

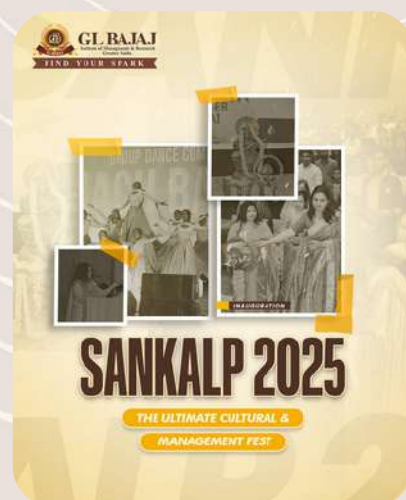
Grand Inauguration of Sankalp2025 at GLBIMR: A Celebration of Talent, Creativity, and Enthusiasm!

The much-anticipated cultural extravaganza, **Sankalp2025**, kicked off with a spectacular inauguration at **GL Bajaj Institute of Management and Research (GLBIMR)**, setting the stage for an unforgettable celebration of creativity, talent, and boundless energy. The event brought together students from some of the most prestigious institutions across the region, making it a grand convergence of youthful spirit and artistic brilliance.

A Showcase of Diverse Talent

From mesmerizing stand-up comedy acts that left the audience in splits to stunning fashion shows that showcased style and confidence, Sankalp2025 witnessed an array of breathtaking performances. Enthusiastic participants lit up the stage with their exceptional talents in various categories, including **group dance performances, solo singing, artistic rangoli competitions, Ad-Mad Show, and Management Quiz.**

The event drew participation from renowned institutions such as Delhi University, Lady Shri Ram College (LSR), Galgotias University, and Sharda University, along with an impressive showcase by the talented host participants from GL Bajaj IMR. Whether performing solo or in a group, each participant brought their unique flair, making the festival a resounding success.



A Platform for Artistic Expression at Sankalp2025

Sankalp2025 provided a platform for students to express their artistic abilities in various domains. **The Dancing and Singing competitions** turned out to be major crowd-pullers, with participants delivering spectacular performances across classical, contemporary, and fusion styles. The **Fashion Show** captivated the audience with its dazzling runway moments, as participants showcased their creativity through unique themes and stylish ensembles.

The Management Quiz and Ad-Mad Show engaged participants intellectually, challenging them with thought-provoking questions and innovative marketing campaigns. The Rangoli competition brought a splash of color to the event, as students displayed their intricate designs and artistic finesse.



Electrifying Finale with Yasir Desai of Sankalp2025

As the day's events unfolded with thrilling performances and fierce competition, the energy soared to new heights in the evening with a power-packed live performance by Bollywood playback singer Yasir Desai. His electrifying presence on stage and soulful renditions had the crowd cheering and swaying to his melodious tunes, making it a night to remember.

A Resounding Success

The grand inauguration of Sankalp2025 truly encapsulated the essence of artistic excellence and spirited participation. The event not only provided a dynamic platform for students to showcase their talents but also fostered an atmosphere of camaraderie and cultural exchange among various institutions. With its vibrant energy and stellar performances, Sankalp2025 at GLBIMR has undoubtedly set a high benchmark for future editions, leaving behind a legacy of enthusiasm, creativity, and inspiration.



PGDM Batch 2024-26 Visits the Indian Parliament: A First-Hand Experience in Governance and Leadership

The PGDM Batch 2024-26 of GL Bajaj Institute of Management and Research (GLBIMR) recently had the privilege of visiting the **Indian Parliament**, an iconic institution that stands as the foundation of the world's largest democracy. This immersive experience provided students with invaluable insights into the legislative process, governance mechanisms, and leadership dynamics that shape India's policy-making framework.

GLBIMR students at the Heart of Democracy

PGDM Batch 2024-26 visits Parliament
for an insightful leadership experience



A Step Towards Holistic Learning

This experiential learning opportunity aligned perfectly with GLBIMR's vision of holistic education, where students not only acquire technical knowledge but also develop a broader understanding of the socio-political environment. The visit was an eye-opener, encouraging students to be proactive, informed, and engaged citizens who can contribute meaningfully to both business and society.

