

# NEWS & VIEWS

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## CENTRE FOR MANAGEMENT DEVELOPMENT

Modinagar, Distt Ghaziabad, (DELHI - NCR)



**Prof. (Dr.) Devendra K. Modi Chairman**  
B. Tech (Chem. Engg., IIT BHU, Varanasi)  
M. A. (Eco), MBA, PhD, D. Litt.

It has been our mission to be a nucleus of excellence in Management Education, Research and Consultancy to provide highly energetic and professionally competent managers with positive attitude, high values, commitment & dedication to meet the growing challenges of professional management need at home and abroad. This issue of News and Views is expected to cover the eventful period of last six months, which were obviously full of learning and experiences.

I feel immensely satisfied with the performance of CMDians. I urge all CMDians to continue to excel and serve their organizations with dedication and unswerving loyalty to bring greater laurels to their organizations, their alma mater and themselves. This would require them to keep improvising their skills and techniques through lifelong learning, team spirit, integrity, honesty, positive mental approach and value driven actions.

**Prof (Dr.) Devendra K Modi**  
Chairman



In order to prepare students to be an effective manager the Institutional environment should provide experiences that go beyond knowledge imparted through lectures alone. Strategies for helping students acquire skill sets needed for successful manager include offering courses and activities dedicated to managerial skills, integrating skill-focused activities into regular curricular offerings, and engaging students in research, projects and invited talks for corporate and entrepreneurs. Regardless of the approaches used, programs should also assess student skills and adjust the curriculum as needed to maximize their development. Thus to transform students in to promising managers, a lot of extracurricular activities are conducted on day today basis. The learning from activities has a great contribution in their future endeavor as an effective leader. We hope that this edition of News and Views will help in understanding our integrated efforts towards development of our budding managers.

**Prof. (Dr.) Amitabh Roy**  
Director



## EDITORIAL TEAM

**Prof. Neha Chauhan**

**Prof. Ravindra Kumar**

Vishal Agarwal

Divit Garg

Aditi Nidhi

Archit Bansal

## CAMPUS DIARY

### CMD ACTIVITIES

#### Guest Talks

1. The Institute has organized a Guest talk on "Managerial job prospect abroad" on 6th Aug. 2019. The speaker for the session was Prof. Atul Sharma (Cihan University, Erbil, Iraq). He suggested different International business careers in demands like management Analysis, marketing Manager, Human resource Manager, Financial analyst, Economics policy analyst as well. He suggested that Management studies degree has a lot of scope in India and abroad.

2. A guest talk on "Studying for a management program" was held on 7th Aug 2019. The lecture was addressed by Prof. Sham Sharma (Ex- GM Shaw Wallace).

3. A Guest lecture on "Essence of Human Values in Management" was delivered by Prof. (Dr.) Deepankar Sharma (Director, Dr. K.N.M.I.E.T, Modinagar) on 9th Aug., 2019. Today the essence of Human values no doubt in the lifeline of the Management capability of a person who is the key and leading figure of the engine Management functions.

#### Industrial Visit

On 8th, Aug. 2019, all the students of PGDM (1st YEAR) have visited YAKULT DANONE INDIA PVT. LTD., SONIPAT accompanied by faculty members. The purpose of this Industrial visit was to make familiarize the students about production and processing aspects at Yakult DANONE India (P) Limited. At Yakult DANONE, students were informed about the capacity of production of the plant i.e. 10 lakhs (units) per day and the milk produced is of excellent quality containing billions of useful bacteria which are essential for proper functioning of digestive system.



#### Excursion (Delhi Darshan)

On 10th Aug. 2019, the institute has organized an educational tour for the students of PGDM 1st Year. Students had visited Qutab Minar, India Gate, Bangla Shahib and Raj Ghat during the excursion. This visit helped students to learn about various monuments and cultural heritage of India.



## Faculty Corner FDP / Workshop / Seminar

1. One week, AICTE sponsored FDP on "Student Induction Program" during 25th June, 2019 to 1st July, 2019, at IKG Punjab Technical University-Main Campus; Kapurthala was attended by Prof. Rachit Agarwal.

2. One day seminar on "Humanity and Peace" (organized by AICTE) held on 24th July, 2019. Prof. Manoj Yadav has attended the seminar.

3. One day FDP on "Time Series Analysis using RStudio" at FIIB, New Delhi held on 12th October, 2019. Faculty members, Prof. Rachit Agarwal & Prof. (Mrs.) Renu Singh have attended the FDP.





