

## Finance Summit 2025 Ignites Minds at GLBIMR

**Greater Noida, April 5, 2025** – GL Bajaj Institute of Management & Research (GLBIMR) proudly hosted the Finance Summit 2025, a landmark event under the theme “Innovation and Investment: Shaping the Future of Finance.” The summit brought together brilliant minds, forward-thinking ideas, and groundbreaking research in the world of finance.

The event was inaugurated with great enthusiasm by Mr. Siddheshwara Bhalla, Associate Partner at KPMG, and Mr. Vipul Mehta, Finance Faculty at AM Financials and former academic at IIT Delhi. Their inspiring addresses set the tone for a day rich in insights and innovation. Dr. Sapna Rakesh, Director of GLBIMR, extended a warm welcome and highlighted the importance of such platforms for academic and professional growth.





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One of the summit's key highlights was the Paper Presentation session, where students showcased their analytical prowess and forward-looking research. Standout presentations included:

- "Portfolio Management Decisions Among Working and Household Women in India" by Vaibhav Pratap Singh & Satyarth
- "Investment Portfolio" by Neha Mallah – declared Session Winner
- "The Decline of Indian Rupee" by Ritik Jain & Abhinav Singh – clinched 1st Prize
- "The Evolution of Robo-Advisors in Investment Management"

The summit not only celebrated academic excellence but also emphasized the evolving dynamics of finance, encouraging students to think critically and act innovatively. Kudos to all participants for their stellar efforts in redefining the future of finance!



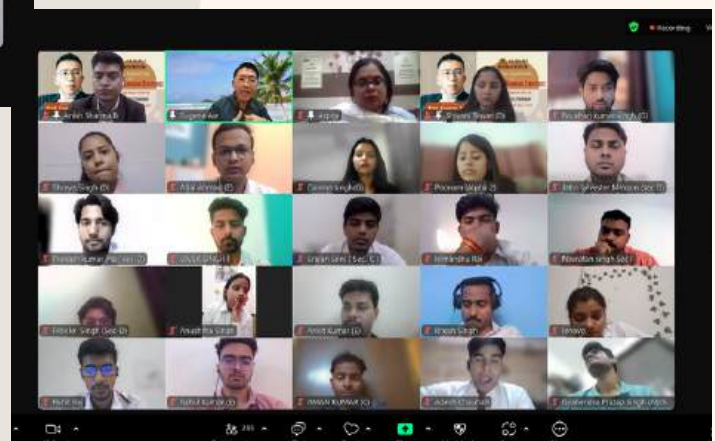
## GLBIMR Hosts Global Expert Talk on Sustainable Branding | GTS

Global Vision. Responsible Branding. These guiding principles came to life on April 3, 2025, as GLBIMR welcomed Prof. Eugene Xi Aw from UCSI Malaysia for a compelling Global Expert Talk on “Sustainable Branding Strategies.”

In an era where purpose-driven marketing is reshaping industries, Prof. Aw offered deep insights into how global brands like Nike and Netflix are embedding sustainability into their brand DNA to thrive in a conscious and competitive market.



The session brought together students under the presence of Dr. Arpita Srivastava, Dr. Surabhi Singh, and Prof. Mohd Ayaz, creating a rich environment for knowledge exchange. From exploring the fundamentals of green marketing to tackling the branding challenges of tomorrow, the event encouraged GLBIMR's PGDM students to rethink branding not just as a business tool, but as a catalyst for positive change.





## Alumni Talk on Future Trends in Talent Acquisition | ATS



On April 8, 2025, GLBIMR proudly hosted an insightful Virtual Alumni Talk on “Future Trends in Talent Acquisition”, exclusively tailored for PGDM students specializing in HR.

We had the privilege of welcoming back our distinguished alumnus, Mr. Yatendra Yadav, Project Manager – HR at Jio Infocomm Ltd., who shared his deep industry knowledge and frontline experience on how the talent acquisition landscape is rapidly evolving.

During the session, Mr. Yadav illuminated key shifts transforming recruitment practices, including:

- ◆ The growing impact of AI and automation in streamlining hiring
- ◆ The critical role of candidate experience and employer branding
- ◆ The increasing prevalence of remote work in recruitment strategies
- ◆ How organizations are embedding Diversity, Equity & Inclusion (DEI) in talent acquisition frameworks

The talk was a valuable opportunity for students to bridge theory with real-world trends and prepare for the dynamic future of HR. GLBIMR remains committed to fostering such meaningful alumni connections that empower our students to become agile, forward-thinking professionals.



