



ABIMS Times

Newsletter of Al-Barkaat Institute of Management Studies, Aligarh

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“Oh you who believe! Seek help with patient perseverance and prayer, for God is with those who patiently persevere.”

(Qur'an 2:153)

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In this Issue

Messages

Campus Buzz

Faculty Buzz

Students Buzz

Article

Upcoming Events

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Message

Al-Barkaat Institute of Management Studies being situated in close proximity to Aligarh Muslim University, significant academic and cultural exchange takes place between these two institutions on an ongoing basis. I



am glad that Al-Barkaat Institute of Management Studies is engaged in promoting learning and employability of youth in the field of business administration.

As a newsletter is instrumental in making outer world abreast of the activities of an institution, I am also pleased to learn that the Institute has been successfully publishing its Newsletter, 'ABIMS Times' for last eleven years. Regular publication of the 'ABIMS Times' demonstrates the commitment and transparency on the part of Institute.

I wish Al-Barkaat Institute of Management Studies and the 'ABIMS Times' a great success.

(Prof. Akhtar Haseeb)
Pro Vice-Chancellor



ABIMS Times

EID MILAD-UN NABI

The 12th of Rabi-ul-Awwal is especially important to the Muslims, because on this day the Prophet Muhammad (peace and blessings be upon him) was born. This day takes them back to the memory of the one who led humanity from darkness to light and who is described by Allah as “a mercy to all the worlds”. The Muslims in East and West celebrate the Prophet's birth anniversary on the 12th of Rabi-ul-Awwal.

Such an occasion is meant to remind people of how the Prophet lived his life. Allah Almighty directs us to follow in the footsteps of His Beloved Messenger: “Verily, in the Messenger of Allah, you have a good example for him who looks to Allah and the Last Day, and remembers Allah much.” (al-Qur'an, 33: 21). Nowadays, celebration of such a religious occasion is extremely important, especially for youth. Forgetful of such sacred events and their significance, they have indulged in other pleasures. When their hearts become abodes for the love of the Prophet, the best of the creation, they will emulate his practices who was an embodiment of love, sympathy and peace. So the commemoration of the Prophet's birthday should be cherished and maintained. Such celebrations will instil in them the values, ethics and moral code practised by the Prophet. It causes them to remember that the Prophet was a blessing for the whole universe, so they should also behave with others like him. His lesson of forbearance will motivate them to forgive even the bitter enemies. On this occasion the parents should tell the stories of the Prophet to their children – stories that shed light on different aspects of his life: his birth, childhood, youth and adult life. And this message will serve as a beacon of light for the future generations, so that they will live together in peace, fraternity and solidarity.

MESSAGE

The ABIMS is coming out with 2nd issue of the Newsletter of the year for half-year ending October 2019, bringing out to its readers the information on Institute's academic and co-curricular activities held during the period.

In today's increasingly globalised world, it is important to make our education and learning a holistic experience beyond classroom teaching. And with this in view, the students are encouraged to do co-curricular activities in their classrooms in order to give them all-round development and growth. As their talents can be brought to the fore with proper education and training, besides maintaining our academic standard we provide them appropriate learning environments and platform not within the campus alone but also by encouraging them to participate in various literary, cultural & sports activities organized by other institutions. During this half-year period we have organized many guest lectures, workshop/ awareness program and various events in conformity with the directives of Govt. of India where students participated with zeal & enthusiasm.

My best wishes to all its readers and well-wishers.

Dr. Waseem Ahmad, Director

VISION

To be a quality management institution of international repute, the Institute aims to work earnestly to get wide recognition and establish its academic credentials among business leaders, corporate community and academics through its contribution to knowledge, industry and society. To be devoted to holistic education and continuously evolve and develop its teaching methods to attain higher standards of utility and quality education. To encourage creativity and to develop scientific attitude with spiritual foundation.

MISSION

To be a centre of excellence through academic research, industry partnership and consultancy.

To impart quality management education.

To offer opportunities for training and development to students for better placement.

To produce competent management graduates for responsible positions in the industry.

To produce character and to cultivate human values in students.

