Certification & Ranking:
- Ranked 49th amongst all B-Schools in India, Business World, June 2012
- Ranked amongst top 50 B-Schools in India, Competition Success Review, October 2012
- Ranked A2 Category B-School in the country, Indian Management, May 2012
- I.T.S- IM Ranked 39th amongst top 50 B-Schools in India, Business Today, October 2012

An ISO 9001:2008 certified Institute
- NAAC Accredited "A Grade" Institute
- Authorized centre for Ph.D. Programme
- NBA Accredited
- Equivalent to MBA of any Indian University by AIU

Enlightening Minds!!

Foreign Collaboration:
- Catholic University of Lyon, FRANCE
- Management Development Institute, SINGAPORE
- Teesside University, UK
- Chaoyang University of Technology (CYUT), TAIWAN
- University of Leicester, UK
- University of La Rioja (UNIR), Spain
- STI Education, MYANMAR
- KUSOM, Nepal
- Asian University, THAILAND
- Girne American University, UK
- Birmingham City University, UK

Institute of Technology and Science
Mohan Nagar, Ghaziabad-201 007
www.its.edu.in
OUR VISION
Creating a Thinking Professional Order

OUR MISSION
To make incessant endeavour to create learning process in response to changing managerial paradigms

OUR OBJECTIVE
• Generating new learning techniques
• Improving the teaching process
• Expanding the information technology capacity
• Strengthening the industry-interactive network
• Facilitating professional practitioners in searching their potential
• Inculcating team spirit among the learners

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Dr. D.V. Singh
Chairman
Former Director, IIT Roorkee,
Former Vice Chairman, AICTE

Prof. Atmanand
Professor
MDI, Gurgaon

Mr. Shyam Malhotra
Executive Director
Cyber Media India Ltd.,
Gurgaon

Dr. Pritam Singh
Former Director, MDI,
Gurgaon
Former Director IIM, Lucknow

Dr. M.P. Gupta
Former Faculty, FMS
Delhi University

Nominee of State Govt.
Director
Technical Education
(Ex-Officio)

Dr. Ajay Pandit
Professor,
Faculty of Management Studies
Delhi University

Mr. Manoj Tandon
Head, Banking & Finance Division
CSC India Pvt. Ltd., Noida

Dr. A. K. Mishra
Professor
IIM, Lucknow

Dr. Abad Ahmad
Former Pro Vice Chancellor
Delhi University

Nominee of State Govt.
from the Region (Industrialist/ Technologist/ Educationist)

Nominee of the Council
approved by the Chairman of the Council from the panel of the region to be nominated by the Regional Committee

Nominee of the Affiliating
Body/ University/ State Board of Technical Education

Dr. A. K. Puri
Member Secretary
Director General,
Institute of Technology & Science

Dr. R. P. Chadha
Chairman
I.T.S - The Education Group

Mr. Sohil Chadha
Vice Chairman
I.T.S - The Education Group

Mr. Arpit Chadha
Vice Chairman
I.T.S - The Education Group

Mr. B. K. Arora
Secretary
I.T.S - The Education Group

Mr. Surinder Sood
Chief Administrator
I.T.S - The Education Group

Dr. Sunil Kumar Pandey
Professor
Institute of Technology & Science

Prof. D. K. Pandey
Associate Professor
Institute of Technology & Science
I.T.S – Institute of Technology & Science under the auspices of Durga Charitable Trust Society established its first campus at Mohan Nagar, Ghaziabad in year 1995. The Group has been committed in its Vision of Creating a thinking professional order. The group has highly experienced faculty members, dedicated students, alumni and a closely linked network with the corporate that has helped building I.T.S a premier group of Institutions.

I.T.S Parivar takes pride in imparting education in the respective courses of Management, Information Technology, Dental Sciences, Engineering, Paramedical, Pharmacy and Microbiology. With the presence of 8 institutions, more than 700 full-time faculty and 8000 skilled students sorority, the Group has been fully dedicated in delivering support and value to the society at large.

Programme Highlights

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<td>Management</td>
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<td>IT</td>
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<tr>
<td>Engineering</td>
<td>B.Tech. (CS, EE, ME &amp; IT) and M.Tech. (CSE)</td>
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<tr>
<td>Dentistry</td>
<td>BDS &amp; MDS</td>
</tr>
<tr>
<td>Biotechnology</td>
<td>B.Sc. (Biotechnology) and M.Sc. (Biotechnology)</td>
</tr>
<tr>
<td>Pharmacy</td>
<td>B.Pharma and M.Pharma</td>
</tr>
<tr>
<td>Paramedical</td>
<td>BPT and MPT</td>
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</tbody>
</table>

Institute of Technology & Science, Mohan Nagar

PGDM
Approved by AIUE, NBA accredited, NAAC accredited 'A' grade institute, Equivalent to MBA by AIU

Ph.D.
Affiliated to MTU NoIda

MBA & MCA
Affiliated to MTU NoIda

I.T.S- U.G. Campus, Mohan Nagar

BBA
Affiliated to CCS University, Meerut

BCA
Affiliated to CCS University, Meerut

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I.T.S - THE EDUCATION GROUP

18 Years of Excellence

I.T.S - Dental College, Murad Nagar
BDS
Affiliated to C.C.S. University, Meerut

MDS
Affiliated to C.C.S. University, Meerut

I.T.S - Paramedical College, Murad Nagar
B.Sc.
(Bio tech)

M.Sc.
(Bio tech)

B.P.T

M.P.T

I.T.S - Paramedical (Pharmacy) College, Murad Nagar
B.Pharm
Affiliated to MTU, Noida

M.Pharm.
Affiliated to MTU, Noida

I.T.S - Institute of Management, Greater Noida
PGDM
Approved by AICTE

I.T.S - Dental College, Greater Noida
B.D.S
Affiliated to C.C.S. University, Meerut

M.D.S
Affiliated to C.C.S. University, Meerut

I.T.S - Engineering College, Greater Noida
M.Tech
(CSE)

B.Tech
(CS, EE, ME & IT)

M.C.A & M.B.A
(Affiliated to MTU, Noida)

I.T.S has two multi-speciality hospitals with 100 beds each catering to medical needs of society.

I.T.S - Surya Hospital, Murad Nagar

I.T.S - Surya Hospital, Greater Noida

Facilities are available for General Medicine, Surgery, Orthopaedics, Paediatrics, Gynaecology & Ophthalmology.

www.its.edu.in
Director General

The dynamics of the social, economic and corporate world is throwing up new challenges requiring different skill sets, personality and ability to manage diverse situational expectations. Education today has to be dovetailed with the emerging shift in paradigm. The world today needs professionals committed and humane at the core of their hearts to be able to make a difference in the quality of human life.

