

1 April - 30 June, 2024

Quarterly Newspaper

GLBIMR's Finance Summit 2024



G.L. Bajaj Institute of Management and Research's Finance Summit 2024, led by Dr. Sapna Rakesh, proved to be an enlightening event that delved into "Trends and Innovations Across Financial Markets." The summit not only highlighted cutting-edge developments but also fostered meaningful conversations around the future of finance.

Industry experts, including Mr. Sanjay Singh from Clearwater Analytics and Mr. Pankaj Dhillon of FinTram Global, shared their valuable insights on crucial topics such as artificial intelligence, data science, cybersecurity, and blockchain technology. Their presentations provided attendees with a nuanced understanding of how these innovations are reshaping the financial sector.

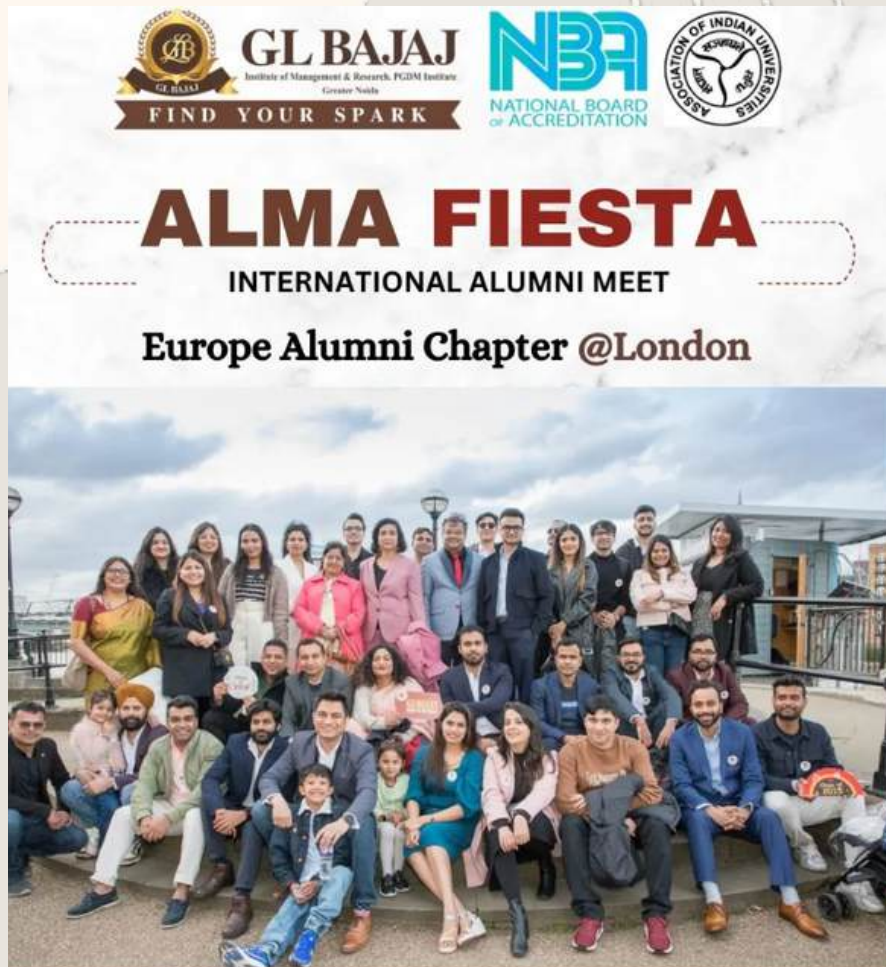


1 April - 30 June, 2024

2nd International Alumni Meet - Europe Chapter

🌟 GL Bajaj Institute of Management and Research proudly launched its 2nd International Alumni Meet Chapter Europe amidst the vibrant ambiance of London on April 6, 2024!

This momentous occasion brought together our esteemed alumni in the heart of London, offering a splendid platform to reconnect, forge new connections, and foster lifelong friendships. The event was marked by an atmosphere of nostalgia and celebration, as alumni reminisced about their formative years at GL Bajaj while sharing their professional journeys since PGDM.



The evening featured inspiring keynote speeches from distinguished alumni who have made significant strides in their respective fields, their stories of perseverance and success.

Networking sessions were a highlight of the event, allowing attendees to exchange ideas and explore potential collaborations. Many alumni took advantage of this opportunity to discuss career advancements, creating a sense of community that transcends borders.

