



# ABIMS Times

Newsletter of Al-Barkaat Institute of Management Studies, Aligarh

Volume : 7

Issue : 2

Quarterly

April, 2015

O you who have believed, decreed upon you is fasting as it was decreed upon those before you that you may become righteous (Qur'an 2:183)

## Patron

**Prof. Syed Muhammad Amin**  
Chairman, Governing Body, ABIMS

## Advisory Board

**Dr. Ahmad M. Siddiqui**

Joint Secretary, ABES

**Dr. F.U. Siddiqui**

Coordinator, ABElS

**Dr. Waseem Ahmad**

Director, ABIMS

## Editorial Team

**Faraz Ahmad**

Asstt. Professor, ABIMS (Editor)

**Babar Mushtaq**

Asstt. Professor, ABIMS (Asstt. Editor)

## In this Issue

Messages

Campus Buzz

Article

Upcoming Events

## Editorial Office

Al-Barkaat Institute of Management Studies

Post CDF, Anoopshahr Road, Aligarh-202122, Uttar Pradesh

Tel: 0571-6503111, 9045502007 (Ext. 802), Fax: 0571-2720967

E-mail: abimstimes@gmail.com

www.abims.ac.in

Mr. S.M. Afzal (IPS), Founder & Executive Member, Al-Barkaat Educational Society has been promoted to the rank of Additional Director General of Police (ADG) in Bhopal, Madhya Pradesh. He has also been conferred with the President's Medal for an unblemished career of eighteen years. Al-Barkaat family congratulates him and prays for his good health, long life and bright career.

## Message

I am proud and congratulate the team at Al-Barkaat Institute of Management Studies (ABIMS) that it has kept its swift and steady march towards the pinnacle with increased acceleration by the day. MBA is a new world full of potential opportunities and apprehensions. There are a couple of things I would like to share with the students which I hope will go a long way in helping them become complete individuals. First, a person should be an altruist at heart. He should be productive and thrive in adversity. He should in fact make conditions favorable and positive



instead of cribbing about everything. Secondly, discipline is the most important element of life. In fact, it is the entity that separates a human being from an animal. So they should try and inculcate discipline in themselves.

ABIMS' alumni are a living testimony to the quality of education it provides. The institute benefits from its extremely competent faculty that opens the gateways to an international learning experience underpinned by world-class cross-border research.

ABIMS places a high value on originality, ingenuity and entrepreneurship. Men and women with diverse backgrounds and immense leadership ability who are bright, accomplished and ambitious come together to creatively simmer in this cauldron of intellectual zenith and scholarly depth that boils away the façade of any hint of deadwood to reveal a version underneath that is simply breath-taking.

ABIMS Times constantly keeps me updated on the different activities in the institute and helps me unwind with its high-quality write-ups. I wish it and the institute a glorious future and pray that it never ceases its relentless pursuit of excellence.

**S.M. Afzal (IPS)**

Additional Director General of Police, Bhopal  
and Founder & Executive Member, Al-Barkaat Educational Society

## Director's Message

I am happy to say that this year's second issue for the quarter ending April 2015 is ready and it is available to its readers with updates on Institute's events & activities, literary & cultural activities of students, academic contribution of faculty & students and also giving information on upcoming events of Institute.

With the end of month of April, the teaching of Academic Session 2014-15 has come to an end as the Theory Exams. of 4<sup>th</sup> & 2<sup>nd</sup> Semesters are scheduled to start from 12<sup>th</sup> May, 2015 followed by Viva-Voce Exams. After the Semesters Exams. the 1<sup>st</sup> year students will be going for their two months Summer Training Programme before starting their 3<sup>rd</sup> Sem. and final year students will be entering into their professional career as almost 100% except those some who are either intending to pursue higher education or joining their family business establishments, have got placed. Many of them have multiple offers available and some are placed with reputed organizations with attractive packages. The placement this year overall has been quite satisfying. The companies which have selected our students are Genpact, Ceasefire Industries Ltd., Religare, Whale Group, Reality Junction Infra Pvt. Ltd., Cosmic Structures Ltd. etc. After joining their respective organizations they would be on the other side of their life and I am sure there they would be better known for core values they have inherited from Al-Barkaat during their 2 years stay here besides for their professional competence and hard work. There they would 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 associated with.