I.T.S established in 1995 is an institution which focuses on holistic development and aims to imbibe the right mix of theoretical knowledge and practical exposure to learners. The core strength of I.T.S Group is the right mix of infrastructural facilities, highly learned and experienced faculties and self-driven enthusiastic students.

We organize a number of Seminars, Conferences, Workshops, Marketing Fair highlighting Research and Developments in various facets of Management which provides a platform to the students to develop the necessary academic and intellectual knowledge resulting in all round intellectual development. The focus on value based education coupled with extracurricular activities results in preparing students to acquire the requisite skills and attitude to support and steer corporate in their varied endeavours.

The Institute has a Corporate Resource Centre (CRC) which organizes guest sessions by senior managerial personnel of the leading corporate of India, Summer Training and the final placement of students. This networking also assists us in constantly updating our curricula and designing of industry relevant courses.

I.T.S strives to create a thinking professional order and our efforts are aimed at progressively higher quality and performance benchmarks to offer human resources with desired knowledge, skills and attitude to facilitate the organizations in their mission of creating a better world.

Dr. A. K. Puri
Director General

Director - Management

The rapid change of economy has accelerated the demand for value based management education which is qualitative, pragmatic, multidimensional and globally competitive. An effective manager, who has to keep pace with fast changing concepts of management and bring about a healthy and hygienic industrial atmosphere, is the necessity of the time.

I.T.S established in 1995 and nestled in the National Capital Region of the Country has a rich history of producing effective and responsible managers who have served the Corporate World on its journey to growth and prosperity. Our students are highly sought after by the Industry and its successful alumni have brought accolades to the Institute and the tradition of excellence still continues.

Rigorous external validation and regular up-gradation of syllabi, corporate interaction and systematic blending of cutting edge theory with real world experience are incorporated in the pedagogy. Our campus vibrates with various seminars, workshops, conferences and other co-curricular activities. They help out students get insight into their self and the soul, choose their lives’ priorities and materialize their fondest dreams. All these are designed to enable the students to visualize and appreciate the fast changing global trends and act as future-proof successful managers.

The aim of I.T.S active Placement Cell is to ensure full placement assistance for all its students. Deliberate efforts are made to place our students in encouraging positions in the industry that can match with their expectations of fairly good lifestyle.

I can assure you that the educational commitment at I.T.S prepares its young students (who are eager to prove themselves) to stretch their abilities and capabilities as Change Agents.

Dr. B.S. Hothi
Director - Management
About the Institute

I.T.S - Management and I.T. Institute, is one of the leading B- School in Delhi / NCR. The institute, which is campus – I of the four campus, started with its flagship course in PGDM and now also has MCA, MBA, BBA, BCA courses to its credit and is also a centre for Ph.D. Programmes. I.T.S is one of the B-School in the region awarded with the certification of ISO 9001:2008 & accredited as “A Grade” Institute by NAAC- National Assessment and Accreditation council.

The curriculum is designed to provide contemporary knowledge and skills, both functional and entrepreneurial in the field of management & information technology to provide students with necessary foundation and advanced knowledge. I.T.S also provides global exposure to the students by the foreign students exchange programmes. I.T.S is dedicated to an educational experience in preparing students think and solve intricate organizational issue.

- Learning attitude
- Sincerity of purpose
- Innovative thinking
- Perception to relate learning with application and values
- Transactional knowledge
- Intellectual maturity

The institute ensures application of theoretical fundamentals to real life situation through projects, case studies, role plays, management games, quizzes, industry interaction and CSR activities that are Organized at regular frequency.

Infrastructural Facilities

- 6 Academic blocks consisting of lecture theatres & tutorial rooms with high-end teaching aids.
- Medical facility to take care of immediate health needs.
- Well furnished, air-conditioned faculty offices receiving online connectivity for assistance in their teaching.
- E-library which always assists students to meet their learning goals.
- Auditorium & Seminar hall with latest state-of-the-art audio-video facilities with a total seating capacity exceeding 350.
- Ten well equipped Computer labs & 24 hrs. Wi-Fi enabled campus.
- Sports Complex, Gym.
- Cafeteria & plenty of open space for rejuvenation of students.

www.its.edu.in
Lecture Theatres

Air-conditioned lecture theatres equipped with state-of-the-art Audio-Visual Aids for easier delivery of lectures and better understanding of the students. These spacious lecture halls are 24*7 Wi-Fi enabled with Multimedia Technology.

Library

- Stock of over 41000 books, 2900 video-audio cassettes & CDs, 2000 project reports, 160 reputed journals (incl. 30 international journals).
- The excellent learning resources, Virtual library – an IT based system containing online collection of information.
- Have different sections on IT related books, Journals, Magazines and e-reference section.
- Runs on the “Alice for Windows” software, which serves as a catalyst in the learning process.
- Its separate Electronic Media Library division (with 10 Multimedia PC) is its unique feature.
- Has access to Indian and Global database related to programme and training material.
- Fully automated and air-conditioned library with huge range of collection of collection of books related to all the courses.
- Concept of E-bodh which proved very useful to students.
- Has following online database for all students:
  - EBSCO Business Resource Premier.
  - Capitaline corporate database.
  - DELNET Union Catalogue.
**IT Infrastructure**

- Excellent Infrastructure for imparting the computational skills to the students and leveraging software development using the latest IT tools & techniques.
- Ten state-of-the-art computer Labs with more than 668 Pentium based computers connected with structured optical fibre network.
- MSDN academic alliance with Microsoft for latest products updates.
- Round the clock Broadband internet 12 Mbps (1:1) connectivity.
- IBM centre of Excellence software Lab.
- Wi-Fi enabled campus.

**Servers**

- IBM *3400 series, MS windows- 2008 servers.
- Linux Enterprise edition.
- Threat management gateway server (MS Windows-2008 server).
- X-226 series server with lab automation software for student login (MS Windows- 2008 server).

---

**Sports Complex**

I.T.S. also motivates students to take part in various sports activities, therefore it provides facilities of Badminton, Table Tennis, Cricket, Volleyball, Chess etc. It is well equipped with most of the indoor games under one roof with Badminton & volleyball Court.

**Gymnasium**

The health and fitness issues are our utmost priority which is met through a health & fitness centre. The college Gymnasium is furnished with latest Exercise equipment and our trained staffs who guide the students to the right build-up techniques. Students can review their own strengths & utilize this facility as per head.
Hostel
- Separate hostel accommodation for girls (Durga halls) and for boys (Eklaya halls), within the campus of I.T.S.
- 24 hrs. Wi-Fi enabled hostel.
- Managed by dedicated warden and offers facilities of room laundry, phone, entertainment and photostat.
- Homely food is provided in both hostels.

Cafeteria
Hygienic food provided by Bikano in the cafeteria. Cafeteria is pleasantly designed with relaxing seating arrangements for the students. Cafe Coffee Day also has an outlet within the campus to provide snacks & drinks.

