



# ABIMS Times

Newsletter of Al-Barkaat Institute of Management Studies, Aligarh

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Quarterly

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And when we heard the guidance, we believed in it. And whoever believes in his Lord will not fear deprivation or burden. (Qur'an 72:13)

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## Editorial Office

Al-Barkaat Institute of Management Studies  
Post Code, Anaspahar Road, Aligarh-202122, Uttar Pradesh  
Tel: 0571-4503111, 9045502007 (Ext. 802), Fax: 0571-2720967  
E-mail: abimstimes@gmail.com  
www.abims.ac.in

## Prof. Badar Alam Iqbal

SEC. Com., D.O.A., DSNV, Ph.D.  
SEAD Visiting Fellow, IZSR (Berlin) Germany  
SEAD Visiting Fellow, IZSR (Frank) Germany  
DAAD Visiting Fellow, SAJ (Halle) Germany  
ISE Visiting Fellow (Poland)  
Visiting Fellow Faculty of Economics, University of Tübingen  
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Department of Commerce  
Aligarh Muslim University  
Aligarh - 202002 (U.P.)  
INDIA



Fax: 0091-571-2709661  
Ext: 0091-571-2709929-3511

## Message

It is really a matter of great satisfaction that Al-Barkaat Institute of Management Studies, Aligarh has been regularly publishing a Newsletter since October 2009 which is a rare phenomenon. In India the Management Institutes publish journals not Newsletters. This academic endeavor provides an opportunity to the concerned directly and indirectly associated with rapid development that are taking place around the world in management education.



Today, we are living in knowledge world wherein the most difficult tasks are creation of knowledge and its facilitation. The publication of Newsletter helps in meeting both the ends. Hence, the efforts which are being made out by the Al-Barkaat Institute of Management Studies are commendable and in the right perspective and direction. I hope in coming times the process of creating and disseminating of management and business knowledge will continue which will sharpen the mindset of the people in general and students in particular in building up their career and personality.

I wish all the success to the Newsletter.  
With warm regards,

Yours sincerely,

(Prof. Dr. Badar Alam Iqbal)  
Extraordinary Professor,  
North-West University; South Africa  
Visiting Professor,  
Manarch Business School, Switzerland  
Visiting Professor,  
Guangdong University of Science and Technology  
China

Reg. A-8, Medical Colony, AMU, Aligarh-202002 (UP) India

0091-571-2720196, Cell# 09411414424

Fax # 0091-571-2720196

E-mail # [abimstimes@amu.ac.in](mailto:abimstimes@amu.ac.in), [www.abimstimes.com/abimstimesjournal](mailto:www.abimstimes.com/abimstimesjournal)  
[abimstimesjournal@gmail.com](mailto:abimstimesjournal@gmail.com)

Website: [www.abimstimes.com](http://www.abimstimes.com)

# ABIMS Times

## Director's Message

I am happy to know that our Newsletter for the quarter ending April, 2014 is now ready for printing. It is bringing out to its readers the communication on Institute's events and activities during the quarter, news about the students' performance in their Semester Exams., updates on academic contribution of faculty members, students success in securing jobs, information on upcoming events of Institute etc.

This quarter besides organizing many literary & cultural events has witnessed organizing the Institute's 6<sup>th</sup> National Conference on the topic, 'Corporate Social Responsibility: Issues, Challenges & Prospects for Inclusive Growth of India' which has been a great success. The topic of conference attracted the participation of experts from different fields of specialization who exchanged their views towards achieving the inclusive growth of India and came out with some very stimulating ideas which were not only highly appreciated but they bagged the awards. The regular teaching of 2<sup>nd</sup> & 4<sup>th</sup> Semesters has concluded in the month of April followed by internal Mock and University Even Sem. Exams. having scheduled to commence from May 17, 2014. There is great satisfaction that 3<sup>rd</sup> Sem. Exams. result has been 100% & around 70% of students have secured 1<sup>st</sup> Division and the first three positions are occupied by female students for which we feel proud of and congratulate them. This proves that they believe in, 'there is no short cut to success; success comes with good planning and hard work- these are two success mantras. They believe in themselves as self-belief is the key to success. The same has been the case of first year result, there also the first three positions are held by female students except first position which has been shared by a male student.

