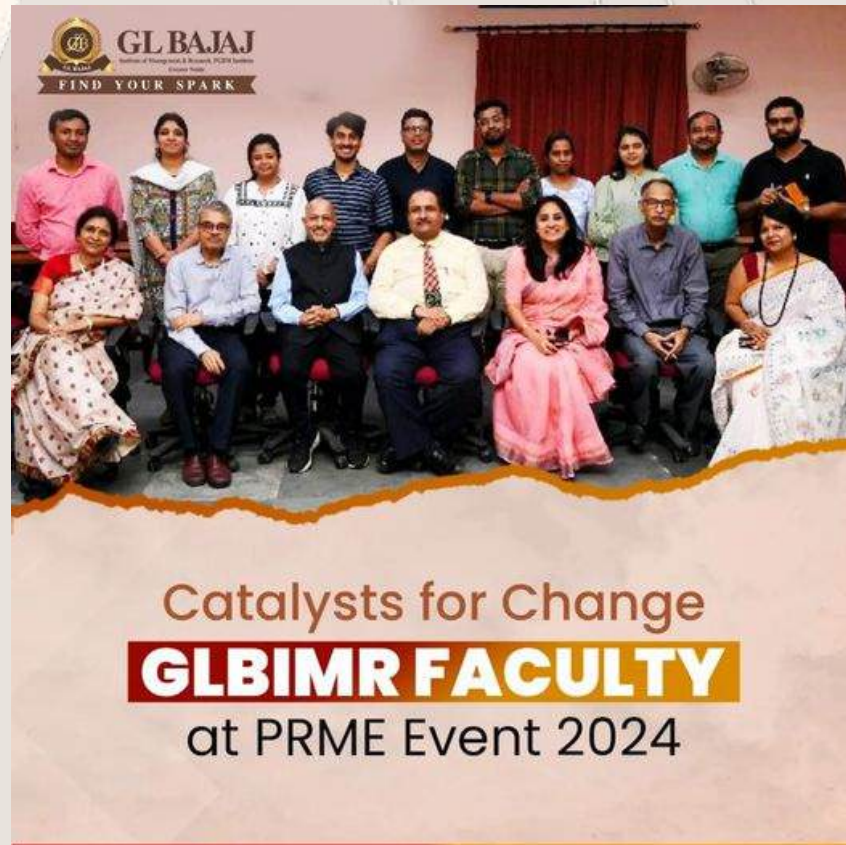




1 October - 31 October 2024

Monthly Newspaper

## GLBIMR Faculty Engage in PRME Event 2024: Advancing Leadership and Sustainability



On September 18, 2024, faculty members from GL Bajaj Institute of Management and Research participated in the PRME Event 2024 at BIMTECH, focused on responsible leadership and sustainability.

The event featured a book launch, an engaging panel discussion with leaders from academia and industry, and a faculty development program aimed at incorporating sustainability into business education. Key takeaways included enhanced academic-industry collaborations, actionable strategies for responsible leadership training, and innovative solutions to global water challenges.

It was a day of transformation, fostering meaningful partnerships and setting the stage for impactful changes in both education and industry.

