



# ABIMS Times

Newsletter of Al-Barkaat Institute of Management Studies, Aligarh

Volume : 12

Issue : 1

Bi-annual

Nov. 2019-Apr. 2020

[All] praise is [due] to Allah. He will show you His signs, and you will recognize them. And your Lord is not unaware of what you do. (Qur'an: Surat An-Naml, Verse 93)

## Patron

**Prof. Syed Muhammad Amin**  
Chairman, Governing Body, ABIMS

## Advisory Board

**Dr. Ahmad M. Siddiqui**  
Joint Secretary, ABES

**Mr. Syed Muhammad Aman**  
Executive Member, ABES

**Dr. F.U. Siddiqui**  
Coordinator, ABES

**Dr. Waseem Ahmad**  
Director, ABIMS

## Editorial Team

**Faize Nabl**  
Head CDC, ABIMS (Editor)

**Babar Mushtaq**  
Asstt. Professor, ABIMS (Asstt. Editor)

## In this Issue

Messages

Campus Buzz

Faculty Buzz

Students Buzz

Article

Upcoming Events

## Editorial Office

Al-Barkaat Institute of Management Studies

Post CDF, Anoopshahar Road, Aligarh-202122, Uttar Pradesh

Tel: +91 9105178607, 9045502007 (Ext. 802)

Fax: 0571-2720967, E-mail: abimetimes@gmail.com

www.abims.ac.in

## Message

I am glad that Al-Barkaat Institute of Management Studies is coming out with its Bi-annual Newsletter, "ABIMS Times" for the half-year ending April 2020 during this lockdown period. It adds to my happiness to learn that it is now in 12<sup>th</sup> year of its publication. The regular publication of a newsletter by any institution demonstrates the commitment and transparency on its part.



Today we all are struggling with corona virus COVID-19 outbreak and lockdown because it has now become our reality. It may result a devastating collapse if things do not get back to normal soon. There is already a fear and it is predicted that the pandemic could lead to inflation worldwide.

The educators and students around the world are feeling the extraordinary ripple effect of the novel coronavirus as schools and colleges shut down amid public health emergency. In the wake of an unprecedented lockdown period, the educational system is moving online as far as possible, turning classrooms into online spaces and teachers into virtual educators. It has made students explore more learning platforms and execute ideas that they have never tried before. At the same time I feel that during this lockdown period our students' community has become more civilized and disciplined in their daily routine life. Its more optimistic side is that everybody is stuck at home which is allowing them to think about their personalized learning. I pray to Almighty that everything gets back to normal at the earliest. I wish the ABIMS and 'ABIMS Times' a great success in times to come.

We all may remain blessed with good health.

**S.M. Afzal (IPS)**

Additional Director General of Police (EOW), Bhopal, M.P.  
and Founder & Executive Member, Al-Barkaat Educational Society



# ABIMS Times

## Messages

The ABIMS is coming out with this year's 1<sup>st</sup> half-year issue of the Newsletter 'ABIMS Times' for the period ending April 2020. It brings out to its readers the information on Institute's academic and co-curricular activities held during the period.

As we all know that the world is struggling today with deadly corona virus COVID-19 outbreak and everything is disturbed, the education and educational institutions are also badly hit. It is affecting 215 countries and territories around the world (as per WHO Report). The outbreak of pandemic Covid-19 all over the world has disturbed the social, economic, religious, political and financial structures of the whole world. It is harming the global economy because the world has been experiencing the most difficult economic situation since World War-II. There is widespread agreement among economists that it will have severe negative impact on global economy.

The spread and fear of infection of the novel coronavirus has shut down almost all educational institutions, all over the world. There is an uncertainty when schools and colleges will reopen. This is the crucial time for education sector because semester examinations, entrance tests of universities and competitive examinations are all held during this period. These changes have certainly caused a degree of inconvenience, but they have also prompted new examples of educational innovations. The curriculum tools of online education and the infrastructure to communicate with students remotely are playing a crucial role in connecting students amidst the closures. The schools and colleges throughout country including our ABIMS are attempting to provide some form of virtual learning to students with the help of virtual platforms available. Though the direct interaction of students & teachers can't be replaced, still in order to motivate the online classes, our teachers are leaving no stone unturned to ensure joy, warmth, and humor in teacher-to-student interaction.