TEACHER'S DAY CELEBRATION

The Al-Barkaat Educational Society felicitated its faculty members from all sister institutions on the auspicious occasion, of Teacher's Day on 5th September, 2019. On the occasion, Hon'ble Vice-President of the Society, Mr. Syed Muhammad Ashraf, IRS bestowed his love and blessings to the ABES teaching fraternity by sharing inspiring life experiences of his interactions with his teachers when he was a student. He also shared the message of Hon'ble President of the Society, Prof. Syed Muhammad Amin, that every teacher must strive to attain greatness of the teaching profession. Mr. Kafeel Ahmad, Treasurer, Al-Barkaat Educational Society, Dr. Ahmad Mujtaba Siddiqui, Joint Secretary, Al-Barkaat Educational Society, Dr. F.U. Siddiqui, Coordinator, Al-Barkaat Educational Institutions, Dr. Waseem Ahmad, Director, Al-Barkaat Institute of Management Studies, Dr. Samina Fazli, Principal, Al-Barkaat Institute of Education, and Mrs. Sabiha Khan, Principal, Al-Barkaat Public School along with entire teaching fraternity graced the occasion



ORIENTATION PROGRAMME FOR MBA FRESHERS

Orientation Programme for fresh batch (2019-21) of MBA was held on August 17, 2019. The programme covered new entrants' thorough briefing about the Executive Committee of the Society and Governing Body of Institute, introduction to ABIMS and MBA programme, semester-wise syllabus, examination pattern, code of conduct etc. New batch students were also briefed about activities and processes of training and placement (CDC). Various activities aimed at familiarizing them with soft skills, life skills, communication skills and business programme vocabulary were also undertaken. Towards the end, freshers enjoyed while taking active part in management games. The Director, ABIMS welcomed the new students and wished them success. All faculty and staff members were present during the event.

GUEST LECTURE ON 'SKILLS & PERSONALITY DEVELOPMENT'

On August 31, 2019 a guest lecture on the subject 'Skills & Personality Development' was delivered by noted motivational speaker and leadership coach, Mr. Mirza Yawar Baig, Founder-Yawar Baig & Associates, Hyderabad.

The guest lecture was enthusiastically attended by faculty members and students of Al-Barkaat Institute of Management Studies, Al-Barkaat Institute of Education, Al-Barkaat College of Graduate Studies, Al-Barkaat Islamic Research & Training Institute and, Al-Barkaat Syed Hamid Community College. The guest speaker was introduced by Dr. FU Siddiqui, Coordinator, ABES and felicitated by Dr. Waseem Ahmad, Director, ABIMS.



SWACHHTA PAKHWADA & SWACHHTA HI SEVA CAMPAIGN 2019

In conformity with directives issued by University Grants Commission and All India Council for Technical Education (AICTE), Ministry of Human Resource Development, Government of India, New Delhi Al-Barkaat Institute of Management Studies (ABIMS) observed Swachhta Pakhwada, (September 01-15, 2019) dedicated to Water Conservation and Swachhta Hi Seva Campaign (September 11-October 02, 2019) dedicated to plastic ban. During these campaigns the Director, faculty, staff, and students whole heartedly took part in Awareness Generation and Public Sensitization Programmes in the nearby villages of Bhagwargarhi and Ramnagar. Also, students organized theme-based poster-making and essay writing competitions.



LAUNCH OF FIT INDIA MOVEMENT

On August 29, 2019 Al-Barkaat Institute of Management Studies, Aligarh celebrated the launch of Fit India Movement as inaugurated by Hon'ble Prime Minister Shri Narendra Modi. Director, ABIMS along with all the students, faculty and staff members witnessed the launch on Doordarshan and took Fitness pledge.

GUEST LECTURE ON 'CAREER AND CAREER PLANNING'

On September 21, 2019 a guest lecture was delivered by Mr. Saad Hameed, TPO (General) of Aligarh Muslim University, Aligarh to our MBA & BBA students on the topic 'Career and Career Planning'. Mr. Faizee Nabi, Head-CDC, ABIMS delivered welcome address. The Coordinator, ABELs, Dr. F.U Siddiqui felicitated the guest with the presentation of a bouquet.

