



## GREATER NOIDA INSTITUTE OF MANAGEMENT

(A UNIT OF SHRI RAM EDUCATIONAL TRUST)

ग्रेटर नोएडा प्रबंधन संस्थान, ग्रेटर नोएडा

Approved by AICTE, All India Council for Technical Education, Delhi  
and Ministry of Education, Gov. of India.

# PRACHAR VOL.1

## NEWSLETTER



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### EDITORS

#### Student Editor:

Ms. Deeksha Saxena & Mr. Umar Ejaz

Faculty Editor: Dr.Vivek Kumar

### ABOUT GNIM

Greater Noida Institute of Management (GNIM) is poised to become a leading name in the premium B-School league within the Delhi NCR region. Offering a cutting edge PGDM program, GNIM is recognized for its commitment to excellence in management education. Our Dual Specialization program, approved by AICTE and the Ministry of Education, provides students with the opportunity to gain expertise in two distinct enhancing their versatility and employability in a competitive job market.

We offer seven specializations: Human Resources, Finance, Marketing, Operations Business Analytics, Information Technology, and International Business. As a highly recommended B-School in Delhi NCR, we are dedicated to nurturing the leaders of tomorrow with a robust curriculum and a visionary approach to education.

## **'PRARAMBH' Fifty Days Orientation Program**

A new beginning got initiated in the GNIM Campus, Greater Noida, with the inauguration of the 50 Days Orientation Program- PRARAMBH. This gala event witnessed the welcoming of the new batch (2024-2026) of the PGDM students in the campus. Commencing on September 10, 2024, the 50 Days orientation program, marked the beginning of new students experience with management education and academics, full of professionalism and belongingness, as is expected to be delivered from the corridors of the GNIM, Greater Noida. Professionals from Corporate houses and Academics were invited to grace the occasion, featuring in the process insightful speeches by the dignitaries on the dias, thereby orienting the students towards their future professional goals which becomes the epitome of successful professional career



The corporate guest speakers who shared their insightful views on the occasion comprised of who's who of the corporate world namely- Mr. Aditya Ghidyal, AGM, HR CNH Industrial (India) Pvt. Ltd; Ms. Alpana Khera, CEO and Founder, A'sara Consultants; Mr. Amitabh Tiwari, Director WideCare Private Limited; Mr. Gaurav Sabharwal, Co-Founder and CEO JOP and Mr. Amit Jawar, Business Head, North-Dabur India Limited. The visiting corporate dignitaries spoke on various issues related to the business world sharing their thoughts on the 21st century business competitive scenario, the expectations of the corporate from the management students, professionalism at the industry front and the likes, which in reality is the factor of intense thought to become a successful business leader and manager, became the vital message for the audience.



## CAMPUS TO CORPORATE

### International Trade Show

Students attended the UP International Trade Show at EXPO Mart, Greater Noida on September 27, 2024, gaining insights into global markets and related trade and innovation spectrum. This event, considered to be one of the flagship event to be organized by the Uttar Pradesh government at Greater Noida, became a flash point in all sense for the PDGM students, gaining enough knowledge about the trade show and vice-versa. At the trade show, the students explored diverse exhibits, interacted with industry leaders, and learned about business strategies and trade practices. The visit also expanded their global perspectives, inspiring entrepreneurial aspirations and preparing them for competitive international career opportunities, in the process thereby enriching diverse experience and enhancement of their industry understanding.



### Visits to Spark Minda

As part of the academic growth of the students, the Institution organized industrial visits to Spark Minda and Coca-Cola for the PGDM students, to explore real-world industrial operations and functioning. At Spark Minda, a front-player in the OEM automotive sector, the students of the PGDM program visited the premises of the company's works on September 20, 2024. Here they were able to explore and gain knowledge about the automotive parts manufacturing and related activities. In a brief presentation about 'Spark Minda' the company executives presented to the students, the many facets of the business and the clients they handle, across different automotive giants operating in India. The experience gained at Spark Minda, Greater Noida, brings forward an enthusiastic and viable experience of the automotive sector business to the students and the company, being one of the tallest players in the automotive parts manufacturing, definitely offered great insights to the students across its business verticals, worth remembering always for the students



## CAMPUS TO CORPORATE

### Coca-Cola

Another visit of the students was held on October 07, 2024, to Coca-Cola visit, a multinational leader in the carbonated drink market in India; it was a live showcase of the manufacturing process of the soft-drinks. This visit made the students conversant with the whole production process in general and the marketing process in particular i.e. from bottling plant to the market, emphasizing technology, sustainability, and quality control as a part of the business philosophy of the Coca-Cola.



### Decathlon

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## **STUDENT DEVELOPMENT PROGRAMS:**

### **Goal Setting Session**

GNIM hosted an inspiring goal-setting session by Expert Coach Ms. Sonal Datta. The session emphasized the importance of clear objectives, time management, and strategic planning for personal and professional growth. Students actively participated in interactive exercises and gained practical insights on achieving success. The session motivated them to set achievable goals, fostering determination and focus for their future endeavors.



