



**GREATER NOIDA  
INSTITUTE OF MANAGEMENT**  
(A UNIT OF SHRI RAM EDUCATIONAL TRUST)  
बेटर नोएडा एडमिनिस्ट्रेशन बेटर नोएडा  
Approved by AICTE, All India Council for Technical Education, Delhi  
and Ministry of Education, Gov. of India.



# PRACHAR

VOL.3

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As GNIM continues to foster excellence in management education, Volume 3 captures the vibrant pulse of our campus – from impactful industry interactions and insightful faculty development programmes to student achievements and academic milestones. With every initiative, we remain committed to shaping future-ready professionals through experiential learning, corporate exposure, and a culture of innovation. This edition reflects the energy, growth, and vision that drive GNIM forward.



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## EDITOR'S

**Student Editor:**

Ms. Deeksha Saxena & Mr. Umar Ejaz

**Faculty Editor:**

Dr. Vivek Kumar

## EVENTS/ACTIVITIES

### COMMENCEMENT OF SUMMER INTERNSHIP PROJECT PGDM BATCH 2024-2026



As part of the requirement of the 'Two-Year' Full-Time PGDM Program, all the students of the Batch 2024-2026, having concluded the demands of the academic delivery process/examinations as till Trimester III, departed for undertaking their summer internship projects at different locations and places as was finalized for them by the 'Placements Office' in consultation with the Honourable Director's Office, GNIM PGDM Program.

Taking the compulsory requirement of the students undergoing SIP, it is imperative to bring to light here the effectiveness of the objective of this so called summer internship. Here, the students are exposed to the pragmatic set-up of the business organization, where they learn the tits-and-bits of all the happenings in the company project, a student is enrolled into by the identified company/organization as also learn to work in a team, which in reality is the edifice on which they have to roll themselves in future career goals. Taking this magma into consideration, the placement office worked hard to en-cash distinguished projects across business verticals, from various companies for its students. And some of the renowned names of the organizations that GNIM feels proud to mouth are Dabur, Yakult, Anmol Biscuits and Priya Gold among others. After the necessary completion of two months/45 days summer internship projects, the students will return to the campus for their Trimester IV sessions, as and when it will be announced sharply by the Director's Office, GNIM PGDM Program. The SIP commenced from Thursday, May 02, 2025.

### STUDENT PARTICIPATION IN B-PLAN PRESENTATION AT G.L. BAJAJ, GREATER NOIDA

Selected PGDM students from GNIM participated in the 'Business Plan' competition at GLBIMR, Greater Noida, on March 7, 2025. Competing against top institutions from Delhi/NCR and beyond, the GNIM team presented a marketing and sales plan for FLAVVY—a competitively priced bottled water brand at ₹10. Their business proposal impressed the expert panel through confident responses and practical insights, earning them the Second Best Presentation Award. The team, guided by Prof. Dharmendra Pal, included Rohit Kasture, Ritik, Umar, and Arihant Kumar—bringing pride and recognition to GNIM.





## PGDM STUDENTS AT MELANGE FEST, IMS GHAZIABAD



As part of the inter-institution participation of the PGDM students, selected students were shortlisted through a jury, for participation in MELANGE, an annual institutional fest, at IMS Ghaziabad, University Campus. This annual fest, held between March 06-08, 2025, had a range of activities that could be chosen by students for participation, such as Speech competition, Group Dance, Solo Dance and Singing Competition and a few Indoor Games such as Chess. The students of GNIM participated in Speech delivery competition, Group Dance and Solo singing competition. The names of the students who participated are Umar, Ritik Meghran, Sumant Yadav and Mr. Mahaendra Chourey. To facilitate development in the regard, members of faculty were asked to guide the participating students accordingly, by the Director's office, GNIM PGDM program, and the team participated in full accord and confidence and won accolades for their respective participation. GNIM professes to inculcate the habit of students in participating in such inter-college-institution programs which ultimately brings confidence and proximity to the live world competition, which actually benefits the participants in the long-run development of one's personality.