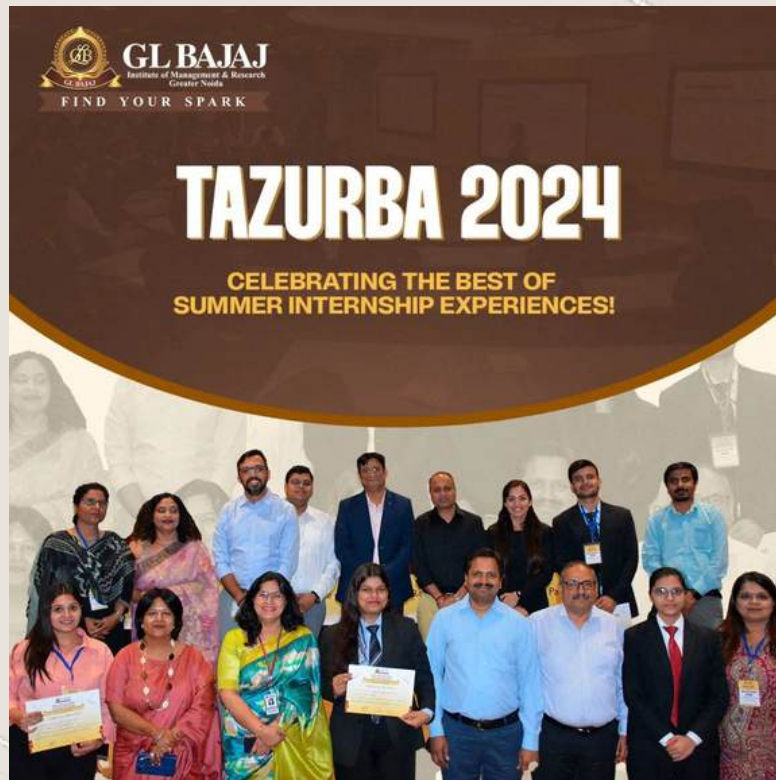
1 October - 31 October 2024

Monthly Newspaper

## Tazurba 2024: Celebrating Excellence in Summer Internship Projects

Tazurba 2024, hosted by GL Bajaj Institute of Management & Research, was a remarkable showcase of talent, innovation, and experiential learning. This inter-institute competition featured students from across India presenting their exceptional Summer Internship Projects.

Congratulations to our winners – Nandini Dubey (GLBIMR), Smriti Srivastava (Lloyd Business School), Yukta Vats (ITS School of Management), and Sumant Kumar (Army Institute of Management).





1 October - 31 October 2024

Monthly Newspaper

## Tazurba 2024: Celebrating Excellence in Summer Internship Projects

We extend our gratitude to the esteemed jury – Mr. Himanshu Nigam, Ms. Simrat Abbot, Mr. Kushal Bhardwaj, Mr. Sunil Dadhich, and Mr. Vivek Verma for their valued insights. Special recognition goes to our SIP Champs – Sudhanshu Tiwari, Ashish Soni, Rashi Agarwal, Rahul Shivhare, and Rakshita Singh – for their outstanding contributions





1 October - 31 October 2024

Monthly Newspaper

## PRIDE Workshop on 'Personal Responsibility in Delivering Excellence'



Our PGDM Batch 2024-26 students had the exceptional opportunity to engage in the PRIDE Workshop on 'Personal Responsibility in Delivering Excellence.' Led by Mr. Surya Narain Bahadur, Chief Happiness Officer and Training Consultant, the session focused on the importance of accountability, adaptability, and innovation in today's rapidly changing corporate environment.



Through interactive caselets and strategic discussions, students gained valuable insights and skills crucial for success and leadership in hybrid workplaces. We extend our sincere thanks to Dr. Sapna Rakesh and Prof. Priyanka Sadhna for their support, and special appreciation to our dedicated student coordinators – Nidhi, Vaibhav, Rishika, and Vivek – for ensuring the event ran smoothly.