### Faculty Felicitation

A faculty felicitation program organized by Dr. K. N. Modi Foundation on 25/10/2019 to recognize the efforts of faculty members in the field of technical and Management education at KNGD Auditorium, Modinagar. Dr. Karuna Gupta and Mr. Rachit Agarwal from CMD were awarded for their contribution.

## STUDENT CORNER PLACEMENT

CMD has an active placement cell managed and coordinated by faculty placement coordinator and students. All support required is provided to the cell for its effective performance. The placement cell of CMD always acts as an active agent and does its best to place its student as high as possible.



Ms. Aditi Tyagi  
ICICI BANK



Mr. Mayank Singh  
ICICI BANK



Mr. Nikhil Kumar  
ICICI BANK



Mr. Pawan Jha  
ICICI BANK



Ms. Shivanshi Singh  
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Mr. Vishal Agarwal  
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Mr. Arindam Bera  
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KYI Soft  
Solutions Pvt Ltd



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REVANTA GROUP



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Mr. Ankur Dixit  
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Ms. Pancham Prajapati  
IDS



Mr. Surya Prakash Soni  
STAR FUTURE



Mr. Gourab Goswami  
WEST BENGAL TRANSPORT  
DEPARTMENT

## CLUB ACTIVITIES

### **A workshop on Digital Marketing conducted by Mr. Manoj Tiwari on 7th September, 2019.**

Digital marketing workshop was organized by the "Marketing club of CMD" in association with DUCAT training institute, Ghaziabad. The importance and scope of the digital marketing in today's era was felt when the students interacted with the trainer of the institute. The concept of search engine result page (SERP) which included search engine marketing (SEM), search engine optimization (SEO), latent semantic indexing was understood so well after the workshop. The students also got an opportunity to perform tasks on Google AdSense.



### **"Workshop on business analytics" by Mr. Avinash Jain on 21st September 2019**

Data Analytics: As, Mr. Mukesh Ambani once said, "Data is the new oil". Thus managing the data & the efficient utilization of the data has become the utmost priority of every organization. Therefore, on 21st September 2019, the Finance club of CMD had organized the Data Analytics workshop in association with the DUCAT training institute, Ghaziabad. The students came across with the POWER BI tool which is the software for data analytics.



### **Live Exposure at National Stock Exchange (NSE) New Delhi**

On 4th October 2019, the Finance club of CMD had organized an industrial visit to the National Stock Exchange (NSE) Delhi. The visit was very fruitful for the students as they get to know about the stock exchange in great details. They had learned about the NIFTY index and how the stocks are traded in the stock exchange. At the end, the NSE Delhi had shown the interest to conduct 16 hrs practical training for the students in the college campus which they call as winter training that they conduct every year in their organization.



### **Investment Awareness**

The finance club of CMD had launched an investment awareness program in the college campus with the name 'Invesfer' which means safe investment avenues. Thus, the students made the comparative analysis of the safest investment avenues that are prevailing in the market. These avenues are present in the Post office schemes. The hidden fact that the students were able to bring out that these avenues gives more returns than many other fixed deposits & savings bank account deposits. Moreover, the students also found that the post office deposits cater to the needs of all the sections of the society.





## Live Projects & Market Analysis

The marketing club conducted a market analysis of the mutual fund companies & financial services of non banking financial institutions. Thus in this regard, the students went to the Muthoot finance & Geogit financial services to get the knowledge about the services of these two companies. Their conversation with the branch manager helped them to know about the current market scenario of mutual funds & other financial services. Students worked on various live projects in many organizations, some glimpses of their efforts are following:



Visited "Crops Science Pvt. Ltd"



Visited Royal Enfield showroom.



Visited Bombay Dyeing.



Visited Hotel Royal Inn.



Visited YES Bank.



Visited MAX, Ghaziabad.

## Ad Mad Show

On 28th September 2019, the "Marketing club of CMD" had organized the ad-mad show where the students were required to show a unique & innovative product advertisement through group performance. The show depicted the creativity & time management of the students as the students had to prepare the role play in limited time without revealing the topic. The audience had to recognize the product for which the role play had been done. The show actually helped in finding out the inner capability of the students in the field of marketing.





### Certificate distribution

The certificate distribution ceremony for the summer trainees of Shriram Finance was organized on 29th October, 2019. Shriram Finance has awarded an excellence certificate to those interns who have performed effectively during Summer Internship in their organization.



## 360-DEGREE DEVELOPMENT

### “Managerial skill development program.

Centre for Management Development conducts “Managerial skill development program (MSDP)” on daily basis for the 360 degree development of their students. Various activities of MSDP program help students during job-interviews and placement process. MSDP Programs, groom the overall personality of the students as per the requirement of corporate world.



