

# IMT TRANSCEND

**VOL 1 | ISSUE 4**

**IMT GHAZIABAD  
NEWSLETTER**



**Institute of  
Management Technology**  
Ghaziabad, Delhi NCR



## Content

## Page No.

Vision and Mission	1
Dean's Message	2
Faculty Corner	3
Entrepreneurship Workshop	8
Meet The Entrepreneurs	9
IMT Entrepreneurs	10
Alumni Connect	12
Young Achievers	13
Industry Connect	19
Editorial Opinion	22
Editorial Board	23

# VISION

To be a leading management institution that contributes to the development of business and society through excellence in grooming leadership, entrepreneurial talent and research.

# MISSION

Create intellectual capital in terms of scholarly and practice-oriented research relevant to its evolving techno-civilization context.

Foster a worldview that promotes diversity, inclusion, and ethical participation in the interconnected world of business.

Forge meaningful partnerships with industry, academia, government, and social sectors such that sustainable businesses are built fulfilling the collective needs of various stakeholders and the society.

Promote a culture of academic excellence benchmarked against the best institutions in its peer group.

# DEAN'S MESSAGE



**PROF. P.K. BISWAS**

**Dean  
IMT Ghaziabad**

We are aware that there has been considerable activity since independence in India in the field of economic development. A vast amount of resources (Physical, Human and Financial) have been utilized by the government, industries and various international agencies like World Bank, UNDP (United Nations Development Programme) Asian Development Bank, DFID (Department for International Development, UK) and others for the upliftment of the poor. And yet the level of economic growth and development remain lower than aspirational goal of the country. There is still much poverty, malnutrition, unemployment and underemployment. Social protection & financial inclusion of the poor is of paramount importance. Therefore, given the complex situation & diverse socio-cultural condition, requirement of capital & manpower is imperative. In this context, role of entrepreneurs become significant in accelerating economic growth and progress of the country.

Keeping this in mind, IMT Ghaziabad's vision statement emphasizes developing business and society through excellence in grooming leadership, entrepreneurial talent and research. Since its inception in 1980, over the years, IMT G has been able to nurture its graduates to focus on entrepreneurial ventures. As a result, today we can boast of having outstanding entrepreneurs all over the world. We have strengthened our curriculum through cutting edge courses like Design Thinking, Cross Functional Simulations, Entrepreneurship workshops, Management of Start Up & Growth along with functional specializations like Marketing, Finance, Operations, HR, Analytics and other subjects. Without doubt, an entrepreneur has to have both soft skills and hard skills. We provide both adequate manpower and infrastructure to hone entrepreneurial skills.

I am happy that this issue is devoted to entrepreneurship.

Looking forward to your suggestions & inputs to strengthen our entrepreneurial eco-system.

# Faculty Corner

## ABHIGYAN SARKAR



Prof. Abhigyan Sarkar is working as Associate Professor of Marketing at IMT Ghaziabad and has been associated with IMT for over six years now. He is the Chief-Editor of Paradigm, the flagship multidisciplinary journal of IMT Ghaziabad published by Sage.

He is a passionate researcher in consumer-brand relationship domain. Research papers co-authored by him have appeared in reputed international journals including European Journal of Marketing and International Journal of Hospitality Management. The management research questions that excite him include examining factors that drive consumers to either love or hate branded consumption objects. Abhigyan links the insights from his research in delivering contemporary insights in classroom, for courses including Marketing Analytics and New Age Marketing Mix.

Prof Manas Paul is a Professor in the Area of Economics, Environment and Policy. He comes with an academic background as a full-time Ph.D. scholar from IGIDR, Mumbai and the post-Ph.D. experience of more than twenty years mostly in the banking and financial industry. At the back of his rich industry experience across global and local financial institutions both in India and abroad, he is able to bring in a unique blend of academics and industry practice to his teaching and research. His teaching and research is focused around the mix of macroeconomic environment and financial markets.

## MANAS PAUL



## PUJA AGGARWAL GULATI



Prof. Puja Aggarwal Gulati is an Associate Professor in Finance Area at IMT Ghaziabad. She is also a fellow member of Institute of Chartered Accountants of India. She has over 18 years of experience in teaching, research and consultancy. She has many research papers and case studies published to her credit. Her Research interest includes stock markets, Merger & Acquisitions and Financial Reporting. She has been trained at St Gallen University Switzerland and NTU Singapore on Advanced Regression Analysis and Mergers & Acquisitions. Her teaching interests include Financial reporting and analysis, Management Accounting, Corporate Finance, Mergers & Acquisitions and Corporate Taxation. She is a corporate Trainer. She has conducted various training programs in Finance and accounting for both private and public sector organizations like Hero MotoCorp, Maruti Suzuki, Jubilant Foods, GMR Infrastructure, NTPC, EIL, MECON to name a few. She is also heading the certificate program of IMTG offered in collaboration with upGrad.