1 October - 31 October 2024

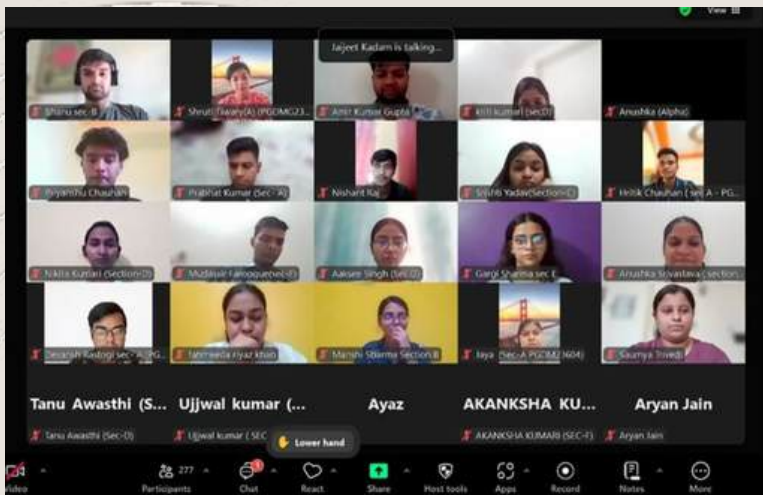
Monthly Newspaper

## Alumni Talk Session on “Marketing the 7P’s of Service Marketing”



GL Bajaj Institute of Management & Research recently organized an inspiring Alumni Talk Session for the PGDM Batch 2023-25, featuring Mr. Jaijeet Kadam, Business Head - Sales at Vodafone UK. Mr. Kadam provided invaluable insights into the significance of the 7Ps of Service Marketing, illustrating how leading brands like OYO and OLA leverage this strategy to achieve success.

Thanks to the collaborative efforts of Dr. Amit, Dr. Mohd Ayaz, and Dr. Atul, the session offered a practical learning experience, highlighting the importance of aligning marketing mix elements to craft a cohesive strategy. Through real-world examples, Mr. Kadam underscored the impact of adopting a 360-degree approach to service marketing.



1 October - 31 October 2024

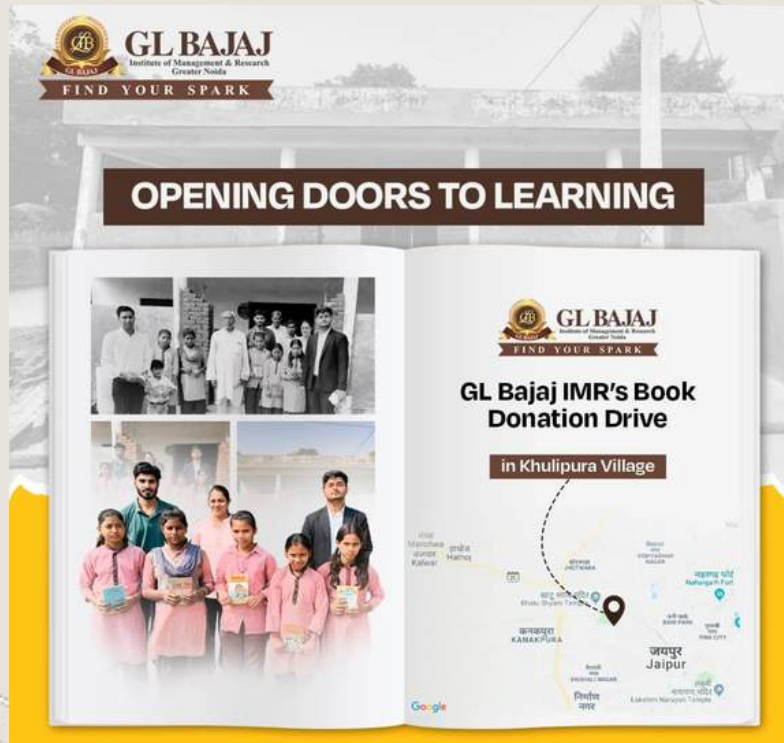
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## GLBIMR's Book Donation Drive to Foster Literacy in Khulipura Village, Noida

On October 28, 2024, GL Bajaj IMR's Centre for Sustainability organized a heartfelt book donation drive for the residents of Khulipura Village, Greater Noida.

This initiative marks the beginning of a community library that aims to foster literacy, inspire young minds, and create a sustainable space for learning. By providing access to books, we are opening doors to endless possibilities, helping young learners and residents alike to explore, imagine, and grow.

Together, we're building a brighter, more informed tomorrow!