During his session Mr. Hameed emphasized the importance of good domain knowledge, communicability in English, and a positive attitude as the success tools for job seekers. The session concluded with presentation of vote of thanks by Dr. F.U. Siddiqui.



GANDHI JAYANTI AND RASHTRIYA TALEEM DIWAS CELEBRATIONS

On October 2, 2019 Al-Barkaat Institute of Management Studies celebrated the 150th birth anniversary of the 'Father of the Nation' Mahatma Gandhi by organizing a 'Fit India Plogging Run' of 2 kms by the faculty, staff and students in conformity with directives received from University Grants Commission, Ministry of HRD, Govt. of India. The event was inaugurated with a brief overview on the life of Mahatma Gandhi by the Director, ABIMS followed by a plantation drive by the students and plogging run and waste picking & safe disposal.

GUEST LECTURE ON 'WATER CONSERVATION & NO TO PLASTIC-NEED OF HOUR'

On September 30, 2019 a guest lecture on 'Water Conservation & No to Plastic-Need of Hour' was delivered by Dr. Sheeba Jilani, Associate Professor, Department of Chemical Engineering, Zakir Hussain College of Engineering & Technology, Aligarh Muslim University, Aligarh.

The lecture was enthusiastically attended by faculty members and students of Al-Barkaat Institute of Management Studies, Al-Barkaat Institute of Education, and Al-Barkaat College of Graduate Studies. In her lecture Dr. Sheeba urged that people should not waste water in their day to day life, and that simple step may help us conserve millions of gallons of water each day. She further emphasized reusing and recycling of water and least use of plastic to save environment.

The guest speaker was introduced and felicitated by Dr. Waseem Ahmad, Director, ABIMS.



FRESHER'S PARTY-2019 'AAGHAZ-E-SAFAR'

The Students of MBA Final year organized a grand Fresher's party for MBA First year students in the name and title of 'Aaghaz-e-Safar' on October 01, 2019. Ibtisam Maryam, Mohd. Shahed, Pankuri Agarwal & Mohd. Osama Khan bagged Ms. Fresher, Mr. Fresher, Ms. Evening and Mr. Evening titles respectively. Seniors as well as juniors displayed and demonstrated their talents through various cultural activities like solo and group songs which were highly appreciated by the audience. Arshi Khan, Haris Amir Siddiqui, Zubair Ahmad, Mohd. Bilal, Lubna Aijaz, Anam Parvez, Mohd. Arif, Mantasha Salim etc conducted the programme. The event ended with the National Anthem. During the event Dr. F.U. Siddiqui, Coordinator, Al-Barkaat Educational Institutions addressed the students and praised them for beautiful arrangements made. Director, ABIMS, Faculty and staff members were also present during the occasion.



INDUSTRIAL VISIT TO NSIC-ALIGARH

On October 10, 2019, MBA-first and final year students visited National Small Industries Corporation (NSIC) Centre at Aligarh. NSIC is a flagship organization under Ministry of MSMEs, Government of India. The students were welcomed by the NSIC officials and Mr. T.S. Rajput, DGM and Centre Head delivered an engaging orientation lecture introducing the visitors with the aims, objectives and various programmes undertaken by NSIC. The Orientation lecture was followed by students' visit to various tools and machinery sections/production units within the premises. 91 students led by 4 faculty members took part in this industrial visit.

GUEST LECTURES ON 'CANCER AWARENESS' BY BREAST CANCER AWARENESS GROUP

On October 12, 2019, celebrating October as the International month of Breast Cancer Awareness, two Cancer Awareness Lectures were organized in ABIMS. 'Cancer for All' was the theme of the first lecture in the series. Dr. Mohsin Raza delivered an interactive lecture highlighting types, causes and preventive measures to be undertaken pertaining to various types of cancers affecting general population. 'Breast Cancer Awareness among Indian Women' was the theme of the second lecture, wherein Dr. Mohsin Raza, Ms. Talat Javed and Ms. Aadeeb spoke to the girl students and female teachers on the subject of breast cancer. The expert panel of doctors highlighted the vital importance of early detection of cancer.

The sessions were attended by the students and faculty members of Al-Barkaat Institute of Management Studies (ABIMS), and Al-Barkaat Institute of Education (ABIE). Dr. Waseem Ahmad, Director, ABIMS welcomed and felicitated the guests with presentation of bouquet.



