AllenBizTech

Extending the Horizon of Business & Technology

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Allenhouse Business School
BBA • BCA
Rooma, Kanpur

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About Allenhouse Business School

Allenhouse Business School, affiliated to C.S.J.M. University Kanpur, was established in 2015 to ensure quality education in the field of Management & Computer Application and to empower students to compete in a constantly evolving job market.

The Institute has been ranked 2nd in Uttar Pradesh by 'Best Academia Industry Alliance' and as the 4th Top Emerging BBA Institute in India by 'The Times of India, Business School Survey 2020'. The institute has been persistently endeavoring to ascend further.

Allenhouse Business School has flourished in the field of Management and IT education with its students achieving exponential growth under the guidance of experienced and intellectual faculty members. Learning is made easy and effective at Allenhouse Business School through guest lectures, case studies, & group discussions fostering high-quality education. The students of Allenhouse Business School are also trained and evaluated on their teamwork, communication skills, decision-making ability, leadership quality, etc. to prepare them for a volatile business scenario.

At Allenhouse Business School, we leave no stone unturned to provide ample placement opportunities to our students who are not only motivated to excel in their particular domain but are also nurtured and transformed to contribute to betterment of society and the world.

MESSAGE FROM DIRECTOR

At Allenhouse Business School, we embrace the spirit of transformation and discovery-driven by our relentless pursuit of excellence, fueled by the passion and dedication of our students, faculty, and staff. Welcome to another exciting chapter of innovation and growth. I extend my greetings to each member of our esteemed AllenBiz family. In today's dynamic business landscape of business and technology, we stand as a beacon of adaptability and forward-thinking, nurturing talent, fostering leadership, and instilling a culture of innovation. As we navigate change, remember the future belongs to dreamers who embrace challenges for growth. Let's seize boundless possibilities ahead, united in pursuit of knowledge, excellence, and impact.

Prof. (Dr.) Shivani Kapoor
Director
Allenhouse Group of Institutions

MESSAGE FROM EDITOR-IN-CHIEF

As Editor-in-Chief of Allen BizTech , I am pleased to welcome you to this issue. This magazine provides a platform for students, faculty, and staff to share their ideas, experiences, and knowledge, and is designed to give our readers valuable insights into the world of business administration and related fields. We aim to allow our readers to explore new perspectives on various management topics and help them develop their skills as future business leaders. Through this magazine, we hope to create a vibrant community of knowledge seekers who enjoy learning from the experiences and ideas of others. We invite all of our readers to contribute content in the form of articles, essays, or any other form they see fit so that together we can create a dynamic environment where everyone can benefit from each other's knowledge.

Dr. Shishir Gupta
Associate Professor & Head of Department,
Department of Business Administration

Winter Gala 2024 – A Grand Celebration!

Allenhouse Group of Institutions bid a joyful farewell to 2024 with the lively Winter Gala, featuring pulsating DJ music, mouthwatering food, fun games, dance acts, and a high-energy band performance. A special highlight was the presence of children from the NGO Close to My Heart, whose participation added warmth and meaning to the festivities. The day was a perfect blend of celebration, compassion, and unforgettable memories.

काव्य गोष्ठी–A Poetic Tribute to Sri Atal Bihari Vajpayee Ji

Allenhouse proudly commemorated the birth centenary of Sri Atal Bihari Vajpayee Ji—an iconic statesman, poet, and visionary—through a soulful **काव्य गोष्ठी.** The event paid homage to his deep love for poetry and literature, echoing his wisdom, patriotism, and emotional depth through heartfelt recitations. We sincerely thank all participants for their enthusiastic contributions, making the event memorable. Let us continue to uphold the values and vision of Vajpayee Ji as we celebrate his emarkable legacy.