Prof. Sanjaya Das joined IMT Ghaziabad in September 2018 from industry. During his earlier thirty-four years in industry he had handled projects of national importance such as the Passenger reservation system of the Indian Railways, the IRCTC ticket booking system etc. For this last project he was given National Award for e-Governance (Gold Award, for Excellence in Government Process Re-engineering). He believes the Institute provides its students a great environment to develop their knowledge, skills and character to face the great challenges that await them in their future careers. The faculty is constantly striving to acquire and expose the students to the latest knowledge in their respective fields. The project work done by students provides them a great opportunity for hands-on study of current industry practices and future trends.

## SANJAYA DAS



# FACULTY CORNER

## ACHIEVEMENTS / AWARDS

**Prof. Abhigyan Sarkar** chaired '**Brand Management**' track for the **IIM Kozhikode Marketing Conference: 4th International Conference on Marketing Technology & Society**, and evaluated the papers for deciding on the best papers awards, December 2-9, 2020.

**Inkpothub**, the digital platform for researchers/ scholars, interviewed **Prof. Bikramjit Rishi** for his research work on mobile banking adoption. Prof. Rishi shared his journey as a researcher.

**Prof. Juhi Gahlot Sarkar** chaired '**Consumer Behaviour**' track for the **IIM Kozhikode Marketing Conference: 4th International Conference on Marketing Technology & Society**, and evaluated the papers for deciding on the best papers awards, December 2-9, 2020.

On invitation of the **Centre for European Policy Studies (CEPS)**, a leading European think tank based in Brussels, Belgium, **Prof. Kasturi Das** joined the CEPS Taskforce on Industrial Policy in January 2021.

**Prof. Kasturi Das** delivered the Keynote Address at the round table discussion on '**Border Carbon Adjustments, Ensuring Economic Efficiency, Climate Policy Strengthening and Development for All**' on invitation by the Overseas Development Institute, UK.

**Prof. Kasturi Das** participated as an Invited Speaker at the '**International Online Consultation: International Trade Policy for Environmentally Sustainable Production**' hosted by the Hoffmann Centre for Sustainable Resource Economy at Chatham House - the Royal Institute of International Affairs, London and supported by WWF-UK.

**Prof. Kasturi Das** was invited as one of the leading academic experts and policymakers at the Strategic Dialogue on '**Looking Beyond the Crises: Reshaping Future Trade and Investment Governance in Light of COVID and Climate**' as a scoping exercise to inform future work as part of the Project on Climate Cooperation co-hosted by the University of Oxford, the ClimateWorks Foundation and Mission 2020.

**Prof. Santanu Roy** has been appointed as a Member, Editorial Advisory Board, **Journal of Asia Business Studies (JABS)** - Emerald.

# FACULTY CORNER

## JOURNAL PUBLICATIONS

**Sarkar, A., Sarkar, J. G., & Sreejesh, S. (2021).** Managing customers' undesirable responses towards hospitality service brands during service failure: The moderating role of other customer perception. *International Journal of Hospitality Management*, 94, 102873.

Sreejesh, S., **Sarkar, J. G., & Sarkar, A. (2020).** Consumers' Responses to Tie-In Brand Purchase Intention in Event Sponsorships. *Event Management*. (available advanced online), <https://doi.org/10.3727/152599520X15894679115574>

Kapoor, P. S., Balaji, M. S., Maity, M., & **Jain, N. K. (2021).** Why consumers exaggerate in online reviews? Moral disengagement and dark personality traits. *Journal of Retailing and Consumer Services*, 60, 102496.

Panda, A., **Jain, N.K.** & Nambudiri, R. (2021). Work-family conflict, affective commitment, leadership and job satisfaction: a moderated mediation analysis. *International Journal of Productivity and Performance Management*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/IJPPM-01-2020-0040>

**Mishra, S., Malhotra, G., Chatterjee, R., & Shukla, Y.S. (2021).** Impact of self-expressiveness and environmental commitment on sustainable consumption behavior: the moderating role of fashion consciousness. *Journal of Strategic Marketing*, DOI: 10.1080/0965254X.2021.1892162

**Malhotra, G. (2020).** Consumers' insights to purchase G-Shock wristwatch. *Academy of Marketing Studies Journal*, 24(4), 1-13.