The Placement of final year students this year too has been so far satisfying. They are getting ready now to take entry into their professional career. From then onwards they would be on the other side of their life and I am sure they would be better known there for core values they have inherited from Al-Barkaat during their 2-year stay here besides for their competence and hard work. They should now practically utilize their knowledge and classroom learning for the benefit of organization, for the welfare of society and at large for serving the nation. They should pledge as an individual that it shall be their constant endeavor to be an honest & sincere in discharging their duties, and they should uphold the dignity of self, dignity of alma mater and of the organization they would be in.

We, at Al-Barkaat besides building strong core academics with good combination of soft skills development, try to imbibe in students a right kind of attitude with total concentration to make them independent, socially responsible and groomed individual by imparting holistic education to them. And as ever the Al-Barkaat Institute of Management Studies and its dedicated team will remain committed to providing a quality and value based education to all its students.

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

**Dr. Waseem Ahmad**

### *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.

## From the Editor

Another session comes to an end.

The examinations have started and one hopes the students perform as stupendously as they do every semester. The annual Conference was, as usual, a resounding success. The placement activities are on in full swing and many more companies are expected to arrive in the campus. Meanwhile, keep your comments pouring in!

**Faraz Ahmad**

### *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.

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## Campus Buzz

### 6th National Conference on Corporate Social Responsibility: Issues, Challenges & Prospects for Inclusive Growth of India



Al-Barkaat Institute of Management Studies, Aligarh organized its 6th National Conference on March 8, 2014. Speaking as Keynote Speaker of the Inaugural Function of the Conference on Corporate Social Responsibility: Issues, Challenges & Prospects for Inclusive Growth of India, Chief Guest Dr. Vishnuprasad Nagadevara, Professor, Indian Institute of Management, Bangalore, said "Businesses will have to work selflessly to improve the lot of the people". He explained how companies will have to orient their policies keeping the societal good in mind.

Dr. Ahmad Mujtaba Siddiqui, Joint Secretary of the Society felicitated the Chief Guest and the Guest of Honor by presenting bouquet, shawl and memento. Dr. Waseem Ahmad, Director of the Institute welcomed the guests which included the Chief Guest and Keynote Speaker Dr. Vishnuprasad Nagadevara; Guest of Honor, Professor Sunil Dayal, Head-Corporate Resource Centre, Apeejay Institute of Technology and Management, Greater Noida; Professor Kazi F. Jalal, Harvard University, US; Mr. Syed Muhammad Afzal (IPS), founder and honorable Executive Member, Al-Barkaat Educational Society and IG, Special Police Establishment, Lokayukta, Madhya Pradesh, and Mr. S.M. Aman, Honorable Executive Member, Al-Barkaat Educational Society.

The Guest of Honor, Professor Sunil Dayal emphasized the importance of Corporate Social Responsibility in the contemporary business scenario and hoped that business organizations will approach the issue with compassion and commitment. According to him, the society and its leaders have to build a system where the market demand is not maximized rather minimized. Mr. Syed Muhammad Afzal said that Corporate Social Responsibility might be a novel concept for the western world but it is embedded in the Indian cultural ethos. He stressed on the Social Responsibility of every individual. He explained how Al-Barkaat Educational Society was established as an effort in this direction. A presentation on Project Raahat by Ms. Taab Anwer Zuberi, in-charge, Al-Barkaat Afternoon School described the conceptualization and successful execution of the idea of providing quality education to the socially deprived sections of the society.



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Dr. F.U. Siddiqui, Coordinator, Al-Barkaat Educational Institutions also graced the occasion. The dignitaries on the dais released the Abstract Book of the Conference. The students of the Institute presented Tarana of Al-Barkaat and National Anthem. The Vote of thanks was presented by Associate Professor Mr. Saif Azam and the program was conducted by Assistant Professor Mr. Faraz Ahmad.