### **Collage Making Competition**

The innovative club, organized a Poster and Collage Making Competition, where students showcased their innovative ideas on theme 'sustainability and innovation', which is an adequate skill requirement in the current times. Judged on the originality and presentation, the entire event fostered creativity and teamwork, which was very competitively handled by the students. The aim and objective of conducting this activity was to address critical thinking and artistic expression among students, thereby creating a vibrant and inspiring environment for participants.



### **Live-Window Display Activity**

The focus of the PGDM Program at GNIM, have always been to bring special initiatives in the form of activities, which actually reinforce the pragmatic learning and confidence among the students. In the light of this approach, a 'Live-Window Display' activity was organized by the students, on November 22, 2024. This event was organized under the umbrella of the Marketing Club. As part of this activity the students were divided equally into four groups, and were assigned the task of preparing a live model of the Retail Outlets, with inputs of spot advertising, positioning of the offer through brand logos, products and the likes on display. A senior in-house faculty was appointed as a judge, who approached and examined each group with a valley of analytical questions related to company's profile, its product offerings, its innovative sales approach and many more. The company's allotted to each group were as follows:

- Group A: Coca-Cola/Coke
- Group B: Cadbury's
- Group C: Haldiram's
- Group D: Dominos Pizza

Group 'C' was declared s the winner of the activity.



## **EXCURSION CUM LEARNING TRIPS:**

### **Trip to Vishal Garh Farm**

A stimulating trip was organized to Vishal Garh Farm, in Gurugram, Haryana, for students during the fifty days Orientation Program. The one-day trip, combining leisure and learning, all the participating students enjoyed traditional games, cultural activities, and farming experiences, connecting with rural life, that was offered in the open pavilions of Vishal Garh Farm. Apart from this, delicious meals and team bonding among the students enhanced the trip experience. This rejuvenating trip highlighted, teamwork, and heritage appreciation, leaving students with cherished memories.



### **Adventure trip to Manali**



A special excursion cum adventure trip to Manali, Himachal Pradesh, India, was organized for the PGDM students (Batch 2024-2026) between October 14, 2024 and October 19, 2024 (Six Days).

This said excursion cum adventure trip was meticulously planned, taking all the demanding factors into consideration, such as boarding, lodging, packaging, transportation, safety and security of the participating PGDM students and accompanying members of faculty.

The Manali trip, which was packed with thrilling activities such as trekking, river rafting and nature walks, offered the students a glorious chance to get connected with nature, in the light of the challenges coming in the train thereby challenging their limits. Most worth-noting is that, the stunning landscapes of the Himalayas, served as the perfect backdrop in the complete trip period, bringing forward a brilliant chance among the students an added learning equity, such as for team-building exercises, understanding each other's personalities and alignment among themselves. Besides adventure sports, the students also explored the local culture and beauty of Manali, visiting famous landmarks like Solang Valley and Rohtang Pass. The trip proved to be a valuable learning experience, fostering resilience, teamwork, and a deep appreciation of a positive outlook.



## **CULTURAL EXTRAVAGANZA**

### **Pooja & Havan' @ GNIM Campus**

In observance of the great blessings of the almighty upon us, a 'Pooja' and 'Havan' ceremony was organized in the GNIM campus on first day of the Navratri, i.e; 3rd October 2024. On this occasion, Faculty, Staff along with the students, participated with keen interest thereby bringing a focussed approach in attributing the power and belongingness of the spirituality which have culminated in bringing a positive effect in the working atmosphere of the institution. Led by young Gurukul students, the ceremony featured prayers and mantra chanting, filling the air with a great positive energy.



### **Sufi Night Celebration on the occasion of Children's Day**

The institution celebrated the Children's Day, 2024, in the campus with the PGDM students and members of faculty participating enthusiastically, making it a great memorable event. A small get together including few games made all, nostalgic. Special program entitled 'SUFI NIGHT' was organized, (IBI Campus) that mesmerized the audience to a grandeur effect. In fact, the Sufi Night was an enchanting blend of spirituality, culture, and music that captivated the hearts of the audience-students and members of faculty and staff, coming forward to experience the beauty of Sufi poetry, dance, and live music, offering a serene yet powerful escape from the everyday hustle.

## **FACULTY DEVELOPMENT PROGRAM**

### **FDP at BIMTECH, Greater Noida**

Prof. Birendra, recently attended a one-day Faculty Development Program (FDP) organized by BIMTECH, Greater Noida. The theme of the FDP was Commodity Derivatives- The key to Market Mastery. En-cashing a great opportunity for self professional growth and getting oneself updated on the current scenario, as related to the theme, Prof. Birendra Saw, likened not to make it amiss, and hence his participation was a great learning experience. Prof. Birendra Saw was felicitated with a participating certificate on the occasion by BIMTECH.