Kalra, A., Agnihotri, R., **Singh, R. K., Puri, S., & Kumar, N. (2020).** Assessing the drivers and outcomes of behavioral self-leadership. *European Journal of Marketing*, Vol. ahead-of-print No. ahead-of-print. <http://doi.org/10.1108/EJM-11-2018-0769>

**Varma, A., & Malhotra, G. (2020).** Psychological empowerment and job satisfaction of accountants: the mediating effect of task performance. *International Journal of Organizational Analysis*, Vol. ahead-of-print No. ahead-of-print. <http://doi.org/10.1108/IJOA-08-2020-2360>

# FACULTY CORNER

## JOURNAL PUBLICATIONS

**Vadra, R.** (2020). Prospects and challenges: A case of Aligarh lock industry. *Journal of Research in Business and Management*, 8(12), 81-86.

Kaushik, N., Bagga, T., & **Aggarwal, R. K.** (2020). Comparative study on IoT Technologies - Short & Long Range. *International Journal of Engineering Trends and Technology*, 68(12), 37-42.

**Vadra, R.** (2020). Outward FDI by Indian companies in Africa: Motives and implications. *International Journal of Advances in Engineering and Management*, 2(11), 487-492.

**Varma, A.**, Lamboglia, R., & Mancini, D. (2021). What motivates the accountants' awareness of their impact on corporate reputation?. *International Journal of Management and Decision Making*, 20(1), 88-111.

Gupta, R., **Pandey, R.**, & **Sebastian, V. J.** (2021). International Entrepreneurial Orientation (IEO): A bibliometric overview of scholarly research. *Journal of Business Research*, 125 (March), 74-88.

**Varma, A.**, & **Malhotra, G.** (2021). Establishing the antecedents of accountant's job satisfaction in an emerging market. *Journal of Financial Reporting and Accounting*, Vol. ahead-of-print No. ahead-of-print <http://doi.org/10.1108/JFRA-03-2020-0052>

Kumar, A., **Shrivastava, S. K.**, Adlakha, A., & Vishwakarma, N. K. (2020). Appropriation of sustainability priorities to gain strategic advantage in a supply chain. *International Journal of Productivity and Performance Management*, Vol. ahead-of-print No. ahead-of-print. <http://doi.org/10.1108/IJPPM-06-2020-0298>

Mukherjee, V., & **Bhattacharyya, A. K.** (2021). Market competition, relocation and lobbying. *Economics & Politics*, Published Online.

# FACULTY CORNER

## BOOK CHAPTER

**Rishi, B., & Kuthuru, N. R.** (2021). A Review for Managerial Guidelines for Social Media Integration of IMC in Digital Era. In Digital Entertainment (pp. 187-212). Palgrave Macmillan, Singapore.

**Roy S., & Mitra J.** (2021). Technological Innovation in Public R&D Laboratories in India: Dissecting the Critical Dimensions. In: Mitra J. (Ed.), Indian Entrepreneurship. Entrepreneurship and Development in South Asia: Longitudinal Narratives. Springer, Singapore. [https://doi.org/10.1007/978-981-15-4859-8\\_11](https://doi.org/10.1007/978-981-15-4859-8_11)

## CASE PUBLICATIONS

Das, P., **Moharana, T. R.**, & Indibara, I. (2020). ICICI Prudential: challenges in reaching the last mile. Emerald Emerging Markets Case Studies ID: EEMCS-01-2020-0018. Bradford, UK: Emerald Group Publishing Limited.

**Vadra, R.** (2021). Ceramics Industry: A Case Study of Khurja, UP India. The Case Centre ID: 820-0094-1. Bedford, UK: The Case Centre.

## BOOK PUBLICATIONS

**Biswas, P. K., & Dygas, R. (Eds.)**. (2021). Foreign Direct Investment outflow from Asian countries to EU member states. Warsaw, Poland: SGH Publishing House.

## IMT'S COMMITMENT FOR ENABLING NEW JOURNEY THROUGH IDEA

Keeping the vision of grooming entrepreneurial talent for a larger business and social purpose IMT introduced a novel Entrepreneurship Workshop for PGP I year students. Weaving it in our curriculum through a more experiential and practice approach provided nuanced learnings about entrepreneurial journey. Specifically, Students learned about assessing the feasibility and drivers of opportunities that can be translated into successful business models. Relying both on predictive and creative ways to generate ideas, identify opportunities the workshop navigated student to build teams and take action. We are happy to note some of the ideas took firms shape during the workshop and students could build prototypes with initial success. One of the group was selected for further incubation as well.

