



# ABIMS Times

Newsletter of Al-Barkaat Institute of Management Studies, Aligarh

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Those who spend their possessions [for the sake of Allah] by night and by day, secretly and openly, shall have their reward with their Sustainer; and no fear need they have, and neither shall they grieve.

(Qur'an 2:274)

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Aditi Bhargava, Asst. Professor, ABIMS (Asst. Editor)

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## Message



At 8 the young Al-Barkaat Institute of Management Studies has fast come of age. There is a growing academic reliance on the Institute among the higher education students. This unlikely could be made possible in a short span of time because of the progressive coordination between the

apex body-the Administration of Al-Barkaat Educational Society and the immediate implementation Authorities of the Institute. People seldom realize that management begins at home as house is larger than the universe, so is the motive of the Institute to groom the Self Management and Personality Building of the students to help them efficiently serve the society and the nation. In a rapidly developing world the cost effective resource mobilization, environmental amelioration and harnessing the distributive justice is the prime focus of the management policies and practices. Al-Barkaat Institute of Management Studies has relentlessly equipped its students to the growing challenges of the time.

I deem it an honor to tender my best wishes to the Director of the Institute, Faculty Members and the students in their sincere endeavor.

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# ABIMS Times



## Director's Message

I am happy that the editorial team is coming out with the joint issue of Newsletter, 'ABIMS Times' for two Quarters July & October, 2012. It is a matter of great privilege & pride for me to write this column in our Newsletter which is the voice of ABIMS bringing out the facts about the organization; about its functioning; academic, literary, cultural, sports & other co-curricular activities organized by the Institute during the period of its coverage.

The previous 3 months period of May-July has basically been the period of Even Semesters Exams., Summer Training and Job Placements for First & Final year students and another 3 months period till the end of September has been of Admissions for the current Batch of 2012-13. The students of First year completed their Summer Training Programme in respective organizations which were either arranged by the Institute or arranged by the students themselves. Many of 2012 pass out students got placed in jobs, some of them have been placed in respectable positions in good organizations like Flipkart, Proptiger, Earthcon Construction Pvt. Ltd., H-20 Group of Real Estate etc. And I am sure that the organizations they have joined in, like in the past they would be better known for core values they have inherited from Al-Barkaat during their two-year stay here besides for their committed hard work, competence and excellence. India is full of opportunities but the competition is fierce. And to compete with, they need to develop tools where definitely their education and learning will provide them the necessary means for forging the required tools. The Admission process for the Session 2012-13 has been completed now where the Admissions growth registered has been unexpectedly very high; the number of Admissions completed this year is the highest ever compared to any of the previous years.

We are dedicated to make our young generation independent, well informed, socially responsible and groomed citizens by imparting holistic education. 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

The semester is slowly nudging towards its end and with a hint of winter chill peeking through, one can be sure that it will be **m a t c h e d** evenly with the intellectual warmth at ABIMS what with a slew of events lined up in the next semester and a few in this as well. ABIMS Times has been gaining in strength and vigor through your encouragement and appreciation. And believe you me, no let up is expected! Enjoy!

**Faraz Ahmad**

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## Campus Buzz

### Conduct of GBTU (Gautam Buddh Technical University) & MTU (Mahamaya Technical University) Examinations

The Institute is successfully conducting GBTU Examinations for the last four years; in the same vein this year also the Institute has conducted GBTU & MTU Examinations of Even Semesters in May 2012, winning accolades from the external observers.

### Iftaar Party

A grand Iftaar Party was hosted by Prof. Syed Muhammad Amin, President, Al-Barkat Educational Society (ABES) on July 28, 2012. The guests together with the ABES family broke their fasts amidst the spiritually-charged atmosphere followed by the Maghrib prayer.



### Release of 7<sup>th</sup> Issue of Al-Barkat Journal of Finance & Management

This issue like the earlier issues brings out to its readers the relevant and contemporary quality research in the field of finance and management. The articles selected in this issue are from a variety of topics related to small businesses, home loan customers, micro-finance, price movement of PSUs, e-learning, investor's behavior in Futures Market, IT in Rural Development and Green Marketing. It also carries a Book Review by Mr. Saif Azam, Associate Professor, ABIMS.

The articles are divided into two categories viz. Research Articles and Contemporary Research Issues.

The Research article of Gill, Flaschner and Sharma, *Factors that affect Small Business Performance in India* studies the performance of small businesses and its relationship with factors like lack of finance, regulatory and sales issues. This article attempts to provide policy implications and guidelines to the government and industry. The article *Fluctuating Rate of Interest and EMI-Measuring Perceptions of Home Loan Customers*, authored by Shukla has examined the perception and resultant behavior of home loan customers regarding the fluctuations in interest rates on the loans affecting the EMI amounts. Shetty in his article, *Ruthless Exploiters or Fallen Angels? : Global Lessons in Brand Crisis Management for Indian MFIs* has analyzed the significance of brand management in crisis time for micro-finance industry in India and strategies for it with examples from other parts of the globe.