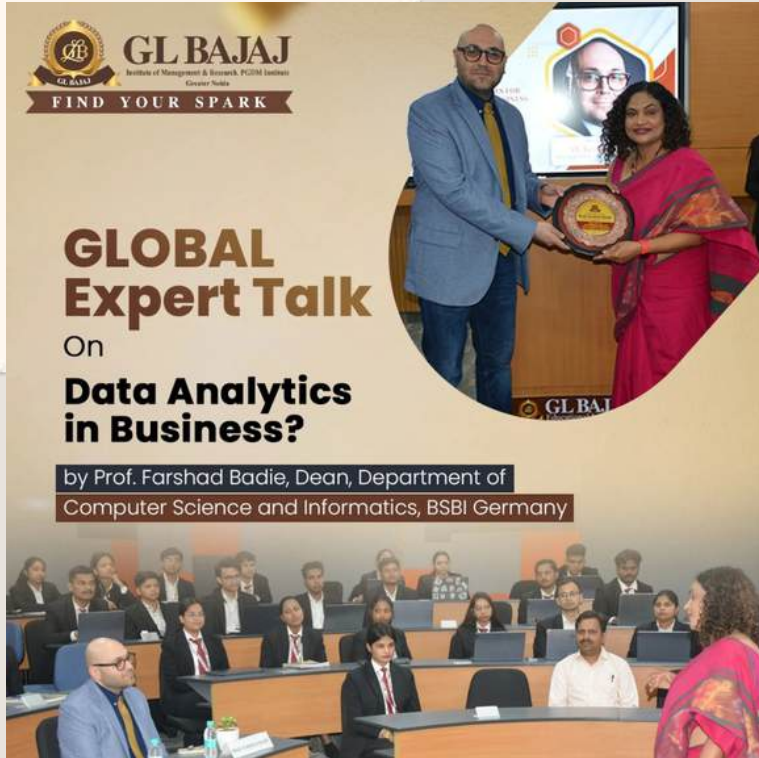




1 October - 31 October 2024

Monthly Newspaper

## Exploring the Future of Data Analytics: Insights from Prof. Farshad Badie | GTS



On October 16th, 2024, Data Analytics students had the privilege of attending an enlightening Global Expert Talk with Prof. Farshad Badie, Dean at BSBI Germany. The session delved deep into how Artificial Intelligence (AI) is revolutionizing the field of Data Analytics in business, providing students with a unique perspective on its growing role in shaping business decisions.

Prof. Badie shared his expertise on the integration of AI with data-driven decision-making, highlighting its profound impact on business performance. He explored how AI is setting new benchmarks for analytics and driving innovations in business intelligence.

The event was further enriched by a powerful session from our Director, Dr. Sapna Rakesh, who emphasized the critical role of analytics in business. Dr. Rakesh discussed how data analytics is transforming strategic decision-making and helping businesses stay ahead in an increasingly competitive market.