## SAMARPAN- INTERNATIONAL WOMEN'S DAY CELEBRATION 2025, AT GNIM CAMPUS

Every year March 08 is being celebrated as International Women's Day across the world. On this day in 2025, GNIM celebrated the occasion entitled SAMARPAN by conducting a felicitation ceremony in the campus for the women employees of the organization and special female guests reflecting the diversity of women empowerment across societal set-up and recalling the glorious role a woman plays in the making of a family and society with quite tiresome tasks always at hand and call to be accomplished at all levels of demand of the moment, whether it is in the family domain/in-laws domain or professional domain. It has universally been accepted that the role of women cannot be underestimated at any time in any society given their self as an acclaim and that their achievement across segments of paraphernalia and innovative results is but a rational example of the growth of the current human and economical society as it has reached today, thereby drawing a line from 'Proto' to 'Pre' to 'Ancient' to 'Medieval' to 'Modern' to 'Contemporary' times in the historical context.

The most important move worth noting and remembering that got accomplished in run-up to the celebration of International Women's Day at GNIM Campus, Greater Noida, was that the Director's office welcomed the wives of the male members of faculty for their benign presence on the occasion, and to this effect a specially created 'Soft-Creative' with the photograph of the 'Special' female guest was created as a part of the invitation to the wives of the male faculties. The International Women's Day celebration concluded by the official closing hours on the day after a round full of enthusiasm, short games and a bunch of events that evokes remembrance always. And as a token of camaraderie and graceful belongingness all the women guests invited for the occasion including the female members of the GNIM family were felicitated with a 'Gift Hamper'.



# CELEBRATION OF RANGOTSAV, FESTIVAL OF COLOURS/HOLI



Every consecutive year the festival of colours i.e. HOLI is celebrated across India in the early week of March, synonymous with the celebration of the beginning of 'New Year' as per the Hindu calendar following the 'Saka Era' or the so called 'Saka' calendar. Signifying also as the close of winter season and additionally considered to be the harvest festival across most parts of the northern India, Holi, as a festival resonates the beginning of all auspicious occasions of future development. It is in the spirit of this light, that Holi was celebrated in the GNIM campus, March 12, 2025, bringing an impulse of great happiness full of utmost confidence of past endeavours and looking to future greatness as a dictum of growth. The festivities, commencing with the burning of the holy firewood popularly referred to as 'Holika Dahan' since centuries as per the Hindu mythology and subsequently playing with colours and distribution of sweets, marked the festivities of colour a grand celebration, a staged par-excellence worth nostalgia for times to come, enumerating in the process everybody's participation from the Director's office to members of faculty and staff to students alike. A fathomed momentous Holi celebration becomes the buzzword in a nutshell herewith as regards Rangotsav.

## LIVE MARKETING PROJECT IN RETAIL MANAGEMENT

Academics being a part of the focused standard as is followed for the GNIM PGDM Program, an additional spectrum of live understanding is also taken as pragmatic learning herein at GNIM. In the context of this paradigm, adding value in learning dynamics across business related understanding, a Live Marketing project in Retail Management was initiated and successfully implemented as a learning process and towards reaching this goal all the students were divided into two groups, with the framework and instructions already in place before the 'D-Day' that was finalized for March 11, 2025, when the respective students of the said two groups were directed to visit 'Omaxe Mall' and 'The Grand Venice Mall'; both located in Greater Noida, for a real-life understanding of the 'Single Brand Retail' and 'Multi-Brand Retail' offerings as is being offered currently an also understanding the store management thereof, under the umbrella of organized retail management.

The objective of this live marketing related management project focused on the euphoria of modern business growth and understanding the footfalls, demand, sales and profit related issues and limitations associated with organized retail management growth in the current competitive times. In fact, any of the organized retail showroom where the students visited, the store manager did share with the students about the plethora of various brands/products which the store carried as offer, but did not part or shared the deep business details as part of their business policy such as sales and revenue or ROI and costs involved. Though the project brought forward the realities of the modern business euphoria as studded with proximity of non-performing in the real sense of the business term, the stores had very less footfalls bringing forward the low revenue growth, as was lively witnessed. The learning outcome of this initiative brought bonus reward to the students learning across the realities of the business in general and marketing in particular.