## Global Exposure, Lifelong Impact: GLBIMR's PGDM Students Explore Thailand in International Immersion Program 2025

From March 23–29, 2025, the PGDM Batch 2023–25 of GLBIMR embarked on a transformative journey through the International Immersion Program in Thailand, blending academic enrichment with cultural exploration.

This immersive global experience featured expert-led sessions on Critical Thinking, Corporate Finance, and Personality Development, equipping students with critical skills and a broadened international perspective. A standout highlight was the visit to the Stock Exchange of Thailand (SET), offering firsthand exposure to global financial systems and markets.





## Global Exposure, Lifelong Impact: GLBIMR's PGDM Students Explore Thailand in International Immersion Program 2025

Outside the classroom, students discovered the richness of Thai culture with unforgettable visits to iconic landmarks like the Grand Palace, Nongnooch Garden, Jomtien Beach, and Safari World. These cultural experiences deepened their global awareness and fostered a spirit of curiosity and appreciation for diversity.

At GLBIMR, we are committed to shaping future-ready global leaders through holistic education, international exposure, and transformative experiences that extend beyond conventional learning.

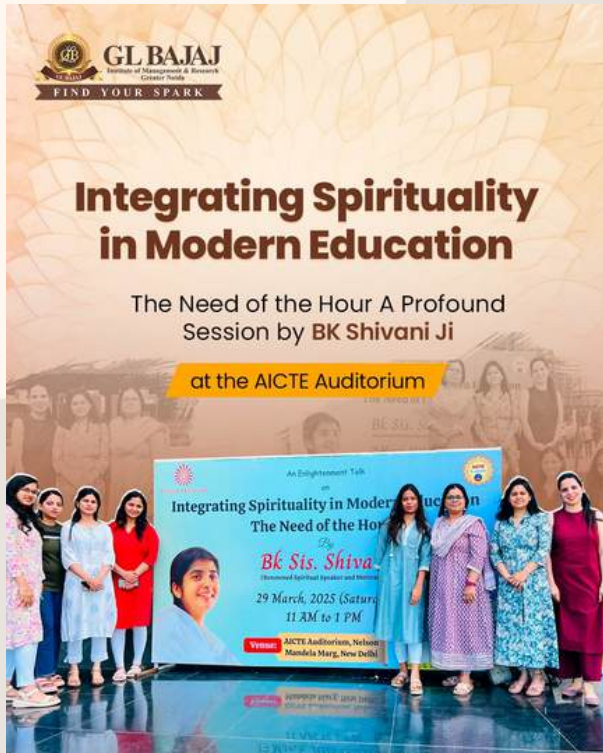




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## GLBIMR Students Attend Transformative Session with BK Shivani Ji on Spirituality in Modern Education



GL Bajaj students and faculty had the profound opportunity to attend an enlightening session by the revered BK Shivani Ji at the AICTE Auditorium, centered on the theme “Integrating Spirituality in Modern Education – The Need of the Hour.”

In a world driven by constant change and academic pressure, BK Shivani Ji emphasized the importance of mindfulness, emotional resilience, and inner peace. Her talk resonated deeply with attendees, offering timeless insights into how spiritual grounding and ethical values can empower students to lead more balanced, purposeful lives.

This impactful session was more than just a talk—it was a transformative experience that reaffirmed GL Bajaj’s commitment to holistic education, where intellectual growth goes hand-in-hand with personal well-being and moral development.