As an innovative pedagogical method the batch interacted with host of young IMT alumni entrepreneurs during mid of the workshop. The diversity of alum entrepreneurs and their experiences instilled a sense of experimentation and learning in the students. The skills learned in workshop are vital for success for any business. Echoing this our youngest entrepreneur, Pooja Goel, an IMT alum of 2020 batch, said that 'enabling students to experiment with new ideas early in the program will go a long way'. Pooja started her venture 'Pink Collar Professionals' in mid of pandemic last year. Nandish Malhotra, 2017 batch founder of StartUp Naukari, proactively offered to mentor students. There were eighteen entrepreneurs who interacted with the students. We hope that all these young 'visionaries' who has dared to tread a new path for themselves in larger cause will inspire a stream of entrepreneurs from current batch.

While our workshop provided a broad interdisciplinary skill-set for building around nascent ideas, it also provided perspectives that is vital for success of any business including new and corporate ventures. The workshop was mentored by Prof Anita Sharma (herself a distinguished social entrepreneur, founder of on my own), Prof Amit Jain (Co-founder of eHealth Point, Serial Entrepreneur, Industry Veteran and Educator of eminence) and Prof. Rajiv Joshi (Entrepreneur and Educator) who along with our anchor faculties Prof Gaurav and Vinayak designed and delivered the workshop.

## EXPERIENCE SHARING IN THE WORKSHOP

Ms. Pooja Goel (IMT Batch-2020, Founder PinCollarProfessional)

Ms. Aarushi Sachdeva (IMT Batch-2014, Co-founder Dohful.com)

Mr. Himanshu Saxena (Founder Simplibot)

Mr. Shikhar Suri (IMT Batch-2016, Working on a community based social networking platform)

Mr. Jagmohan Garg (IMT Batch-2016, Tech entrepreneur),

Mr. Nandish Malhotra (IMT Batch-2017, Founder StartUp Naukari),

Mr. Himanshu Arya (Founder and CEO Grapes Digital),

Mr. Pranav Updadyay (IMT Batch-2012, Edtech Start Up founder),

Mr. Krishnapal Solanki (IMT Alum and serial entrepreneur)

Mr. Prabhat Ummat (IMT Batch-1997, Co-founder and CRO ShopR360)

Ms. Neha Arora (Founder, Planet Abled)

Mr. Nikhil Jha (IIT Mumbai, Co-founder GoSporto and Educator)

Mr. Ankur Joshi (IIT Mumbai, Founder and CEO, Nuclei)

Mr Tushar Luthra, (Co-founder, Mount Eureka)

Mr. Pradyut Voleti (Founder. Dribble Academy),

Mr. Pushkar Agarwal (CEO and Founder, Truck Buddy)



**ASHUTOSH BURNWAL (PGDM-2012)**

**Co-Founder  
Buddy4Study.com**

Popularly known as the 'Scholarship man of India', Ashutosh founded Buddy4Study in the year 2011 when he was a first year Marketing student of IMT Ghaziabad. Having closely experienced funding problems for his brothers' education while he was in school in Dhanbad (Jharkhand), he built scholarship ecosystem to help students facing financial crisis in continuing their education journey. He has gone through all the challenges of a student's life to all struggles of an entrepreneur to start & build a successful company with sweat, blood and tears.

Today, Buddy4Study is India's largest scholarship platform serving more than 40 Lakh students & having 1 Lakh scholars as beneficiaries. It is simplifying scholarship world access and creating a market place to help corporations, foundations, universities and individuals to setup scholarships as their CSR or social initiative. Tata Trusts, ABG, hp, L'Oreal, HUL, Wipro, College Board, Vivo, Tata Chemical, MSDF, Schaeffler India, Tel Aviv University etc. are using Buddy4Study scholarship services.

Buddy4Study has received many national and international awards and recognitions including the best Education Startup of the year award, Best Indian Social Enterprise Award, Best Ed-Tech Startup (Top-2) globally by Capgemini, top 10 Social Enterprise, and winner of South Asia & Asia Pacific Manthan Awards.

Ashutosh's vision for Buddy4Study is to empower 1 crore students with scholarships. In free time, Ashutosh shares his decade-long entrepreneurship journey learnings with budding entrepreneurs.