The PGDM Batch 2024-26's visit to the Indian Parliament was more than just an educational trip—it was an inspiring journey into the heart of governance, equipping future business leaders with essential knowledge that will empower them in their careers ahead.



GLBIMR Celebrates International Women's Week with "Voice of Change" Open Mic Event

A Platform for Expression and Change

The event witnessed enthusiastic participation from students and faculty members who used the stage to voice their thoughts on gender equality, empowerment, and leadership. Through poetry, storytelling, and personal experiences, participants highlighted the strength of voices that drive social change.

From inspiring narratives about overcoming challenges to thought-provoking performances on women's rights and leadership, each presentation resonated deeply with the audience, leaving an indelible mark on everyone present.

Honoring Dedication and Hard Work

A particularly heartfelt moment of the evening was the felicitation of the dedicated housekeeping staff by Dr. Sapna Rakesh, Director of GLBIMR. Recognizing their tireless efforts and invaluable contributions, this gesture served as a reminder of the importance of acknowledging and uplifting those who play a crucial role behind the scenes.



GLBIMR Hosts Post-Budget Webinar on "Investing in Innovation"

GL Bajaj Institute of Management and Research (GLBIMR) recently hosted an engaging Post-Budget Webinar in its PGDM Auditorium, centered around the theme "Investing in Innovation." The event brought together a panel of distinguished speakers, eight faculty members, and an enthusiastic audience of 156 students. Graced by the esteemed presence of Director Dr. Sapna Rakesh, the session sparked a dynamic and forward-thinking discussion on the role of innovation, research, and progressive policies in shaping India's economic and technological future.

The webinar served as a platform for intellectual dialogue, where students and faculty actively explored the impact of budgetary provisions on research and innovation in the country. Key highlights of the discussion included government funding for R&D, tax incentives for start-ups, the influence of digital transformation on economic growth, and the importance of public-private partnerships in fostering innovation. The session reinforced GLBIMR's commitment to nurturing curious minds and encouraging policy-based learning among future business leaders.



The session gained further significance with an inspiring keynote address by the Hon'ble Prime Minister, emphasizing India's commitment to fostering a culture of innovation and entrepreneurship. His words resonated with the audience, reinforcing the idea that innovation is the driving force behind economic progress and global competitiveness.

GLBIMR and UPAY NGO Launch Student Chapter to Empower Women for Leadership

Accelerate Action: Empower Women for Leadership!

In a remarkable initiative to promote gender equality and leadership, GL Bajaj Institute of Management & Research (**GLBIMR**), in collaboration with **UPAY NGO**, proudly launched the UPAY-GLBIMR Student Chapter on March 4, 2025. The event was a significant highlight of Women's Week, featuring an inspiring dialogue on women's empowerment, leadership, and inclusivity.

A Platform for Change and Advocacy

The launch event brought together renowned speakers, faculty members, and students to discuss pressing issues faced by women and the pathways to fostering an equitable society. The discussions revolved around breaking barriers, ensuring equal opportunities, and equipping women with essential skills for leadership.



GLBIMR and UPAY NGO Launch Student Chapter to Empower Women for Leadership

GLBIMR recently hosted a compelling session on gender equality and leadership, featuring three distinguished speakers who brought diverse and insightful viewpoints to the forefront. The event served as a thought-provoking platform for students and faculty to understand the challenges and opportunities in the journey toward women's empowerment and leadership in India.

Ms. Usha Bhasin, a vocal advocate for rural women empowerment, emphasized the transformative power of media in spreading awareness and driving change. Ms. Rajshri Rai highlighted the need for a strong and fair judicial system to ensure equal opportunities for women in leadership roles. Adding a practical perspective, Ms. Hena Pandey underlined the importance of self-confidence, skill-building, and mentorship in helping women overcome professional hurdles. Together, their insights reinforced the urgent need for collaboration between societal, legal, and institutional efforts to build a more inclusive future.