HR SUCCESS TALK – Celebrating Culture: A Creative Showcase at Allenhouse

Allenhouse Group of Institutions was honored to host HR SUCCESS TALK – Celebrating Culture, a vibrant celebration of creativity, heritage, and innovation. Our students captivated the audience with cultural performances that showcased their artistic flair and deep-rooted cultural values, seamlessly integrated with enriching academic discussions. The event highlighted how creativity and cultural intelligence fuel innovation and collaboration in today's professional world. We take pride in offering transformative experiences that equip our students to thrive in the dynamic global workforce.

Financial Wisdom for the Future – A Session with Nitasha Shankar at Allenhouse

Allenhouse Group of Institutions hosted an insightful session led by Nitasha Shankar, President of Equity Strategy at Yes Securities, focusing on building long-term wealth. Students gained valuable knowledge on the significance of diversification, understanding market behavior, and making informed, disciplined investment decisions. She also shared practical strategies for risk management and seizing market opportunities, inspiring students to take confident steps toward financial independence.

Igniting Innovation – Allenhouse Students at AICTE-Sponsored IDE Bootcamp

Students from Allenhouse Business School, Kanpur, took part in the esteemed IDE Bootcamp at Integral University, Lucknow, sponsored by AICTE. Over five enriching days, they collaborated with industry leaders, crafted innovative business models, and gained inspiration from successful entrepreneurs, including the Co-Founder of AMA Herbal. The experience was a powerful step toward nurturing future-ready innovators and entrepreneurs.

Idea Quest Showdown 2024!

On October 4, 2024, the event 'Idea Quest Showdown' conducted at Allenhouse Business School in collaboration with Institution's Innovation Council (IIC) was a phenomenal success!Students of BBA showcased their innovative startup ideas in front of a panel of esteemed judges and industry experts. The creativity and entrepreneurial spirit on display were truly inspiring!Congratulations to all participants for their hard work and dedication. The winners delivered groundbreaking ideas that captivated the audience!The event highlighted the commitment to fostering innovation and entrepreneurship among the next generation of leaders.

Garba Night 2024 – A Celebration of Culture and Togetherness

Allenhouse Group of Institutions was thrilled to host a lively and colorful Garba Night on campus, filled with joy and festive spirit. The event brought students, faculty, and staff together in a vibrant celebration, featuring traditional attire, spirited dance, and cultural unity.With electrifying energy on the dance floor, it truly was a night to remember!

Har Ghar Tiranga – A Patriotic Rally by Allenhouse

Embodying the spirit of patriotism, Allenhouse Group of Institutions organized a vibrant rally from campus to Kulgaon under the Har Ghar Tiranga initiative. Our students enthusiastically participated in this national movement, proudly honoring the tricolor and the freedom it represents. Let us continue to unite in hoisting the flag and celebrating the pride of our nation. Jai Hind!

Hackathon 2024 – Igniting Innovation at Allenhouse Business School

The IT Club of Allenhouse Business School, in collaboration with IIC Allenhouse, successfully hosted a two-day Hackathon on July 23rd and 24th, 2024. Aimed at promoting innovation, teamwork, and hands-on problem-solving, the event challenged students to develop functional and user-friendly tech solutions.Participants impressed mentors with their creativity and technical acumen, receiving enthusiastic feedback that underscored the value of such initiatives in cultivating a culture of innovation and experiential learning.

Patriotic Celebration at Allenhouse – Honoring Freedom and Sacrifice

On this special day, our students at Allenhouse Group of Institutions expressed their deep love for the nation through a heartfelt celebration. The event featured inspiring speeches, patriotic songs, and lively dance performances, embodying the spirit of unity and patriotism. The presence of esteemed dignitaries, faculty, and staff further enriched the occasion, as we collectively honored the sacrifices of our great leaders and the spirit of freedom.

Senior Citizen Day Care Center Visit – A Heartfelt Performance by Allenhouse Students

On August 3, 2024, our team visited the Senior Citizen Day Care Center in Motijheel, where Allenhouse Business School students delivered a captivating street play titled "Desh Ki Sachhai." The performance, filled with powerful messages, left the audience deeply moved and in awe. It was a beautiful gesture of connecting with and honoring the senior community through the art of storytelling.