**DHARMIL SHETH (PGDM-2013)**

**Co-Founder, PharmEasy**

**Awarded Forbes 30 under 30 in 2017 and Forbes 40 under 40 in 2019**

Right from my early college days, I was more interested in coming up with solutions that would benefit people around me. It was during one of my college projects that I delved into the shortcomings of the medicinal supply system in India and how numerous people are deprived of life-saving medicines.

The on-demand delivery model always fascinated me but I never thought that something similar could be done for healthcare essentials. It was only during my internship at Make My Trip, that I finally began to understand the potential of using technology to help people access medicines. It's then that I dared to dream of founding an E-Pharmacy and harnessing the power of technology to close the demand-supply gap that exists in India. It seemed like an outrageous plan then because the hurdles were numerous. But fortunately, I met dreamers who were just as determined as me to bring affordable healthcare to the masses. And the journey began in 2015.

We realized that since almost everyone has access to smartphones and the internet, the best way to take medicines and other healthcare essentials to them was through their phones. This would require a user-friendly app where a person would have to upload a picture of the prescription and the necessary medicines would be delivered to their homes.

But this was easier said than done. Putting in place the appropriate infrastructure and finding the right partners was difficult. We had to overcome prejudices and misconceptions before we earned the trust of the regulators and offline pharmacies with whom we wanted to partner. With the right funds and venture capitalist support, we finally had all the ingredients to set our online pharmacy in motion. It took us merely 24 hours to produce the beta app and launch it. And the rest is history! It was our steely determination to do good and our refusal to give up that has made our brainchild PharmEasy the largest online pharmacy in the country today.

At present, we serve over 50 lakh happy customers and deliver to 22000+ pin codes across 1200+ cities in India. We currently partner with more than 75,000 pharmacies across the country. We offer 2 lakh+ medicines, health products and diagnostic services right at a customer's home. Our Motto is 'Simplifying Healthcare, Impacting Lives!'

## Alumni Connect

### Guest Talks



**Mr. Avishek Somani (Batch of '15)**  
Finance and Controlling Head/M&A  
and Corporate Strategy at Dalmia GSB  
Refractories GmbH - Germany/India

Expressed his views on "Pricing  
Strategy in Technology Industry", on  
16th January 2020.



**Mr. Sandeep Dhar (Batch of '88)**  
CFO, President - Customer Experience  
Transformation at Hexaware  
Technologies

Talked about "CX Landscape,  
Opportunities-CX and Technology",  
on 21st January 2021.



**Mr. Nilabh Kumar (Batch of '09)**  
Assistant Director at EY

Spoke about the topic "IRDA  
Regulations on Asset Side of  
Balance Sheet", on 06th February  
2021.



**Mr. Sayan Basu Rai Chaudhury  
(Batch of '08)**  
AGM, Sales Development at Emami Ltd

Gave his insights on "Channel  
Strategy and Design" on 26th  
February 2021.

# YOUNG ACHIEVERS



## ANKIT GUPTA (PGDM)

Graduating Batch: 2014  
Present Designation/Company:  
CFO/Dollar Industries Limited

Ankit credits IMTG for his achievements and growth in his life. He joined the institute as a shy and introvert person who always stayed in the comfort of his home. Joining PGDM was a bold decision taken by him to step out of this comfort zone and to meet and interact with new people and build relations. Entering IMTG changed his life both personally and professionally. He met new people, made new friends, participated in the co-curricular activities and also joined a committee during his tenure at IMTG. He learned to work within the stipulated time and finished projects within the deadlines given. He learned to manage his time, to balance his personal and professional life and most importantly how to fit in the team and work as a team member. The practical approach in teaching helped him clear his mental blockages and gave him a new perspective to look at things.

Before joining IMTG, Ankit was working in his family business for a year but wanted to give his own contribution to the company for which he joined PGDM. After completion of the course, he joined back the business with an open mind and a clear vision on how he wants to lead the company. Ankit joined as Vice President who was looking after the newly launched women's wear brand, MISSY and also took over the Digital Marketing and Communication of the company. He started the E-commerce at Dollar which was not present earlier. Because of his hard work and dedication, he was promoted to CFO in 2019. His contributes his success to his hard work and his experience in PGDM which helped him break the stereotype mind-set of his surroundings.

IMTG has been a lifetime experience for Ankit that helped him grow and excel in his life. He has learnt to have a different perspective and to question every right and wrong. Being a CFO, having an in-depth knowledge and doing a careful analysis in all the probable directions has helped him become successful and extremely solution oriented. Ankit believes that IMT gave a 360 degree turn to his life. He also believes in the case study based teaching which is an integral part of the course at IMTG. He says that the teaching involves practical approaches which helps to understand the concept and gives an edge to analyse the situation from different angles.

