

ALUMNI ASSOCIATION NEWS LETTER

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Together We Achieve!

Alumni Corner

Dipantu Bhattacharjee awarded with esteemed #MostIconicHRLLeader award



Alumnus Dipantu Bhattacharjee
PGDM Human Resource (2008-2010)

We are delighted to share that one of our alumni has made a noteworthy accomplishment at the prestigious **#WorldHRDCongress** held in Mumbai. Mr. Dipantu Bhattacharjee was awarded with the esteemed **#MostIconicHRLLeader** award.

We convey our sincere congratulations to Mr. Bhattacharjee on receiving this well-earned honour. His success serves as inspiration for current students and fellow alumni.



Mr. Vikas Singh Panwar has been awarded with the
ET HR World Emerging Leaders League Awards



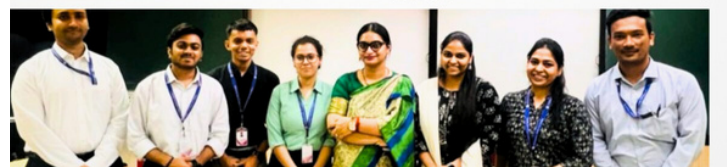
Alumnus Vikas Singh Panwar
PGDM Human Resource (2008-2010)



Mr. Vikas Singh Panwar, an esteemed alumnus from our 2009–2011 batch, has been honoured with an award from the ET HR World Emerging Leaders League Awards. His exceptional leadership and dedication in the HR industry is commendable. Congratulations on this well-deserved recognition. We take pride in his achievements, which reflect the quality of education imparted at our institution. We wish Mr. Panwar continued success in his future endeavors.

Reverse Mentoring Session

- On **February 8, 2024**, faculty members participated in a Reverse Mentoring session led by ITM Business School students majoring in Digital Marketing & Transformation. The **Crafting Minds** session covered **VN Editor** and **Canva** tools.
- Faculty members explored real-world applications, engaged in hands-on activities, and participated in an interactive Q&A session while learning about the features of Canva and VN Editor. The session gave faculty members insightful knowledge about how to use Canva & VN Editor for digital marketing projects. Designing captivating content, including social media images and videos, became a practical skill for the participants.



Wellness Run 2.0

ITM had organized the 5 km Wellness Run 2.0, a fundraising event aimed at promoting wellness and supporting a charitable cause. Participants from various backgrounds came together to show their support, showcasing unity and enthusiasm for the initiative.

The run, held on Sunday, February 11, 2024, saw participants embark on a refreshing route through scenic locations, guided by volunteers ensuring safety along the way. The event not only promoted physical fitness but also fostered a sense of community and social responsibility, with all proceeds donated to an NGO. Overall, the run was a resounding success, highlighting the impact of collective action in making a positive difference.



CEO Talk with Mr. Sujit Paul, Dava India

On February 28, 2024, our campus hosted the much-anticipated CEO Talk Series featuring Dr. Sujit Paul, Group CEO of the Dava India Retail Pharmacy network (an Initiative of Zota Healthcare Ltd.).

Dr. Paul, who is renowned for his perceptive views on leadership and life, gave a captivating speech on "How to navigate Life" that had a profound effect on the audience. In addition to sharing his professional and personal experiences, Dr. Paul provided insightful guidance on handling life's challenges during the discussion.

He underlined that attaining success in both the personal and professional spheres requires resilience, adaptation, and ongoing learning. The audience, which included guests, faculty, and students, believed Dr. Paul's address was both thought-provoking and inspirational.



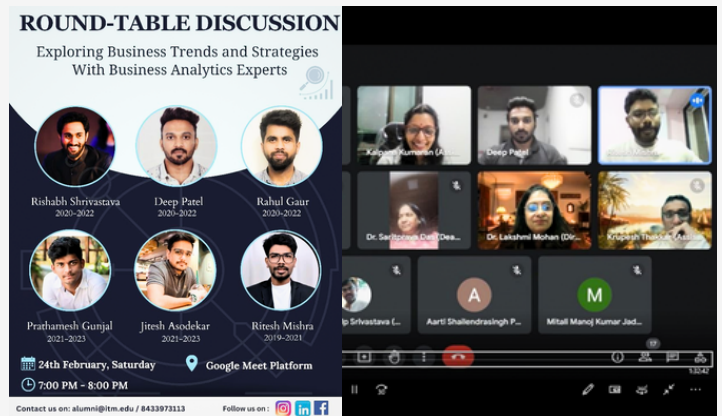
Guest Lecture on Instagram and Content Marketing by Aditya Shastri

- ITM Business School hosted a session on **"Instagram and Content Marketing"** by Digital Marketing specialist **Aditya Shastri**. Highlighting a 1% success threshold, he talked about the engagement rate calculation.
- With an emphasis on the difficulty of reaching a large audience, Shastri examined case studies of influencers like Mostly Sane and Naz daily.



Panel discussion on "Exploring Business Trends & Strategies with Business Analytics Experts"

- Prominent Business Analytics (BA) alumni participated in an insightful online panel discussion on **"Exploring Business Trends & Strategies with Business Analytics Experts"** recently organized by the ITM Alumni Association. They exchanged knowledge on how to make strategic decisions and navigate the data-driven environment, including market trends. Their knowledge expanded our comprehension of market dynamics and provided direction for harmonizing corporate strategies. We value the panelists' efforts, which helped to make the meeting a success.



Pro Meet with Alumni Marketing Experts

- The Pro Meet explored industry secrets and charted future trends with a stellar panel featuring Aditya Mittal (Head of Commercial Excellence at Kellogg's) from 2002-2004 batch and Ankesh Kumar (Marketing Director at Schneider Electric) from batch 2002-2004



Nethra Research Club Events

- Nethra Club Organized various events like student research conference, workshops, seminars, and guest lectures featuring esteemed faculty and industry experts. Nethra Student Research Club nurtures leadership skills and cultivates a spirit of community among its members.



Industrial Visits

DMT Industrial Visit to Mirum Agency

- Recently, the ITM Digital Marketing & Transformation PGDM 2023–2025 batch paid a visit to Mirum, a well-known Indian provider of digital solutions.



RMM & IB Industrial Visit to Bijoor Super Food

- The batch of 23–25 from ITM Retail Management and Marketing (RMM) and International Business (IB) departments set out on a life-changing industrial tour to "Bijoor Super Food" in Bhivandi on December 1, 2023.



Ops & SCM Industrial Visit to JNPA

- A visit to JNPA, India's largest container port, offered students of by ITM's Operations & Supply Chain Management 2023–25 Batch, valuable insights. Witnessing the port's state-of-the-art equipment and efficient operations firsthand emphasized the crucial role ports play in minimizing transit times and ensuring smooth product flow.



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