# PGDM STUDENTS PARTICIPATE IN 15TH GLOBAL ENERGY & ENVIRONMENT AWARDS 2025

PGDM students from GNIM participated as distinguished delegates in the 15th Annual Energy and Environmental Foundation Global Awards 2025, held on April 15-16 at the NDMC Convention Centre, New Delhi. Organized by the Energy and Environmental Foundation, the summit focused on energy and environmental management—an essential part of the PGDM curriculum.

The event brought together academicians, researchers, and corporate professionals from across India and South Asia, who shared insights and papers on sustainability, energy management, and ecological issues. Accompanied by Prof. Dharmendra Pal and Prof. Birendra Saw, GNIM students gained valuable exposure and were awarded participation certificates. The summit served as a proud milestone and enriching experience for the PGDM program and its students.



## INDUSTRIAL VISIT AT HAIER

The industrial visit to Haier's manufacturing facility in Greater Noida was an enriching experience for all the students, offering practical insights into real-world business operations and manufacturing excellence. Students had the opportunity to observe Haier's advanced production processes, quality control measures, and lean manufacturing techniques firsthand. The visit also included an informative session by company officials, who shared Haier's growth journey, market strategies, and its focus on innovation and customer-centricity.





# BUDDY MENTORING SESSIONS

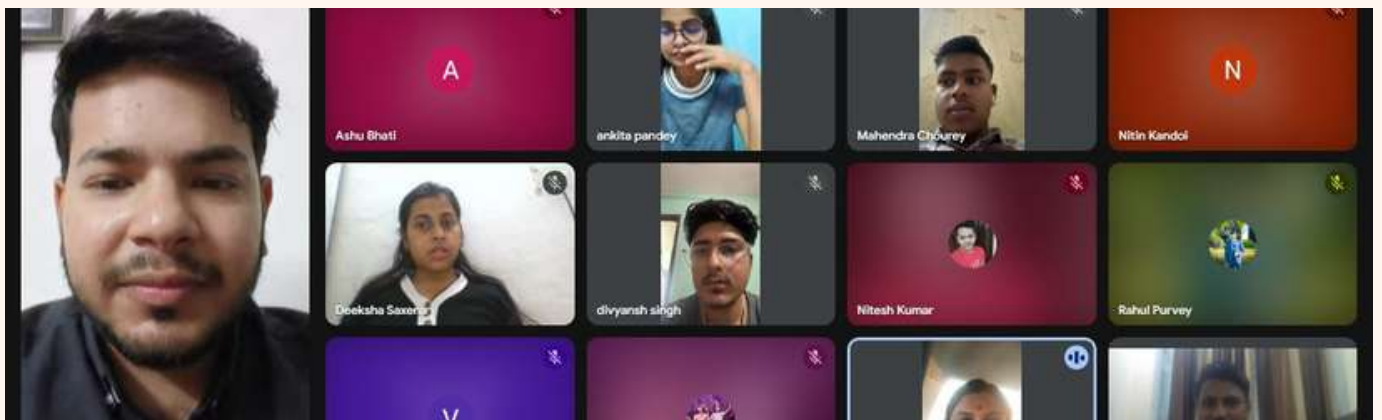
## MENTORING SESSION BY MR. ANKIT VINOD SINGH - SALES EXECUTIVE DABUR

Ankit from Dabur conducted a mentorship session at GNIM, offering valuable internship guidance to PGDM students. He shared practical insights on choosing the right internships and aligning them with career goals. The session helped students better understand industry expectations and prepare effectively for future roles.



## MENTORING SESSION BY MR. ISHAN CHAKRAVARTI - ASSET DEPUTY MANAGER YES BANK

Buddy mentoring by seniors & Alumni for summer internships is a valuable initiative by CRC GNIM where experienced students guide their juniors through the preparation and execution of their internships. Seniors shared their experiences, learning and challenges during the Summer Internship. This peer-to-peer support boosts juniors' confidence, clarifies doubts, and helps them make informed decisions, ultimately ensuring a smoother and more successful internship experience.