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In his article, *The Randomness of Price Movements of Navaratna Companies: A Case Study*, Aravind examines the movement of stock prices of Navaratna companies during recession period and the efficiency issues of BSE PSU Index regarding these companies under volatile market conditions. The article authored by Dwivedi, *An Empirical Study of Professional Students' Attitude towards e-Learning in Kanpur City* is location based study on students' attitude towards e-learning. The study also tries to validate the utility of e-learning scale in Indian context. Nuruzzaman and Rehman in their article *Investor's Behaviour in Perspective of Educational Qualification and Income in Futures Trading* study the significant factors impacting the trading behavior of retail investor in India's Futures Market with special focus on income and educational qualification of the investors.

The Contemporary research section carries article by Jain who in her article, *Emerging Issues of Information Technology in Rural Development* discusses the significance of IT in Indian rural markets and the transition of these markets into IT-enabled ones. Gera in his article, *Analytical Study of Focus on Green Marketing and Environmental Care by MNCs in India* elaborates on the necessity of environmental concern by Indian industries and the role multi-national corporations are playing in it.

## Scholarship Test 2011-12

Each year under the Students' Welfare Scholarship scheme, the Institute provides merit-cum-means Scholarships to students on the basis of a competitive test. In the academic session 2011-12, three students of MBA First year and three students of MBA Second year have been selected and an amount of ₹ 10,000/- each has been given to them. The test was held on April 17, 2012. The scholarship awardees are Mr. Mohd. Shakeel Ahmad, Ms. Neha Agrawal and Ms. Irshan Zaheer of second year and Ms. Rashi Agrawal, Mr. Kausar Faheem and Mr. Mohd. Sadaf Intesar of first year.



## Orientation Program

An orientation program for the MBA First year students was organized on August 3-4, 2012 to acquaint them with the ABIMS way of life and make them familiar with the Institute's Vision and Mission besides the Code of Conduct of the University and the Institute. The orientation program also delineated the role of MBA in shaping the life of students. Dr. Waseem Ahmad, Director along with the faculty members was present on this occasion. After a brief introduction of each faculty member to students, the Director addressed the students, advising them to focus on their studies, respect their teachers & seniors and give value to hard earned money of their parents honoring their aspirations.



The orientation program also familiarized students with the different aspects of communication and entrepreneurship by way of power point presentations and audio – visual clips.

## Career Talk

Mr. Salman Salim, Marketing Manager, North & West India, "The Chopras", the sole provider of Kaplan products & services in India delivered a Career Talk to the students of MBA Final & First year on August 24, 2012. The students benefitted greatly from the exercise. It was followed by a Question-Answer session where the students got their doubts cleared.



## Teachers' Day Celebrations

Students of MBA Final and First year celebrated Teachers' Day on September 5, 2012, the birthday of Shri S. Radhakrishnan, the late President of India and a renowned academic. On this occasion, the students cut a cake for the faculty and hosted lunch for them. They also

thanked them for their support and gave mementoes as token of love.



On this occasion, Dr. F.U. Siddiqui, Coordinator, Al-Barkaat Educational Institutions praised the faculty for their role in shaping the lives of the students and emphasized the role of teacher in the life of a student. Dr. Waseem Ahmad, Director, ABIMS also congratulated the faculty and appreciated the efforts made by the students in making this day worth remembering.



## Pep Talk by Mr. Rajshekar Krishnan

Mr. Rajshekar Krishnan, Head, Leadership Development and Learning Integration India/South Asia, IBM India Pvt. Ltd. delivered a pep talk to the students of MBA Final and First Year on September 21, 2012.





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## College level MTU Lit-Fest 2012-13

As directed by MTU, ABIMS conducted college level MTU Lit-Fest 2012-13 for selecting students for the next round of the event. The event was held from September 24-29, 2012. Students of MBA Final and First year participated enthusiastically in it. The shortlisted students in General Quiz from Final year are Mr. Mohd. Sadaf Intesar & Mr. Mohd. Saqib Javeid and Mr. Faizan Ali & Mr. Mohd. Shoeb Habib from First year. The students selected in English and Hindi Debate, respectively are Mr. S.M. Jafar Husain & Ms. Diksha Tomer from First year while Ms. Pooja Varshney of Final year was selected for Paper Presentation.



