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News Letter of Al-Barkaat Institute of Management Studies, Aligarh

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प्रशांत सिंघल
अलीगढ़



अलीगढ़ नगर निगम

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Message

The Al-Barkaat Institute of Management Studies, located near Aligarh Muslim University, enjoys a robust academic and cultural exchange with the university. I am pleased to see the Institute's dedication to enhancing the education of young people in business administration. Newsletters play a crucial role in informing the public about an institution's activities, and I am delighted to know that the Institute has been successfully publishing its newsletter, "ABIMS Times," for the past 16 years. The regular publication of "ABIMS Times" reflects the Institute's commitment and transparency. I wish continued success to Al-Barkaat Institute of Management Studies and "ABIMS Times."



Prashant Singhal

Industrialist & Mayor, Aligarh Municipal Corporation.

कलीन अलीगढ़ ग्रीन अलीगढ़

Job Fair

Al-Barkaat Institute of Management Studies (ABIMS) partnered with the Aligarh Employment Office to organize a successful job fair held on November 22, 2023. Over 30 companies from various locations participated, attracting 561 job seekers from both urban and rural Aligarh. Impressively, 306 candidates received job offers or were selected for further interviews. The event kicked off with a pre-interview counseling session led by Dr. Prateek and Mr. Devendra from the Aligarh Employment Office, providing valuable guidance to job seekers. A wide range of positions were available, including Sales Executive, Business Development Executive, Supervisor, Sales Manager, and more technical roles like Machine Operator, Wellness Advisor, and Computer Operator. ABIMS final year MBA students also benefitted from the fair. Twelve students interviewed with ASI Solutions, Mansi Ganga, and Vodafone, and all were invited for final interviews after their exams conclude. The event concluded with a positive interaction between Dr. Prateek, representing the Ministry of Labour and Employment, and the volunteers. Dr. Prateek offered to guide them regarding potential government job opportunities.



Guest Lectures

1. On November, 18, 2023, ABIMS hosted a guest lecture titled "What Companies Expect from HR Professionals." Dr. Tasneem Anjum Khan, the Head of HR at Emonics Noida, delivered the talk. The session included a Q & A where students had the opportunity to ask questions for a full hour. Dr. Khan emphasized the importance of practical experience in the field of HR.
2. On December 4, 2023, ABES hosted a captivating guest lecture titled "Corporate Expectations from MBA Graduates." The esteemed speaker, Mr. Fateh Khan, an IIM alumnus and Sales Head for the Middle East and Africa, shared his insights. Dr. Ahmad Mujtaba Siddiqui, Joint Secretary of ABES, welcomed Mr. Khan with warm regards. The two-hour session included a dedicated Q & A for the final twenty minutes, keeping the impressive audience of over 90 students engaged until the end.
3. On December 31, 2023, ABIMS hosted an interactive session themed "Career Scope with IMCS," featuring Associate Director and HR & Admin Head, Mr. Syed Zakiullah, an alumnus of ABIMS, as the resource person. The session was highly engaging, with numerous Q&A rounds where Mr. Zakiullah offered excellent advice on bridging gaps and becoming proactive.
4. On January 15, 2024 ABIMS hosted a dynamic session led by Dr. Sumbul Shakeel, Assistant Professor at Institute of Management and Research Technologies, Lucknow. Dr. Shakeel provided valuable insights on crafting strong resumes, interview techniques, and effective job search strategies, as part of an employability enhancement program. The interactive session encouraged questions and discussions. Areeba MBA first year student opened the program with a welcoming address, and Efa Kirmani MBA first year student delivered the vote of thanks.



Content writing competition

On December 12, 2023, a writing competition judged by Mr. Naveed Ahmad, a well-known blogger for Times of India and story writer for Quint, took place. Mr. Ahmad evaluated participants based on their writing skills and also led a discussion on the importance of content writing and reading. Mohammad Nasar Siddiqui, Mohd. Mohsin and Laraib Fatima secured the top three positions, respectively. The event was sponsored by Team Cambay.

Industrial Visit To Dawar India Ltd. Agra

On December 16, 2023 the first year 2nd Semester students made an industrial visit to Dawar India Limited, a 100% export oriented shoe manufacturing company having clients in UK, US, Australia and other countries. After the students' group led

by faculty members reached there, Mr. Rajeev Mishra, Head-HR, Dawar Footwear Industries gave the visitors an introductory address followed by Q&A session. Thereafter, Mr. Mishra and his team smoothly organized the visit of students to different sections and areas of factory like leather store, automated cutting section, threading and stitching areas, thermo control section, adhesives and assembly lines, Quality control section, and finally packaging section.



Debate competition

An inter-institute debate competition was held on February 17, 2024, at ABIMS for first and second-year management students. Students from various institutes participated in the event, debating a range of thought-provoking topics such as the role of students in society, capital punishment, the impact of Artificial Intelligence on the job market, and the threats technology poses to mental and physical health. The jury awarded the top honors to Massom Zehra, a first-year student from ABIMS, who secured the first position. Sameera Khan, another ABIMS student, came in second place. Ms. Gauri Sharma, a second-year student of MBA from IIMT, bagged the third position.