Thank you IMTG for making me the person I am today.

# YOUNG ACHIEVERS



## CHETAN MEHTA (PGDM-EX)

Graduating Batch: 2012  
Present Designation/Company: Senior  
Assistant Director, Federation of Indian  
Chambers of Commerce and Industry

There is a saying that the reputation of a school is made by its people, not by its Curriculum. No place taught this to me better than IMT Ghaziabad.

My IMTG campus and study experience was rich and interesting. Professors had good material to share and the courses were interesting. IMT has got a very different and unique way of shaping the careers of students who enrol themselves and I learned a lot during my stay. Professors are always involving students in case studies, Experiential learning programs to help solve real business issues. I also got opportunity to participate in the various extra-Curricular activities/practical learnings /clubs led by student bodies offering a wholesome experience.

Throughout the year I developed various competencies and skills required for an accelerated career growth both through course curriculum at IMT and industry connect. These competencies cultivated helped in bringing an immediate positive impact in my profession.

# YOUNG ACHIEVERS



## KARAN VERMA (PGDM)

Graduating Batch: 2012

Present Designation/Company:  
Founder and Chairman/The Big  
Picture, and BRC Technologies

I had a wonderful experience at many levels from making friendships to imbibing a culture of knowledge. I also got tremendous exposure in terms of projects and internships. Fortunately, I met Professors and fellow students who helped me push the envelope. I believe a management course is not about grades and domain knowledge, it's about gaining perspectives and broadening horizons of the mind. The atmosphere at IMT Ghaziabad was very conducive for a holistic development.

Well, it's been a great ride since 2012, the year I completed my PGDM. As an entrepreneur, today, I am the founder and chairman of 2 companies namely 1) The Big Picture: A Corporate Training Company; and 2) BRC Technologies, an audio video technology solution providing company.

I also became a National Best Selling author when I wrote my 1st novel titled 'Jack & Master'. In 2020, I wrote my second novel titled 'DHRUV' which again became a National Best Seller and topped all India charts in fiction. I also became a public speaker and a coach to many corporates and institutions. Today, having conducted more than 1000 workshops, I've been a recipient of many awards and titles including the 'Youth Idol award'. I also feel honoured to be a regular columnist in Indian Express, Sunday Guardian, Outlook and a TV debate panellist across different channels like Times Now, NewsX, CNN News 18, and Republic.

When I came to IMT Ghaziabad, I was still exploring my abilities. I think these 2 years at IMT Ghaziabad helped me in discovering myself and figuring out a definitive path ahead. The biggest contribution of IMT Ghaziabad or an MBA is not just the salary package that one might get during the placement but it is the personal evolution and growth that stays with the student forever. During the course of these two years, one gets unique opportunities and comes across several instances where they are tested and tried. IMT Ghaziabad has a unique culture of exchange of ideas which propels growth. As someone who has had an independent career and has donned various hats like that of an author, a public speaker and an entrepreneur, I can say that the atmosphere at IMT Ghaziabad acts like a catalyst in one's overall growth.

# YOUNG ACHIEVERS



## KARTIK SATIJA (PGDM)

Graduating Batch: 2011  
Present Designation/Company:  
Business Manager/MDS Mobile LLC,  
UAE

The 2 years I spent at IMT Ghaziabad were the most fruitful 2 years of my life. They shaped my outlook towards business in general, and also taught me how to survive and perform in tough real-world situations. The balance at IMTG was impeccable between the curriculum and extra-curricular activities. It gave everyone a chance to transform into their own best selves!

I got a campus placement to Jumbo Electronics at Dubai, UAE as a Product Manager. I worked there for 4 years and handled different brands like Sennheiser and Acer. After 4 years, I joined MDS Mobile LLC based in Dubai, which is part of the Midis Group. MDS Mobile LLC is an official Samsung partner and owns and operates several Samsung Experience stores in UAE. I am currently working here as a Business Manager and heading the Online Retail business.

IMTG has played an extremely important role in shaping my career. The large batch size and the diversity of students ensured that peer learning was at its best at IMTG. It helped to hone and polish myself and gave me the right entry into the corporate world. The exposure that I got at IMTG helped me realize what I eventually wanted to do. Thinking back now, I can firmly say that joining IMTG was one of the best decisions I took back in 2009!

