



# An Investment in Knowledge pays the best interest

*-Benjamin Franklin*



## FROM THE DESK OF NLT\*

Dear Fellow Learners,

The inaugural issue of IMT CDL NEWSLETTER is in your hands.

Continuous engagement and association with you has been our inspiration. The making of this NEWSLETTER has been an interesting and innovative experience for us. This NEWSLETTER provides platform for news, useful information, heightened awareness and regular interaction with you. The Inaugural Issue contains a brief account of interesting campus news, many activities, and campus buzz. NLT has done meticulous planning and hard work in preparing the Inaugural Issue.

We hope the NEWSLETTER generates hope and confidence, inspires to achieve excellence and instill faith in each other.

Comments and Suggestions are valued and appreciated.

*\*NLT - Newsletter Team*

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## GUIDING FORCE



**Prof. Ravindra Kumar**

Senior Dean & CEO, IMT CDL

IMT CDL is now under the able guidance of Prof. Ravindra Kumar, as Senior Dean and CEO. Prof. Ravindra Kumar, a noted Historian with an academic experience of more than four decade, began teaching at AMU in 1977 and later moved to University of Baroda where he stayed for more than 14 years as a Lecturer. He joined IGNOU in 1993 and served for more than 25 years. He retired from IGNOU as Professor of History and Vice Chancellor of the University in 2017. Author of ODL courses on social science, environmental studies and education, he has interest in Gandhian Studies and Art and Culture.

The following quote from Gandhiji has remained forever a source of inspiration; "Begin with the duties of man and the rights will follow as spring follows winter."

## FROM THE DESK OF DEAN ACADEMICS



**Prof. Asif Zameer, Dean**

(Academics)

**Dear Students and Alumni of IMT CDL,**

Your Institute has embarked on an exercise to make continuous improvement in all its processes and systems. Creating a robust communication mechanism with all the stakeholders is one of them. To achieve this objective, we are initiating the circulation of IMT CDL news bulletin from our side. We are pleased to share the first issue with you. This news bulletin will be a platform for making you aware of the key developments at IMT CDL in the recent times and also to highlight the achievements of our faculty members, alumni and students. We are sure you will appreciate this initiative. We also look forward to your feedback, and sharing of any major achievements at your end, to make the coming issues more engaging and informative.



## What is new @ IMT CDL

### IMT CDL has the distinction of getting 10,000 seats from AICTE

With a sense of great pride and achievement, we announce that IMT CDL has received AICTE approval for 10,000 seats for Post Graduate Programmes for Academic Year 2020-2021. It is a testimony of trust and confidence reposed in us by AICTE as also the recognition that IMT CDL is a trusted online distance education provider.

### Our Joint Collaborations

#### Launch of UN GCNI and IMT CDL joint program

IMT CDL launched its joint certificate programme on CSR and Business Sustainability in collaboration with UN Global Compact Network India (UN GCNI).

The Sustainability Experts with hands-on skills will lead, support and advise on the implementation of SDGs (Sustainable Development of Goals) Framework in Organizations/Institutions across the country.

### Virtual Panel Discussion

A virtual discussion was conducted on 'Aligning CSR Initiatives with SDGs in India: The Road Ahead' on 17th September via MS Teams.

#### Objective of the Virtual Discussion

- How the private sector can leverage CSR and the SDGs for building Sustainable Business Models focusing on – People, Planet and Profits all together.
- Understand the importance of Sustainability as a course for students aspiring to be future business leaders.

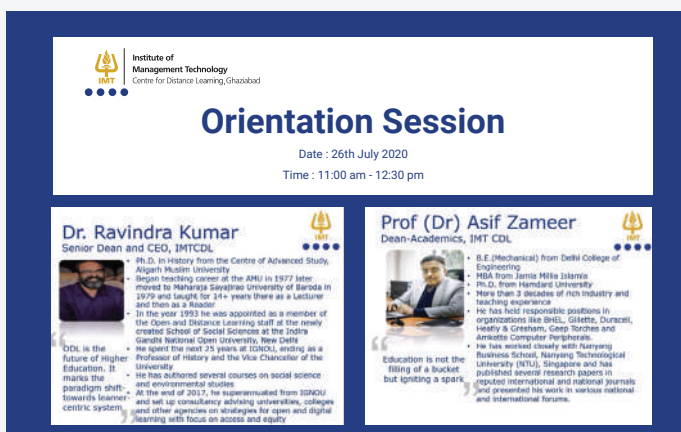
### Esteemed Speakers

- Prof. Sapna Narula, Dean, Nalanda University in conversation with Prof. Asif Zameer, Dean-Academics, IMT CDL
- Opening Remarks by Mr. Kamal Singh, Executive Director, GCNI

The recording may be accessed through following link:

<https://youtu.be/V3szklud4gQ>

## Info Centre @ IMT CDL



Orientation for Batch-1 PGDM, PGDM (Executive) and PGCM students for the July'2020 session was organised on Sunday, 26 July'2020. For the first time, it was organised virtually over MS Team platform. It was an informative session attended by around 800 students. The students were taken to a virtual tour of the campus followed by an address from the Senior Dean, Prof. Ravindra Kumar (Head of the campus) and Dean Academics, Prof. Asif Zameer. The students were oriented towards the structure and details of the program along with an exposure to the academic and administrative platforms. The link for the recorded session is accessible in LMS (Edu-Genie).