The event was also an opportunity for the institute to showcase its continued commitment to nurturing relationships with its alumni. It underscored the importance of the GL Bajaj network in supporting professional growth and development, reinforcing the notion that once a part of the GL Bajaj family, always a part of it.



1 April - 30 June, 2024

International Marketing Summit 2024

Reflecting on the unforgettable experience at the "International Marketing Summit 2024" hosted by GLBIMR on April 20, 2024.

The summit illuminated the fusion of AI & Sustainability in shaping marketing strategies. Visionaries like Mr. Ankit Prasad, Mr. Om Batra, and Prof. John Walsh, Ms. Aparajita Prasad, Mr. Shantanu Chakraborty, Mr. Pranay Pasricha, Mr. Sanjeev Rana, and Aniket Das shared invaluable insights. Expert-led sessions delved into AI's transformative role and sustainability's significance. Dr. Sapna Rakesh's insights crowned the event with enlightenment.

The summit was further enriched by the Research Paper and Digital Poster competitions, which showcased groundbreaking ideas and innovative solutions from aspiring marketers.

"International Marketing Summit 2024" was not just an event; it was a movement toward a future where marketing and sustainability coexist harmoniously.



1 April - 30 June, 2024

The 14th Convocation of GLBIMR

The 14th Convocation of GL Bajaj Institute of Management & Research was a testament to dedication and success. With esteemed guests like Dr. Anil Sahasrabudhe, Chairman NETF, New Delhi, and Dr. Rajkumar Upadhyay, CEO of C-DOT, it was an honor to celebrate alongside Prof John Walsh of Krirk University, Thailand, Shri Pankaj Agarwal, Vice Chairman of GL Bajaj Educational Institutions, and Dr. Sapna Rakesh, Director of GL Bajaj Institute of Management & Research.



1 April - 30 June, 2024

Congratulations to the 143 graduates who received their diplomas, with special recognition to top achievers like Ms. Pritha Chaubey, Ms. Jyoti Agrahari, and Ms. Kumari Shweta.

The ceremony was filled with heartfelt speeches that inspired the graduates to embrace the challenges and opportunities that lie ahead. The keynote speakers emphasized the importance of innovation and adaptability in today's dynamic business landscape,



1 April - 30 June, 2024

Global Expert Talk on 'NAVIGATING CROSS CULTURAL COMMUNICATION: INSIGHTS FOR GLOBAL BUSINESS SUCCESS'



GLBIMR PGDM students benefited greatly from the Global Expert Talk on "Navigating Cross-Cultural Communication: Insights for Global Business Success," held on April 19, 2024.

Prof John Walsh Associate Dean and Director, English Language Programs, International College, Kirk University, Thailand has shared Understanding on Cultural Dimensions, Awareness of Cultural Stereotypes and Biases, Enhancing Cultural Sensitivity and Empathy, Effective Cross-Cultural Communication Skills and Building and Managing the Cross-Cultural Relationships.



1 April - 30 June, 2024

AIMA's 9th National Leadership Conclave on "Unshackling Leadership: Flexibility, Agility, Adaptability"

Proud moment for G.L Bajaj Institute of Management and Research as we sponsored AIMA's 9th National Leadership Conclave at Hotel Taj Palace, New Delhi, on April 23rd.

The theme, "Unshackling Leadership: Flexibility, Agility, Adaptability," resonated with our commitment to evolving leadership amidst global competitiveness. Inaugurated by Rekha Sethi, Director General, AIMA, and featuring esteemed speakers like Sunjay Kapur, Vineet Agarwal, and Shiv Siddhant Kaul, the discussions delved into dynamic industries.

Another insightful session on "Smart Money Moves" underscored the importance of financial agility in leadership, led by Rachana Ranade, Ankur Warikoo, and Neha Nagar.



SANKALP 2024' - Igniting Innovation & Leadership

SANKALP 2024 at G.L. Bajaj Institute of Management and Research truly embodied the spirit of enthusiasm, collaboration, and excellence. The event kicked off with a heartfelt Lamp Lighting ceremony, symbolizing the light of knowledge and wisdom. This was followed by a series of vibrant cultural performances and intellectually stimulating management competitions, where students showcased their creativity, talent, and strategic thinking.

The energy throughout the day was palpable, with participants putting forth their best efforts in every challenge. Whether it was the cultural extravaganza or the management games, every event reflected the dedication and competitive spirit of the students.