Memorandum of Understanding (MoU) Signed – A New Milestone for Allenhouse

Allenhouse Group of Institutions is proud to announce the signing of a Memorandum of Understanding (MoU), a momentous step towards future collaborations. The event was honored by the presence of Nalini Sanwal, Chairperson of FLO Kanpur Chapter, and Parul Rajoriya, along with the directors of AIT, AIM, and ABS. This partnership marks a significant milestone, paving the way for growth and exciting opportunities ahead.

BCA Orientation 2024 – A Warm Welcome to New Beginnings at Allenhouse

Allenhouse Business School was thrilled to welcome BCA 1st year students via an enriching Orientation Session scheduled on 1st August 2024. Session started with super motivating welcome speeches by respected directors, followed by an expert session from the Guest of the day.. Ms. Pratibha Singh [HR W3villa], who shared the benefits of skill enhancement during the graduation journey. 2nd half of the Session focused on making students familiar with their department and the day finally ended with Ice breaking activities which helped students to know their batchmates and dissolve their hesitation.

Orientation Program for BBA Students at Allenhouse Business School

On August 2nd, 2024, Allenhouse Business School hosted an engaging and informative orientation program-Deeksharambh for the newly admitted Bachelor of Business Administration (BBA) students. The event aimed to warmly welcome the new batch, provide essential information about the course, and familiarize them with the campus and its facilities.
Students were introduced to their faculty members. A guided campus tour was organized to acquaint the students with the campus layout.

In the second half, a guest session was organized in collaboration with the Institution's Innovation Council (IIC) on the topic "Industry Expectations from Recent Graduates." Our esteemed guest speaker, Mr. Farhan Ahmad, General Manager of HR Talent Acquisition at RSPL Group, delivered an inspiring speech. He highlighted the recent skill requirements in the industry and motivated students to pursue their dreams with determination and resilience. The orientation featured several interactive sessions, including ice-breaking activities conducted by faculty members and senior students. These activities helped the new students bond with their peers and fostered a sense of community, easing their transition into the new environment.

INDUSTRIAL VISITS

Industry Exposure Visit to Superhouse Limited – Bridging Learning with Real-World Challenges

Allenhouse Group of Institutions organized an insightful Exposure and Field Visit to Superhouse Limited, Unnao, on 26th and 27th November 2024. The visit aimed to help students identify practical problems by observing live factory operations and understanding on-ground challenges during working hours. Students actively engaged in brainstorming sessions, proposing innovative and feasible solutions—making it a valuable hands-on learning experience.

Industrial Exposure Visit to Gyan Dairy – Learning Beyond the Classroom

Allenhouse Group of Institutions conducted an enriching exposure visit to the City MSME Cluster at C.P. Milk and Food Products Pvt. Ltd. (Gyan Dairy), Lucknow, on December 14 and 15, 2024. The objective was to help students identify real-world industrial challenges through firsthand observation of operations. Students gained valuable insights into production processes, analyzed on-site issues, and engaged in collaborative brainstorming to suggest practical, real-time solutions.

Industrial Visit to Sewage Treatment Plant – Marking National Pollution Control Day

On the occasion of National Pollution Control Day, December 2nd, 2024, Allenhouse Group of Institutions organized an educational industrial visit to the Sewage Treatment Plant in Pankha, Kanpur. Students were given an in-depth demonstration of the various stages of water and effluent treatment processes. The visit significantly enriched their practical understanding of hazardous water management and environmental sustainability practices.

National Education Day 2024 – Spotlight on Sustainable Entrepreneurship

On November 11, 2024, Allenhouse Group of Institutions celebrated National Education Day with an enlightening session on "Sustainable Entrepreneurship and Green Innovation." The session, led by renowned Corporate Trainer Dr. Sunil Shukla, highlighted the critical role of sustainability in modern business and the growing impact of green innovation. It served as an eye-opening experience for students, emphasizing the need for environmentally responsible entrepreneurship in shaping a better future.