Recently the results of 3<sup>rd</sup> & 1<sup>st</sup> Semesters also have been declared by the University which are 100% and quite satisfactory as around 70% students have secured 1<sup>st</sup> Division where female students have outnumbered male students. The 1<sup>st</sup> three positions are also occupied by female students in both the classes and this is something truly remarkable. This can be the best example of women empowerment, they believe in themselves as self-belief is the key to success.

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.

## *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.

## From the Editor

Another session comes to an end! The exams are about to start and the Final year students are ready to take flight in spectacular fashion in the corporate firmament. The First year students will proceed to their summer training organizations, a stint that hopefully will sculpt their personality to make it congruent to the needs of the modern business organizations. *ABIMS Times* would be there to register their rise!

**Faraz Ahmad**

## Campus Buzz

### Verve - 2015

A Sports & Cultural fest, Verve - 2015 was organized jointly by Al-Barkaat Institute of Management Studies and Al-Barkaat College of Graduate Studies from February 18 - 21, 2015. In the Opening Ceremony, the Chief Guest Mr. Ajay Kumar Tomar, Unit Head, Danik Jagran, Aligarh, stressed on the importance of Sports & Cultural Activities in one's life. Events like Carom, Tug of War, Football, Volleyball, Badminton, Chess, Cricket, Extempore, Ad-Mad Show, Play, Naat, Mobile Movie and Business & Computer Quiz etc. formed the impressive line-up. In the glittering Closing Ceremony on February 21, 2015, the Chief Guest, Prof. F.S. Sherani, A.K. Tibbiya College, AMU admired the spirit of the students and hoped that such activities will continue in future too. Prof. S.M. Amin, President, Al-Barkaat Educational Society, expressed satisfaction at the successful conclusion of the grand fest. He appreciated the efforts of the students for taking initiatives in organizing such events and was happy at the whole-hearted participation of the students. Dr. Ahmad Mujtaba Siddiqui, Joint Secretary, Al-Barkaat Educational Society urged the students to develop their overall personality and cultivate their hidden talent. He congratulated the prize winners and asked the other students not to lose hope. Dr. F.U. Siddiqui, Coordinator, Al-Barkaat Educational Institutions & Principal, Al-Barkaat College of Graduate Studies, proposed the vote of thanks. On this occasion, Dr. Waseem Ahmad, Director, Al-Barkaat Institute of Management Studies, heads of Departments of other sister Institutions & Faculty Members and students were present.



## Guest Lecture by Dr. Arshi Khan

Dr. Arshi Khan, Associate Professor, Department of Political Science, Aligarh Muslim University delivered a lecture on the topic "Understanding Islam in the light of modern scholars." Dr. Arshi lamented the negative portrayal of Islam in the mainstream media. He said that Islam is a religion of peace and non- violence. According to him, his own research has led him to believe that there is absolutely no scope of force and compulsion in Islam. Regrettably, some eminent scholars' ambiguity in this respect has led to confusion in this regard. The lecture was followed by an absorbing Question-Answer session. On this occasion Dr.



Waseem Ahmad, Director, Al Barkaat Institute of Management Studies, faculty members and students were present.

## Guest Lecture by Ms. Zoya Khan

Ms. Zoya Khan, HR Consultant, New Delhi delivered a lecture on "Enhancement of skills and job prospects for fresh MBA Graduates". She emphasized the importance of communication skills and skill development in today's competitive business world. She was of the view that a large percentage of today's business graduates lack employability skills. She asked the students to develop their personality and aim high. The lecture was followed by an intensive Question-Answer session. On this occasion, Dr. F.U. Siddiqui, Coordinator, Al-Barkaat Educational Institutions & Principal, Al-Barkaat College of Graduate Studies;



Dr. Waseem Ahmad, Director, Al Barkaat Institute of Management Studies, faculty members and students were present.

