

Ghaziabad Management Association

Monthly Activity Report June to December, 2021

Monthly Activity Report JUNE, 2021

A WEBINAR ON DRAFTING AN EFFECTIVE COMMUNICATION STRATEGY

ACTIVITY #1

Was organized on 5th June 2021. The distinguished speaker was Dr. Himanshu Talwar. He holds a Doctorate and D. Litt in Business Management from The University of Swahili Foundation, Panama City, Panama. He is a recipient of 12 national-level awards. A man of great versatility and eminence, Dr. Talwar has been a fervent spokesman of his beliefs, being invited as a speaker at two TEDx events in India & three TEDx International events in Morocco, Russia, and Tunisia.

The session explained that It is important of having an effective communications strategy, as it:

- Helps achieving communication goals.
- How to engage effectively with stakeholders/ team/ workers.
- Communicating and demonstrating organizations/individual success to people.
- Enhancing behavioral approach and perceptions at personal and professional levels.

This was attended by about 85 participants and the session generated a lot of interaction. A few snapshots are as under:







An On-line International webinar on "PARADIGM SHIFT IN BUSINESS AND MANAGEMENT: EMERGING TRENDS AND COMPETITIVE STRATEGIES IN ADVERTISING AND CONSUMER BEHAVIOR."

ACTIVITY #2

An On-line International webinar was conducted by GMA along with the Management department of IPEM, Ghaziabad on 12th June 2021 afternoon. The topic was "PARADIGM SHIFT IN BUSINESS AND MANAGEMENT: EMERGING TRENDS AND COMPETITIVE STRATEGIES IN ADVERTISING AND CONSUMER BEHAVIOR."

The distinguished speaker was Mr. Ashok Kumar Sangwan (Head Cost of Delivery at Wipro Limited). He shared that 'Advertisement and Consumer Behaviour' are inextricably linked. The function of advertising is to influence the customer decision making process and consumer decisions at all stages based on marketing and advertising objectives and can be an important competitive advantage while formulating marketing strategies.

The event had a total of 271 registrations out of which, 102were international participants. They were able to understand the use of data, information in marketing strategies; and were able to gather information on various new trends in IT field that can be used for marketing and sales purposes.

A FEW SCREENSHOTS ARE AS UNDER:



https://grgo.page.link/wHPjp

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WEBINAR ON REIMAGING THE WORLD WITH ARTIFICIAL INTELLIGENCE

ACTIVITY #3

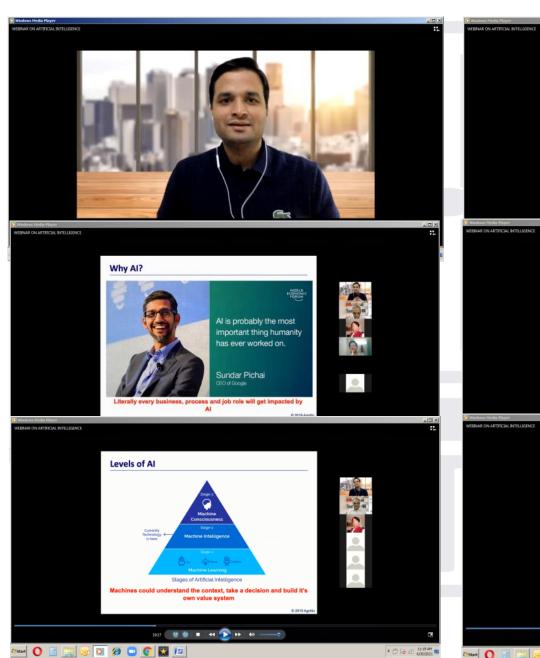
was organized on 12th June, 2021 evening over zoom platform. AIMA connected us with the speaker of the session. The distinguished speaker was Mr. Kartik Sharma, an emerging technology evangelist having experience of building disruptive technology products and high performing product teams. He is an AI practitioner with experience of leveraging Machine Learning to develop conversational bots and other RPA related solutions. Kartik is a Co-Founder of DcodeAI – A DIY AI learning platform. He is member of the FICCI Edtech task force that focusing on using technology in learning process in India.

Kartik is also an Executive Board member of the AIMA Young Leaders Council. Kartik is on the Board of International School of Artificial Intelligence, UK. He will explain how various components of AI - Data Science, Computer Vision and Natural Language processing interplay in our work life & will impact our future with real life applications.

He explained in detail, how AI has impacted all walks of our life. Whether you're in business or a professional, it has impacted all the processes across Finance, HR, Marketing and Technology. It becomes imperative to learn how AI impacts your job role and function to future proof yourself.