Auditorium & Seminar Hall
- Auditorium & Seminar halls totally air-conditioned which can accommodate more than 350 people at a time.
- The Auditorium & Seminar halls are well equipped with latest state-of-art audio/video.

Medical & Accidental Insurance Facility
- Routine Medical Check-ups of students and staff members.
- Emergency medication hospital facility available within the campus.
- Students are covered by “Group personal accidental insurance Policy.”
- Various safety related lectures are conducted for both the girls & boys.

In-House Publications

**Newsletter**
I.T.S news-letter is published quarterly which emphasizes on the Institute’s activities that are taking place in the areas of Management and IT.

**The Finvest Times (Finance)**
A newsletter totally based on improving the financial knowledge and aspects which will help students at the time of placements.

**Marrecus line (Marketing)**
A newsletter which helps students to get connected with the latest products and market strategies.

**I.T.S Journal "SYNERGY"**
A biannual Journal
The focus of the journal remains upon contemporary themes, research study, book reviews, articles etc. The journal also encourages research on different practical areas of Management, I.T., and issues relating to economy, industry and environment.
INTERNATIONAL COLLABORATIONS

In its incessant endeavour to acquaint students & faculty with Global management practices, I.T.S-Group of Institutions, Ghaziabad has signed a Memorandum of Agreement with some renowned universities across the globe.

- Catholic University Lyon (France)
- Chaoyang University of Technology (CYUT), Taiwan
- Management Development Institute (Singapore)
- Birmingham City University, UK
- University of Leicester, UK
- Teesside University, UK
- Girme American University, UK
- University of La Rioja (UNIR), Spain

Student Exchange Programme
- I.T.S Student attended 2013 summer school session in Catholic University of Lyon, FRANCE.
- Foreign Students from Japan, Russia & Poland attended 1 trimester in I.T.S Mohan Nagar, Ghaziabad.

Overseas Educational Trips
- Singapore and Malaysia (2010-12) batch.
- Singapore and Malaysia (2011-13) batch.

Table:

<table>
<thead>
<tr>
<th>Name</th>
<th>Country</th>
<th>Projects Undertaken</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yuta Maruyama</td>
<td>Japan</td>
<td>Indo-Japan Trade Relations</td>
</tr>
<tr>
<td>Dayyda Evgenya</td>
<td>Russia</td>
<td>Urban Transportation</td>
</tr>
<tr>
<td>Krzysztof Remigiusz Kubiak</td>
<td>Poland</td>
<td>Market potential of Indian natural products in Poland</td>
</tr>
<tr>
<td>Agata Bielezewska</td>
<td>Poland</td>
<td>Women Status in India</td>
</tr>
</tbody>
</table>

Eminent Foreign Speakers @ I.T.S

- **Dr. Stefan Bogdan**
  Director General
  International Center for promotion of enterprises, Slovenia (EU)

- **Mr. Sanjay Hallon**
  Managing Director - Practices
  Inside – Jobs, Dubai

- **Mr. David Kuefler**
  Principal, Creative Director / Strategist
  Junxion Company, France

- **Prof. Stephen Rawlinson**
  President
  JRE Group of Institutions, Greater Noida

Certificate of Attendance

Université Catholique de Lyon
ESDES, School of Management

This is to certify that Vaibhav Singh attended the

· 2013 SUMMER SCHOOL SESSION “Doing business in and with The EU” in Lyon, France
  from June 12th to July 10th 2013

Lyon, July 3rd, 2013

Christian BÉNARD
Director/Dean

www.its.edu.in
Admission is offered on the basis of merit on score of MAT/CAT/XAT/ATMA/JMET or any other national level test followed by performance in GD & Personal Interview at I.T.S. Students are allowed major or dual specialization out of Marketing/Finance/Human Resource/Information Technology and International Business. There are value added modules on Communication, Personality Development, Interpersonal Skills, Sensitive Business Models, Simulation etc. To meet the demand of international markets, language classes for English and French are also conducted.

**Learning Methodology**

- Topic based lecture by corporate practitioners
- Viva voce with Senior Management practitioners
- Extra/Co-curricular activities
- Alumni Interface
- Group/Individual Presentations
- Mentor-Mentee Interaction
- Seminar/Industrial Visits
- Live Projects/Field Assignments
- Classroom Teaching
- Guest Lectures

**Teaching Methodology**

The Faculty at I.T.S uses mix of various teaching pedagogy to make the best of the learning from various methods.

- Interactive Seminar
- Business Quizzes
- Real Life Simulation
- Individual/Group Assignment
- Case Studies
- Role Plays
- Multimedia Aid
- Management Games
### Year 1

**Trimester 1**
- Organizational Behaviour
- Quantitative Techniques for Management
- Marketing Management
- Financial Accounting
- IT For Managers
- Business Communication
- Managerial Economics
- Soft skills for Managers I

**Trimester 2**
- Organizational Behaviour II
- Marketing Planning & Strategy
- Research Methodology
- Production & Operation Management
- Decision Science
- Business Legislation
- Cost Accounting
- Financial Management I
- Soft skills for Managers II

**Trimester 3**
- Global Business Environment
- Supply Chain Management
- Human Resource Management
- Financial Management II
- Macro Economics
- Information Management
- Strategic Management I

### Year 2

**Trimester 4**
- Strategic Management II
- Soft Skills for Managers III
- Consumer Behaviour 1
- Integrated Marketing Communication
- Services Marketing
- Global Marketing
- Marketing Research
- Security Analysis & Portfolio Management 1
- Merger, Acquisitions & Corporate Restructuring
- Management of Financial Services
- Personal Wealth Management
- Performance Management & Reward System
- Training & Development
- Employee Relations Law
- Talent Acquisition
- Global Marketing
- International Trade Procedures
- International Trade Theories & Practices
- Geo-political Environment of Business
- Database Technology
- System Analysis & Design
- Data Communication & Network
- Enterprise Resource Planning

**Trimester 5**
- Strategic Brand Management
- Sales & Distribution Management
- Retail Marketing
- Customer Relationship Management
- Rural Marketing
- International Financial Management
- Financial Derivatives & Risk Management
- Corporate Taxation
- Project Appraisal & Finance
- Emotional Intelligence
- Organizational Development
- Organizational Leadership
- Competency Mapping
- International Financial Management
- Cross Cultural Management
- International Business Strategy
- Managing Information Technology Projects
- Telecommunication in Business Management
- Information Security Management
- Managing IT Enabled Services

**Trimester 6**
- E Business
- Corporate Governance
- Environmental Management
- Digital & Social Media Marketing
- B2B Marketing
- Return On Investment
- Insurance Management
- Bank Management
- Global Human Resource Mgmt.
- Strategic Human Resource Mgmt.
- International Trading under WTO
- International Financial Institutions
- Business Intelligence
- Knowledge Management