## Guest Lecture by Mr. T.S. Rajput

A Lecture on Entrepreneurship Development was delivered by Mr. T.S. Rajput, Deputy General Manager, National Small Scale Industries Corporation Ltd. (NSIC), Aligarh on March 7, 2015. Mr. Rajput tried to ignite the fire of entrepreneurship among the students and encouraged them to look at it as a viable career option. He gave the students valuable insights and narrated interesting anecdotes from the field of entrepreneurship. The students were enriched by his vast experience and knowledge. While welcoming the guest and addressing the students, Dr. Waseem Ahmad, Director encouraged them to see bigger dreams in life and make genuine efforts to fulfill them. On this occasion all the faculty members were also present.



## Uftaad - 2015

Farewell party under the name “*Uftaad*” was organized by the MBA First year students for the Final year on April 21, 2015. It was a fun filled afternoon with exciting performances like mimicry, singing and skits by the students which lifted the mood of one and all. Mr. Gohar Zahid Siddiqui and Ms. Tooba Aijaz were adjudged Mr. Farewell and Miss Farewell respectively. Mr. Fahad Afzal and Ms. Samina Pasha were awarded the titles of Mr. Evening and Miss Evening respectively. The program was followed by a sumptuous and scrumptious lunch. Prof. S.M. Amin, President, Al-Barkaat Educational Society, Dr. Ahmad Mujtaba



Siddiqui, Joint Secretary, Al-Barkaat Educational Society, Dr. F.U. Siddiqui, Coordinator, Al-Barkaat Educational Institutions & Principal, Al-Barkaat College of Graduate Studies; Dr. Waseem Ahmad, Director, ABIMS, Dr. Samina Fazli, Principal, Al-Barkaat Institute of Education along with the faculty members were also present on the occasion.

## Faculty Buzz

### Paper Presentation

Mr. Mohammad Shahfaraz Khan presented a paper entitled “FDI in Retail: A Key Contributor to Economic Growth of India” in the conference entitled “Prospects & Challenges: Indian Economy in Global Changing Scenario” organized by Gagan College of Management & Technology, Aligarh on April 4, 2015. Also an another paper entitled, “Impact of Foreign Investment on Economic Growth of India: A Comparative Analysis of FDI and FII” was presented by him jointly with Dr. Aslam Khan, Faculty, Al-Barkaat College of Graduate Studies in the same conference.

## Campus Buzz

### Industrial Visits

An Industrial Visit-cum-Excursion was organized for the MBA final year Students to Nainital. The students went on a plant visit to Anchal Dairy, Haldwani where they were given a tour of the different facilities. From there, they went to Nainital, a trip that gave them a welcome respite from the rigors of the academic routine. Four Faculty Members also accompanied the students. The first year students went to C&S Electric Ltd., Greater Noida and Hamdard Laboratories, Manesar.



### The Psychology of Writing and the Cognitive Science of the Perfect Daily Routine

How to sculpt an environment that optimizes creative flow and summons relevant knowledge from your long-term memory through the right retrieval cues?

There is evidence that environments, schedules, and rituals restructure the writing process and amplify performance. The principles of memory retrieval suggest that certain practices should amplify performance. These practices encourage a state of flow rather than one of anxiety or boredom. Like strategies, these other aspects of a writer's method may alleviate the difficulty of attentional overload. The room, time of day, or ritual selected for working may enable or even induce intense concentration or a favorable motivational or emotional state. Moreover, in accordance with encoding specificity, each of these aspects of method may trigger retrieval of ideas, facts, plans, and other relevant knowledge associated with the place, time, or frame of mind selected by the writer for work.

The lack of interruption in trains of thought may be the critical ingredient in an environment that enables creative flow. As long as a writer can tune out background noise, the decibel level per se may be unimportant. For some writers, the dripping of a faucet may be more disruptive than the bustle of a cafe in the heart of a city.

Yahia Ahmed Laskar  
MBA Class of 2015

## Achievement

Mr. Yahiya Ahmad Laskar, student MBA final year qualified the UGC Net for Lectureship in Management.