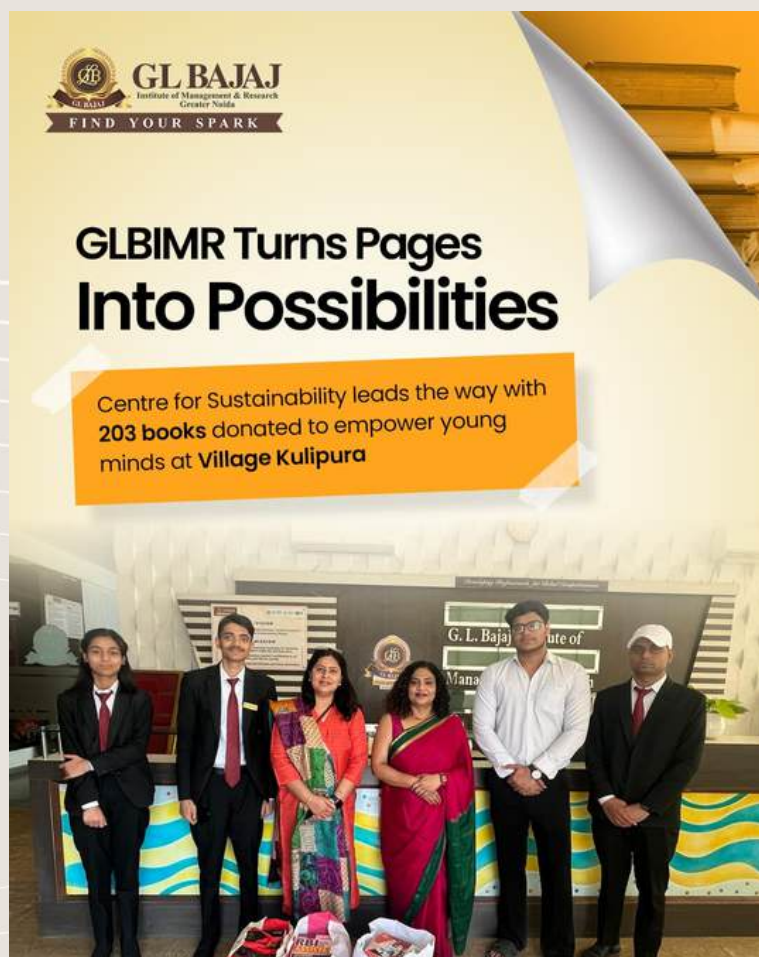
## **Pages of Possibility: GLBIMR Completes Phase II of Book Donation Drive to Empower Rural Education**

GLBIMR's Centre for Sustainability proudly concludes Phase II of its impactful Book Donation Campaign – Pages of Possibility, collecting 103 books across diverse subjects to support rural education initiatives.

These books will soon find a new home at the self-managed public library in Village Kulipura, Greater Noida, established in collaboration with the Yuva Bharat Foundation. This initiative follows the successful Phase I, where 100 books were donated, reinforcing our commitment to accessible learning and sustainable knowledge sharing.

Through this growing campaign, GLBIMR continues to champion literacy, community engagement, and education equity, turning each donated book into a gateway of opportunity for young minds in underserved communities.

Together, let's keep turning pages into possibilities.





## GLBIMR Hosts Global Expert Talk on Financial Innovation

GLBIMR proudly organized a Global Expert Talk on “Global Innovations in Financial Services” on April 4, 2025, featuring distinguished speaker Mr. Zaheer Anwer, Associate Professor & Deputy Dean at Sunway Business School, Sunway University.

The session offered a deep dive into the transformative trends shaping the global financial landscape, including the rapid rise of fintech, regulatory evolution, and changing consumer behavior. Mr. Anwer shared expert insights on how these forces are redefining traditional financial services and emphasized the need for professionals to remain agile, data-informed, and research-oriented.

For GLBIMR’s PGDM students, it was an eye-opening experience that connected academic learning with real-world global finance trends, equipping them with a forward-looking mindset crucial for navigating today’s dynamic financial sector.



## Alumni Talk Ignites Insights on AI and Analytics | ATS

A power-packed Alumni Talk lit up the stage at GLBIMR as our esteemed alumnus, Mr. Kartik, engaged the PGDM (2024–26) Data Analytics students in an insightful session on “The Role of AI in a Data-Driven World.”

With energy, expertise, and experience, Mr. Kartik delved into how Artificial Intelligence is reshaping industries and redefining how organizations leverage data for smarter decisions and impactful outcomes.

Key takeaways from the session included:

- ✓ Real-world AI applications across various business functions
- ✓ The rise of data-backed decision-making as a strategic imperative
- ✓ The growing potential of analytics-driven innovation in shaping the future

The session left students inspired and better prepared to navigate the evolving digital landscape, reinforcing GLBIMR’s mission to bridge the gap between classroom learning and industry realities.