[www.its.edu.in](http://www.its.edu.in)
Dr. A.K. Puri
Director General
Ph.D., MBA, M.Sc., CA, LL.B, DOL
Academic Exp.: 23 yrs
Industry Exp.: 14 yrs

Dr. B.S. Hothi
Director Management
Ph.D., MBA, MA, APSM
Academic Exp.: 20 yrs
Industry Exp.: 20 yrs

Dr. Sujata Khandai
Professor & Principal - UG
Ph.D., PGDM, BA
Academic Exp.: 21 yrs
Industry Exp.: 1 yr

Dr. Harish Kumar
Director - IT
B.E (C.Sc.), M.Tech (C.Sc.), Ph.D. (C.Sc., IIT Roorkee), PDF (NRIIA, France)
Academic Exp.: 8 yrs
Industry Exp.: 13 yrs

Prof. A.R. Mishra
Associate Professor
B.Sc., MBA, Ph.D. (Pur)
Academic: 16.7 yrs
Industry Exp.: 6 yrs

Prof. Abhay Kr. Ray
Assistant Professor
B.C.A., MCA, Ph.D. (Pur)
Academic: 5.6 years
Industry: 10 Months

Prof. Avanindra Nath Thakur
Assistant Professor
B.A., LLB, MBA, MCA, M.Tech (IT)
Academic: 11 Years
Industry: 6 Months

Prof. Ashima Khanna
Assistant Professor
B.C.A., MCA
Academic: 6 years
Industry: 9 months

Prof. Avanindra Nath Thakur
Assistant Professor
B.A., LLB, MBA, MCA, M.Tech (IT)
Academic: 11 Years
Industry: 6 Months

Prof. C.K. Sabharwal
Senior Professor
B.A. (Eco.), M.A., M.Phil
Academic: 1 year

Prof. Chandra Mohan Garg
Assistant Professor
B.Sc., MBA, MA (Eco.), Ph.D., (Pur)
Academic: 12 Years
Industry: 1 Year

Prof. Dashyant Tyagi
Assistant Professor
B.Sc., M.Sc., M.Phil, Ph.D. (Pur)
Academic: 6.5 Years

Prof. Gaurav Kr. Mishra
Assistant Professor
B.Sc., MCA, M.Tech (CS)
Academic: 11.1 Year

Prof. Govind Nath Srivastava
Assistant Professor
B.Sc., MBA, Ph.D. (Pur)
Academic: 7 years
Industry: 2 Years

Prof. Harish Kumar
Assistant Professor
B.Sc., MBA, MCA, M.Tech (IT)
Academic: 9.6 Years
Industry: 4.3 Years

Prof. Kapil Mohan Garg
Assistant Professor
B.Sc., MBA, MCA, M.Tech (IT)
Academic: 9.6 Years
Industry: 4.3 Years

Prof. Mahesh Kumar Pal Singh
Assistant Professor
B.Sc., MBA, MCA, M.Tech (IT)
Academic: 9.6 Years
Industry: 4.3 Years

Prof. Naiit Kumar Sharma
Assistant Professor
B.Sc., MBA, MCA, M.Tech (IT)
Academic: 9.6 Years
Industry: 4.3 Years

Prof. Govind Nath Srivastava
Assistant Professor
B.Sc., MBA, Ph.D. (Pur)
Academic: 7 years
Industry: 2 Years

Prof. Kapil Mohan Garg
Assistant Professor
B.Sc., MBA, MCA, M.Tech (IT)
Academic: 9.6 Years
Industry: 4.3 Years

Prof. Mahesh Kumar Pal Singh
Assistant Professor
B.Sc., MBA, MCA, M.Tech (IT)
Academic: 9.6 Years
Industry: 4.3 Years

Prof. Naiit Kumar Sharma
Assistant Professor
B.Sc., MBA, MCA, M.Tech (IT)
Academic: 9.6 Years
Industry: 4.3 Years
To foster a sense of belongingness among students, I.T.S provides a platform for them for pursuing both academic and non-academic interests. The institute has a host of student-driven societies from which the student can choose and obtain membership to pursue their creativity and hone their management skills.

Finance Club
The club aspires to bring the best minds from academicians, industry and students to discuss, collaborate and research on the issues relating to Finance, at national and international level. Some events organized by this club are 'The Business-Quiz' and 'The Financial Statement Analysis'.

Marketing Club
Aims to help students to understand the Market in actuality & gain an insight of marketing concepts and industry’s best practices with activities like Marrecus Line-Monthly Marketing Newsletter, Brand Crafting Competition, Ad-Mad show, Business-Plan competition and Chart Exhibitions.

HR Club
It is the result of a vision through which H.R. practices can be done and get the exposure.

IB Club
The objective of IB club is to create awareness of new societies, economies, places and cultures at international platform amongst students. With this aim and focus, the club organizes various events, talks, debates, panel discussions, symposiums and competitions from time to time.

Literary Club
The club facilitates exchange of ideas, emotions & theories through creative writing, debating and quizzing at intra & inter institutional events. This club often organizes inter college events such as "Brand My Library" and several other events to inculcate reading habits among students.

The Theater Club
"The Theater Club" is for the students to explore and enrich their hidden talent of acting & creativity. This is done by organizing various activities like Skit, Mono Acting, Group Mime, Individual Acting etc. involving some of the prominent theatre personalities.

Alumni Club
The splendour and glory of the achievements of this club contribute to the brand name of I.T.S and constantly inspires the current students to scale greater heights. This club has been organizing events like "Alumni Meet", "RE-UNION party" and "Alumni Mentorship Programme" to foster the bond between the passouts and current students of I.T.S.
**Annual Fest**

WYSIWYG (WHAT YOU SAY IS WHAT YOU GAIN) – This two day student driven Inter-college fest invites massive participation from the prestigious B-Schools from Delhi-NCR region. It provides a great platform to the upcoming future managers to showcase their talent and prove their mettle.

The event includes ARTHSAAR, NATRAJ, ARTHKAUSHAL and TOWER BUILDING etc.

**Parivartan** – The Slum Education Programme

- ‘Parivartan’ is another CSR programme conducted by PGDM 1st year students. This mainly comprises of Slum Education Programme in which PGDM student volunteers visit slums on all Sundays and teach around 120 slum children as per their I.Q. and current knowledge. At the end of the class, biscuits, chocolates and sweets are distributed amongst the children.

**Plantation Drive**

- Every year I.T.S. calls for a massive plantation campaign bringing its students, faculty and staff members together. Around 100 saplings are planted under the drive.

**Distribution of Clothes to Poor**

- Every year in the month of December I.T.S, Ghaziabad donates blankets, and woollen clothes to the poor.