## Summer Training Reports Presentations

Summer training reports presentations by MBA final year students were held from October 4-5, 2012. The students made lively and stimulating efforts while presenting their summer training reports. Each presentation was followed by a grueling question-answer session.



## Establishment of Voter ID Card Registration Center

A Voter ID Card Registration Center was established in Al-Barkaat Institute of Management Studies on October 19, 2012. It was jointly inaugurated by Dr. Waseem Ahmad, Director, Al-Barkaat Institute of Management Studies and Dr. Saba Hasan, Principal, Al-Barkaat Institute of Education. On this occasion, students and faculty participated enthusiastically in the exercise. The voter registration process is underway in full swing.



## Faculty Buzz

### Orientation Program for New Students

Mr. Saif Azam, Associate Professor, ABIMS attended a workshop conducted by MTU, Noida for orientation program for new students on June 16, 2012.



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## Student Buzz

### Milan 2012 - Sitaron ka Istaqbal

Students of MBA Final year organized 'Milan 2012 - Sitaron ka Istaqbal', an interactive session for the MBA First year students on September 8, 2012. 'Milan 2012' provided a pedestal for healthy interaction between the first and final year students. It was an ice breaking session to develop camaraderie between them. The program was conducted in the presence of faculty members.



### Musical Chairs

Students of MBA Final year organized Musical Chairs on September 13, 2012, under the auspices of Fun Club- a rearing ground for talent. It acted as a cue to intimate the MBA First year students about the existence as well as the purpose of the Fun Club. The winner of Musical Chairs was Mr. Faizan Ali with Ms. Chandni Garg being the runners'-up.



### Biz Quiz 2012

Vivekananda College of Technology & Management, Aligarh organized Biz Quiz 2012 on September 22, 2012. Many institutes participated in it with full vigor. Mr. Mohd. Sadaf Intesar and Mr. Saquib Javeid of MBA Final Year also participated and claimed 3<sup>rd</sup> position.



### Sehr-e-Nau

MBA Final year students extended a warm welcome to their juniors by organizing a Freshers' Party on October 13, 2012 under the name Sehr-e-Nau. With kind wishes dipped in lyrical ink, they compared the arrival of the Freshers with a whiff of fresh air. They greeted them with this couplet:

*Khursheed, Shafaq, Fiza, Sab Kuch Naya Hai  
Aaj Sehr-E- Nau Hai, Ab Nayi Parwaz Dekhna*



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The event was filled with fun and gaiety with electrifying performances pouring in like mimicry, singing and skits by the students. Ms. Prakshi Goyal and Mr. Shahrukh Khan were adjudged Miss Fresher and Mr. Fresher respectively while Ms. Shadma Zaheer was awarded the title of Miss Evening and Mr. Danish Sarfaraz, Mr. Evening.

On this occasion, Dr. Ahmad Mujtaba Siddiqui, Joint Secretary, ABES; Dr. F. U. Siddiqui, Coordinator, ABES and Dr. Waseem Ahmad, Director, ABIMS honored the gathering with their presence.

The program was followed by a sumptuous and scrumptious lunch.



## Intaglio 2012

An Event Intaglio 2012 - The International Business summit of IIM Calcutta was organized in association with Nurture Talent Academy on October 15-16, 2012 at Mangalayatan University, Aligarh.

Students of different colleges & institutes participated in it. Mr. Mohd. Saquib Javeid, Ms. Pooja Varshney, Mr. Saim Mohammad Khan of MBA Final Year and Ms. Chandni Garg, Ms. Roohi Khan, Ms. Shazia Saleem, & Mr. S.M. Jafar Husain, of MBA First year and Mr. S.M. Kamran Atiq Kazmi, ex-student, represented Al-Barkaat Institute of Management Studies in the work shop & competition entitled 'Idea to Execution for Entrepreneurs'.

The top 3 teams out of a total of 16 teams were selected for the final round including a team from Al-Barkaat Institute of Management Studies, consisting of Ms. Pooja Varshney, Mr. Mohd. Saquib Javeid, Ms. Shazia Saleem and Mr. S.M. Kamran Atiq Kazmi.



## Alumni Career Update

Our alumni Mr. Md. Agha Nooruzzaman & Mr. Shaukat Ali, class of 2008, have been recently appointed as Guest Faculty in Mallapuram and Murshidabad Centres of AMU, respectively.

## Upcoming Events

- |   |                                |
|---|--------------------------------|
| Commencement of Second Sessional Test for MBA I & III Semester        | : November 7-12, 2012          |
| Mock Examinations conducted by the Institute for MBA I & III Semester | : November 26-December 6, 2012 |
| MBA Third Semester Examinations by the University                     | : December 10-January 1, 2013  |
| MBA First Semester Examinations by the University                     | : December 14-31, 2012         |