The pandemic has transformed the centuries-old, chalk-talk teaching model to one driven by technology. However, the lack of access to technology or good internet connectivity is an obstacle to continued learning, especially for students from disadvantaged families backgrounds or from remote areas. It has significantly disrupted the higher education sector which is a critical determinant of a country's economic future. The bigger concern, however, on everybody's mind is its effect on the employment rate. If the situation persists in the long run, a decline in the demand for international higher education is also expected. A multi-pronged strategy is therefore, necessary to manage the crisis and build a resilient Indian education system in the long term.

Time never waits; this tough time will also pass. Till then Stay home, Stay Safe!

**Dr. Waseem Ahmad, Director**

Dear Readers

This edition reaches you when the world is fighting a war against the Covid 19 pandemic. This pandemic has shaken the foundations of our long held systems and associated process. Amid Covid 19 outbreak and lockdowns our teaching has adopted internet based solutions. Our editorial team has worked very hard for successfully bringing out this edition for you.

Wish You Happy Ramadan & Eid-ul Fitr. Happy Reading

**Faize Nabi, Editor**

## VISION

To be a quality management institution of international repute, the Institute aims to work earnestly to get wide recognition and establish its academic credentials among business leaders, corporate community and academics through its contribution to knowledge, industry and society. To be devoted to holistic education and continuously evolve and develop its teaching methods to attain higher standards of utility and quality education. To encourage creativity and to develop scientific attitude with spiritual foundation.

## MISSION

To be a centre of excellence through academic research, industry partnership and consultancy.  
To impart quality management education.  
To offer opportunities for training and development to students for better placement.  
To produce competent management graduates for responsible positions in the industry.  
To produce character and to cultivate human values in students.

### PADHO ALIGARH-BADHO ALIGARH CAMPAIGN

On November 20, 2019, Padho Aligarh-Badho Aligarh, a reading campaign was organized in accordance with directives received from Hon'ble Governor of Uttar Pradesh, Smt. Anandiben Patel, where the students of MBA first & final years of Al-Barkaat Institute of Management Studies read books of their choice during 11:00 am to 11:45 am.

This turned out to be a noble initiative as a good number of students appreciated the importance of reading habit and committed to carry on book reading throughout their lives. On the occasion, the Director & Faculty Members encouraged and motivated the students to develop reading habit during their free time.



### THE CONSTITUTION DAY CELEBRATION

On November 26, 2019 ABIMS celebrated the Constitution Day as a mark of adoption and enactment of the Constitution of India. The Director, ABIMS read out the brief history of the Constituent Assembly and its most significant architect Dr. B. R. Ambedkar. The Director ABIMS, Faculty, Staff and students read out the Preamble and the Fundamental Duties of Citizens of India as embodied in our Constitution. To mark the occasion, speeches, debates, group discussions and poster making competitions were held in the institute.



### VIGILANCE AWARENESS WEEK

Al-Barkaat Institute of Management Studies (ABIMS) observed 'Vigilance Awareness Week' with the theme, 'Integrity- A Way of Life' as directed by the Central Vigilance Commission (CVC) & All India Council for Technical Education (AICTE) during October 28-Novemembr 2, 2019 with vigor and dedication. On 29<sup>th</sup> October, 2019, Integrity Pledge was taken by all the students, faculty and staff led by the Director, ABIMS. During the week various events like Debate, Group Discussion, Poster Making, Quiz and Power Point Presentation competitions were organized on different dates and winners were declared. In the closing ceremony held on 4<sup>th</sup> November, 2019, the Director, ABIMS congratulated all the prize winners and participants and presented them with the certificates.