## GUEST LECTURES

### GUEST LECTURE ON FINANCE BY MR. SURYA PRAKASH SINGH SENIOR FINANCIAL PROFESSIONAL

A guest lecture on the area of finance and its imperative role in the development of business and other verticals of life was especially organized at GNIM campus, Greater Noida, for the PGDM students, March 08, 2025. The distinguished industry guest speaker on the occasion was none other than Mr. Surya Prakash Singh, a well-known personality in the corridors of corporate finance and a seasoned senior finance professional. This event was held in the auditorium of the PGDM Block, equipped with all the modern gadgets worth requirement for the occasion. Mr. Surya Prakash, in the course of his earmarked delivery, delved himself into the importance of finance in everyday life and attributed its role as a core elemental factor for harnessing business related vision and goals, not ignoring its role in the working capital management. As usual, he categorically accepted the view that finance being the 'Life-blood' of any business initiative is pertinent in bringing success of the organization to the forefront, which were the opening words of his address to the students and the audience as such, around which he discussed vistas of the sources of finance and how it is governed. In fact, this guest presentation on financial management being highly professionally planned and calibrated, benefitting both the students and members of faculty attending as audience, it brought forward the message that ignoring the right financial related decisions across business related avenues could impact the growth process of the organization. But, for the students especially interested to take finance as a dedicated specialization in the second year program, brought a flashlight on the same, courtesy Mr. Surya Prakash Singh's presentation. The program concluded successfully amidst thanks giving and a celebrated presentation of bouquet by the Director's office, GNIM PGDM Program, to the honorable guest.





## GUEST LECTURES

### GUEST LECTURE ON MARKETING STRATEGY BY MR. SAURABH SINGH - MARKETING MANAGER MOON BEVERAGES LTD. (COCA COLA)

A guest lecture on marketing strategy focused on Coca-Cola provided valuable insights into one of the world's most iconic brands. The session delved into Coca-Cola's innovative and adaptive marketing tactics, such as emotional branding, global localization ("global" strategy), and consistent brand messaging across decades. Mr. Saurabh highlighted how Coca-Cola leverages sponsorships, seasonal campaigns, and storytelling to build strong consumer loyalty. The lecture not only enriched our students' understanding of strategic marketing but also emphasized the importance of brand consistency, consumer psychology, and adaptability in today's dynamic marketplace.





# GUEST SESSION ON 'TEN PILLARS OF INTERNSHIP' DELIVERED BY MR. NILANJAN MUKHERJEE GENERAL MANAGER -HR, RELAXO GROUP

As PGDM students at GNIM enter Trimester III, they prepare for a key milestone in their journey - the Summer Internship Project (SIP). This compulsory internship allows students to gain real-world experience across domains like marketing, finance, HR, and operations.

To guide them, the Director's Office invited Mr. Nilanjan Mukherjee, GM at Relaxo Group and author of *You Will Succeed*, for an interactive session on April 26, 2025. Speaking at the PGDM auditorium, Mr. Mukherjee stressed the importance of linking classroom knowledge with industry practice and introduced the 'Ten Pillars of Internship', a framework to help students succeed throughout their SIP journey.

The session was highly insightful, addressing student queries and boosting their confidence. It concluded with a vote of thanks from the student coordinator, in the presence of faculty and the program head.



## FACULTY ACHIEVEMENTS

### DR. RAVI SHARAN PRASAD ATTENDED A MASTERCLASS ON "THE NEW LABOUR CODES: COMPLIANCE, IMPLICATIONS & CHANGES" IN NOIDA

Dr. Ravi Sharan Prasad, Professor in the GNIM PGDM Program, attended a full-day masterclass on "The New Labour Codes: Compliance, Implications & Changes" organized by the National HRD Network, Delhi/NCR Chapter in Noida on May 24, 2025. Aimed at HR professionals, compliance leaders, business heads, and academicians, the session offered practical insights into implementing the Labour Codes in industrial settings. Dr. Prasad plans to share these learnings with PGDM students specializing in HR, preparing them for future leadership roles in business and personnel management.