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## GLBIMR's Expert Talk Redefines HR From Hiring to Strategic Impact | ETS



GLBIMR's PGDM HR students embarked on a thought-provoking journey into the "Expanding Universe of HR Roles Today" during an insightful session led by Ms. Riya Sawhney, Senior Executive – Talent Acquisition at Newgen Software.

Moving beyond the traditional view of recruitment, Ms. Sawhney unpacked the multifaceted and strategic dimensions of modern HR, drawing from her personal journey and industry experience to bring real-world context to the classroom.

Key takeaways included:

- ◆ HR's evolution from a support function to a strategic driver
- ◆ The growing influence of employer branding and employee experience
- ◆ Leveraging HR analytics and learning & development (L&D) for organizational growth
- ◆ Embracing inclusion, adaptability, and future-ready HR competencies

The session was a powerful reminder that today's HR professionals are not just recruiters—they are culture builders, strategists, and change enablers. It left students inspired to embrace the challenges and opportunities of the evolving HR landscape with purpose and preparedness.

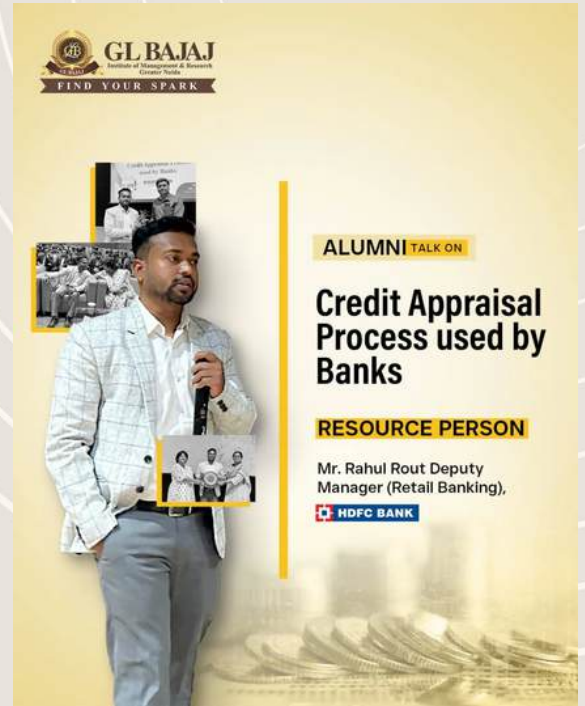


## GLBIMR Hosts Alumni Talk on Exploring Credit Appraisal in Banking | ATS

Bridging the gap between academics and industry, GLBIMR hosted a highly informative ATS Talk on the Credit Appraisal Process Used by Banks, led by Mr. Rahul Rout, a seasoned banking professional.

In this insightful session, Mr. Rout unpacked the critical components of credit evaluation, offering students practical insights into how banks assess borrower creditworthiness. The discussion covered key areas such as financial statement analysis, risk assessment, and post-disbursement monitoring, equipping PGDM students with real-world knowledge crucial for careers in banking and finance.

Sessions like these reinforce GLBIMR's commitment to experiential learning and industry readiness,





## GLBIMR Alumni Talk Unlocks Winning Channel Sales Strategies | ATS

GLBIMR successfully conducted an impactful Alumni Talk Session (ATS) on April 20, 2025, featuring proud alumnus Mr. Jitendra Singh Sirola, Zonal Business Manager – Horeca and Institutional Sales at Adani Wilmar. The session, attended by PGDM students, was centered around the highly relevant topic:

“Winning Channel Sales Strategies in FMCG and FMCD – Navigating Traditional and Modern Trade.”

Drawing from his extensive experience across diverse markets, Mr. Sirola shared actionable insights on how businesses can optimize channel strategies to stay competitive in today's dynamic consumer landscape.

Events like these exemplify GLBIMR's commitment to industry-integrated learning and celebrating the success stories of its alumni, motivating students to carve impactful careers.



