



# ABIMS Times

Newsletter of Al-Barkaat Institute of Management Studies, Aligarh

Volume : 9

Issue : 1

Bi-annual

Nov. 2016- Apr. 2017

**"Be Patient; indeed, the (best) outcome is for the RIGHTEOUS."**

**(Qur'an 11:49)**

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## Message

The Al-Barkaat Institute of Management Studies (ABIMS), Aligarh, since its inception, is committed to impart quality education for developing the learning capacity of the students. The Institute provides soft skill modules for the overall personality development of the students, thus enhancing their career prospects.



I congratulate the Institute for its comprehensive and advanced theoretical and practical achievements in the field of education and welfare of the society in general and the Muslim community in particular.

The 'ABIMS Times', bi-annual in-house newsletter of ABIMS, provides a glimpse of major events and activities undertaken by the institute during the specific time-zone. I subscribe to it and remain keen to go through its contents to get myself informed about the ABIMS' recent programmes, achievements and initiatives taken towards developing and enhancing career prospects of the students.

I congratulate the management and faculty members of ABIMS for bringing out 'ABIMS Times' regularly since 2009.

(Prof. Mohammad Gulrez)

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# ABIMS Times

## Messages

We are coming out with 1<sup>st</sup> half year issue of our newsletter for the half year ending April 2017. It is bringing out to its readers the communication on Institute's events and activities, students' placement, news about the students' performance in their Semester Exams., updates on academic contribution of faculty members etc. during the half year (November 2016- April 2017) and the information on upcoming events of Institute subsequently.

This issue covers ABIMS 1<sup>st</sup> Alumni Meet Tajdeed which paved the way for establishing and further strengthening mutual ties between and amongst our alumni and alma-mater which are expected to provide greater opportunities for learning & development in current students' entrepreneurial and corporate placement endeavors. During this half year period we worked relentlessly on all parameters whether they were literary, cultural, sports, placements or academics to excel and take ABIMS forward by achieving its all-round development. For the academic year 2016-17 passing out batch, we arranged various on-campus & off-campus placement drives of reputed companies during the months of February, March & April 2017 and as a result almost all eligible & interested students of the batch have got placed with good salary packages. The placed students would now be entering into their professional life where they would be better known for core values they have inherited from Al-Barkaat besides for their integrity, professional competence and hard work. As an individual they should pledge that it shall be their commitment to be honest in discharging their duties, and they should uphold the dignity of self & family, of alma mater and of the organization they would be working with. During the period December 2016-January 2017 the University conducted the Odd Semesters Exams. for 2015-17 & 2016-18 batches (final & first yrs.) students where our results have been 100% for final yr. with over 80% students securing 1<sup>st</sup> Divn. marks except of some with backlogs in first year. And most importantly the 1<sup>st</sup> three positions in both the classes have been occupied by female students except a 3<sup>rd</sup> position by a male student in first year. This is remarkable achievement on the part of our girl students. They proved it right that 'there is no short cut to success, success comes with good planning and hard work'- these are two success mantras for them. 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, Director**

This season post lunch periods were exclusively earmarked for students' extra-curricular activities like group discussions, debates, extempore, essay writing, ad-mad shows, sports and indoor games, all under faculty supervision. As the last working day is nearing and students are busy in preparing for their even semester examinations, the junior batch bid a grand farewell Khwabeeda to their senior batch. We hope our students maintain the Al-Barkaatian tradition of excelling in each sphere of life; personal, professional, and social.

Happy Reading!

**Faize Nabi, Editor**

### 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.

# ABIMS Times

## Campus Buzz



### GUEST LECTURES

During the period some esteemed resource persons visited the campus. The Director, ABIMS welcomed and felicitated these guests on suitable occasions. Dr. Aqeel Ahmad, SEBI Panelist, delivered a lecture on Financial Products and Investment Benefits on 28.02.2017. He motivated the students to start investing at an early stage of their life. Dr. Gyandendra Mishra, President, Udaan Society, Aligarh, delivered a guest lecture on 'Role and Scope for Management Graduates in Social Sector' on 08.04.2017. An award winning documentary relating issues and challenges faced by social activists was also shown. Mr. Rizwanur Rahman, Formerly GM PFC & presently working as a top official in Min. of Power, GOI, New Delhi, delivered a talk on Project Management on 15.04.2017. He elaborated the various facets of Project Management; its theoretical foundations and practical aspects.