## Placement Highlights

The placement activity this year has witnessed an enthusiastic response from the recruiters. The following is an indicative list :



**Abadul Haque**  
SoftNice



**Abdul Rehman Khan**  
Genpact



**Akhil Mittal**  
Whale Group  
Cosmic Structures Ltd.



**Amna Salim**  
Cosmic Structures Ltd.



**Asrar Ahmad**  
Reality Junction



**Asma Khan**  
Genpact  
Religare



**Chhavi Varshney**  
Genpact  
Religare



**Fahad Afzal**  
Cosmic Structures Limited



**Fauqul Bashar**  
Genpact  
Religare



**Gohar Zahid Siddiqui**  
Ceasefire Industries Limited  
Cosmic Structures Limited



**Gufran Warsi**  
Genpact



**Jibran Ahmad**  
Reality Junction  
Cosmic Structures Ltd.



**Khurram Parwez Ansari**  
Genpact



**Km Bushra Jahan**  
Genpact  
Religare



**Manika Varshney**  
Genpact  
Religare



**Md Aftab Alam**  
Genpact



**Md. Sharique Ashraf**  
SoftNice  
Genpact



**Mehkum Husain**  
Reality Junction



**Meraj Fatima**  
SoftNice  
Genpact



**Mohammad Ekhlaque**  
SoftNice  
Genpact



**Mohammad Faizi Kamil**  
SoftNice



**Mohd Anas**  
Cosmic Structures Ltd.



**Mohd Faizan**  
Genpact



**Mohd Faizan Shakeel**  
Reality Junction



**Mohd Farhan Saeed**  
Genpact



**Mohd Shariq**  
SoftNice



**Mohd Yusuf Siddiqui**  
Genpact



**Mohd Zeeshan Rashidi**  
SoftNice, Genpact  
Religare



**Mujeeb Ahmad**  
Reality Junction  
Cosmic Structures Ltd.



**Naaz Miyan Khan**  
Genpact

# ABIMS Times



**Najmus Saquib**  
Reality Junction  
SoftNice



**Noreen Khan**  
Reality Junction



**S. Taha Rahat**  
Genpact



**Sabat Khanam**  
Genpact  
Religare



**Samreen Naaz**  
Reality Junction  
Cosmic Structures Ltd.



**Sarfaraz Nawaz**  
SoftNice  
Genpact



**Shafi Ahmad**  
Genpact



**Shahzad Ali**  
Reality Junction  
Cosmic Structures Ltd.



**Shamshad Ahmad**  
Reality Junction



**Shibal Alam Zaidi**  
Reality Junction



**Shuja Ahmad**  
Reality Junction



**Sufia Saeed**  
Cosmic Structures Ltd.  
Religare



**Sugam Garg**  
Reality Junction



**Tooba Iftikhar**  
Cosmic Structures Ltd.  
SoftNice



**Wajda Tabassum**  
Genpact  
Religare



**Yahia Ahmed Laskar**  
Ceasefire Industries Ltd.  
Cosmic Structures Ltd.



**Zabir Uddin Ahmed**  
Whale Group  
Genpact



**Zainab Rafat**  
Cosmic Structures Ltd.

## Ramadan Mubarak

The word "Ramadan" comes from the Arabic root word for "parched thirst" and "sun-baked ground." It is expressive of the hunger and thirst felt by those who spend the month in fasting. Through fasting, a person experiences hunger and thirst, and sympathizes with those in the world who have little to eat every day. He feels closer to his Creator and accountable to him. An explosive spike in charitable activities in this month helps develop feelings of generosity and good-will towards others. Ramadan teaches amazing self-control and self-discipline. It helps in family-bonding by gathering around the table at the time of breaking the fast. Studies have demonstrated the various health benefits of fasting too. It improves blood fat levels, helps overcome addictions and promotes fat-breakdown and weight-loss. By the end of Ramadan a person has stronger will-power and the strength to say no to temptations.

Ramadan starts in the second half of June this year. Al-Barkaat family wishes Ramadan Mubarak to all!

رمضان مبارک

## Upcoming Event

**MBA II & IV Semester Examinations by the University :**

**May 12-June 01,2015**