

Echelon Institute of Technology

Department of Management Studies

INSIGHTFUL INTEL

QUARTERLY NEWSLETTER (OCT-DEC 2023)

Institute's Vision and Mission

Vision:

"Technical and Management leaders engaged in the evolution of life, being at the frontiers of the continuous technological and administrative breakthroughs, inspired by ongoing exploration of self, society, and nature through self-reflective consciousness by building a culture of inspiration, exploration and growth."

Mission:

- ❑ Having a culture of inspiration, exploration and invention through effective, experiential teaching-learning giving rise to ever evolving knowledge and wisdom.
- ❑ To have self-inspired students ever engaged in continually working upon and sharpening and deepening computational, creative, innovative and leadership consciousness.
- ❑ Having students established in self-reflective consciousness, committed to personal, social & human integrity and engaged in deep inquiry and conversation, giving rise to shared, inter-subjective human values and consciousness.



Department's Vision and Mission

Vision:

To develop entrepreneurial culture and to nurture the innovative mind and managerial skills enabling them to become relevant to society and mankind.

Mission:

- ❑ To induce contemporary and advanced management concepts and impart skill-based training through application-based pedagogy.
- ❑ To develop an environment exploration through academic excellence, research, and innovation for the benefit for society at large.
- ❑ To develop scholarly and practice-oriented intellectual capital to meet the needs of the emerging social economic environment.
- ❑ Students to become socially responsible individuals by inculcating a sense of human values and concern for the environment.
- ❑ Provide transformational learning to create ethical and socially responsible managers.



INSIGHTFUL INTEL (NEWSLETTER)

(From Oct 2023 to Dec 2023)

DEPARTMENT OF MANAGEMENT STUDIES

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Newsletter released by:

Ms Abhilasha Singh Associate Professor

Department of Management Studies

India Hosts G20 Summit



Delhi decked up in its finest as India played host to leaders from across the world during the G20 summit on September 9-10. Roads were spruced up, fountains installed and pavements revamped as the national capital underwent a makeover ahead of the big meet. Among the key outcomes of the summit was the inclusion of African Union into the grouping. The Global Biofuel Alliance, a move towards adopting sustainable biofuels, was also launched. The big takeaway for India was the agreement on an economic corridor linking India, Gulf countries and Europe. India's objective in hosting the G20 Summit is to leverage this prestigious platform for advancing global economic cooperation and dialogue among the world's major economies. By hosting this summit, India aims to showcase its economic potential, achievements, and contributions to the global economy, highlighting its growth trajectory and ongoing economic reforms. Through networking and bilateral engagements with other G20 members and partner countries, India seeks to build strategic relationships, foster partnerships, and explore collaboration opportunities across various sectors. Additionally, as a host, India can prioritize discussions and initiatives related to sustainable development goals (SDGs), including renewable energy, climate action, environmental conservation, and inclusive growth, thus reinforcing its commitment to global sustainability and development.

Innovation in Home Blood Testing

SiPhox is a groundbreaking healthcare innovation that revolutionizes the way diagnostics are conducted at home. Developed by SiPhox Health, this innovative product utilizes silicon photonic chips to enable fast, accurate, and affordable diagnostic testing without compromising on quality.



One of the key advantages of SiPhox is its speed, delivering results in under 5 minutes with just a drop of blood, making it a convenient and efficient option for individuals seeking quick and reliable healthcare insights.

By harnessing the power of silicon photonic chips, SiPhox Health has created a compact and user-friendly device that can measure key biomarkers, providing valuable information about an individual's health status. This technological advancement holds immense promise in transforming the healthcare landscape, offering individuals greater control and accessibility to essential diagnostic services from the comfort of their homes.

SiPhox not only addresses the need for rapid and accurate diagnostics but also contributes to advancing healthcare accessibility and affordability. Its innovative approach to home blood testing has the potential to empower individuals to monitor their health proactively, detect potential issues early on, and take timely actions for better health outcomes. Overall, SiPhox represents a significant leap forward in healthcare technology, promising a future where advanced diagnostics are more accessible, convenient, and effective for everyone.

The Beauty of Nature

Effective water management techniques, such as drip irrigation or rainwater harvesting, help maintain soil moisture levels, prevent waterlogging or drought stress, and optimize nutrient uptake by plants. Collectively, these strategies contribute to enhancing soil fertility, promoting sustainable agriculture, and supporting healthy plant growth and ecosystem balance.

How to make soil fertile

Improving soil fertility involves soil testing to understand its composition, adding organic matter like compost, rotating crops, mulching,

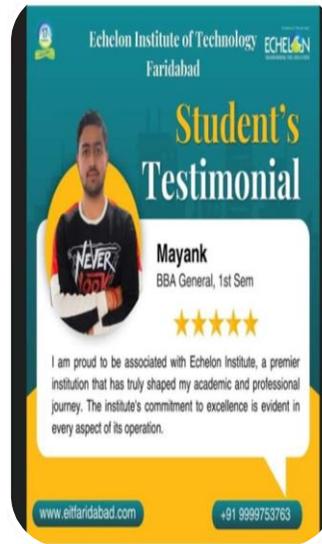
adjusting with mineral amendments, using microbial inoculants, practicing minimal tillage, and managing water effectively. These steps replenish nutrients, enhance soil structure and promote healthy plant growth, leading to improved agricultural productivity.





Training on Digital Marketing

Training on Digital Marketing conducted by Barclays covered essential aspects of digital marketing. It included Introduction to Digital Marketing, SEO (Search Engine Optimization), Content Marketing, Social Media Marketing, Email Marketing, PPC (Pay-Per-Click) Advertising, Analytics and Reporting, Case Studies and Best Practices, etc. The training aimed to equip participants with practical knowledge and skills to implement effective digital marketing strategies and improve online presence.