This was attended by about 65 participants and they were all inquisitive to have a similar program again. Some screen shots areas under:

A FEW SCREENSHOTS ARE AS UNDER:





FIVE DAYS

Development Program on DESIGN THINKING

ACTIVITY #4

was organized on virtual platform along with AKGIM, Ghaziabad from 14th to 18th June 2021 in the evenings from 5.00 to 7.00 PM. This program dealt with analyzing any problem from a humanistic approach in its application. The program consisted of concepts, tools available for executing design thinking and application of the concept in industry. The distinguished speakers were:

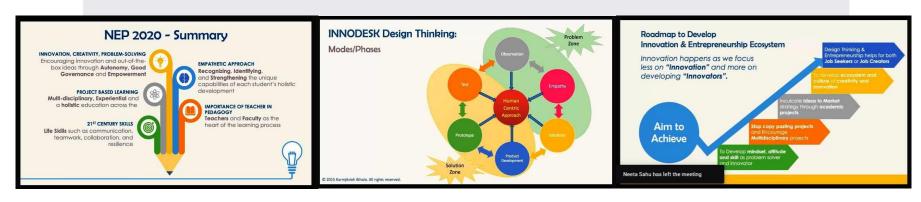
Prof. M Bhaskar Rao, Professor, IBS, Hyderabad;

Mr. Sayantan Mukherjee, Founder Innovators' Garage And Hilltop Ventures;

Mr. Karmjitsinh Bihola Founder Innodesk Designovation Services, Ms (Product Design-USA);

Mr. Rohit Swaroop, Founder Director, Explorra Group and Innovation & Research Foundation.

All speakers explained the concept of Design Thinking, and how to implement it in different situations. They gave multiple examples of how a product was innovated by using design thinking principles. By and large, everyday, the program was attended by about 65 participants.



WEBINAR ON

"10 FINANCIAL HABITS TO BE AVOIDED - FOR GETTING RICH"

ACTIVITY #5

was organized on 26th June 2021. In this session, the distinguished speaker was CA Devendra Arora, CEO, Tejas Investments.

Mr. Arora explained that we involuntarily have picked up many habits that pull us down from building wealth thereby stopping us from becoming rich. CA Mr. Arora also shared some tools with help of which we could calculate and plan our investments keeping our future requirement in mind.

This program was attended by about 46 participants who indulged in extensive discussion and interaction with the speaker. Some screen shots are as under:



HR Talk Session- TALENT ACQUISITION – SKILLING FOR TOMORROW

ACTIVITY #6

For Management students on June 30, 2021 was organized on 30th June 2021 in association with IMS Ghaziabad University Campus, Management Department

The distinguished speaker was Mr. Ashish Mahajan Associate Director, TA Mindtree Bangalore. Also, Mr. Vinay Gupta, Executive Director Ghaziabad Management Association was invited to deliver the introduction on the subject in the session on Talent Acquisition for budding HR professionals and Mr. S.K Verma, Senior member-GMA was a distinguished guest.

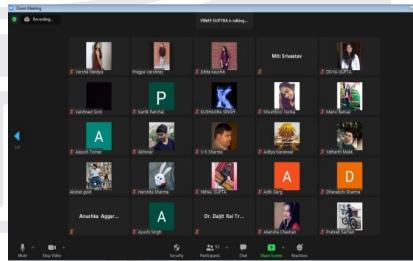
The new approaches of acquiring talent with the use of modern technology to fulfil the need of modern business are the new challenge HR professionals are facing and keeping this objective in mind Mr. Ashish Mahajan and Mr. Vinay Gupta come together and shared their experiences and knowledge and views about of Talent acquisition, its importance, and challenges and ways to overcome these challenges so that student can enhance their skills become more skilful and employable. It was an interactive session where students raised their quarries and both Mr. Mahajan and Mr. Gupta handled these questions with the best of their knowledge and experience. About 86 Students and faculty members attended the session.

Some screenshots are as under:









Monthly Activity Report JULY, 2021

International Webinar on Paradigm Shift in Business and Management: Emerging Trends And Competitive Strategies In Talent Management & Hr Analytic

ACTIVITY #1

was organized in association with IPEM Group of Institutions on 10th July 2021 over ZOOM platform. Purpose and Objectives of this webinar is deliberating on managing people and talent in the era of IT. From an HR Analytics perspective, especially, the task becomes all the more complex due to the requirements and needs of people from diverse backgrounds. As an HR professional, you need to keep everyone on the same page and still manage to get things expected by your company and managers done and further work on optimizing recruitment processes, employee satisfaction, payroll concerns, retrenchment and more. In this regard, the major objective and focus of this international webinar is to see the emerging trends and competitive strategies adopted by Business and management in Talent Management & HR Analytic.