### SEMINAR BY LAKME ACADEMY

On 18<sup>th</sup> February, 2020 a seminar on 'Personal Wellness & Beauty' was conducted by LAKME Academy, Aligarh in Al-Barkaat Institute of Management Studies premises. The female faculty members and students from Al-Barkaat Institute of Management Studies, Al-Barkaat College of Graduate Studies and, Al-Barkaat Institute of Education enthusiastically participated in the interactive session headed by Ms. Hina Ansari, Head-Trainer and moderated by Ms. Ahuja, CEO. A party makeup demonstration was also given by the LAKME Academy team. Dr. Waseem Ahmad, Director, ABIMS delivered the vote of thanks.



### INDUSTRIAL VISIT TO DAWAR INDIA LTD., AGRA

On 22<sup>nd</sup> February, 2020 the first year II-Semester students made an industrial visit to Dawar India Limited, a 100% export oriented shoe manufacturing company having clients in UK, US, Australia and other countries. After the students' group led by faculty members reached there, Mr. Rajeev Mishra, Head-HR, Dawar Footwear Industries gave the visitors an introductory address followed by Q&A session.

Thereafter, Mr. Mishra and his team smoothly organized the visit of students to different sections and areas of factory like leather store, automated cutting section, threading and stitching areas, thermo control section, adhesives and assembly lines, Quality control section, and finally packaging section. The students also visited and witnessed the beauty of the Taj Mahal in Agra.



### TOUR TO HIMACHAL PRADESH

During February 21-26, 2020 the second year IV-Semester students arranged a tour for their class to Dharamshala & Dalhousie, Himachal Pradesh. These tourist spots are famous for their adventurous sites, mountainous terrain and Shiwalik Range of Himalayas. During the tour, the students visited various important places like, Mcleodganj, Dalhousie and Khajjiar and enjoyed while taking part in different activities viz. Tracking, Paragliding, Bone Fire, Music Night, Sightseeing, etc. Overall the trip was a memorable experience for all.





### **ADOPTION OF INTERNET BASED TEACHING DURING COVID-19 OUTBREAK**

Amid Covid-19 outbreak and subsequent lockdowns, ABIMS faculty members effectively engaged both the current batches of students through online education tools like Google Classroom, Zoom, Skype, Whatsapp/Voice messages/Audio clips, Emails etc. The faculty members efficiently and diligently completed the remaining course work using these e-tools by April-end. And therefore, for addressing students' queries, revision of important concepts, and online assignments, google classroom and various subjectwise whatsapp groups are used which will remain active till May-end. The corona crisis therefore, offered a mix of threats and opportunities for all. The faculty members explored and extensively experienced online teaching-learning tools. On the other hand, students too adopted and adapted themselves to the newly emerging learning methods.

### **SEMINARS/WORKSHOP/PUBLICATIONS/AWARDS**

#### **Mr. Faize Nabi**

- Paper entitled 'The Fate of Food Junction-A Case Study' has been accepted for publication in Jaipuria International Journal of Management Research with ISSN 2454-9509, Issue 01, Jan-June, 2020.
- Paper entitled 'The Fate of Food Junction-A Case Study' has been accepted for presentation and participation in International Management and Research Conference (IMRC 2020) to be held at Jaipuria Institute of Management, Noida, India.

#### **Mr. M. Faisal Afridi**

- Paper entitled 'Aggressive Selling and its Impact on Financial Performance of a Company' published in IMPACT: IJRHAL, Vol. 7, Issue 11, Nov. 2019.
- Paper entitled 'Study of Micro finance & Women Empowerment in Uttar Pradesh' published in JICR, Vol. 12, Issue 1, Jan. 2020.

#### **Mr. Asad Ali**

- Paper entitled 'Aggressive Selling and its Impact on Financial Performance of a Company' published in IMPACT: IJRHAL, Vol. 7, Issue 11, Nov. 2019.
- Paper entitled 'Study of Micro finance & Women Empowerment in Uttar Pradesh' published in JICR, Vol. 12, Issue 1, Jan. 2020.