SIR SYED DAY CELEBRATION IN ABIMS

On October 17, 2019 students of Al-Barkaat Institute of Management Studies organized the birth anniversary of legendary educationist and social reformer Sir Syed Ahmad Khan, the founder of the Aligarh Muslim University. On the occasion, Dr. Waseem Ahmad, Director, ABIMS; Mr. Faize Nabi, Head-CDC; Mr. Babar Mushtaq, Asstt. Prof.; and Dr. Zuhaib Ahmad, Asstt. Prof. shared various life lessons and teachings of Sir Syed Ahmad Khan with the audience and paid homage to him. Some student representatives from first and final year also shed light on exemplary work done by Sir Syed for the social-economic-educational-cultural emancipation of Indian Muslims. The programme closed with AMU tarana followed by National Anthem. All the staff members and students were present during the occasion.

GUEST LECTURE ON 'ESSENTIALS IN DIGITAL MARKETING'

On October 19, 2019 a guest lecture was delivered on 'Essentials in Digital Marketing' by Mr. Arij Malik, Resource Person, Synergy Business Programme, CADD Centre, Aligarh; aiming to provide the students practical knowledge of the subject using its available software. The lecture covered diverse sub-topics like Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media Marketing (SMM), Email Marketing, and Digital Marketing as a Career, Scope of Digital Marketing, and Salaries in Digital Marketing jobs etc. Mr. Ejaz Ahmad Khan, Centre Coordinator, was also present during the guest lecture and addressed to the students' queries after the session. MBA- first & final year and BBA-final year students attended the lecture along with the faculty members. Dr. Waseem Ahmad, Director, ABIMS, felicitated the guests.



VIGILANCE AWARENESS WEEK

Al-Barkaat Institute of Management Studies (ABIMS) observed 'Vigilance Awareness Week' as directed by the Central Vigilance Commission (CVC) & All India Council for Technical Education (AICTE) during October 28-November 2, 2019 with vigor and dedication. During the Week, Debate, Group Discussion, Poster Making, Quiz & PPT Presentation competitions were organized on the theme 'Integrity-A Way of Life'.

On October 29, 2019, Integrity Pledge was taken by all the students, faculty and staff led by Dr. Waseem Ahmad, Director, ABIMS. He made the group aware about the nature, types and causes of corruption in India and how corruption had widely spread across. He asked the audience to probe as to how it could be eradicated from the society.

On 29th October, 2019, Poster-making competition was held in which Sidra Kausri, Samreen Wasim, and Rose Rehan bagged I, II, and III prizes respectively. On October 30, 2019, in Group Discussion completion Sania Asif and Ibtisam Maryam jointly got I prize; Zainuddin and Zainab Saeed jointly got II prize; and Zainab Shakeel and Mehra Parween jointly got III prize. On October 31, 2019 Debate completion was held in which Sania Asif, Mehra Parween and Anam Parvez bagged I, II, and III prizes respectively. On November 1, 2019 in Quiz Competition, Mehra Parween emerged the winner. On November 2, 2019 PowerPoint Presentation completion was held in which Arisha Khan, Sania Asif, and Zainab Saeed got I, II, and III prizes respectively.

In the closing ceremony held on November 4, 2019, the Director, ABIMS congratulated all the award winners and participants and presented them with the certificates. On the occasion all the students, faculty and staff members were present.