# YOUNG ACHIEVERS



## SUGANDHA BHATIA (PGDM)

Graduating Batch: 2015

Present Designation/Company: Sr.  
Manager - Organization &  
Staffing/Genpact

When I started with IMT G in 2013, I was coming fresh out of an engineering college. My first understanding of the course was the 5-day foundation program led by industry veterans who spoke about how to make the best use of IMT. Surprisingly, there were so many terms they spoke about which I had never heard of. With grit and determination, I set myself a challenge to make the most of my 2 years at hand. The courses in the first year helped me find my inclination for HR as a specialization. The short-term projects with Landmark Group and summer internship with Home Shop 18 further reinstated my passion for Human Resources. Being a part of the Corporate Committee helped me establish strong network with industry leaders. Conferred with a silver medal, I graduated in 2015 and was ready to take on the world ahead!

Immediately after IMT, I started my career with Boston Consulting Group (BCG) in its People & Organization practice. I spent around 5 years consulting global clients across industries to drive transformation efforts. I contributed to IP development and thought leadership. I also got a chance to travel extensively during this time. The rock-solid foundation laid by IMT had set me up for success in this role. Currently, I'm leading executive talent management at Genpact with a focus on leadership development, succession planning, attrition & retention and driving change initiatives on culture and performance.

The two years spent at IMT were magical as it developed me as an individual and gave me friends for life. Learning from the best faculty, interacting with students from diverse backgrounds and engaging in short term projects were few of the highlights. The privilege of spending the first year in Dubai helped me develop a global outlook which was beneficial in the teams that I worked thereafter. The extensive alumni network, well placed in the industry, has been instrumental to create further opportunities.

I take immense pride to be an alumnus of IMT G. I am extremely thankful for its contribution in my career and shaping me both personally and professionally!

# YOUNG ACHIEVERS



## ZAHED PATEL (PGDM)

Graduating Batch: 2010  
Present Designation/Company:  
Senior Product Manager,  
Technical/Amazon, Seattle, USA

I experienced a fundamental shift in my perspective of how businesses are run, and pivoted from an engineer to a management graduate. I learned management principles based on the robust curriculum and academic rigor at IMT, learning from world class professors. I represented IMT at colleges such as IIM A, FMS Delhi, NMIMS Mumbai, etc., where we won business plan competitions and interacted with a dynamic community of thought leaders. At IMT, 1. I was part of its marketing club, 2. I Co-founded the entrepreneurship cell and 3. Represented its football team. At the core of my IMT experience, is its unique culture that blends learning in a fast-paced environment supported by a socially active community.

I did my MBA summer internship at SABMiller and joined Citibank from campus. I later moved to Infosys in Technology Consulting, Dell in Business Advisory/Consulting before joining Amazon in 2016 in Product Management. As a Sr. Technical Product Manager in Seattle, I work with my team to build products using robust and scalable technology, and leverage cutting edge machine learning algorithms to solve business challenges. At Dell, I played an instrumental role in devising the integration strategy for supported services post its merger with EMC, and helped build and launch Dell's current ProDeploy suite of services.

The IMT network is its most important asset. All my career moves post IMT have been driven via the IMT alumni network, and hence it's at the core of my career progressions, and am confident it will continue to open doors for new opportunities. With accessibility to renowned professors who are true champions of all IMT students, I have built long-term relationships beyond the MBA years. Going forward, I wish to strengthen the IMT community overseas and build a strong international network.