1 April - 30 June, 2024

Heartiest congratulations to all the winners who emerged victorious in their respective categories! Your hard work and skill were truly commendable.

A special thank you to our esteemed faculty members, core committee, and volunteers, whose tireless efforts behind the scenes ensured the event's flawless execution. To the judges, your insights and expertise were invaluable in recognizing the best of the best. Finally, a big round of applause to the participants and the audience, whose enthusiasm and support made SANKALP 2024 a day to remember.



1 April - 30 June 2024

Faculty Development Program on “Writing a Publishing case”

Empowering educators with the tools to craft compelling cases!

Prof. John Walsh, Director of International College at Kirk University, Thailand, led an insightful Faculty Development Program (FDP) session.

The workshop delved into various journal publications and their acceptance criteria, providing faculty members with essential knowledge on how to enhance their research outputs. Prof. Walsh emphasized the importance of aligning academic work with industry needs, encouraging educators to create case studies that are not only relevant but also practical and applicable in real-world settings.



1 April - 30 June, 2024

GLBIMR Clinches Prestigious awards for Academic excellence

We're thrilled to share that GL Bajaj Institute of Management and Research, PGDM Institute has been honored as the 'Best Management Institute in North India for Innovation and Entrepreneurship 2024' and also recognized as the 'Top PGDM Institute in Placement'!

These achievements reflect GLBIMR's dedication to excellence in education and placement success. The recognition for innovation and entrepreneurship underscores our commitment to fostering a culture of creativity and practical learning, equipping students with the skills necessary to thrive in today's dynamic business environment. Our innovative curriculum, industry collaborations, and experiential learning opportunities have empowered our students to think outside the box and launch their own ventures or contribute meaningfully to established organizations.



1 April - 30 June, 2024

Expert Talk on 'Research Methodology for Business' | ETS

Trimester III PGDM students of the 2023-25 batch were privileged to engage in an expert session on April 27, 2024. Dr. Gaurav Kabra, Associate Professor at Jindal Global B-School, Sonipat, shared his wealth of knowledge, drawing from his Ph.D from IIT Roorkee and MBA from ABV-IITM, Gwalior.

The session covered a wide array of topics, from research methods to data analysis, providing invaluable insights that illuminated the path for our budding business researchers. Dr. Kabra's ability to connect theoretical concepts with practical applications was particularly impactful, as he incorporated real-world caselets that highlighted the relevance of rigorous research in today's business landscape.

Students were actively engaged throughout the session, asking insightful questions and participating in discussions that fostered a deeper understanding of research methodologies.



1 April - 30 June, 2024

‘Book Buzz : Celebrating Literature Through Engaging Reviews,’ hosted by Communication Cell

GLBIMR PGDM students participated in the 'Book Buzz: Engaging Reviews' activity on campus, and it was a resounding success!

From insightful critiques to captivating recommendations, their engaging reviews showcased their love for reading and provided valuable insights for fellow book enthusiasts. This vibrant initiative not only fostered a sense of community among students but also encouraged them to articulate their thoughts and opinions on a diverse range of literary works.



1 April - 30 June, 2024

P2P Session on 'Leveraging AI & ML for Business Strategy'



On May 15th, 2024, Dr. Sunita Chowdhury and Prof. Vibhav Mathur delivered an inspiring session on the power of AI, ML, and strategic business planning.

Dr. Sunita's deep dive into Tech Innovations Inc.'s transformative journey showcased AI and ML's role in driving growth and innovation, providing participants with concrete examples of how these technologies can reshape business operations.



Prof. Vibhav Mathur's insights into McDonald's Business Canvas offered an eye-opening perspective on how a well-structured business model can adapt to changing market dynamics. He emphasized the importance of flexibility and responsiveness in strategic planning.



1 April - 30 June, 2024

P2P Session on 'The Sustainable Inventory Models'



On May 1st, 2024, Reflecting on our engaging P2P session focused on Sustainable Inventory Models, Dr. Sumit Maheshwari underscored their transformative potential.

We explored avenues to minimize waste, enhance resource utilization, and promote environmental sustainability.

Insights shared by participants enriched our understanding, paving the way for cost reductions, heightened profitability, and a competitive edge.

Dr. Maheshwari highlighted various strategies that enable companies to minimize excess inventory, cut down on material waste, and implement more efficient practices, which not only benefit the environment but also drive operational efficiency. By adopting sustainable approaches, organizations can significantly reduce costs, enhance profitability, and gain a competitive edge in the market, making sustainability a core component of their business strategy.