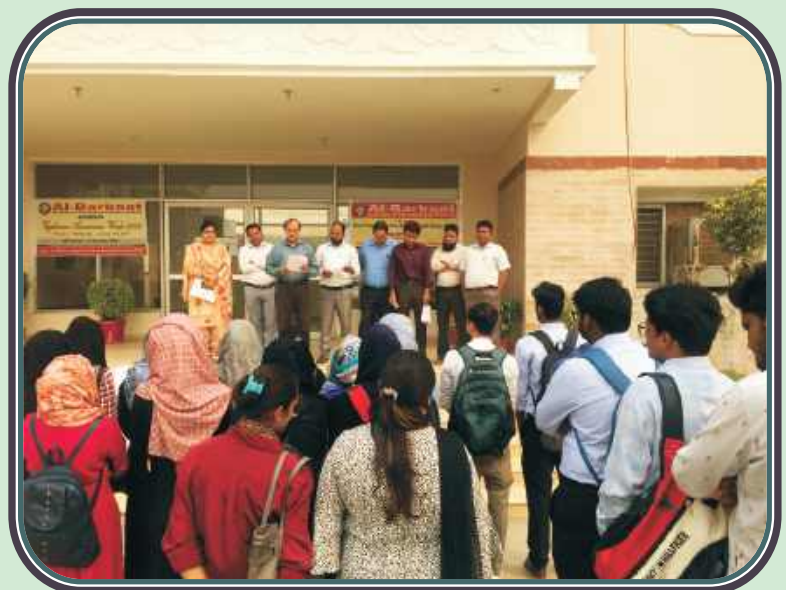


NATIONAL UNITY PLEDGE

Al-Barkaat Institute of Management Studies observed National Unity Day (Rashtriya Ekta Diwas) to commemorate the birth anniversary of Sardar Vallabhbhai Patel on October 31, 2019. On the occasion, Director, Faculty, Staff and Students of the Institute took the following pledge.

RASHTRIYA EKTA DIWAS PLEDGE

I solemnly pledge that I dedicate myself to preserve the unity, integrity and security of the nation and also strive hard to spread this message among my fellow countrymen. I take this pledge in the spirit of unification of my country which was made possible by the vision and actions of Sardar Vallabhbhai Patel. I also solemnly resolve to make my own contribution to ensure internal security of my country.





ABIMS Times

PUBLICATIONS/Ph.D

• Dr. S.A. Atif Salar

Paper entitled 'Impact of Domestic Institutional Investments on Indian Equity Market' has been accepted for publication in IUJ Journal of Management, Volume 7, Issue 02, 2019 of ICFAI University, Jharkhand.

• Mr. Babar Mushtaq

Paper entitled 'Customer Engagement by Online Social Network through Gamification' presented in 3rd International Conference on Emerging Trends in Science, Engineering and Management, ICETSEM-2019.

• Mr. Mohd. Faisal Afridi

Paper entitled 'Critical Study of Customer Relationship Management in Retail Banking' published in International Journal of Management, IT & Engineering. Vol. 9, Issue: 6 (2), June, 2019.

ACADEMIC DISTINCTIONS

With 4th Semester result of final year declared, there are 62 students out of 74 who have secured 1st Division whereas remaining 12 students have secured 2nd Division. Out of these 62 1st Division students, there are 21 students (18 girls and 3 boys) who got 1st Division with Honors securing 65% and more marks. The girls are outshining the boys like in the past by capturing all first 3 positions in the class. Ms. Fauzia Parveen secured 1st position with 78.18% marks; Ms. Nayla Parveen secured 2nd position with 78.09% marks and Ms. Saima Khan secured 3rd position with 77.38% marks. Ms. Fauzia Parveen, has also got the placement in Axis Bank as Asstt. Manager through their Written Test and Interview Selection process. We congratulate her for the 1st position as well as the Job she secured in the Bank. With 2nd Semester result of first year declared, there are 44 students out of 78 who have secured 1st Division whereas remaining 34 students have secured 2nd Division. However, as there are some students who have backlog in some subjects and when they clear those subjects, many of them may improve their %age of marks to 1st Division. Here also girl students outshone the boys and occupied all first 3 positions and they are- Ms. Anam Pervaiz secured 1st position with 75.20% marks; Ms. Arshi Khan secured 2nd position with 73.92% marks and Ms. Maroofa Ahmed secured 3rd position with 73.40% marks.



Toppers	(in Final Year)	
1 st	Fauzia Parveen	78.18%
2 nd	Nayla Parveen	78.09%
3 rd	Saima Khan	77.38%

Toppers	(in First Year)	
1 st	Anam Pervaiz	75.20%
2 nd	Arshi Khan	73.92%
3 rd	Maroofa Ahmed	73.40%

UPCOMING EVENT

MBA Odd Semesters Examination by the University

Dec. 11, 2019 - Jan. 04, 2020