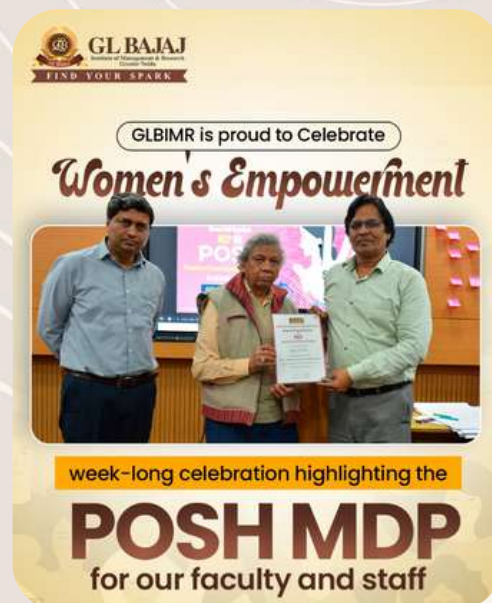
The session sparked meaningful conversations among students, encouraging them to reflect on the role of youth in driving social reform. With discussions touching on real-world challenges and action-oriented solutions, the event not only inspired attendees but also strengthened GLBIMR's ongoing commitment to promoting diversity, equality, and leadership across all spheres of society.



GLBIMR Women Cell Kicks Off Empowerment Week with POSH MDP, Promoting Inclusivity and Workplace Dignity

Championing the spirit of strength, resilience, and inclusivity, the Women Cell of GL Bajaj Institute of Management & Research (GLBIMR) kickstarted a powerful week-long celebration under the theme #AccelerateAction. The initiative aims to promote awareness, inclusivity, and meaningful dialogue around women empowerment through a series of impactful events and activities.

The celebrations began with a highly engaging Management Development Program (MDP) on the Prevention of Sexual Harassment (POSH) at the workplace, tailored specifically for faculty and staff. The session offered a deep dive into the POSH Act, 2013, workplace safety policies, and best practices to foster a respectful work environment. Led by expert speakers, the session included interactive discussions and case studies, underlining the importance of gender sensitivity, awareness, and institutional responsibility in creating a culture of dignity and mutual respect.



GL Bajaj IMR Joins Hands with UN Global Compact India at the 8th Gender Equality Summit 2025



The Gender Equality Summit 2025 emerged as a powerful platform for driving meaningful change and dialogue around gender parity. The summit focused on addressing key challenges in achieving equality across sectors, while also exploring actionable solutions to unlock opportunities for women in leadership, entrepreneurship, and beyond. With an emphasis on inclusive policy-making and systemic change, the event encouraged both corporate and academic institutions to adopt gender-sensitive frameworks that empower individuals irrespective of gender. The discussions highlighted the urgent need for collective responsibility and proactive strategies to build a truly inclusive future.

GL Bajaj IMR continues to champion the values of empowerment, inclusivity, and equality through active participation in global forums. By engaging with thought leaders and changemakers, the institute reinforces its mission to inspire future leaders, drive policy-level change, and foster a culture of diversity across academia and industry.

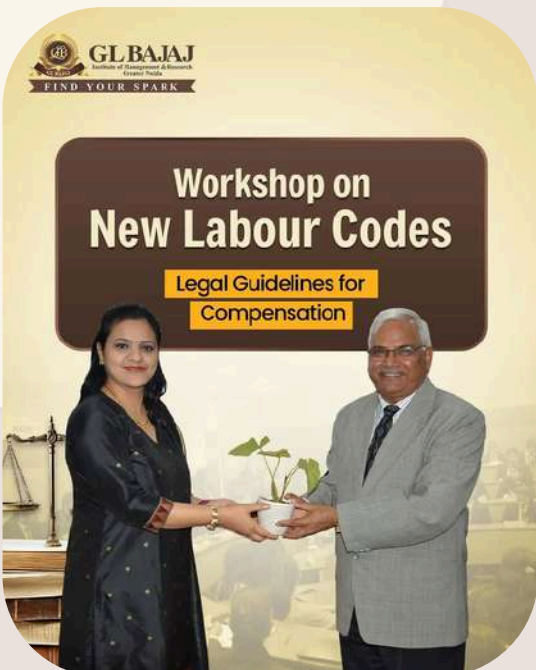


GL Bajaj Institute Hosts Workshop on New Labor Codes and Compensation Guidelines

Greater Noida, February 28 – GL Bajaj Institute of Management & Research successfully organized a workshop on "New Labor Codes: Legal Guidelines for Compensation", featuring Mr. V.K. Sharma, an esteemed trainer and former VP (HR) at Grasim Industries Ltd.