## The Digital Revolution of 2024: A Year of 'Make-Over'

The year 2024 marked a crucial moment in human history, as the digital revolution continued to accelerate at an unprecedented pace. Technological advancements, coupled with evolving consumer behaviors, reshaped industries, economies, and societies at the world level.

### Key Trends Shaping the Digital Landscape

#### Artificial Intelligence and Machine Learning:

AI and ML became ubiquitous, powering everything from autonomous vehicles to medical diagnoses. These technologies revolutionized industries like healthcare, finance, and manufacturing, driving efficiency and innovation.

#### Internet of Things (IoT):

The IoT connected billions of devices, creating a vast network of interconnected systems. This led to smarter cities, homes, and workplaces, as well as new opportunities for data-driven insights and automation.

#### Cloud Computing:

Cloud computing continued to dominate the IT landscape, offering scalable and cost-effective solutions for businesses of all sizes. Cloud-native applications and serverless architectures became the norm, accelerating digital transformation.

#### 5G and Beyond:

The rollout of 5G networks significantly enhanced connectivity speeds and reliability, enabling the proliferation of AR/VR experiences, remote work, and real-time data analytics.

#### Cybersecurity:

As the digital world expanded, so did the threat landscape. Cybersecurity became a top priority for organizations, with a focus on advanced threat detection, incident response, and data privacy.

### The Impact on Industries and Society

#### Healthcare:

AI-powered diagnostics, telemedicine, and personalized medicine transformed healthcare delivery, improving patient outcomes and reducing costs.

#### Finance:

Fintech innovations disrupted traditional banking, with digital payments, blockchain, and robo-advisors reshaping the financial industry.

#### Retail:

E-commerce continued to flourish, driven by personalized shopping experiences, augmented reality, and voice commerce.

#### Education:

Online learning platforms and virtual classrooms became mainstream, providing flexible and accessible education opportunities.

#### Manufacturing:

Smart factories and Industry 4.0 technologies optimized production processes, increasing efficiency and quality.



## Challenges and Opportunities

**While the digital revolution brought immense benefits, it also presented challenges, including:**

- **Digital Divide:** Ensuring equitable access to technology and digital literacy remained a significant challenge.
- **Job Displacement:** Automation and AI raised concerns about job losses and the need for workforce reskilling.
- **Data Privacy and Security:** Protecting sensitive data and mitigating cyber threats became increasingly complex.

To address these challenges, governments, businesses, and individuals must collaborate to foster digital inclusion, invest in education and training, and strengthen cybersecurity measures.

As we look to the future, the digital revolution shows no signs of slowing down. Embracing innovation, adapting to change, and prioritizing ethical considerations will be crucial for navigating the complex and exciting digital landscape.

**Deeksha Saxena**  
**PGDM 2024-26**



## CORPORATE SPEAK @GNIM

PGDM students at GNIM had the privilege of learning from esteemed industry speakers who shared insights on business, professionalism, and collaboration. These interactions greatly enriched the students' knowledge and personal development.



**Mr. Aditya Ghildyal**  
AGM HR,  
CNH Industrial



**Ms. Alpna Khera**  
CEO & Founder,  
A'sara Consultants



**Mr. Amitabh Tiwari**  
Director,  
WideCare Pvt Ltd



**Mr. Gourav Sabbarwal**  
Co-Founder & CEO,  
JOP



**Mr. Amit Jawar**  
Business Head -  
North Dabur India Ltd.



**Ms. Sonal Dutta**  
Soft Skills Coach



**Mr. Zulfikar**  
Principal People Analytics  
Lead, Global HR Operations  
Mc.Graw Hill



**Mr. Debargha Deb**  
General Manager HR,  
DS Group



**Mr. Taksh Kumar**  
Senior Manager - HR,  
VIVO India



**Mr. Deepak Kumar**  
AVP & Zonal Head –  
Aviva Life Insurance



**Ms. Suparna  
Bhattacharyya**  
Chief Financial Officer ,  
Schneider Electric  
Infrastructure Ltd



**Ms. Ambreen Khan**  
Head-Corporate  
Communications &  
Partnerships,  
The Indian Express



**Mr. Bhanu Pratap Singh**  
Group HR Leader –  
Aeon Market Research  
Pvt. Ltd.



**Mr. Rajeev Narang**  
Sales Marketing Consultant, Brand  
Strategist, Author of GET UP, ARISE,  
TEDx speaker, Keynote speaker



**Mr. Vivek Pradhan**  
Senior Manager-  
Sales Training  
Nestle





*Driven by Excellence, Defined by Success*



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Plot No. 6C, Knowledge Park 2, Greater Noida (Delhi NCR) - 201310

For Admission Enquiry: +91 8826124205, 8826154124

[info@gnimgreaternoida.org](mailto:info@gnimgreaternoida.org), [admissions@gnimgreaternoida.org](mailto:admissions@gnimgreaternoida.org)  
[www.gnimgreaternoida.in](http://www.gnimgreaternoida.in)

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