Orientation Session for Batch-2, Semester 1 of July 2020 admission cycle was organised on 27th September 2020. The orientation session was conducted in online mode. The CEO and Dean Academics also addressed the participants and briefed them about IMT CDL.

### Oh! The Exams!

#### End Term Exams (ETE), June'2020

During Covid-19 pandemic, IMT CDL successfully conducted the ETE for PGDM, PGDM (Executive) and PGCM students in online remote proctored mode based on the guidelines issued by AICTE and Ministry of HRD.

### Now Reap the Fruits!

#### The result for ETE June'2020 was declared in Sept'2020

The Result of July - August End Term Examination 2020 conducted through Online Proctoring mode has been declared on 9th of Sep 2020 within the record time of 3 days from the completion of examinations.

A commendable work performance shown by the Controller of Examination - Prof. Bharti Singh, Examination Team and all the other staff members who have contributed to the smooth conduction of ETE examination for July-Aug 2020 and timely declaration of result.





## A Testimony of your Hard work

### Award of Diplomas

The diplomas for all the students who have successfully completed their respective programs in Dec'2019 have been awarded and dispatched.

### Your Learning Partner

Dispatch of Sem-1 books for students enrolled in July'2020 session commenced in Aug'2020. Dispatch of higher semester books is in process.

## Provisional Admissions

In consideration of the Covid-19 pandemic, IMT CDL is accepting provisional admissions for the final year students of graduation (who are yet to appear in their final year/semester exam or awaiting their final year/semester results). Such students are required to submit their documents latest by 31 Dec'2020.

## New Academic Initiatives

### Curriculum Enhancement

At IMT CDL we ensure that our learner are provided with globally and industry oriented programmes. In this direction, we have updated and implemented our new curriculum from the current academic session.

### Introduction of Foundation Courses in PGDM, PGDM (Executive) and PGCM programmes

As part of its new initiatives; IMT-CDL introduced three non-credit Foundation Courses namely: Basics of Accounting, Basics of Communication and Basics of Management. These courses are being conducted in first Semester and will be helpful to create a strong base for the students to study core and electives courses.

### Your Life-long Learning Assets!

We take immense pride in sharing that we are right on course to launch our own SLM's effective Jan 2021 session.

This is a complete transformation of learning methodology which is learner centric and caters to specific needs of distance learners by bridging the gap between learner and the facilitator.

This has been made possible by the continuous efforts and contribution of our esteemed faculties who have complied with -

AICTE regulations as to make our reputation stronger as a top ODL institution. The students joining in Jan 2021 session will be the first cohort to be taught through SLMs.

### Student Support-The New Learning Platform

Online Learning Sessions (OLS) for Semester-1 began in online mode from the first week of Sept'2020. These sessions are being conducted through MS Team Platform for which the link is shared at registered e-mail ID's of the students.

### Learning Management System (LMS; Edu-Genie)

Our LMS has been upgraded to Moodle 3.8.3 platform for the students enrolled from July'2020 academic session. Previously enrolled students will continue to access their existing platform.

### Online Submission of Documents

IMT CDL has introduced the provision of online submission of documents at the time of admissions from July'2020. The students may directly upload the documents at the time of filling up the application form. Hence, physical submission of the documents is not required.

## Our Faculty – Our Pride

### International Patent

It is a matter of pride to share that our faculty Prof. NM Mishra has filed an international patent. Brief information about the same is provided below:

"Their Invention "AML- Data Cleaning" is related to automatic data cleaning using machine learning programming and also methods for improving accuracy of machine learning classifiers. The invention is data processing and management process and, more particularly, to an automatic system and method of performing data cleansing, scrubbing at the field level, and presenting the consolidated view thereof on a single screen."

Patent ID: 2020102190; Patent Title (Invention Title): AML- Data Cleaning: Automatic Data Cleaning Using Machine Learning Programming.

Name and Address of The Patentee (S) or Inventor(s): Prof. Narendra Mohan Mishra IMTCDL, Ghaziabad -201206, U.P, India, and Prof. Anupam Kumar, IIIT Kota et. al  
Patent type: Innovation. Australian Government, IP Australia.

## Research Work

Research paper authored by Marketing Faculty Prof. Vivek Singh Tomar was accepted for publication on 14 Aug'2020 for the forthcoming issue of Indian Journal of Marketing ISSN 0973-8703 (Indexed in SCOPUS, UGC CARE List of Journals, ICI, ABDC Journal List).