Workshop on Basic and advance Excel

ABIMS held a workshop on "Excel Fundamentals and Advanced Techniques" on February 27, 2024. The workshop catered to students enrolled in MBA (1st & 2nd year), BBA, and BEd programs. Mr. Shahzaib Shakeel, a Financial Analyst from Cambay, Aligarh, led the session. Students actively participated and gained valuable skills by using basic and advanced Excel functionalities. This successful workshop paves the way for future events aimed at equipping students with job-ready skills to thrive in the competitive job market.



Four Days NISM Workshop

The National Institute of Securities Market (NISM) and Kotak Securities initiated the 'Financial Education for Young Citizens' program conducted by Mr. Aqeel ur Rehman, in universities and colleges across the country to promote awareness in the financial & securities market and capacity building among young students to empower them. We organized this program for MBA and BBA students from December 21-26 2023, where students participated eagerly.



MOU Signing Ceremony

ABIMS signed a MoU with Cambay Health Care Pvt. Ltd. on January 29, 2024. This MoU focused on career counseling, channels of communication and cooperation that will promote and advance their respected operation within institution is related wings. The key areas for students' to be benefitted through MoUs will be summer training, internship, guest lectures, workshops, employability training programs, employment assistance, skill training programs, webinars, etc.

Placement Activities

ABIMS kept the momentum going in April 2024 with a series of successful recruitment drives for final year students in the 2023-2024 academic sessions. By April 2024, several companies had visited campus, including prominent names like Unacademy, IMCS, Salezee, Growing Stars, and ATX Learning. More exciting opportunities are on the horizon, with additional companies expected to arrive soon. The recruitment drives yielded positive results for several students. Razia Khan, Mr. Haris Ali, and Tarannum secured positions at Unacademy as student counselors or business development executives. Salezee recruited Ms. Namra and Mr. Hamza Waseem as business development executives. Additionally, Growing



Stars offered positions to Mohammad Faizan Khalid, Pooja Thapa, Namra, and Hamza Waseem.

Publications/Conferences/FDPs

Dr. Faraz Ahmad

1. A paper entitled "Government Incentives for the Corporate Sector in India: Driving Growth and Investment in a Dynamic Economy" published in International Scientific Journal of Engineering and Management (Volume: 03 Issue: 04 | April – 2024; ISSN: 2583-6129).
2. A paper entitled "Navigating a Road of Transformation: The Evolving Landscape of the Indian Automobile Market" published in International Journal of Progressive Research in Engineering, Management and Science (Vol. 04, Issue 05, May 2024; ISSN: 2583-1062).
3. A paper entitled "The Evolution and Growth of Social Media Marketing in India: Trends, Challenges, and Opportunities" published in Al Barkaat Journal of Finance and Management (Volume 12, Number 1, July 2023- January 2024; ISSN: 0974-7281).

Dr. Syed Atif Salar

1. Research Paper entitled "A comparative study on Impact of Make in India Drive on Foreign Direct Investment in Pre and Post Initiative Period" has been published in Volume 2, Issue 5 May 2024 issue in the "The Academic - International Journal of Multidisciplinary Research". (A Double blind peer reviewed and refereed International Journal with Impact Factor of 7.2)
2. Research paper entitled "Big Houses Investments: Evidence from Domestic Institutional Investments in India" has been published in Volume 12, Issue 1, June 2024 in IUJ Journal of Management, ICFAI University,. (A bi-Annual refereed, double blind peer reviewed Journal, ISSN No: 2347:5080 with Impact Factor of 7.458)

Mr. Babar Mushtaq

1. 7-day Workshop of Faculty Development Program on "Research Methodology ' Held on 29th January - 4th February 2024.
2. A paper entitled "Shaping Leaders for a Dynamic India: the crucial role of Management Faculties". Published in al-Barakat Journal of Finance and Management (volume 12, number 1, July 2023- January 2024; ISSN: 0974-7281)
3. A paper entitled "Impact of Artificial Intelligence on Marketing Strategies with Reference to MNCs" published in the International Scientific Journal of Engineering and Management (ISJEM) (volume 03 issue 05, May 2024) ISSN: 2583-6129

Mr. Ahmad Nadeem

Faculty Orientation Programme conducted by Wadhvani Foundation on 21st Century Employability Skills Course.

Dr. Mohd. Amanullah

1. Submitted and Published a research paper on the topic entitled "A study on the concept of Brand Equity and Customer Loyalty" in Al-Barkaat Journal of Finance and Management (A Bi-Annual Refereed Journal) of the issue July, 2023-January, 2024 in which following are the authors.
2. Attended Faculty Development Programme (FDP) In GD Goenka University (School of Management), Sohna, Gurgaon on "Approaches to Multi-Disciplinary Research & Innovations and Hands-on training in Bibliometric Analysis & Systematic Literature Review". From 18th-23rd September, 2023.

Upcoming Event

MBA 4th Semester Final Examination

June 22 - July 15, 2024

Al-Barkaat Educational Society

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