**Sports Activity**

- Inter College Cricket Tournament February 2013
  I.T.S Mohan Nagar has won the IX Annual Inter Institute cricket tournament and won a cash prize of 10000/- along with a trophy.

- I.T.S Open Chess Tournament April 2013
  30 colleges across North India participated in the event.

- I.T.S won Basketball University championship in 2011

**Excursion to Nainital & Jim Corbett National Park**
Corporate Resource Center tries to bridge the gap between analytical and functional skills by providing the best fit to the students. I.T.S prepares its students to undertake any challenge from the first day of their professional life. The cross-sectoral participation in the campus placements bears testimony to the class education and excellent talent pool of I.T.S which has been successful in adding more and more companies in the list of its recruiters every year.

As the name depicts, this Center aims to facilitate a proactive interaction between the academia and the corporate world. The continuous efforts of Corporate Resource Center comprising of experienced placement team members of faculty, selected student representatives and headed by the Director General, has built a fruitful and long lasting relationship with various organizations.

- Corporate talk and Industry visits
- Summer Internship
- Pre-Placement talks and Final placement
- Live projects
- Lectures, Seminars, Conferences & Workshops
- PDPs & Mock Interviews
Industrial Visits
Relaco Footwears Ltd.
Bahadurgarh, Haryana
Bisleri International Ltd.
Sahibabad, Ghaziabad
Luminous Power Technologies Ltd.
Baddi, Himachal Pradesh
Yakult Danone India Pvt. Ltd.
Sonipat, Haryana
Hindustan National Glass Industries Ltd.
Bahadurgarh, Haryana
Mother Dairy
New Delhi

Mr. Rajeev Gupta
Council Member
European Business Group

Mr. Sumit Narang
Director Marketing - Samsung

Mr. Sharad Aggarwal
Sr. Vice President - (M)G
Godfrey Phillips India Limited, New Delhi

Mr. George Paul
Director - Marketing & Strategy
Ericsson India, New Delhi

Mr. Raymond Jordan
Director mHubb
Entrepreneur from Australia

Mr. Mohan Bajjar
Consultant
Sesvanderhave N.V.S.A & De Sesmet, Belgium

Ms. Harpreet Dutta
Executive Director & Chief People Officer
ABC Consultants, New Delhi

Mr. Subhash Mohindru
Vice President
Usha International, Gurgaon

Mr. Debrishi
Business Head
Max Retail, Landmark Group, Noida

Mr. V. K. Jaitly
Owner-cum-Director, C-Cube

Mr. Prashant Sharma
Sr. Manager HRD GAIL

Mr. Subhash Jagota
Managing Director
Jabro Advertising & Marketing Pvt. Ltd., New Delhi

Mr. Muni Dhar Shyam
Head - HR - India
ATC India

Mr. Tushar Pandey
Country Head & President, Yes Bank Gurgaon

Mr. Amit Doshi
Executive Director
Hitachi Home Solutions India Ltd, Ahmedabad

Mr. Sudhakar Yadav
Manager
Global Enterprise - Reliance Communication

Mr. Arunav Banerjee
Executive Director
Rubicon Learning Systems (P) Ltd., New Delhi

Mr. Sandeep Kapoor
Managing Director
Relio Quick India Pvt. Ltd., New Delhi

Mr. Pankaj Malhotra
VP Sales, Communication Industries

Mr. Vivek Nanda
Head - Direct & Institutional Sales
Sharp India Pvt. Ltd., New Delhi

Mr. H. L. Passi
Vice President
Habitat Infrastructure Ltd., GZB

Mr. Rahul Rani
Head - Human Resource Competency Centre
ST Microelectronics, Greater Noida

Mr. Sanjeev Shukla
General Manager & Head
Bharat Hero Moto Corp, Noida

Mr. Bhaskar Dasgupta
General Manager, HCL

Mr. J. B. Kou
GM
Xerox India, Gurgaon

Dr. A.K. Mishra
Professor
IIM, Lucknow

Mr. Pankaj K P Shreyaskar
Director
Central Information Commission, GOI, New Delhi

Mr. Dheerendra Singh
GM
TV Today Networks

Mr. Vivek Kumar Srivastava
Development Manager
Nokia Siemens Networks

Dr. Justin Paul
Professor and Author
University of Washington
Foster school of Business, USA
I.T.S Parvar maintains constant interaction with eminent personalities from different spheres of the society for experience sharing & making students aware with the nuances of life. Some of the renowned persons have shared their views after visiting I.T.S Group of Institutions.

Mr. Vikram K. Chand  
World Bank  
"This is a wonderful opportunity for me to interact with your excellent and lively student body. Thank you so much for inviting me to speak at your institution."

Mr. Radhey Shyam  
Ex-RBI  
"Heartly thanks for giving me opportunity to visit the institute and share my thoughts with the audience. It is quite a learning experience."

Mr. Alok Pandey  
Director-Advanced Studies  
The Institute of Cost & Works Accountants of India (ICWAI)  
"Highly disciplined students and great academic ambiance. Great pleasure being here."

Mr. Tushar Pandey  
President and Country Head - Strategic Initiative, Yes Bank  
Government and Advisory-Central and State Government.  
"Very energetic and enthused students. Please keep up the positivity in or around turbulent time."

Mr. Sanjeev Shukla  
General Manager and Head  
Bharat Hero Moto Corp  
"I am always delighted to connect with students. I.T.S is doing awesome job of getting us here. All the very best to I.T.S and to the students."

Mr. Yogesh Agarwal  
Chairman  
PFRDA, Govt. of India  
"Delighted to be here and impressed by the sweet, bright and energetic young students."

Mr. Deba Prasad Bhattacharya  
Advisor (Learning and Development)  
Indian Farmers Fertiliser Co-Operative Ltd.  
"Highly interactive session with the faculty and the participants. I wish them the best in their career."

Mr. Sunil Kumar  
Joint General Manager  
IRCTC (A Govt. of India Enterprise)  
"It is a beautiful Session, students are very confident, brilliant !!"

Mr. Aquil Busrai  
Executive Director, Human Resource  
IBM  
"Innovative and relevant theme. Institutes like I.T.S can play a major role in preparing the community for pragmatic entry into industry through Academia Industry interface. Many compliments!!"

Dr. Pankaj Jalote  
Director  
IIT-Delhi  
"Enjoyed my visit at I.T.S, well-coordinated national seminar by the Institute."

Mr. Toni Malik  
Sr. Director  
Deloitte Haskins & Sells  
"Had a wonderful experience at I.T.S on IFRS discussion with an intelligent group of students. Thoroughly enjoyed the hospitality."

Mr. Amit Doshi  
Executive Director (Corporate Affairs & HCS)  
HITACHI  
"Good and interactive participants, it was great interacting with them."