The students took keen interest in all these guest lectures and ensured their enthusiastic participation.



### INDUSTRIAL VISIT

The first year students made an industrial visit to Dawar India Limited, a 100% export oriented company having clients in UK, US, Australia and other countries. It has all necessary certifications like OHSAS 18001, SA, 8000, ISO 9001 & 14001.

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 sections, threading and stitching areas, thermo controls sections, adhesives and assembly lines, Quality control section, and finally packaging sections. Towards the end of visit a nice refreshment was offered to all the visitors.

The students also visited and witnessed the beauty of the Taj Mahal in Agra.



### FACULTY BUZZ

#### Mr. Syed Atif Salar

• Paper titled 'Impact of Domestic Institutional Investors on Indian Stock Market' has been published in Journal of Advanced Studies in Finance, (Vol. 7, Issue 2 (14), winter 2016).

### TOUR TO RAJASTHAN

The MBA IV-Semester students toured Jaipur and Ranthambore National Park, Rajasthan during March 4-7, 2017. The students and faculty coordinators visited various places viz. Amer Fort, City Palace, Jal-Mahal, Hawa-Mahal, Bapu-Market, Chokhi Dhani etc at Jaipur. Students participated in various activities at Chokhi Dhani and enjoyed the touch of exquisite Rajasthani hospitality and food along with memorable folk dances, Puppet Show, games etc.

Ranthambore National Park, Sawai Madhopur, was also visited and the students had a wonderful experience of jungle safari. At Ranthambore, students also enjoyed Bone Fire along with other games at the hotel. Overall the trip was amazing and a memorable experience for all.



### PLACEMENTS

This session Career Development Cell achieved milestones both in terms of quality and quantity of recruiters and placement offers. Twelve reputed corporates evaluated our MBA final year students and all interested students got placement offers, many of them bagging job offers from multiple recruiters. The list of our esteemed recruiters include Eureka Forbes Limited, ICICI Prudential Life Insurance Limited, SoftNice Inc., Paytm, Kips Publishing Private Limited, Radex Stationary Limited, Policy Bazaar (a naukri.com venture), i-veda Corporate Solutions, MyOperator, Future Plus Consulting, and Mansukh Finance & Securities Limited.

Mohammad Yousuf Javed, Hera Ayub, Mariyam Bint Fatima, Waseem Nazir Bhat, Anuj Kumar Kulshreshtha, Rohan Varshney, Sant Pal, Sanjeev Saini, Mohammad Bilal, Athar Ali, Mohd. Mansoor, Mohd, Faiyaz Khan, Mohammad Faizan Khan, and Mujahid Ahmad bagged employment offers from multiple companies.

Dr. Ahmad Mujtaba Siddiqui, the Joint Secretary, Al-Barkaat Educational Society, Dr. FU Siddiqui, the Coordinator, Al-Barkaat Educational Institutions, Dr. Waseem Ahmad, the Director, Al-Barkaat Institute of Management Studies congratulated the successful students and appreciated the efforts of Career Development Cell (CDC), ABIMS.


# ABIMS Times

## Campus Buzz



### CAREER AWARENESS & COMMUNITY SERVICES

The ABIMS Faculty teams conducted Career Awareness cum Counselling sessions with graduation final year students of courses like BBA, BA, BCom, BSc in various colleges of Aligarh and nearby areas. The sessions were conducted primarily through a powerpoint presentation highlighting the importance of MBA as a strategic career choice for fresh graduates followed by intensive question and answer sessions between our team members and students.

The faculty team visited and delivered interactive presentations at Aligarh College of Engineering and Management, Aligarh, Amrita PG College, Bulandshahr, and Chaudhry Charan Singh Degree College, Iglas.



Al-Barkaat Institute of Management Studies faculty & staff alongwith other sister institutions faculty & staff briefed students about MBA & other graduate degree programs as suitable career paths for them during 'Lakshya-2017' an education fair organized by Amar Ujala and held in Dharamapur Courtyard, Aligarh on 13 & 14 May, 2017.