## GLBIMR Signs MOU with Navjyoti India Foundation to Advance Social Impact and Empowerment



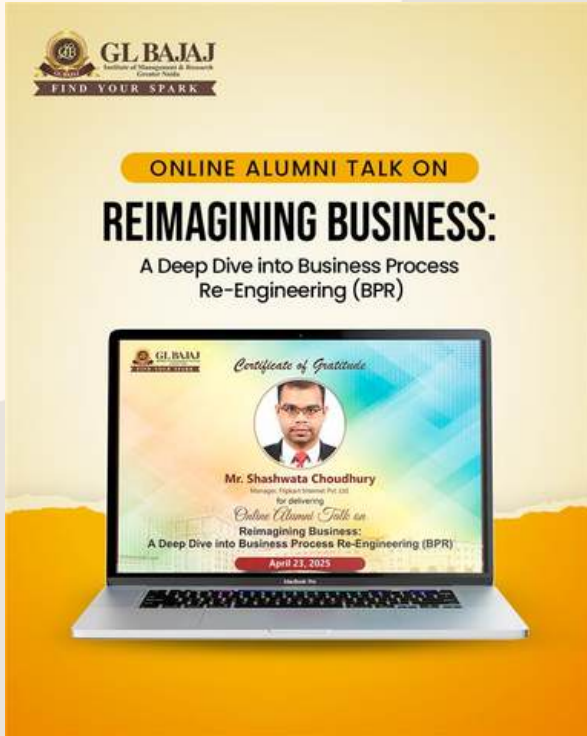
On April 23, 2025, GL Bajaj Institute of Management & Research, Greater Noida marked a significant milestone by signing a Memorandum of Understanding (MOU) with the esteemed Navjyoti India Foundation, paving the way for collaborative efforts in empowerment, education, and self-reliance.

The event was graced by the presence of Dr. Chandni Bedi, Coordinating Director, Navjyoti India Foundation and State President, Haryana Water Resources Council (WICCI), along with Dr. Sapna Rakesh, Director, GLBIMR, and distinguished faculty members Dr. Sunita Chowdhary, Dr. Nidhi Srivastava, and Dr. Shuchita Singh.





## GLBIMR organizes Alumni Talk illuminating the Power of Business Process Re-Engineering | ATS



GLBIMR hosted a dynamic Virtual Alumni Talk Session featuring Mr. Shashwata Chaudhury, who delivered an engaging and practical session on Business Process Re-Engineering (BPR) for PGDM students.

Drawing from a compelling real-world case study of a retail company, Mr. Chaudhury illustrated how BPR—when combined with automation and digital integration—can radically reshape business operations to improve efficiency, reduce costs, and enhance customer satisfaction.

Mr. Chaudhury's session offered more than just theory—it inspired students to embrace innovation, think creatively, and recognize BPR as a transformational strategy essential for modern business success.



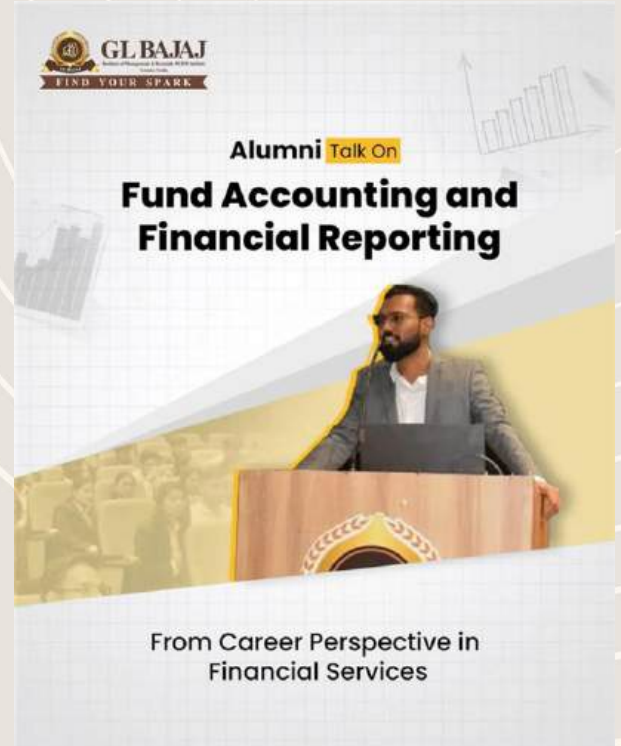
## GLBIMR Hosts Alumni Talk on Fund Accounting and Career Pathways in Finance | ATS

GLBIMR was proud to welcome back Mr. Abhiraj Singh (PGDM Batch 2020–22), Team Lead at Coforge, for an engaging Alumni Talk on the topic:

“Fund Accounting and Financial Reporting – From Career Perspective in Financial Services.”