Mr. Sukses Jain  
CMO (B2B)  
Artele Business  
"Very happy to be part of the inaugural session. The program that the institute is running all in the right direction and am confident it will give its students a great learning experience. All the best !!"

Mr. D. Shiv Kumar  
President  
AIMA  
"Wonderful institute, great students, terrific faculty. It will be a pleasure to come back again."
A tree can stand tall only when its root be deep beneath, the Alumni serves as the root and help an institute span its branches to spread knowledge in the society at large.

Inauguration of Alumni-Mentorship Programme

With an objective of providing a platform for interaction of existing students of PG Programmes with the Alumni, the Alumni-Mentorship Programme was formally inaugurated and launched on Saturday, 17th August, 2013. 28 Alumni members of various programmes participated in the event.

Objective of the Programme

- Getting live-projects
- Student to spend 1 day at their respective mentor's office.
- Getting interview tips from mentors.

<table>
<thead>
<tr>
<th>Company's Name</th>
<th>Alumni Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hero Group</td>
<td>Arnab Mustafi</td>
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<tr>
<td>MTNL</td>
<td>Nishant Singh</td>
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<td>Con Agra Foods Ltd.</td>
<td>Bhuwanaswars Pandeya</td>
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<tr>
<td>USV Ltd</td>
<td>Manan Das</td>
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<td>Novartis Vaccines</td>
<td>Shashank Vikram Singh</td>
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<td>Aditya Birla Finance Ltd.</td>
<td>Ritesh Ranjan</td>
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<tr>
<td>Sony India Ltd.</td>
<td>Varun Chandra</td>
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<td>Con Agra Foods Ltd.</td>
<td>Khwaaja Salman Khursheed</td>
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<tr>
<td>Moser Baer</td>
<td>Yamini Singh</td>
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<td>Samsung India Ltd.</td>
<td>Tarun Chawla</td>
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<tr>
<td>BlackRock</td>
<td>Mohd. Raza Siddiqui,</td>
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<td></td>
<td>Shailani Singh</td>
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<td>Bajaj Capital Pvt. Ltd.</td>
<td>Sanjeev Kumar Shukla</td>
</tr>
<tr>
<td>TVS Motors</td>
<td>Mukesh Kumar Patel</td>
</tr>
<tr>
<td>Eureka Forbes</td>
<td>Arindam Mitra</td>
</tr>
<tr>
<td>Eureka Forbes</td>
<td>Puneet Mohan, Mohd. Tabrez</td>
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<td>Wipro</td>
<td>Naushad Alam</td>
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<tr>
<td>Radio City 91.1 FM</td>
<td>Ankur Srivastava</td>
</tr>
<tr>
<td>Britannia Industries Ltd.</td>
<td>Charima Bhattacharya</td>
</tr>
</tbody>
</table>

<table>
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<tr>
<th>Company's Name</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Britannia Industries Ltd.</td>
<td>Sumit Gupta, Jitendra Tiwari</td>
</tr>
<tr>
<td>Vishal Retail Ltd.</td>
<td>Krishna Kr., Poornima Singh</td>
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<td>Redington India Ltd.</td>
<td>Bikram Kumar</td>
</tr>
<tr>
<td>Luminous</td>
<td>Debashish Shome</td>
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<td>J. K. Risk Manager</td>
<td>Akshay Agarwal</td>
</tr>
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<td>Asian Paints</td>
<td>Mayank Irvedi, Navank Vashisht</td>
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<td>Royal Bank of Scotland</td>
<td>Samartha Sharma, Faizan Ahmad, Garima Singh</td>
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<tr>
<td>Onica Credit Rating Agency</td>
<td>Kriti Kesari, Mudit Dhawan, Nitin Garg</td>
</tr>
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<td>XL India</td>
<td>Bakul Chalana</td>
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<tr>
<td>Adobe India Ltd.</td>
<td>Anjana Mathur</td>
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<tr>
<td>Ari Solver</td>
<td>Tushar Dutta</td>
</tr>
<tr>
<td>AON HEWITT</td>
<td>Navin Pratap Singh</td>
</tr>
<tr>
<td>Dormia India Pvt Ltd.</td>
<td>Harish Singh</td>
</tr>
<tr>
<td>Headstrong</td>
<td>Vrisha Tiwari</td>
</tr>
<tr>
<td>Mindia</td>
<td>Sandeep Singh</td>
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</tbody>
</table>

Alumni Interaction with PGDM (2013-15) Batch

As a part of PGDM Orientation Programme, I.T.S Mohan Nagar, Ghaziabad organized a session on Alumni Interaction with the new batch on 12th July, 2013. They shared their experiences and learning from their professional career and talked about the corporate expectations.
Nandan Singh
(PGDM 2005-07 Batch)
Manager - Learning Centre
National HRD Network

My experience in I.T.S has changed my life from being an individual who wants to live a life to an individual who wants to lead the life. The professors have brought about a change in the perspective of how I saw the work life. And not to mention my dear classmates who have made me understand the corporate environment by sharing their experiences. When I have to say something about I.T.S, I would say “Being I.T.Sian is an experience that you can only get by being in I.T.S”.

Mukesh Kumar Uttam
(PGDM 2008-10 Batch)
Professional Sales Representative
Dr. Reddy’s Lab

It’s my pleasure to get into I.T.S, Institute and good supervision after my college time. I.T.S is having a good environment in NCR region but the main thing for getting whole and sole is something new to learn every day inside the world of I.T.S.

Anupam Ghoshal
(PGDM 2009-11 Batch)
Credit Rater, Dun & Bradstreet, Calcutta

My association with I.T.S has been enriching both in terms of quality education & proper industry interface. The teaching pedagogy was in tune with the requirements of Industry & the same has helped me a lot.