#### **Dr. Zuhaib Ahmad**

Paper entitled 'Advances in Healthcare Management Services' presented in International Conference held at IIM, Ahmedabad, Feb. 14-16, 2020.

### COVID-19 PANDEMIC IN INDIA

Due to Covid-19 pandemic entire India is in the condition of complete lockdown since March 23, 2020. The number of infected persons is about to cross 1 lakh mark and thousands of new cases are being reported each day. Perhaps the worst hit section due to this pandemic is the working class. In India, according to NDTV reports, almost 27 percent workers have lost their employments due to lockdown. Not only this, millions of workers are forced to return back to their native places due to loss of work, shelter and food. The images of poor labours and their families walking on roads on foot for hundreds and thousands of kilometers without any support fills us with mixed feelings and emotions of pity, sympathy, fear, anger and so on.

The recruiters have frozen their hiring schedules, which has created anxious situation for fresh graduates. But, as they say; positive attitude is what matters the most. We are committed to look for opportunities even in adverse times. One trend is clearly visible that Corona crisis has changed the world a lot including working norms. Now, a chunk of white collar employees is working from home, teachers are using online teaching apps. We, the students, are also mentally preparing ourselves to adopt and adapt internet and IT intensive working environment. Lets pray to Almighty Allah that this Covid-19 crisis gets over soon.

### IBTISAM MARIYAM (MBA-2<sup>nd</sup> Semester)

### ACADEMIC DISTINCTIONS

During the academic year 2018-19, the following students occupied top three positions in their respective classes and made their parents and us proud.



Toppers	Third Semester	
1 <sup>st</sup>	Maroofa Ahmed	75.67%
2 <sup>nd</sup>	Ifra Nasir	75.00%
3 <sup>rd</sup>	Aleena	74.92%



Toppers	First Semester	
1 <sup>st</sup>	Saima Tashkeel	76.08%
2 <sup>nd</sup>	Pankuri Agrawal	75.25%
3 <sup>rd</sup>	Mahavish Islam	73.08%



# ABIMS Times

Article & Upcoming Events



## Ramadan during Covid-19: An opportunity to appreciate loved ones, be grateful and self-reflect

Fasting, held from dawn to dusk during Ramadan month, is one of the five main pillars of Islam. In Muslim societies, this month has always been a time to celebrate family ties and loved ones. For 30 days, Muslims gather at iftar, the fast-breaking meal at sunset, for the ever-enchanting sense of affinity and friendship. That brings a much-anticipated question

to mind: how can Muslims observe the month of Ramadan in its true essence during times of lockdowns, quarantines, social distancing and a pandemic. Well, for majority of Muslims, who usually do not or cannot find the time to spare for loved ones may view this Ramadan as an opportunity.

### Digitizing the traditions

This Ramadan could become a time to self-reflect and better appreciate loved ones. Technology's wonders render what was impossible 30 years ago into a usual occurrence. FaceTime, Skype, Discord, WhatsApp, Facebook Messenger, Google Duo and Houseparty will all do the trick, and you will be videoconferencing with family members and friends in no time. With a simple setup, like a cheap tripod and your phone facing the iftar table, you can dine with your loved ones in real-time.

### Perks of living together

Even though Taraweeh prayers will be individual-only for people living alone, families or house mates living under a single roof can perform the prayer together, just like at mosques. Only two people will be enough for a Taraweeh in the form of salah al-jama'ah (congregational prayer). So, if a Muslim has a housemate or a spouse, they can perform a congregational Taraweeh at home and experience the spirit of unity during the month of Ramadan.

### Celebrating, no matter what

This Ramadan will indeed be a prime chance to self-reflect and celebrate loved ones and friendships. May all Muslims worldwide welcome the next Ramadan with the honor and resolve of having left all their difficulties behind.

## UPCOMING EVENT

MBA Even Semesters Examination by the University

July 06-Aug. 12, 2020 (Tentative)