Dr. Richa N. Agrawal (Corporate Trainer) was the distinguished speaker in the webinar. There were 45 total registrations (310 national and 135 international).







38th ANNUAL GENERAL BODY MEETING

ACTIVITY #2

On Saturday, 31st July 2021, keeping in view the COVID restrictions and constraints, the Governing Council & Executive Committee Members of the Association met at 5.30 pm on 31st July 2021 at IMS U C Campus, Ghaziabad for the 38th General Body Meeting and the general members joined the AGM over ZOOM, virtual platform. After the formal AGM Ws over, these members and other invitees including past presidents of GMA attended the Thanks-giving & Felicitation function organized by Dr. Chharia, the outgoing President.

The AGM was relayed live for benefit of members. This was attended by about 65 persons physically and there were 393 persons logged in on zoom platform.













Monthly Activity Report SEPTEMBER, 2021

HR Conclave on "Human Resource after Pandemic: Implications and Future Organizations"

ACTIVITY #1

Ghaziabad Management Association along with AKGIM organized two Days online HR Conclave on "Human Resource After Pandemic: Implications and Future Organizations" on 9th & 10th September 21 on the virtual platform. Conclave was attended by Students, Faculty members and eminent members from GMA which focused on challenges that organizations faced during pandemic and its implications in the times to come.

On Day one, first session was delivered by Mr. Nikunj Singh, Director Leadership HiringTele performance followed by Ms. Bhavana Handa, India Talent Acquisition Leader Qualitest India.

On Day two also had two sessions. First session was delivered by Mr. Rakesh Seth, Director, International Consulting Professional Institute. Focus of his session was trends & challenges at workplace Post Covid- 19 and emphasized that Post Covid will belong to those who have positive self-evaluation about their capabilities and self-worth.

Last session was delivered by Dr. Sanjeev Kumar Chauhan, Director HR, Pepe jeans India Limited.

Sh. Vinay Gupta and all the eminent participants and students. Both days saw approximately 69 participants each.







HR Conclave 2021 - "Transforming Human Capital through Agile Leadership: Risk, Resilience, Re-imagination (3R's)"

ACTIVITY #2

The eclectic mix of Human Resource experts joined the much-awaited HR Conclave-2021, organized by Ghaziabad Management Association and IMS Ghaziabad on the above theme **on September 18, 2021**. The mega event witnessed fusion and synthesis of ideas on solutions to recent challenges in Human Resource. The session emphasized on the significance of leadership agility in the contemporary era of digital revolution. Highlighting on the plethora of opportunities generated in the post pandemic scenario, attention was drawn on the role of HR professionals to involve, inspire and transform the human capital.

The event was graced by the esteemed presence of Chief Guest, Mr. MMH Beg, CHRO, Bharti Foundation; Presidential Speaker, Ms. Pallavi Poddar, Regional Director (India and Middle Africa), Ingersoll Rand; Expert of Eminence & Distinguished Guest of Honor, Mr. Vir Bharat, Head HR Business Partner, Yamaha Motor; Keynote Speakers & Guest of Honor, Dr. V.P. Singh, Ex-advisor, Organization Development at Patanjali & Top Human Capital Leader and Mr. Balkishan Sharma, Senior VP-HR, Max Healthcare besides many other reputed corporate bigwigs. The experts reiterated that agility is the need of the hour in order to catalyze the unleashing of creative solutions which may significantly differ from the past practices in the current disruptive environment. This was attended by many professionals apart from the students of

R Conclave 202

PGDM.

GMA's 39th Foundation Day

ACTIVITY #3

Ghaziabad Management Association decided to celebrate its Foundation Day every year hereafter. We celebrated GMA's 39th Foundation Day on 25th September 2021. The Executive Committee and Governing Council members got together for tree plantation in the premises of M/s Ghaziabad Precision Products Pvt. Ltd, one of its member organizations.

25 trees were planted on the day by about 35 persons and these will be properly nurtured and looked after by the company employees.



















Webinar on Climate Change – Its Science, Effects and some Mitigation Strategies

ACTIVITY #4

A webinar was organized on Climate Change – Its Science, Effects and some Mitigation Strategies on 29th September 2021. The Distinguished speaker was Mr. Krishan Kalra, Past President, AIMA. AIMA helped GMA to get connected to Mr. Kalra and had helped in organizing the session.