The Conference was divided into three technical sessions chaired by Professor Parvaiz Talib, Department of Business Administration, AMU, Aligarh; Prof. Syed Naushad Ahmad, Department of Geography, AMU, Aligarh & Dr. Rais Ahmad, Associate Professor, Department of Agricultural Economics and Business Management, AMU, Aligarh and Professor Mohd. Khalid Azam, Department of Business Administration, AMU, Aligarh & Dr. Shehroz Alam Rizvi, Associate Professor, Department of Economics, AMU, Aligarh respectively. The best three paper presentations adjudged by a Jury of eminent academicians were awarded in the Valedictory Session. The Valedictory Session featured an address by the Guest of Honor, Professor Kazi F. Jalal who emphasized how Corporate Social Responsibility programs, in the long-run benefitted not only the society but also the business organizations undertaking them. The Chief Guest of the session Brigadier (Retd.) Syed Ahmad Ali, Pro Vice-Chancellor, AMU, Aligarh was felicitated by Dr. Ahmad Mujtaba Siddiqui, Joint Secretary, Al-Barkaat Educational Society. Dr. Ali was of the view that companies don't shy away from their societal responsibility but we as responsible citizens should also lend them a helping hand and consider ourselves as valuable stakeholders in the progress of the nation. The report on the Conference was read out by Mr. Faize Nabi, Associate Professor & Head-CDC, ABIMS. Distinguished attendees were requested to provide feedback and highlight the areas of improvement. The Ceremony was conducted by Assistant Professor Mr. S.H. Zaini. The Vote of thanks was delivered by Dr. F.U. Siddiqui, Coordinator, Al-Barkaat Educational Institutions. It was followed by the soulful Al-Barkaat Tarana & National Anthem. A large number of distinguished guests from academics, scholars, students and media persons attended the Conference.



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## Students Shine Bright

The results of both MBA Final and First year have been declared. In the final year, around 70% students have secured First Division with the average being around 70% marks and the first three positions were held by female students viz. Ms. Sana Hashmi (77.5%), Ms. Chandni Garg (73.8%) and Ms. Shadma Zaheer (73.7%) respectively. In the First year, Ms. Amna Salim (72.1%) & Mr. Shibul Alam Zaidi (72.1%), Ms. Manika Varshney (72.0%) & Ms. Meraj Fatima (71.2%) occupied the top three positions.



## Workshop on "Communication Skills"

A Workshop on "Communication Skills" by Dr. M. Amirullah Khan, Associate Professor, Department of English, AMU, Aligarh was organized on April 26, 2014 for MBA Final & First year students. Dr. M. Amirullah Khan emphasized the importance of communication skills and explained to the students how good communication skills will hold them in good stead in the modern corporate world. The students were taken through a series of interesting and lively communication games and were made to understand the nuances of communication.

Dr. Waseem Ahmad, Director, ABIMS welcomed the guest and advised the students to utilize the opportunity fully and try to gain the maximum benefits out of it. On this occasion, all the faculty members were also present.



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## Student Buzz

### Industrial Visit

An Industrial visit for MBA Final and First year students was arranged. The students visited Parle-G Biscuits Pvt. Ltd., Neemrana, Alwar, Rajasthan on April 05, 2014. The company executives briefed the students about their company and the line of business they are engaged in. After that the students were shown the Manufacturing Facilities. The Industrial Visit proved to be very informative and educative for the students.



### Firaaq

Farewell party under the name "Firaaq" was organized by the MBA First year students for the Final year on April 29, 2014. It was a fun filled evening with exciting performances like mimicry, singing and skits by the students which lifted the mood of the evening. Mr. Mohd. Zeeshan Siddiqui and Ms. Sana Hashmi were adjudged Mr. Farewell and Ms. Farewell respectively. Mr. S.M. Jafar Husain and Ms. Asra Wasi were awarded the titles of Mr. Evening and Ms. Evening respectively. The program was followed by a sumptuous and scrumptious dinner. Dr. Waseem Ahmad, Director, ABIMS along with the faculty members was also present on the occasion.



## Faculty Buzz

### Orientation Program

A two week orientation program under the name "Nalanda Project" for the faculty of minority managed degree colleges was organized in the Al-Barkaat campus from March 25- April 8, 2014. The Ministry of Minority Affairs, Government of India had selected the UGC Academic Staff College of Aligarh Muslim University as a Nodal Agency for this project. Dr. F.U. Siddiqui, Coordinator, Al-Barkaat Educational Institutions was the



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course coordinator. A large number of participants from all over the country including the faculty of Al-Barkaat Educational Institutions participated in it. It was a great learning experience for the participants as they not only benefitted immensely from the expertise of the erudite resource persons but were also able to enjoy the famous hospitality of Al-Barkaat. The program also included visits to the famous educational and cultural hotspots in Aligarh. The participants expressed their happiness and all of them were of the view that it was indeed a great learning experience for them. The Valedictory session was graced by Mr. S.M. Afzal (IPS), IG, Special Police Establishment, Lokayukta, Madhya Pradesh. Professor A.R. Kidwai, Director, UGC Academic Staff College and Dr. F.U. Siddiqui, Coordinator, Al-Barkaat Educational Institutions & also the course coordinator thanked the participants for their cooperation.