1 April - 30 June, 2024

Case Study on 'Young Innovator turns Temple Waste into Eco-friendly products in Delhi NCR'



The inspiring story was highlighted in a session led by Dr. Arpita Srivastava, who introduced the young entrepreneur's innovative approach to tackling environmental challenges.

In a remarkable tale of determination and vision, a 21-year-old social entrepreneur from a small village near Jewar, Uttar Pradesh, has embarked on a transformative journey to promote environmental sustainability. Driven by a passion for protecting the environment, he founded an enterprise dedicated to creating eco-friendly products, specifically focusing on recycling temple waste into environmentally friendly idols in the Delhi NCR region.

The case study of his enterprise sheds light on several challenges faced along the way. From sourcing raw materials to educating communities about the benefits of using eco-friendly products, the journey has been fraught with obstacles. However, his unwavering commitment to sustainability has allowed him to navigate these hurdles effectively.

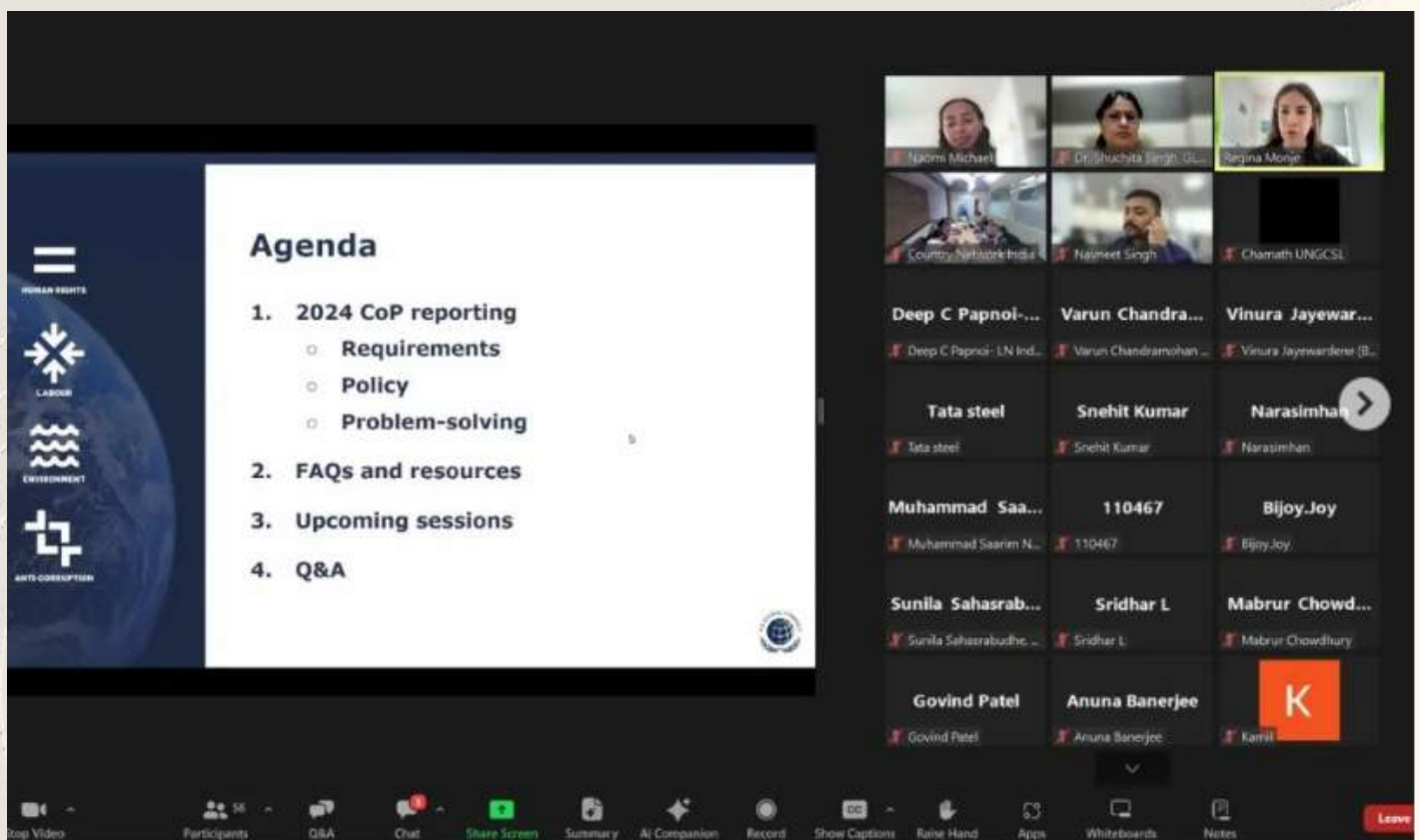
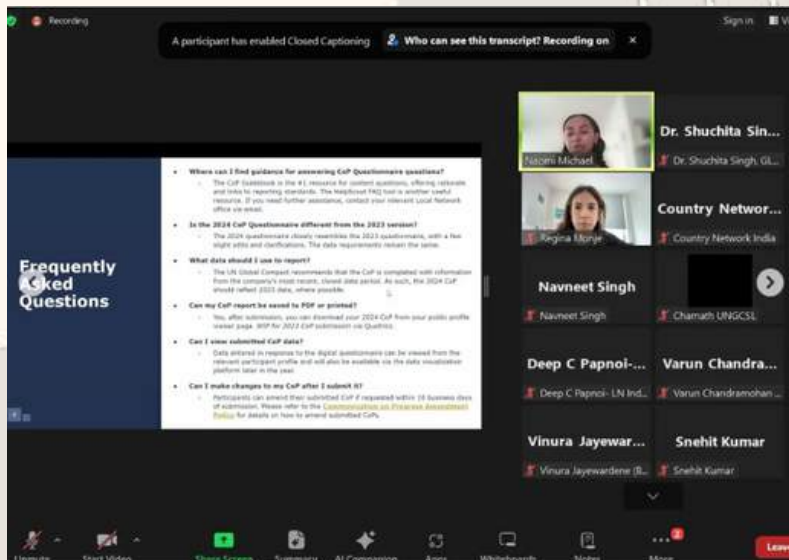