Abhishek Dhama
(PGDM 2009-11 Batch)
PSO, Pifir, Amritsar

I.T.S Ghaziabad was not only a mere MBA college for me but also it was a family here. I.T.S has not only developed me at different fronts to be a better professional but more over it has made me a better individual who is more sensitive not only to handle business at priority but also sensitive to take care of its values. I miss I.T.S & will always miss it.
Organizations for Summer Internship Project

PGDM Specialization
- Marketing: 51%
- IT: 4%
- HR: 8%
- IB: 16%
- Finance: 21%

Graduation Stream
- B.Com: 38%
- B.Sc: 5%
- B.Tech: 2%
- BA: 6%
- BBA: 37%
- BCA: 10%
<table>
<thead>
<tr>
<th>Name</th>
<th>Specialization</th>
<th>Graduation Stream and University</th>
<th>Current Company</th>
<th>Project Title</th>
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</thead>
<tbody>
<tr>
<td>Ankur Arora</td>
<td>Marketing, Finance</td>
<td>B.Com, Delhi University</td>
<td>NJ India Invest Pvt. Ltd.</td>
<td>Investors behaviour regarding mutual fund &amp; its market scenario</td>
</tr>
<tr>
<td>Aakriti Nigam</td>
<td>Marketing, HR</td>
<td>BBA, Chhatrapati Shahuji Maharaj University</td>
<td>Services International</td>
<td>Branding promotions</td>
</tr>
<tr>
<td>Abhijeet Kumar</td>
<td>Marketing, IT</td>
<td>BCA, Magadh University</td>
<td>Bharat Airtel Ltd.</td>
<td>Airtel postpaid through retail in Noida and Ghaziabad</td>
</tr>
<tr>
<td>Abhishek Chatterjee</td>
<td>Marketing, IB</td>
<td>BBA(Hons), The University of Burdwan</td>
<td>Astley Birla-Grasim Ind. Ltd.</td>
<td>A study of customer awareness of Kara wipes in modern trade</td>
</tr>
<tr>
<td>Abhishek Kr. Ray</td>
<td>Marketing, IB</td>
<td>BBA, Sikkim Manipal University</td>
<td>An Infiniti Connect (India) Ltd.</td>
<td>Exponential growth of business c-infnit communication</td>
</tr>
<tr>
<td>Abhishek Kumar Raj</td>
<td>Marketing, IB</td>
<td>BA, Magadh University</td>
<td>Birla International Pvt Ltd</td>
<td>Birla amongst corporate in Noida</td>
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<tr>
<td>Ajay Verma</td>
<td>Marketing, HR</td>
<td>B.Com, C.C.S., University, Meerut</td>
<td>Matrix Cellular</td>
<td>Customer satisfaction for Matrix</td>
</tr>
<tr>
<td>Ajeya Dixit</td>
<td>Marketing, HR</td>
<td>B.Com, University of Lucknow</td>
<td>HAL</td>
<td>Analyze recruitment process in reliance life insurance</td>
</tr>
<tr>
<td>Akash Chaudhary</td>
<td>Marketing, IB</td>
<td>B.Com, Delhi University</td>
<td>Samsung India Pvt. Ltd.</td>
<td>Customer satisfaction Samsung India Electronic Pvt. Ltd.</td>
</tr>
<tr>
<td>Amir Ashraf</td>
<td>Marketing, IB</td>
<td>BBA, The University of Burdwan</td>
<td>First Cry.com</td>
<td>Study of competitive analysis of Firstcry and hus/label/babyboxes</td>
</tr>
<tr>
<td>Amit Kumar Nag</td>
<td>Marketing, IB</td>
<td>B.Com, Kanpur University</td>
<td>Astley Birla-Grasim Ind Ltd.</td>
<td>Growth of Kara business in Aligarh</td>
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<tr>
<td>Amrita Ravi</td>
<td>Marketing, HR</td>
<td>BBA, Ranchi University</td>
<td>Havells India Ltd.</td>
<td>Analysis of exit interviews feedback forms.</td>
</tr>
</tbody>
</table>
Amul Kumar
Marketing, IB
BBA, Sambalpur University
HCL Infotronics Ltd.
B2B consumer behaviour for new and existing products

Anand Vikram Singh
Marketing, Finance
BBA, CCS University
Honda SIEL
Import-export procedure documentation & finance in Honda Motor India Pvt. Ltd.

Anasua Dutta
Marketing, HR
B.Com, Bardwan University
Comparze India Pvt. Ltd.
High productivity and collaboration with MSDN Comparze India Pvt Ltd.

Animesh Gaurav
Marketing, Finance
BCA, DAV
Amrit Food Pvt. Ltd.
Debtors Management

Anish Kumar
Marketing, IB
BCA, Punjab Technical University
Firstcry.com
Consumer perception of online shopping from Firstcry.com

Ankit Kumar Singh
Marketing, Finance
BBA, Sikkim Manipal University
Aditya Birla-Grasim Ltd.
Strategies to target more customers for Kara baby wipes

Ankit Singh
Marketing, Finance
BBA, Maharastr Dayanand University
Garam Bihari Textiles Ltd.
Product planning and retail model study

Ankur Dixit
Marketing, IB
BCA, Sikkim Manipal University
Aditya Birla-Grasim Ltd.
Study of alternate channels to promote Kara wipes in west Delhi market at Aditya Birla

Ankur Singh
Marketing, IB
BBA, S.B.S. Purvanchal University
Aditya Birla-Grasim Ltd.
To study the behaviour of retailers towards Kara and find ways to place Kara in the untapped market of Gurgaon region

Anshu Mishra
Marketing, Finance
BBA, I.T. Ranchi
Madhya Bihor Gramin Bank
Credit analysis and growth potential Madhya Bihor Gramin Bank (M&GS)

Anshul Martolia
Marketing, IB
B.Com, University of Lucknow
Safeexpress Pvt. Ltd.
Study of business growth of Amazon Automation in Gurgaon market

Anshul Tyagi
Finance
BBA, Delhi University
Trust Line Securities Pvt. Ltd.
Forex Market in India
**Anupam Maji**
Marketing, Finance
B.Com, University of Calcutta
Aditya Birla Grasim Ind. Ltd.
Business in modern trade & Karma Baby & Karma Hand sanitizers in local Mkt. / standalone store

**Anuradha Saur**
HR, IT
BCA, Integral University, Lucknow
Acme Wealth Advisory
Comparative analysis on Real Estate

**Arbind Kumar Singh**
Marketing, Finance
BBA, C.G.S University, Meerut
Acme Wealth Advisory
Analysis of investor decision on Mutual Fund Vs. Equity Share of Acme

**Arun Kumar**
Marketing, IB
BA, Vinoba Bhave University
Aditya Birla Grasim Ind. Ltd.
How to deal with competitive strength from Chinese wipes and promote Karma in Kanpur region

**Ashish Kumar**
Marketing, Finance
B.Sc, C.C.S, University, Meerut
Tata Motors
Promotion of Tata Nano 2012

**Avijit Maji**
Marketing, IB
BBA, West Bengal University of Technology
Aditya Birla Grasim Ind. Ltd.
Analyse recruitment process in Reliance Life

**Bhagyashree**
Marketing, HR
BBA, H.N.B. Garhwal University
People Strong
Personal filing of employees study conducted at Indus towers

**Bhupendra Tiwari**
Marketing, IB
BA, C.S.J.M University, Kanpur
Aditya Birla Grasim Ind. Ltd.
Effect of visibility of stock in modern trade

**Chanchal Dey**
Marketing, IB
BBA, The University of Burdwan
JK Tyre & Industries Ltd
Consumer behaviour towards passenger car tyre

**Chand Khan**
Marketing, IB
BBA, Vidyasagar University
Bharti Airtel Ltd.
Analysis of sales of Airtel postpaid through retail

**Chandra Sekhar Das**
Marketing, Finance
BBA, Annamalai University
Acme Wealth Advisory
Recent trends in real estate sector in Gurgaon

**Deepak Maurya**
Marketing
BBA, Barathulal Vishwanath, Bhopal
Matrix Cellular
Sales process analysis of Matrix Cellular International Pvt Ltd
Deepika Seal
Marketing, Finance
B.Com, Guwahati University
SAIL

Export Finance, SAIL Authority of India Ltd.