## AMAR UJALA

### 14 May, 2017

### सपने के साथ रुचि है तो मिलेगी कामयाबी

अमर उजाला 'लक्ष्य-2017' का समापन अमरा, अमर अखिरी दिन प्रकाश हो सकता है विभिन्न कॉलेज और इंस्टीट्यूट की जलकवाही

## AMAR UJALA

### 15 May, 2017

### मेहनत से दोस्ती करने पर मिलती है कामयाबी

अमर उजाला 'लक्ष्य-2017' का समापन, विभिन्न कॉलेज और इंस्टीट्यूट के स्टूडेंट्स ने ती जलकवाही

# Cold Drinking Water

with best wishes

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Looking to scorching summer heat, Al-Barkaat Institute of Management Studies faculty & staff arranged cold drinking water distribution camps in a courtesy during the MBA admission entrance test conducted by Aligarh Muslim University on 07.05.2017 for the students & parents coming from distant places.

### FAREWELL PARTY "KHWABEEDA"

On April 22, 2017, MBA I year students bid adieu to their senior batch students. The event was titled as 'Khwabeeda'. Dr. Ahmad Mujtaba Siddiqui, Joint Secretary, Al-Barkaat Education Society, Dr. Faheem Usman Siddiqui, Coordinator, Al-Barkaat Education Institutions, and Mr. Maaz Hussain, Director, Al-Barkaat Syed Hamid Community College, along with Dr. Waseem Ahmad, Director, ABIMS, Faculty members & staff graced the occasion.

The Director, ABIMS in his welcome address lauded the organizing team for beautiful arrangements made for their seniors. He also urged the students to appreciate the importance of personal discipline for their professional success. Dr. FU Siddiqui emphasized that students are the most vital constituent of an educational institution, the satisfaction level of students determines the level of success of it. He also shared his experiences on art of criticism. Dr. Ahmad Mujtaba Siddiqui

appreciated the students for simple and sober decoration work and urged them to follow their conscience as it is the only way leading us to right path. He emphasized the importance of upbringing and socialization in transforming a human being. Role of character building and socialization is more crucial than the role of education. He expressed his desire for Al-Barkaat alumna/alumnus/students to be recognized for their mannerism. He laid further emphasis upon human values and ethics.

Mohammad Yousuf Javed, Hera Ayub, Azharduddin, Wardah Tamhid, entertained the gathering with their beautiful solo, group and fusion songs, ghazals and classical music.

As a result of three-rounds of selection process, finally Yousuf Javed and Hera Ayub emerged Mr. Fresher and Ms Fresher respectively. Mohammad Faiyaz Khan and Naureen Khan bagged Mr. Evening and Ms. Evening titles respectively.



### ACADEMIC DISTINCTIONS

During the academic year 2016-17, the following five female students with one male student occupied top three position in their respective classes and made their parents and us proud.

Toppers		(in 3rd Semester)	
1 <sup>st</sup>	Bushra Rehman	75.63%	
2 <sup>nd</sup>	Maryam Bint Fatima	74.89%	
3 <sup>rd</sup>	Hera Ayub	74.37%	

Toppers		(in 1st Semester)	
1 <sup>st</sup>	Hiba Zaidi	77.25%	
2 <sup>nd</sup>	Wardah Tamhid	73.88%	
3 <sup>rd</sup>	Abdul Raziq	73.00%	

3rd Semester Students



1st Semester Students



### MESOPOTAMIA OF E-COMMERCE- EVALUATION OF BUSIENSS TRENDS

Today the world has dark, light, dim, and bright and every tone of colors and it has become so easy to trace and fetch any commodity of interest from any corner of the globe simply at a click.

During ancient times, a culture called 'Mesopotamia' relied primarily on trade of surplus agricultural resources to the neighbors. Natural conditions not being suitable for irrigation, the farmers channeled water from the rivers Tigris and Euphrates to their lands. Soon, Mesopotamia became a prominent centre of trade in human history. Much of this trade occurred before the invention of coinage and was handled through complex barter transactions. Men and women together farmed, raised livestock, and also held jobs such as potters, builders, artisans, shoemakers and so on. The Mesopotamians invented writing and started to keep records of trading; they also launched the first commercial banking system. Mesopotamia is also credited for the invention of the 'wheel', the first wheel ever discovered by archeologists belongs to Mesopotamia. The world is still using some of their inventions such as 'graze bricks' which are primarily used in building temples.

Over the periods of time, technological advancements took place which gradually eroded the indigenous culture of Mesopotamia. Traditional handicrafts were replaced by production centric technologies where the core concern was to produce more at minimum cost. Then product quality concerns where '*quality matters more than the cost of a product*' and aggressive selling approaches which entailed '*sell more and more to earn maximum revenues*' emerged successively.