Title:- Moderating Role of Brand Trust on Offline vs Online Shoppers and its Impact on Cognitive Dissonance by Tomar, V. S., Tomar, R. S., & Khattri, V. (2020).

## Faculty Development

Dr. Vivek Singh Tomar attended and successfully completed five days Faculty Development Program (FDP) on Online Teaching Learning Technologies organized by AICTE Training And Learning (ATAL) Academy in collaboration with Delhi Technological University (DTU) during 24-28 August 2020.

## Alumni Connect

### Our Privileged Connections

We would like to share that during August-September 2020, multiple jobs were posted by our alumni on IMT CDL Alumni Portal.

IMT CDL floated a webinar campaign on IMT CDL Alumni Portal which solicited the alumni interest. We received tremendous responses from our alumni to conduct these knowledge sharing sessions. The select webinar will be conducted in upcoming months for our students, alumni, and external participants.

For details visit [alumni.imtcdl.ac.in](http://alumni.imtcdl.ac.in)

### Alumni Achievement

#### Content Moguls Award

Our alumni Mr. Shishir Vahiya won the "Content Moguls 2020 award". Content Moguls 50 is the largest recognition platform in APAC (Asia-Pacific) to facilitate leading content marketing practitioners.



Press Release:

[https://www.asiacontentnews.com/stories/cms-asia-content-moguls-2020-winners\\_60072](https://www.asiacontentnews.com/stories/cms-asia-content-moguls-2020-winners_60072)

### Start-up Award

We are proud to share that, Start-up Firm of IMT CDL alumni Mr. Subrata Biswas (PGDM 2010 batch), 'Swasth Bhoomi Private Limited' has won the 'India 500 Start-up 2020 Award.'



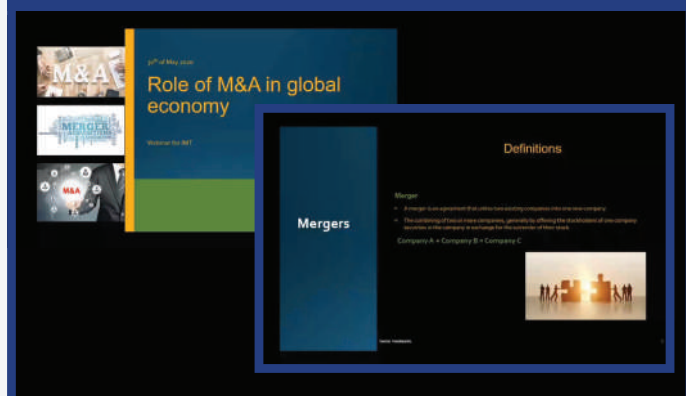
## Webinar

A webinar on role of M&A (Mergers and Acquisitions) was conducted by our alumni, Mr. Naveen Singh on 30th May'2020. Mr. Naveen Singh is working as Manager with PWC-Germany. The session was interactive and generated a positive knowledge sharing environment. The session was attended by 137 participants. The recording of webinar may be accessed through following link:

<https://youtu.be/4aM3ljibPCw>

## Webinar on Role of M&A in the Global Economy - IMT CDL Ghaziabad

2020-05-30 06:00UTC



## Policy Matters

The National Education Policy (NEP) was approved by Union Cabinet of India on 29th July 2020. This policy will impact the entire nation. Many reforms will be done in higher education. In our next issue, we will provide you with a gist of NEP. However, you may know about key changes in higher education by referring to the following link:

[https://www.business-standard.com/article/education/national-education-policy-10-key-highlights-of-school-education-reforms-120073100373\\_1.html](https://www.business-standard.com/article/education/national-education-policy-10-key-highlights-of-school-education-reforms-120073100373_1.html)

## Snippets

IMT CDL organised Vishkarma Pooja and Havan on 17th September 2020. Employees actively performed the rituals and participated in the ceremony.

IMT CDL proudly celebrated the 74th Independence Day at its head office on 15th Aug'2020. The glimpse of the event is shared below:



### Homage to Shri Pranab Mukherjee

Former President of India and Bharat Ratna, Shri Pranab Mukherjee passed away on 31st August 2020. An assembly of IMT CDL employees was held on 1st September at 3:00 pm to pay homage to the departed soul.

### Session on Mahatma Gandhi

A knowledge session on Mahatma Gandhi was conducted by our Senior Dean and CEO on Wednesday 26th August 2020 at 4- 4.30 p.m. for IMT CDL employees. It was an enlightening talk by the Head of Institute on Gandhian Philosophy.



**Editorial Team :** Dr. Asif Zameer, Dean Academics, Dr. Priti Sharma, Associate Professor, Ms. Sheetal Gill, Manager (Academics)

**Institute of Management Technology**  
Centre for Distance Learning, Ghaziabad

A-16, Site-3, UPSIDC Industrial Area,  
Meerut Road, Ghaziabad - 201 003, UP, India

<https://www.imtcdl.ac.in>

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