1 April - 30 June, 2024

Webinar on the United Nations Global Compact (UNGC) Communication on Progress (COP)

Dr. Shuchita Singh, Head of the Centre for Sustainability, participated in an insightful webinar on the United Nations Global Compact (UNGC) Communication on Progress (COP) on June 12, 2024. It was a valuable learning experience.

The webinar also highlighted successful case studies from companies that have effectively implemented the COP framework, illustrating innovative approaches to tackling sustainability challenges. Participants were encouraged to share their experiences and strategies, fostering a collaborative environment that sparked new ideas and insights.



1 April - 30 June, 2024

NAV दिशा INDUCTION PROGRAM for PGDM Batch 2024-26

The NAV दिशा Induction Program for the PGDM Batch 2024-26, held on Monday, June 24th, 2024, was a pivotal moment that marked the start of an exciting academic journey for the new students at GL Bajaj Institute of Management and Research (GLBIMR). The event, which commenced at 9:30 AM, was designed to immerse the incoming batch into the vibrant learning culture and dynamic professional environment that GLBIMR is renowned for.

The day unfolded with a series of engaging activities, beginning with the formal registration of the new batch, ensuring a smooth transition into the institute. Following that, students embarked on a campus tour, where they explored the state-of-the-art facilities, from lecture halls to innovation labs, setting the stage for their holistic development during the program.



1 April - 30 June, 2024

NAV दिशा INDUCTION PROGRAM for PGDM Batch 2024-26

One of the program's highlights was the series of interactive discussions led by esteemed faculty members and key leaders of the institute. These sessions focused on critical topics such as adapting to the rapidly evolving business landscape, strategies for personal and professional growth, and how to make the most of the opportunities available at GLBIMR. Faculty members also shared inspiring anecdotes and practical insights into navigating the challenges that lie ahead, encouraging students to cultivate resilience, adaptability, and leadership qualities.



1 April - 30 June, 2024

An Unforgettable Day at GLBIMR: Inspiration from Dr. Sudhanshu Mani | ETS

'Climb to rise high, GLBians ignited with Expert talk'

On June 26, 2024, GL Bajaj Institute of Management and Research had the honor of hosting Dr. Sudhanshu Mani, the visionary behind the Train 18/ Vande Bharat project. His captivating session left an indelible mark on our PGDM Batch 2024-26, as he shared his remarkable journey from the initial concept to the successful delivery of India's first semi-high-speed train.