# INDUSTRY CONNECT - LEADERSHIP SESSIONS

## LEADERS OF TODAY FOSTERING THE LEADERS OF TOMORROW

**LEADERSHIP TALK**

**SLICE OF WORK -  
LESSONS IN LEADERSHIP**

04 MAR 2021 • 5:00 PM



**NATHAN SV**  
PARTNER, CHIEF TALENT OFFICER  
DELOITTE INDIA

**LEADERSHIP TALK**

**HOW TO BECOME A  
SUCCESSFUL INTERVIEWEE**

28 JAN 2021 • 5:30 PM



**ANJITA MARY JOHN**  
MANAGER, HUMAN RESOURCE  
BAIN & COMPANY

**LEADERSHIP TALK**

**STRATEGIES FOR  
BUILDING YOUR CAREER**

27 FEB 2021 • 2:00 PM



**ABHISHEK BANSAL**  
FOUNDER, CHAIRMAN  
ABANS GROUP

**LEADERSHIP TALK**

**HOW ANALYTICS IMPACT  
DECISION MAKING**

2 JANUARY 2021 • 5:00 PM



**BRAGADEESH S**  
HEAD OF ANALYTICS  
DAIMLER AG

**LEADERSHIP TALK**

**CAREERS IN THE  
SPORTS INDUSTRY**

19 JANUARY 2021 • 2:00 PM



**MR. SRINIVASSAN G**  
CEO SPORJO  
SPORJO

# INDUSTRY CONNECT - EXPERIENCE SHARING

Anindita Banerjee

Practice Head: Diversity, Renaissance Strategic

Consultants

Anju Bhatla

Manager (Business Training), Motherson Sumi Infotech & Designs Ltd

Arun Banerjee

CEO, AI HCM Services LLP

Arun Varma

Managing Director & Ceo, Grandage Services Pvt. Ltd

Arvind Sharma

PARTNER, iValley Techventures LLP

Ashutosh Sinha

Retired as Chief Research Officer, Kantar, India

Bibhuti Pradhan

Chief General Manager (Inst. Business), Indian Oil Corporation Ltd., Hyderabad

Gautam Khetan

Associate Partner, Business Advisory Services, BDO India LLP

Jogender Singh

Sr. Vice President (Finance), India

Kumarjit Pathak

Manager- Data Science Practice, Ascena Retail Group

Mia Mikic

Director, Trade Investment and Innovation Division, United Nations Economic and Social Commission for Asia and the Pacific (ESCAP), Bangkok

# INDUSTRY CONNECT - EXPERIENCE SHARING

Michael Dias

Managing Partner, Michael Dias & Associates

Manish Gupta

Director - Client Service (Nielsen IQ)

Manish Jain

Corporate Trainer, IFDE

Niraj Singhal

Vice President, NTT Data

Ritesh Jain

Assistant Vice President, Axis Finance Limited

Rohit Raina

VP and vertical Head for direct marketing, HDFC Bank

Samir Bhatia

Founder, ACE Group of Companies

Smriti Singh Bhatia

CEO, Chief Visionary, InQognito Insights Private Limited

Stefano Pelle

Managing Director, Ferrero India Private Limited

Suranjan Gupta

Executive Director, Engineering Exports Promotion Council of India (EPEC India)

Ujjawal Galada

GENERAL MANAGER, Emami Limited

Vikas Mehta

Consultant, Ex Mullen Lowe Lintas, JWT

Vishal Pant

Executive Director, Encotec Energy India Pvt Ltd



**DR. HARVINDER SINGH**

**Professor  
IMT Ghaziabad**

For centuries, Geopolitical thinkers tried to understand what gives the nations a competitive edge over the others in international relations. Based on historical evidence, thinkers like Mahan suggested controlling the seas, Mackinder suggesting controlling the geographic heartland of Eurasia and Spykman suggesting controlling the Rimland and the waters surrounding the heartland. However, the world's geopolitical map metamorphosed after the cold war, and the world suddenly became unipolar. Fukuyama called it the 'end of history', and Huntington suggested that nations or groups of nations will not fight to defend a political or economic ideology from now onwards. Future clashes would be between the civilizations representing distinct religio-cultural realms.

The mighty and vast Mongol empire proved ephemeral as it got fragmented and was later assimilated by the cultures it subjugated. Probably the Mongols lacked the soft power to overpower the dominant cultures they had conquered. Therefore, the role of 'Soft Power' of nations become significant. Some countries extend their soft power through a network of cultural centers in different parts of the world. Examples include the United Kingdom (British Council), Germany (Goethe Institute), France (Alliance Francaise) and China (Confucius Institute).

However, the US successfully extended its culture with the help of Hollywood movies and music. Something similar is observed in South Asia, where India and Pakistan positively influence the other country's citizens through their films and dramas, respectively. This way, the country's culture and soft power can be extended and established beyond the confines of specific, brick-and-mortar cultural centers. Business organizations and entrepreneurs have a significant role in this because they can create, promote, and broadcast content that highlights the positive aspects of the national culture. Unfortunately, this role of business is seldom understood, much less appreciated.

## EDITORIAL BOARD

Dr. Abhishek  
Dr. Bikramjit Rishi  
Dr. Harvinder Singh  
Dr. Rashmi Aggarwal  
Dr. Santanu Roy - (Chairperson)

## SUPPORT TEAM

Ms. Nidhi Singh  
Ms. Preeti Nayal

## STUDENTS' COMMITTEE

Muskaan Nautiyal	Creative Director
Devashish Singh	Content Coordinator
Sidharth K	Associate Lead Designer
Dibyamalya Nayak	Associate Lead Designer
Shriram Talwar	Brand Identity Developer
Kshitij Bisht	Brand Identity Developer