Mr. Kalra, shared that Climate Change is no longer a mystery; it is not the imagination of some scientists - as non-believers would say a few years ago. It is today a harsh reality, evidenced by frequent extreme weather events like typhoons, cloud bursts, flash floods and droughts happening all too often.

He stressed on the fact that everyone needs to know about the simple science behind it, it's severe effects on our lives and realize that human action is largely responsible for the sorry state of affairs and human action alone can arrest the deadly march and mitigate the damage. He, thereafter, gave some very simple solutions as were explained through this presentation.

The entire session was extremely useful, it woke us up all to realize what we are doing to our environment and what steps we need to adopt for correcting our deeds. He emphasized on what each person in his individual capacity can do towards mitigating the ill effects of climate uncertainties.

The session was attended by about 51 to 55 persons, almost all of whom pledged to do their little bit to positively affect the environment. A few snap shots are as under:



Monthly Activity Report NOVEMBER, 2021

An Industry-Academia interface meeting of the industry representatives of Ghaziabad Management Association (GMA) & IRCDC-KIET

was held on 13 November 2021 at 3:00 PM in TBI (Technical Business Incubator) conference hall with a view to strengthen linkage between academics and industry.

This meeting was headed by Dr. Manoj Goel, Joint Director, KIET, to showcase the institution and Mr. Dharmendra Singh, President GMA & Dy. ED, Shriram Pistons & Rings Ltd. leading the team from Industries. 17 members from 8 industries participated in the meeting cum visit.

After initial introduction of the attending participants, a presentation of IRCDC about scope of consultancy & projects through facilities at KIET was made. Thereafter, Industry-Academia discussion on possibilities & opportunities of collaboration through GMA was carried out in detail by representatives from different industries. It was hoped that this meeting will act as a bridge between the industry and academia and the discussions in the meeting will generate opportunities for both the parties in terms of industry consultancy activities and students' placement in nearby industries of Ghaziabad.

This was then, followed by a site visit to KIET facilities. The members of GMA have visited the following research and laboratory facilities of KIET to explore the possibilities for IRCDC activities.

- •TBI-KIET
- •NABL Lab
- KSOP Labs
- Mechanical Workshops
- Electrical Laboratory
- •Electronics & Communication laboratory

GMA members have been requested to fill the Google form for any requirement or queries regarding collaboration between two organizations.

PHOTO GALERY









Debate Competition on "COVID, IS A BOON IN DISGUISE"

ACTIVITY #2

GMA, in collaboration with Ajay Kumar Garg Institute of Management, under the banner of STUGMA, organized a Debate Competition on the topic "COVID, IS A BOON IN DISGUISE" on 18.11.2021 at AKGIM campus. A total 27 teams from nine colleges/institutes of NCR i.e. Ajay Kumar Garg Engineering College, Ajay Kumar Garg Institute of Management, IMS Ghaziabad, IMS Engineering College, IMS University Course Campus, Krishan Institute of Engineering & Technology, Raj Kumar Goel Institute of Technology, IPEM and Inmantec, participated in the competition. Debate competition was judged by Mr. Rahul Agrawal and Mr. Rajiv Goel, members of GMA. Prize distribution ceremony was graced by Mr. Dharmendra Singh, President GMA and CA. Gulshan Thappar, Treasurer GMA. Winners of the Debate Competition are as follows:

Winners were awarded with trophies and certificates. For the motivation and encouragement of further participation certificates were provided to all the participants.

Position	College/Institute Name	Participants Name
1 st Position	AKGEC	SHREYNSH SINGH
		TANVI SRIVASTAVA
2 nd Position	KIET	PREKSHA AGARWAL
		AMAN DIXIT
3 rd Position	RKGIT	ANSHIKA TOMER
		SHIVANGI AGARWAL







A PANEL DISCUSSION ON CYBER SECURITY AND DATA SECURITY MANAGEMENT

ACTIVITY #3

GMA organized a panel discussion on Cyber Security and Data Security Management which was conducted by its IT FORUM which consist of IT experts in the member organizations on Friday, 26th November 2021.

The experts on the panel were:

Ms. Anuradha Singh, Program Manager - North America Data Security & Privacy - IBM

Mr. Sumit Jain, Sr. Solutions Director - HCL

Mr. Sanjay Sharma, IT Infrastructure Head – Shriram Pistons & Rings Ltd.