### A step towards “GREEN & CLEAN ENVIRONMENT”

A good way would be to start with conserving water, driving less and walking more, consuming less energy, buying recycled products, eating locally grown vegetables, joining environmental groups to combat air pollution, creating less waste, planting more trees and many more. CMD Conducted these types of activities time to time so that we can motivate our students to make environment green.



### FIT India Movement.

On 29th Aug 2019, all PGDM students participated in **FIT India Movement**. The movement was launched by the honourable Prime Minister of India Shri Narendra Damodardas Modi to encourage people to remain healthy and fit by including physical activities and sports in their daily lives. The programme was broadcasted live & the students became the part of this movement via video conferencing hall.



### Team building activity

On 1st October, 2019 CMD organized a team building activity (Cricket Match ) for all CMD students. Both the juniors & seniors had played the cricket match along with the professors. This team building sports activity also helped in bringing the juniors & seniors close towards each other.



### Quiz Competition

On 18th October 2019 our PGDM 2nd year students participated in NIPM Business Quiz Competition which was organized by Jaipuria Institute, Noida.





## Cultural Events

### 1. KAVI YUDH @ ZEE NEWS

Students of Centre for Management Development were invited to attend Kavi Yudh at Zee News, Noida to attend a live telecast of KaviYudh programme on 16th Aug 2019.



### 2. TEACHER'S DAY CELEBRATION

In India, we celebrate Teacher's Day on September 5, on the occasion of birthday of India's second President Dr. Sarvepalli Radhakrishnan. On 5 September, Dr. Sarvepalli Radhakrishnan is always remembered to mark a tribute to his great contribution for the Nation. On Teachers' Day students thank to their teachers for all the efforts that they put on them to make a successful person.



### 3. FRESHER'S PARTY (SWAGAM)

Continuing with the proud tradition of the College, senior students and newcomers of the college mingled with each other at the Fresher's welcome party "SWAGAM" held on 11th, Sept. 2019 in the college campus. It was a fun filled event at which the fresher's got opportunities, not only to showcase their talents and but also to interact with their seniors. The program started with a rendition to invoke Lord Ganesha and his blessings.



### 4. WOMEN HEALTH AND HYGIENE

On 27th September 2019, a workshop was organized on "Women health and Hygiene" by Women cell.

### 5. SPIC MACKAY

On 17th October 2019, a program on "Spic Mackay" held in KNGD Auditorium. "Padmashri Geeta Chandran" showcased her dance performance "BHARATANATYAM". The purpose of this program was to promote and create the interest of cultural dance and folk among youths.



### 6. ASHIRVACHNAM

On 18th October 2019, a program 'Ashirvachnam' organized in Delhi to celebrate the 77 years of Dr. K.N. Modi foundation. The students of the CMD got the opportunity to showcase their management skills in this event. All the activities in this event were managed by the students of CMD.

### 7. SOCIAL AND ENVIRONMENTAL ISSUES

On 3rd December, 2019 a guest lecture was organized by institute. Dr. Kuldeep Malik (Director, Vedarna Foundation) has taken a session on "Social and Environmental issues"



### 8. SAFETY CLINIC

On 13th December, 2019 a Fire Safety Training "Safety Clinic" was organized by Indraprastha Gas Limited. The purpose of the Safety clinic was to provide training to all faculty members, staff and students in premises regarding safety of PNG network.





#### 9. Christmas Day celebration :

Christmas is the festival which encourages the spirit of sharing and caring. Teachers, staff and students of the institute celebrated the festival with enthusiasm on December 25, 2019.



## ALUMNI ACHIEVEMENTS

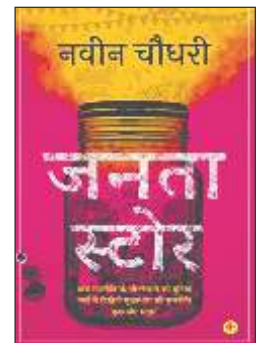
Mr. Shivendra Pratap Singh, CMD Alumni of PGDM batch 2002-04 and an IRS officer, has directed and produced his debut film "The Popcorn".

'The Popcorn' is a short film based on a rag-picker boy Tinku who dares to dream beyond his resources and the social surroundings he belongs to. This is a journey of strong conviction and challenges; vision and hurdles; failure and success.



Mr. Naveen Chaudhary, CMD Alumni of PGDM batch 2002-04 and currently working as Associate Director Marketing at Oxford University Press.

Mr. Naveen published a political thriller 'Janta Store' which entered into Dainik Jagran- Neilsen top 10 Hindi bestsellers within 21 days of release and remained there for 6 months.



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