The event was further enriched by the presence of Dr. Sapna Rakesh, our esteemed Director, and Shri Pankaj Agarwal ji, Vice Chairman of GL Bajaj Educational Institutions. Their commitment to fostering a culture of innovation and excellence underscored the importance of such initiatives in nation-building.

Dr. Mani's insights into the intricate processes of design, engineering, and execution resonated deeply with students and faculty alike. He emphasized the significance of passion, teamwork, and effective leadership in overcoming challenges, inspiring everyone in attendance to pursue their goals with determination and creativity.



1 April - 30 June, 2024

Exploring excellence : Case Study Analysis for PGDM Batch 2024-26

The PGDM Batch 2024-26 recently participated in an enriching case analysis session focused on scaling telemedicine services for affordable healthcare. This event highlighted the critical role of innovative solutions in addressing contemporary healthcare challenges, particularly in the context of increasing demand for accessible medical services.

Teams collaborated diligently to showcase their analytical prowess, presenting well-researched solutions that were evaluated on various criteria, including content quality, problem identification, and the effectiveness of their proposed solutions.

Congratulations to the two winning teams from each section! Your creativity, critical thinking, and teamwork have not only set a benchmark for excellence but also inspired your peers to think outside the box. This experience served as a valuable opportunity for students to enhance their problem-solving skills and apply theoretical knowledge to practical scenarios.



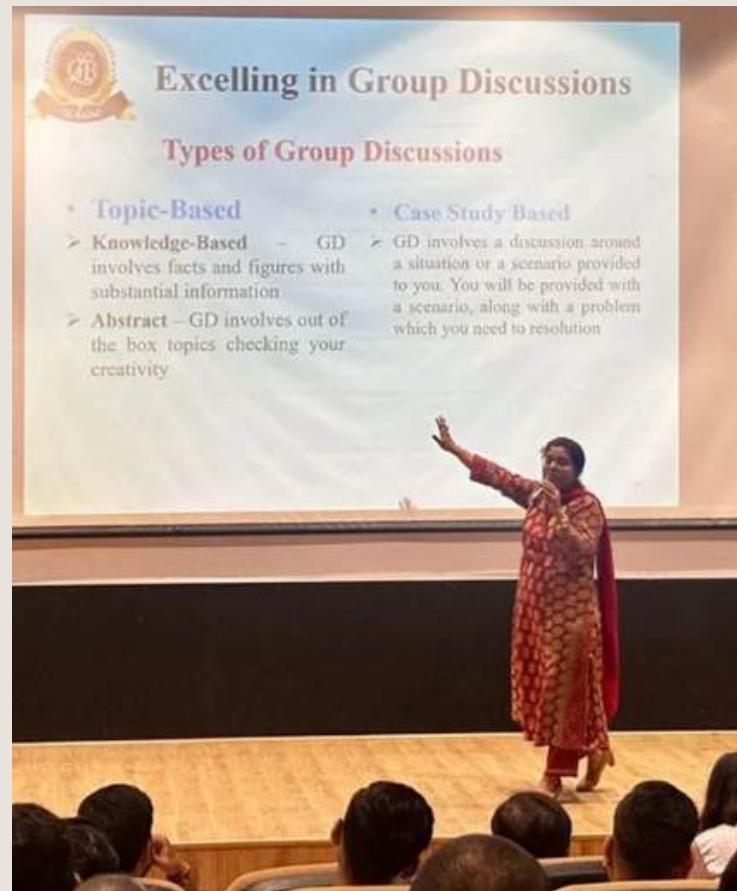
1 April - 30 June, 2024

Sharpening skills for Success : PGDM Group Discussion Workshop

On June 27, 2024, the PGDM Batch 2024–26 students embarked on a transformative learning experience focused on Group Discussions (GDs), a vital skill for their professional development. Under the expert guidance of accomplished faculty members, students explored the intricacies of effective communication and teamwork.

Under the guidance of experts, Dr. Prachi Agarwal emphasized the importance of GDs in professional growth. Prof. Bhavna Bhardwaj conducted engaging mock sessions, refining communication and teamwork. Dr. Yagbala Kapil shared invaluable insights for mastering GDs.

This skill-building session proved to be an enriching experience, fostering a collaborative spirit and preparing our students to face the competitive job market with confidence.