The session provided a comprehensive analysis of recent labor law reforms, their impact on compensation structures, and strategies for ensuring compliance. Attended by students and professionals, the workshop offered valuable insights into the evolving HR landscape, equipping participants with essential knowledge to navigate these changes effectively.

The institute expressed gratitude to Mr. V.K. Sharma for sharing his industry expertise, making the session an enriching learning experience.



GLBIMR Hosts Expert Talk on AI-Powered Content Creation and Brand Storytelling



GL Bajaj Institute of Management & Research (GLBIMR) hosted an expert talk for PGDM (Marketing) students on “Using AI to Automate Content Creation and Optimize Brand Storytelling Across Digital Platforms.”

The session highlighted how AI is transforming content strategies and brand communication in the digital age. Participants gained practical insights into AI tools, personalized marketing, ethical content creation, audience engagement, campaign optimization, and future digital trends shaping modern marketing strategies.

The event reinforced GLBIMR’s strong commitment to industry-relevant learning, innovation, and preparing students for success in an AI-driven business world.



Shaurya 2025: GLBIMR Hosts Spectacular Inter-Institute Sports Fest



The GL Bajaj Institute of Management and Research (GLBIMR) recently concluded its annual inter-institute sports festival, Shaurya 2025, held from March 28 to March 30, 2025. The event brought together students from various institutions to compete in a range of sports, including cricket, futsal, basketball, volleyball, table tennis, and chess. The festival aimed to promote sportsmanship, teamwork, and healthy competition among the youth.

In addition to the sports competitions, Shaurya 2025 featured a vibrant cultural extravaganza, showcasing a fashion show, singing performances, and dance events. These activities provided participants and attendees with a holistic experience, blending athletic prowess with artistic expression. The event was widely promoted on social media platforms, encouraging broad participation and engagement.





The success of Shaurya 2025 underscores GLBIMR's commitment to fostering holistic development among students by integrating extracurricular activities with academic pursuits. The institute's emphasis on such events reflects its dedication to nurturing well-rounded individuals prepared to excel in various facets of life.



Alumni Corner

Alumnus of the Quarter

On behalf of the entire **GLBIMR family**, we extend our heartfelt congratulations to **Mr. Avinash Thakur (PGDM Batch 2013-15)** on becoming State Head-UP East & Central at **AO Smith Corporation**.

Your unwavering dedication, hard work, and exceptional leadership have always been an inspiration to us. As you embark on this exciting new chapter in your career, we wish you nothing but success, growth, and countless achievements.

Your journey has been a testament to the power of perseverance and a passion for excellence. This promotion is a reflection of your remarkable ability to lead, inspire, and bring out the best in those around you. We have no doubt that you will continue to make a significant impact and lead your team to greater heights.

May this new role open doors to even more opportunities, challenges, and triumphs.

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From the Desk of Alumni

Customer Service Excellence

Customer service excellence for a Senior Relationship Manager is about proactively building and maintaining strong client relationships by understanding their unique needs, offering personalized solutions, and ensuring seamless communication.

It requires active listening, transparency, and responsiveness to create a positive and trust-driven experience. By anticipating potential issues before they arise and resolving conflicts with empathy and efficiency, an SRM can turn challenges into opportunities for loyalty.

Leveraging technology, such as CRM tools, can enhance efficiency, streamline interactions, and ensure a seamless customer journey. Ethical standards, professionalism, and adherence to compliance regulations further strengthen credibility and trust. Continuous improvement through client feedback and service refinement ensures that customer experience remains a top priority, fostering long-term satisfaction and business growth.

Sakshi
PGDM Batch 2020-22
Senior Priority Relationship
Manager,
Aditya Birla Sun Life Insurance

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From the Desk of the Editorial Team

It is with great pride and enthusiasm that we present to you the **106th edition of GLB Times**, the official newsletter of GL Bajaj Institute of Management & Research. This edition is a reflection of the creativity, dedication, and teamwork of the students, capturing the essence of the vibrant academic and extracurricular activities that define the GLBIMR experience. We have curated an array of insightful articles, event highlights, and thought-provoking features to keep you informed and inspired. As we continue to celebrate the journey of excellence, we hope this edition resonates with the spirit of innovation and learning that thrives at GLBIMR. **Happy reading!**



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.

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