TECHELON

Award distribution

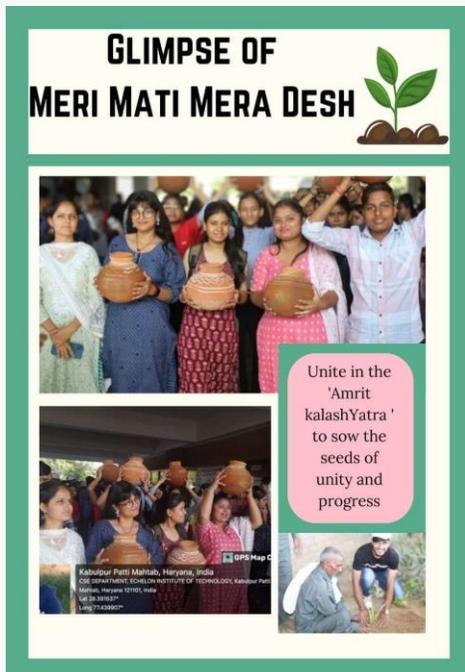


Rewards and Recognition of BBA Students

The participation of BBA students in the "Techlon" event highlighted their excellence in both academics and co-curricular endeavors. Their active involvement in projects, workshops, seminars, and other educational initiatives not only enriched their learning experiences but also showcased their proactive approach towards personal and professional development. BBA students, demonstrated exceptional dedication, talent, and leadership qualities throughout the event. The winners were awarded in Prashasti.

Meri Mati Mera Desh Activity

DMS Students participated in Amrit kalash



RED CROSS SOCIETY PARTICIPATION



ECHELON
TRANSFORMING THE EDUCATION

EXPERT TALK
ON
LATEST TRENDS IN ORGANISATIONAL BEHAVIOR

A career spanning over 25 years in organizations of repute as an academecian, researcher, trainer and HR professional. Has worked in various industries like media, education, business support services, etc. He is currently associated with SIS Limited, the largest security solutions provider, ranked amongst the top five employers of the country as General Manager Human Resources.

DATE
14TH OCTOBER, 2023

TIME
11 AM

CONVENOR:
EKANSH THAPLIYAL
DY. MANAGER, HR DEPTT.

MR. GOPAL KRISHNA SINHA
GENERAL MANAGER - HUMAN RESOURCES

Expert Talk

The expert talk on the latest trends in organizational behavior highlighted several key themes. It included Hybrid Work Models, Employee Well-being, DEI (Diversity, Equity, and Inclusion), Technological Integration, Skill Development and Continuous Learning, Employee Engagement and Experience, Agile and Flexible Work Practices, Leadership Development, Sustainability and Corporate Social Responsibility (CSR), etc.

Entrepreneurship and Innovation Workshop

Entrepreneurship and Innovation Workshop provided a foundational understanding of starting and growing a business. It included Idea Generation, Business Basics, Funding Options, Marketing Fundamentals, Legal Essentials, Practical Tips, etc. From real-life examples and success stories of other beginners and Lessons learned from common mistakes included in session.

Echelon Institute of Technology, Faridabad **ECHELON**
TRANSFORMING THE EDUCATION

WORKSHOP ON
ENTREPRENEURSHIP AND INNOVATION AS CAREER OPPORTUNITY

DATE
8th November, 2023

TIME
2 PM ONWARDS

LOCATION
ECHELON INSTITUTE OF TECHNOLOGY, FARIDABAD

INSTITUTION'S INNOVATION COUNCIL
(Ministry of Education Initiative)

Dr. Vikram Sharma
Area Coordinator, Marketing Management
ICFAI Business School, Gurgaon

Dr. Monika Garg
Convener, IIC

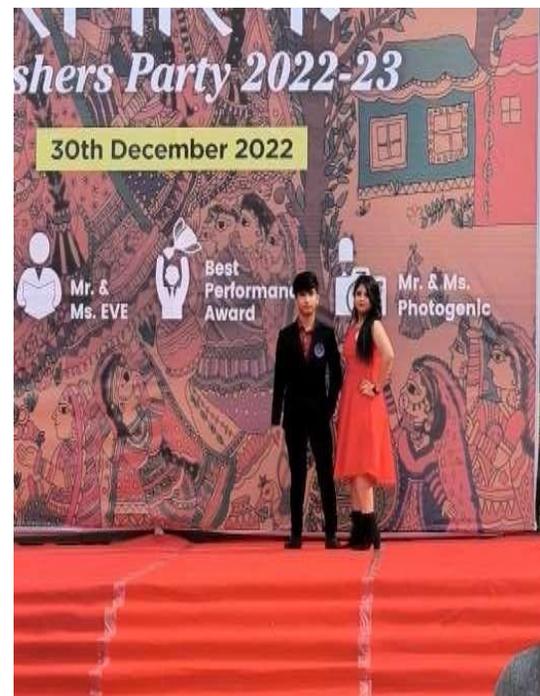
Dr. Irfanullah
Vice President, IIC

Prof. (Dr.) Sunil V
President, IIC



BBA Students Participated in Research Conference Awards and Certificates distribution Ceremony. The participation of students in a research conference signifies their active involvement and contribution to advancing knowledge, innovation, and academic excellence. Students who participate in research conferences have the opportunity to showcase their research findings, engage in scholarly discussions, receive feedback from experts in their field, and network with peers and professionals.

FRESHERS PARTY GLIMPES



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