Deepak Singh
Marketing Finance
BBA, University of Mumbai
Idea Cellular Ltd.

Convergent perception towards Idea Cellular

Devesh Kumar
Marketing, IT
B.Sc, Guru Gobind Singh Institute of Technology, Faridabad
AG Poly Packs

Overall growth of rigid plastic packaging in cosmetics & pharmaceutical industries process used for manufacturing rigid plastic packaging and new decoration techniques

Devesh Kr. Singh Chauhan
Marketing, Finance
B.Sc, C.S.I.M, Kanpur

Aditya Birla-Grasim Ltd.

Strategies to create segments for hard PVC in the market Lucknow

Dinesh Kumar Gupta
Marketing, Finance
B.Sc, Dr. B.A.R.U, Agra
Acme Wealth Advisory

Performance comparison and analysis of different companies' Mutual Funds

Dushyant Kumar
Marketing, Finance
B.Sc, Dr. B.A.R.U, Agra
Aditya Birla-Grasim Ltd.

Business growth of Baby wipes hand sanitizer and refreshing 5's

Gaurav Sharma
Marketing, IB
B.Com, C.S.I.M University, Kanpur
Aditya Birla-Grasim Ltd.

Dealing with the competition of wet wipes with Chinese wet wipes and promote Kara in market

Gopal Shaw
Marketing, Finance
B.Com, University of Calcutta
Kotak Securities

Identify HNI (high networth individual) customer in Kolkata market and identify their needs and provide best solutions

Gulshan Kumar
Marketing, IB
BBA, Vinayaka Missions University

Tata Motors

Promotion of Tata Nano

Harisharan Tripathi
Marketing, IT
B.Com, M.J.P. Rohilkhand University
Tata Motors

Sales and promotion of Tata Nano in suburban areas

Harshit Agarwal
Marketing, Finance
B.Com, M.J.P. Rohilkhand University
Aditya Birla-Grasim Ltd.

Institutional business in Bareilly

Himanshu Tripathi
Marketing
B.Com, C.S.I.M University, Kanpur
IFFCO

Distribution and channel management of IFFCO Fertilizer with respect to Jagdishpur district
**Ishan Kaushik**
Marketing, Finance
BBA, Chhatrapati Shahu Ji Maharaj University
FirstCry.com
Tools and techniques of the company

**Janmejay Kumar Singh**
Marketing, IT
BBA, C.C.S University, Meerut
FirstCry.com
Customer Relationship

**Karishma Jakhar**
Marketing, HR
BBA, Birla Institute of Technology
Recon (Reliance Ind.)
Evaluation of the employees training and development

**Karm Veer Singh**
Marketing, HR
B.Com, D.D.U. Gorakhpur University
Pepisco
To increase distribution penetration for Pepsi in Varanasi City

**Kaustuv Kumar Hazra**
Marketing, IB
B.Com, University of Calcutta
FirstCry.com
Brand awareness of FirstCry.com

**Koushik Biswas**
Marketing, HR
B.Tech, West Bengal University of Technology
Matrix Cellular
Analysis of marketing campaigns and visibility of branding of the company

**Kritika Anand**
Marketing, Finance
B.Com, D.D.U. Gorakhpur University
ZTE Telecom India Pvt. Ltd.
Working capital management in corporate sector

**Kumari Manish Mani**
Marketing, Finance
B.Com, Ranchi University
Steel Authority of India Ltd.
Role of insurance as a major tool for risk management; a unit of Steel Authority of India Ltd.

**Kumari Priyanka**
Marketing, HR
B.Sc(IT), S.M.U, Manipal
Tata Steel
Training and development program Tata Main Hospital Jamshedpur, Jharkhand

**Kundan Kumar**
Marketing, Finance
B.Com, Veer Kunwar Singh University
FirstCry.com
Experimental marketing - a new insight to online marketing with reference to FirstCry.com

**Kundan Kumar Singh**
Marketing, IB
B.Com, Chhatrapati Shahu Ji Maharaj University
Matrix Cellular
Analysis and identification of small medium business customers with Matrix Cellular

**Kuntal Banerjee**
Marketing, IB
BBA, Burdwan University
AdityaBirla Gramin Ind. Ltd.
Retained to introduce the Kaira refreshing & hand sanitizing in corporate & to increase the sales
<table>
<thead>
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<td>B.Tech, PTU</td>
<td>Tata Motors</td>
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<td>Lokesh Kumar</td>
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<td>HCL Infosystems Ltd.</td>
<td>Analysis of consumers perception towards e-learning HCL Info System Ltd</td>
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<td>Manali Srivastava</td>
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<td>Jay Udyut Ltd.</td>
<td>Recruitment and selection process</td>
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<td>Manish Kumar</td>
<td>Marketing, IB</td>
<td>B.B.A, Sikkim Manipal University</td>
<td>Aditya Birla-Grasim Ind. Ltd.</td>
<td>Distribution expansion &amp; customer interaction of Kara wipes</td>
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<td>Manjeet Kaur</td>
<td>Marketing, Finance</td>
<td>B.B.A, C.C.S University, Meerut</td>
<td>JK Risk Managers</td>
<td>Consumer awareness, trustworthiness about broker's services in insurance sector</td>
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<td>Manjusha Vishwakarma</td>
<td>Marketing, Finance</td>
<td>B.Com, A.P.S University, Rewa</td>
<td>NCL Singrauli</td>
<td>A study on the taxation and its implication in Northern Coalfields Limited</td>
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<td>MD Aftab Ansari</td>
<td>Marketing, HR</td>
<td>B.Com, Ranchi University</td>
<td>First Cry.com</td>
<td>Promotional strategy of Frosty Base at frosty.com</td>
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<td>MD Ayaz</td>
<td>Marketing, IB</td>
<td>BA, Ranchi University</td>
<td>Lupin India</td>
<td>Comparative analysis of Fondaparinux vs Enoxaparin</td>
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<tr>
<td>Md. Nehal Khan</td>
<td>Marketing, IB</td>
<td>B.Com, V.B.U, Hazaribagh</td>
<td>First Cry.com</td>
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B.Com, Ranchi University, Ranchi
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Paramveer Singh
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Paritosh Garg
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