1 April - 30 June, 2024

‘Marshmallow Mingle’ : The beginning of a collaborative journey for PGDM 2024-26

PGDM Batch 2024-26 kicked off their journey with a blast at the Marshmallow Mingle! Armed with spaghetti, tape, and marshmallows, they unleashed their creativity to build towering structures symbolizing teamwork and innovation.

Congratulations to the winners and Cheers to the beginning of many more collaborative adventures



Workshop on “Harmony in Emotional Well being”

During our Navdisha Induction Program, on 27th June PGDM batch 2024–26 attended a workshop led by Ms. Divya Shah, co-founder of Happifyu. She highlighted the importance of mental well-being by sharing inspiring real-life stories and engaging activities like meditation and yoga. The session was enlightening and deeply appreciated by all.

Ms. Shah captivated the audience by sharing inspiring real-life stories that illustrated the profound impact of mental health on overall quality of life. Her engaging approach highlighted the challenges many face and the importance of fostering resilience and positivity in a fast-paced world.

The workshop also included interactive activities such as meditation and yoga, allowing participants to experience firsthand the benefits of these practices. Students learned techniques for managing stress and enhancing focus, equipping them with valuable tools to navigate the pressures of academic life and future careers.



1 April - 30 June, 2024

Talent Fest & Cultural Carnival 2024

On June 29, 2024, GL Bajaj Institute of Management and Research was alive with creativity and excitement during the much-anticipated Cultural Carnival 2024. This vibrant event provided students with a fantastic platform to showcase their diverse talents and celebrate the rich cultural tapestry of our institution.

Participants engaged in a variety of activities, including dancing, singing, stand-up comedy, poetry recitals, and mimicry performances. Each act brought unique flair and enthusiasm, captivating the audience and fostering a sense of community among students. The energy in the air was palpable as peers cheered each other on, highlighting the supportive environment that GLBIMR nurtures.



Alumnus of the Quarter

Data-Driven Product Consulting: Driving Innovation Through Analytics

In today's competitive market, the ability to make informed decisions based on data is critical for product success. Data-driven product consulting has emerged as a vital approach in helping businesses create products that resonate with customers, optimize development processes, and deliver strong business results. By leveraging the vast amounts of data available, consultants can provide actionable insights that improve product strategy, development, and market positioning.

What is Data-Driven Product Consulting?

Data-driven product consulting involves using quantitative data and advanced analytics to guide every stage of the product lifecycle, from ideation to post-launch optimization. Consultants analyze data from various sources, such as user behavior, market trends, sales performance, and customer feedback, to inform product decisions and help businesses develop more effective products. The goal is to minimize uncertainty, reduce risks, and maximize the chances of creating a successful product.

While data-driven product consulting offers immense benefits, it is not without challenges. Collecting, analyzing, and interpreting vast amounts of data can be complex, and businesses must have the right tools and expertise in place.



Alumnus of the month

Social Impact and Cause Marketing: Driving Positive Change Through Business

In today's world, where consumers are more informed and socially conscious than ever before, businesses are increasingly expected to do more than just sell products or services. They are also expected to make a positive impact on society. This growing demand for responsible business practices has given rise to two important concepts: social impact and cause marketing.

Understanding Social Impact:

Social impact refers to the positive effects that an organization has on the communities it serves. This can take many forms, including environmental sustainability, economic empowerment, education initiatives, healthcare improvements, or human rights advocacy. Businesses, governments, and nonprofit organizations all contribute to social impact, but the role of corporations has become especially significant in recent years.

For businesses, social impact goes beyond traditional corporate social responsibility (CSR). While CSR initiatives may focus on philanthropy or ethical practices, social impact is often more embedded into a company's mission and operations. It reflects a broader commitment to making the world a better place while simultaneously running a successful business. Companies that focus on social impact prioritize long-term change and incorporate these efforts into their strategic goals.

Examples of businesses with strong social impact include companies like Patagonia, which advocates for environmental sustainability, and TOMS, which operates on a one-for-one model to provide shoes to those in need. These companies have successfully woven social impact into their brands, making it a core part of their identity.



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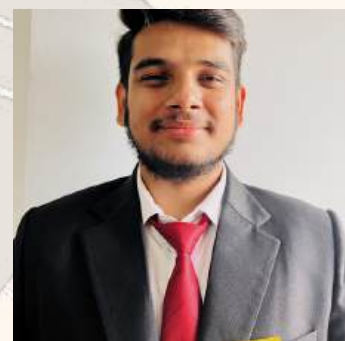
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Program Educational Objectives (PEOs)

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.