Speaking to the PGDM 2024–26 batch, Mr. Singh drew from his dynamic experience at leading organizations like Deloitte, Blackstone, and Coforge, offering students a real-world view into the evolving landscape of fund operations, valuation practices, and emerging finance careers.

Mr. Singh’s talk was an inspiring blend of knowledge, experience, and practical advice—further bridging the gap between classroom learning and corporate realities. Events like these underscore GLBIMR’s commitment to industry-integrated education and strong alumni engagement.





## Expert Talk at GLBIMR Explores Cross-Functional Collaboration in Sales & Marketing | ETS



On April 16, 2025, GLBIMR hosted an insightful Expert Talk Session for its Marketing specialization students, titled “The Power of Cross-Functional Collaboration in Sales & Marketing: An Intern’s Takeaway.”

Led by Mr. Rajat Mathur, Managing Partner at Strategic Caravan International, the session provided a practical, experience-driven perspective on how collaboration between departments like marketing, sales, operations, and product teams leads to stronger business outcomes.

Using the relatable lens of an intern’s journey, Mr. Mathur skillfully connected academic frameworks with real-world corporate scenarios, enabling students to understand how strategic alignment and interdepartmental synergy are essential for driving market success.



## GLBIMR Celebrates Alumni Bonds at Déjà Vu 2025 – A Memorable Reunion in New Delhi



GLBIMR hosted Déjà Vu 2025 – Annual Alumni Meet on April 20, 2025, at Le Meridien, New Delhi, bringing together a vibrant community of former students, faculty, and institutional leaders for an unforgettable evening of connection, celebration, and nostalgia.

The event was graced by the esteemed presence of Mr. Kartikey Agarwal, CEO, GL Bajaj Group of Institutions, along with Dr. Sapna Rakesh, Director, GLBIMR, senior faculty members, ARC coordinators, and an enthusiastic gathering of GLBIMR alumni from across batches.





## GLBIMR Celebrates Alumni Bonds at Déjà Vu 2025 – A Memorable Reunion in New Delhi

Déjà Vu 2025 was more than just a reunion—it was a celebration of enduring relationships, shared memories, and professional journeys that began at GLBIMR. The evening featured lively interactions, heartfelt recollections, and a reaffirmation of the strong bond between the institute and its alumni.

A big thank you to everyone who joined us and made the event truly special. Your energy, presence, and spirit added immense warmth to the celebration.



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

On behalf of the entire **GLBIMR family**, we extend our heartfelt congratulations to **Mr. Prasoon Singh (PGDM Batch 2018-20)** on becoming Zonal Manager – HR at **CARS24**

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.





## **From the Desk of Alumni**

### **Social Selling**

Social selling is rapidly becoming a cornerstone of modern sales strategy, especially in 2025, where buyers increasingly rely on digital platforms like LinkedIn, Instagram, and Twitter to evaluate and engage with brands. Unlike traditional cold outreach, social selling emphasizes building genuine relationships, sharing valuable content, and engaging meaningfully with prospects through comments, DMs, and personal branding.

It's about creating trust and familiarity long before a sales pitch ever happens. With tools like LinkedIn Sales Navigator, ChatGPT, and analytics platforms like Shield, sales professionals can now identify, nurture, and convert leads more efficiently through social channels.

By consistently posting insightful content, commenting thoughtfully on industry trends, and tailoring their outreach, salespeople can establish themselves as trusted advisors—leading to higher-quality leads and faster conversions. This approach not only humanizes the sales process but also aligns with the buyer's journey in today's connected world.



***Siddhant Kumar Singh***  
***PGDM Batch 2018-20***  
***ASM, Pahal Solar***

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## From the Desk of the Editorial Team

It is with great pride and enthusiasm that we present to you the **107th 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.

**G.L Bajaj Institute of Management & Research Plot No. 2, Knowledge Park III, Greater Noida, (U.P.)**  
[www.glbimr.org](http://www.glbimr.org)

Toll Free No.: 8010-081-081