- A paper by Mr. Faize Nabi, Associate Professor & Head-Career Development Cell, ABIMS entitled "Turning around ailing business: 11 case studies from India" was published in the *International Journal of Marketing & Financial Management* (Volume 2, Issue 1, Jan-Feb-2014, ISSN: 2348-3954).

- A paper by Mr. Faraz Ahmad, Assistant Professor, ABIMS entitled "A Comparative Study of TV and Internet Advertising in the Context of Attention Parameter" was published in the *Radix International Journal of Economics & Business Management* (Volume 3, Issue 2, February 2014, ISSN: 2277-1018).

## Importance of Education

Education is crucial for everyone. It is the level of education that helps people earn respect and recognition. In my opinion, it is an indispensable part of life both personally & socially. However, the unequal standards in education is still a major problem that needs to be resolved.

Education is not all about studying and getting marks. It is really a means to discover new things which we don't know about and increase our knowledge. An educated person has the ability to differentiate between moral & immoral, good and evil.

Focus should be on women's education because the knowledge & empowerment of one woman can bring about a change in a family and even the society as a whole. It is the uneducated and illiterate people who think women are not entitled to education.

The importance of education is undeniable for every single person. It goes without saying that education has a positive effect on human life. Only with the advent of education can people gain knowledge and enlarge their view of the world. For instance, learning by watching TV or reading books gives people a huge amount of information about anything they are interested in such as mathematics, current news, exchange rates, other countries' cultures etc. Apparently, people tend to become more useful & civilized if better educated.

Education plays such a rudimentary role in our society that we cannot imagine a life without it. It is a determining element for the civilization of human society. Not only does it help us develop healthy surroundings but it also generates an advanced community.

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As a matter of fact, everything we create today is based on knowledge that we obtain throughout our life by way of education. The more developed life becomes, the more necessary education is for everyone. In conclusion, one can say that education is absolutely essential for society on the whole. It is a life long process that needs to be reinforced throughout life. However, we need an education system that may eradicate illiteracy and provide the common man an access not only to basic education but also to higher & technical education.

**Sana Hashmi**  
MBA Final year

## Placement Highlights

The Placement activity this year has been witnessing an enthusiastic response from the recruiters. The companies which recruited our students this year include Vodafone, Columbia Asia Hospitals, Kips Publishing, Policy Bazaar, Value Research, GI Group, Hamara Nikah, Novasys Lab, SoftNice, India Mart to name a few.

## दैनिक जागरण



### कैंपस इंटरव्यू में 41 को कामयाबी

अतीगढ़ : अल-बरकात इंस्टीट्यूट ऑफ मेनेजमेंट स्टडीज में एमबीए 2014 बैच के विद्यार्थियों के लिए कैंपस प्लेसमेंट की शुरुआत कर दी गई है। दर्जनभर से अधिक राष्ट्रीय एवं अंतरराष्ट्रीय कंपनियों ने छात्र-छात्राओं का आकलन कर 41 छात्र/छात्राओं को चयनित किया है। अब तक वोडाफोन, किप्स पब्लिशिंग, नोवासिस लेब, सोफ्टनाईस, पोलिसी बाजार, जीआइ ग्रुप, कोलम्बिया एशिया हॉस्पिटल, वैल्यू रिसर्च सम्मिलित हैं। संस्थान के सफल छात्र व छात्राओं में प्रिया भानु, समरीन फातिमा, एसएम जाफर, उजमा रूखसार, शादमा जहीर, असरा वसी, इमरोज फेज, मुहम्मद तारिक आदि हैं।



## Upcoming Events

Mock Examinations conducted by the Institute for MBA II & IV Semester  
MBA II & IV Semester Examinations by the University

: May 5-13, 2014  
: May 18-June 10, 2014