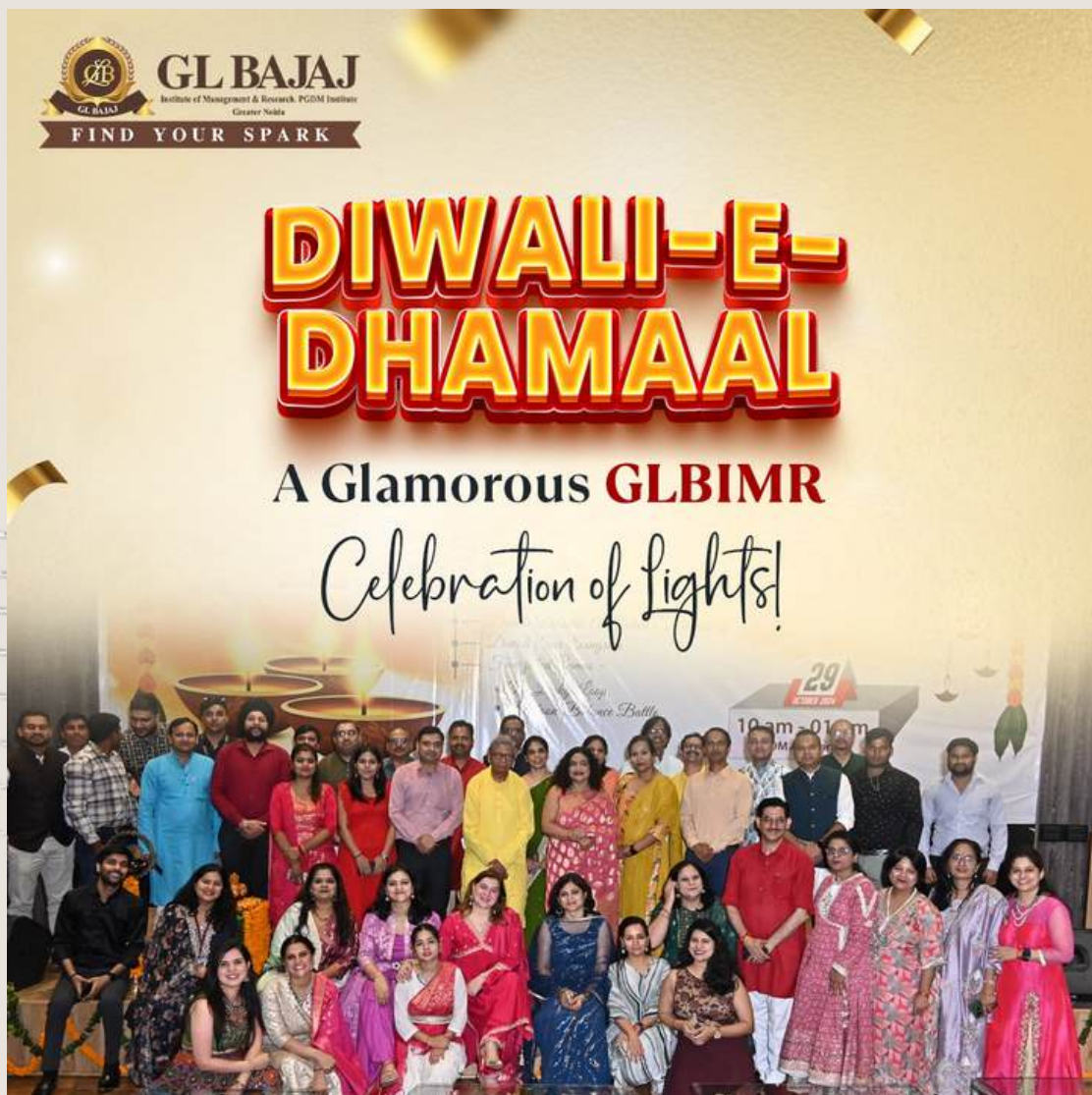
1 October - 31 October 2024

Monthly Newspaper

## GLBIMR Celebrates Diwali-e-Dhamaal: A Festival of Lights, Laughter, and Unity

This Diwali, GL Bajaj Institute of Management & Research (GLBIMR) illuminated not just its campus but the hearts of everyone involved, creating a vibrant and unforgettable celebration. The Diwali-e-Dhamaal event was a true reflection of joy, colors, and the spirit of togetherness.

From traditional rituals to festive fun, every corner of the campus radiated the warmth of Diwali. Students, faculty, and staff came together to celebrate with sparkling diyas, colorful rangolis, and a sense of unity that made the day truly special. The air was filled with laughter, excitement, and a shared sense of belonging, as the community came alive with the festive spirit.





## GLBIMR Celebrates Diwali-e-Dhamaal: A Festival of Lights, Laughter, and Unity

This year's celebration was a perfect blend of tradition and modern festivities, bringing people closer and creating lasting memories. Whether it was the lighting of diyas, exchanging sweets, or the festive games and activities, Diwali at GLBIMR was a heartwarming experience that embodied happiness and togetherness.