The key highlights and takeaways of the 'Master-Class' in brief were as follows:

1. Workforce Models
2. Employee Benefits
3. Salary Structure
4. Classification of Employee
5. Policies and Processes
6. Employee Welfare Schemes
7. Employee Relations
8. Compliance Framework

## AWARDS & ACCOLADES

Dr.Vartika Chaturvedi received an award for 'Visionary Leader of the Year 2025' for her dedicated and exemplary contribution to Education, skill and Research, during the third National Education & Business Award Ceremony on 24 th April 2025 , Organized by Elite Chamber of Commerce & Industry.



## ARTICLE

### ECONOMIC GROWTH AND ROLE OF SCIENCE TECHNOLOGY AND MANAGEMENT BY DR.VIVEK KUMAR, PROFESSOR, GNIM

Science, technology and management have always ushered in juxtaposition in the meeting of economic roles. Whether it is the economic development of a nation in general or any business in particular, the knowledge of the components of science and technology in the modern times appreciates the role and importance of the same in the annals of the development of society and it is worthwhile here to accept that it is economics and not spirituality or emotion that moves the society, where all the credentials are accepted as a factor. This highlighted justification as above is the core on which this brief article seeks to address, which brings out the importance of innovative academics.

The authority in the business, as related to entrepreneurship domain hereby brings forward the concept of innovation that is always at the forefront and that the perspective of academics and educational growth of the society where all the dictates of development paradigm merges in the real sense of the term for viable and sustainable societal environment is potently considered to be the seed of the future growth of any nation or an economy. Imperatively admitted here is that any nation cannot grow by ignoring the value of education and it could be across all identified segments of such as science and information technology; production and operations management, international business/global business, artificial intelligence; cloud computing; internet of things, mechanical and electronic engineering, business management and the likes. And besides these, the value of history, sociology, geography also cannot be ignored, because as highlighted in the preceding lines, all the developments finally merge into the dictum of the societal developments, which is the objective vision and mission of the government's capitals across the world, be it the United States of America, United Kingdom, developing nations or any island nation. The core therefore is the 'Education' especially the 'Innovative Value Education'. In the perspective of the growth matrix of any nation, an example is befitting here as to how a particular nation progressed but some did not. As already said, the answer lies in the quality of innovation that should be harnessed, which comes via innovative education only. Great Britain (UK) brought to the world the 'Industrial Revolution'; The United States of America (USA), once a colony of Great Britain, imperatively thrived on technological perspective, and came to be adhered as the 'El-Dorado', meaning 'Land of Opportunity' for innovators and educators; Japan, post Hiroshima-post Nagasaki-post World War II collapse and fall was really left with a standstill economy, but innovated the model of new engineering concept famously called 'Japanese Re-Engineering', thereby delving into the path of economic progress rapidly, the success being due to the adoption of holistic approach into innovative education and technology; even the economic success of South Korea and many other countries have brought forward that a miss cannot be given to the adherence of education and technology, which is the core line of discussion of the author herewith, confidently bringing out the crude truth of the value of education in the making of economic societal growth which is definitely challenging.



# COMMENCEMENT OF SUMMER INTERNSHIP PROJECT

## PGDM BATCH 2024-2026



Ashutosh  
Sales Intern  
Yakult



Ankita  
Sales Intern  
Yakult



Mahendra  
Sales Intern  
Yakult



Shubham  
Sales Intern  
Outlook



Sumant  
Sales Intern  
Dabur



Rohit  
Sales Intern  
Dabur



Shubham Singh  
Sales Intern  
Dabur



Vikram  
HR Intern  
Anmol



Ashu  
HR Intern  
Anmol



Sakshi Garg  
Finance Intern  
Priyagold



Nitin  
Finance Intern  
Spark Minda



Rahul  
Sales Intern  
Reliance



Nitesh  
Sales Intern  
Reliance



Divyansh  
Sales Intern  
Reliance



Harsh  
Digital Marketing Intern  
The Lantern Studios



Umar  
Marketing Intern  
Saya Stationer's



Ritik  
Marketing Intern  
Saya Stationer's



Ashwin  
Marketing Intern  
Saya Stationer's



Rishabh  
Operations Intern  
Spark Minda



Deeksha  
Finance Intern  
Dana



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

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

For Admission Enquiry: +91 8826124205, 8826154124

Info@gnimgreaternoida.org, admissions@gnimgreaternoida.org

www.gnimgreaternoida.in



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