Mr. Aksheit Saxena, Network Consulting Engineer - CISCO

The panelists shared and discussed various threats that we face or can be encountered in official or personal data management and various ways we can ensure safety of the same. They shared what level of awareness is required in using our mobiles and laptops, in keeping our information and data safe, what are the security threats in networks and impact of any malware or cyber attack in machines which are a part of our daily lives. The topic was of such relevant nature affecting almost everyone sitting in the audience that it invoked a great deal of interest and interactions. The people desired to have discussion in the matter in greater detail and they were assured of a repeat sort of a program. This was attended by about 65 to 70 persons.







Monthly Activity Report DECEMBER, 2021

INDUSTRIAL VISITS FOR STUDENTS AT BHARAT ELECTRONICS LTD., GHAZIABAD

ACTIVITY #1

Normally, BEL, being a deference organization, do not allow any industrial visits for students or outsiders. However, as part of the celebration of Azadi Ka Amrit Mahotsav from 13th - 19th Dec 2021 at all units of BEL, an exhibition was organized at BEL from 13th — 19 h Dec 2021 in their Sahibabad factory for schools and colleges. During the visit, showcasing of BEL Products was done at AKAM Exhibition hall. Also, some Videos and Presentation including Factory visit were also organized.

Ghaziabad Management Association took advantage of the situation and nominated students from its member institutes on 13th, 14th, 15th & 16th December. Accordingly, we nominated 30 students from IPEC on 13th December and 22 students on 15th December; 28 students from KIET on 14th December and 23 from IMS Ghaziabad on 16th December 2021.







PRESENTATION COMPETITION

ACTIVITY #2

GMA organized a Presentation competition for its Student members, in collaboration with IMS Ghaziabad University Courses Campus on 18th December 2021. Mr. Dharmendra Singh, President, GMA & Deputy Executive Director, Shri Ram Pistons & Rings Ltd. Ghaziabad, along with Mr. Vinay Kumar, Executive Director, Ghaziabad Management Association, Mr. Rahul Aggarwal and Mr. S K Verma were honored on stage with saplings and memento by Prof. (Dr.) Ajay Kumar, Director, of the Institute.

Mr. Dharmendra Singh while inaugurating the event, welcomed everyone on the behalf of GMA and thanked

Mr. Dharmendra Singh while inaugurating the event, welcomed everyone on the behalf of GMA and thanked CA Dr. Rakesh Chharia for feeding the thought of STUGMA in 2019. He mentioned the importance of good communication and told the students to use the dais to remove their communication fear. He, at last wished students all the best for their paper presentation. **The topics of presentation were:**

- •The influence of social media on Business.
- •Impact of Fintech on Retail Banking.
- Crypto-currency: A bright future or just a fad?
- •Impact of New Education Policy 2020 on Management Education

16 teams presented their content according to their turn via wheel of fortune and chit system. Every team delivered their thought with true enthusiasm and full confidence. The presentation part of the event ended and then the guest Mr. Rahul Agrawal and Mr. S K Verma, the two judges, expressed their views on the event. They congratulated the ones who won and the ones who did exceptionally well in the presentation.

Mr. Kartik Sharma and Mr. Karan (KIET) were the winners of the event. Ms. Kamakshi and Ms. Khyati (AKGIM) were the 1st runner up; and Mr. Dhruv Baboota and Mr. Sachin Singh Rawat (IMSUC) were the 2nd runner up.

PHOTO GALERY









A SESSION ON

CYBER SECURITY AND DATA SECURITY MANAGEMENT

ACTIVITY #3

GMA organized a session for GMA members and students of IT domain, AKGEC on Cyber Security and Data Security Management. This was conducted by the IT FORUM of GMA which consist of IT experts from industries on Monday, 27th December 2021.

The expert speakers were:

Ms. Anuradha Singh, Program Manager - North America Data Security & Privacy - IBM Mr. Anoop Kumar, Manager Information Technology, Bharat Electronics Ltd.

The speakers shared and discussed various threats that we face or can be encountered in official or personal data management and various ways we can ensure safety of the same. In addition, Ms. Singh shared the various employment opportunities for students of IT domain.

The topic was of such relevant nature affecting almost everyone sitting in the audience that it invoked a great deal of interest and interactions. The people desired to have discussion in the matter in greater detail and they were assured of a repeat sort of a program.

This was attended by about 65 students in addition to the Faculty members and some other GMA members who could not attend the session last month. We have received requests to organize sessions on this subject from other member Institutes.