1 October - 31 October 2024

Monthly Newspaper

**Alumni Corner****Alumnus of the month**

GL Bajaj Institute of Management & Research is thrilled to celebrate the remarkable success of our esteemed alumnus, **Mr. Jaijit Kadam**, whose incredible journey has now illuminated the iconic Times Square in New York!

His outstanding achievement of facilitating 95% of students to secure international jobs within just 60 days across prestigious global destinations is nothing short of phenomenal.

This milestone reflects not only his dedication and excellence but also his commitment to empowering others and making a global impact.

We are incredibly proud to have you as a part of our alumni network. Your success reinforces the values of leadership, innovation, and excellence we uphold at GLBIMR.





## **Global Brand Alignment: Managing Client Expectations Across Markets**

In an increasingly globalized world, businesses are expanding beyond their home markets, aiming to build a global presence. However, as companies grow their reach into different regions, they face the challenge of managing brand alignment while meeting diverse client expectations across markets.

Global brand alignment ensures that a company's core values and messages remain consistent across markets while also allowing for localized adaptations to meet specific regional needs. Consistency is crucial because it helps create a strong, unified brand image that clients can recognize no matter where they are in the world.

The rise of digital technology and data analytics has made it easier for businesses to manage global brand alignment. With tools like customer relationship management (CRM) systems, social media analytics, and real-time market research, companies can gather valuable insights into client expectations across different regions.

In managing global brand alignment, brands must remain flexible to scale their operations, marketing campaigns, and product offerings across diverse regions. Successful global brands are agile, adapting their strategies to meet changing demands.

Managing global brand alignment while meeting client expectations across markets is a delicate balancing act. Companies must remain consistent with their brand identity while being adaptable enough to address the unique needs and preferences of clients in different regions.



***Shreya Sharma***  
***PGDM 2017-19***  
***Consultant - Global Markets***  
***KPMG***

1 October - 31 October 2024

Monthly Newspaper

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1 October - 31 October 2024

Monthly Newspaper

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1 October - 31 October 2024

Monthly Newspaper



GL Bajaj Institute of Management and Research, PGDM Institute, Greater Noida was established in 2007 under the umbrella of GL Bajaj Group of Institutions. GLBIMR.PGDM Institute embarked on the journey to promote higher education in NCR. In record time of 17 years, GLBIMR. PGDM Institute has demonstrated meteoric growth and has carved a distinct niche for itself in the field of management education. GL Bajaj Institute of Management and Research, PGDM Institute, Greater Noida is a leading B-School of North India offering Two Years Full Time Post Graduate Diploma in Management (PGDM) accredited with NBA and approved by AICTE, Ministry of HRD, Govt. of India, with specialization in areas of Marketing, Finance, Human Resource Management, Operations, Data Analytics and International Business.

### Program Educational Objectives (PEOs)

**PEO-1** Graduates will be able to contribute to nation-building with advanced practical knowledge in the functional areas of business management while upholding ethical practices.

**PEO-2** Graduates will be able to establish benchmarks with the necessary tools and techniques to analyze, design, develop, optimize, and integrate systems for handling complex business problems and uncertainty.

**PEO-3** Graduates will be able to demonstrate as effective team players with the capability to lead and appreciate teamwork towards organizational challenges and issues for synergistic growth of multinational organizations: Domestic and global organizations.

**PEO-4** Graduates will be ignited with passion and curiosity for lifelong learning and innovation so that they can pursue higher studies and a high level of personal and professional integrity leading to greater societal impact.

**PEO-5** Graduates will be competent to take up entrepreneurial initiatives either for their own or within other organizations where they are employed and develop innovative ideas and drive the business through entrepreneurial skills.

**G.L Bajaj Institute of Management & Research**  
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