Now, the idea of business is highly revolutionized and moved towards modern ideas such as marketing mix based selling, customer focus, and socio-ecological concerns. Together these new business approaches are known as 'eco-friendly product approach'. Most recently a new approach emerged with digitalization of marketing and selling popularly known as 'e-commerce'. In true sense, e-commerce has totally altered the ways in which business used to be conducted in yesteryears.

E-commerce is a platform for business where buying and selling is done through various commercial software applications. There is a huge number of e-commerce players on the digital gateways, for example in India we have e.com giants like Flipkart, Amazon, Myntra, Jabong, Snapdeal, and Paytm.

Earlier e-commerce was not as popular as it is today; the people were either unaware or apprehensive of the idea to buy or sell online. With the advancements in information technology & internet, telecommunication and global market space, people are adopting more and more to e-commerce.

Apart from a wide range of products at a single site and convenient payment options; attractive add-on features like huge discounts, cash backs, and easy refunds are luring everyone. It is hoped that till 2020 the world will be highly dependent on e-commerce.

“Everything is like so easy to get on time and under one shed as we are now in the age of e-commerce.”

**Wardah Tamhid**

Student, MBA 2<sup>nd</sup> Semester, ABIMS



# ABIMS Times

## Article & Upcoming Event

### RAMADAN MUBARAK

Ramadan is the name of the ninth month in the Islamic lunar calendar. It is an important and sacred month in the Islamic calendar and culture. Each day during the month of Ramadan, Muslims around the world observe this sacred month by fasting during day light hours (from dawn to sunset), performing nightly prayers in addition to the daily obligatory prayers and concluding each day's fast over food with family and friends.

The main objective of fasting is to achieve piety and righteousness. This implies becoming conscious of our Creator, increasing our awareness of His Majesty, exalting and glorifying His names and attributes, appreciating His greatness, recalling His blessings upon us, and being grateful and thankful for His guidance. "O you who believe! Fasting is prescribed to you as it was prescribed to those before you, so you may remain conscious of God" (al-Qur'an, 2: 183).

Abstaining from food has great ramification on the person observing the fast, physical as well as spiritual. It is an exercise for the discipline and control of the baser self. One learns how to restrain one's urges and desires. Fasting frees the person from the bondage of lusts and desires. Abstaining from intakes also reminds us of the less fortunate ones, the poor and the destitute; fasting gives us a sense of realization on to how they feel when they have nothing to eat. It boosts the morale of the poor by knowing that even kings have to go hungry for a while. Fasting makes the rich realize and understand what the poor goes through day after day. Fasting also purifies one's heart and tongue. One is urged to control himself/herself and learn how to abstain from vain talk, lying, and cheating. Although fasting is beneficial to health, it is mainly a method of self-purification and self-restraint. By cutting oneself from worldly comforts, even for a short time, a fasting person focuses on his or her purpose in life by constantly being aware of the presence of Allah.

"Ramadan is the (month) in which the Qur'an was sent down, as a guide to mankind, also Clear (Signs) for guidance and the differentiation (between right and wrong)"(al-Qur'an, 2:185). According to a prophetic tradition, it is believed that all Abrahamic Scriptures including the Scrolls of Abraham, the Torah, the Gospel, the Psalms of David, and the Qur'an were revealed in the month of Ramadan.

Practicing Muslims congregate at mosques observing the nightly prayers (*tarawih*) that start after the last prayer of the day, about an hour & a half after sunset. The nightly prayers usually last for nearly an hour. Every night the Imam (leader in prayer) recites an equal portion of the Qur'an so that by the 27th or the 29th night of Ramadan the entire Qur'an would have been recited by the Imam from his memory. Reciting the Qur'an not only brings one nearer to Allah, but also rejuvenates one's spirit and soul. Reciting the Qur'an, reflecting upon the divine words, and acting upon the divine teachings are central to Ramadan.

As the end of Ramadan approaches, Muslims prepare for Eid al-fitr (end of fasting celebration), which draws Ramadan to a close. Eid is a time of giving gifts, sharing food, and gathering with family.



# Al-Barkaat

Institute of Management Studies, Aligarh



### UPCOMING EVENT

MBA Even Semesters Examination by the University

May 12-27, 2017