Traffic Awareness and Road Safety Session

Allenhouse Group of Institutions hosted an insightful session on Traffic Awareness and Road Safety on 14-Nov-2024, graced by esteemed speakers Smt. Archana Singh (Additional DCP Traffic) and Shri Raj Kishor Yadav (Traffic Inspector, East Zone, Kanpur Nagar).

Motivational Session by a Successful Innovator

On November 13, 2024, Allenhouse Group of Institutions hosted an inspiring session titled "My Story - Motivational Session by a Successful Innovator." Delivered by Ms. Vaishali Biyani, the founder of De'Dzines, the session underscored the vital role of innovation in driving societal progress. Emphasizing the importance of innovation, motivation, and self-discipline, Ms. Biyani encouraged the young generation to adopt these qualities as essential pillars for establishing successful startups and shaping a brighter future.

Guest lecture on Social Engineering and the Human Factor in Cybersecurity

Allenhouse Group of instituitions in collaboration with Institution Innovation Council (IIC) hosted an interesting guest lecture on "Social Engineering and the Human Factor in Cybersecurity" on 05th November 2024, Mr. Ashutosh Singh captivated the audience with his deep insights on how human behavior affects cybersecurity. Attendees gained valuable tools to recognize social engineering tactics, making the session enlightening and practical.

Insightful session, Startup Failures: Lessons Learned from the Most Common Mistakes

On November 7, 2024, Allenhouse Group of Institutions hosted an insightful session, "Startup Failures: Lessons Learned from the Most Common Mistakes," led by Dr. Prashant Dwivedi, Vice President of IIC and Senior Innovation Ambassador at Allenhouse Institute of Management. Dr. Dwivedi broke down key reasons behind startup failures and shared practical strategies for overcoming challenges in the entrepreneurial journey.

Session on IOT

Allenhouse Group of Institutions is glad to share the experience of expert session over IoT, which was held on 4th Nov 24, for BCA students. The session gave insights about latest advancements, trends and applications in Internet of Things (IoT), along with information about transformative potential of IoT in industries worldwide. The students were also informed about the patented project of our esteemed speaker Dr. Rohit Tripathi, based on IoT, which motivated our students even more to understand the implementation details of IoT.

Insightful guest lecture on Industry Readiness

On October 18, 2024, Allenhouse Group of Institutions had the privilege of hosting Mr. Sagar Radhi (Bristlecone- Mahindra Group of Company)- Sr. Manager Talent Development, for an insightful guest lecture on "Industry Readiness." This session was particularly impact as it focused on practical tools like SWOT analysis, alongside engaging activities designed to prepare students for their future endeavors. The lecture was not just an informative session but an inspiring call to action. Students left with practical tools and a renewed sense of confidence in their ability to navigate the complexities of the job market.

Session on Entrepreneurship: A Creative Approach

On October 17, 2024, during the third day of Innovation Week, Allenhouse Group of Institutions hosted a session titled “Entrepreneurship: A Creative Approach.” Mr. Madhvendra Pratap Singh, Senior Innovation Ambassador at Allenhouse Business School, led the session. He discussed how entrepreneurship can be both innovative and creative in addressing real-life problems.

Session on Building an Innovative Startup

On October 18, 2024, as part of the fourth day of Innovation Week, Allenhouse Group of Institutions held a session titled "Building an Innovative Startup." The session was led by Dr. Prashant Dwivedi, Vice President of IIC and Senior Innovation Ambassador at Allenhouse Institute of Management, where he explored strategies for developing innovative startups.

Session on India's Legacy of Innovation: From Ancient Wisdom to Modern Breakthroughs

On October 16, 2024, during the second day of Innovation Week, the Allenhouse Group of Institutions organized a session titled “India's Legacy of Innovation: From Ancient Wisdom to Modern Breakthroughs.” Dr. Prashant Dwivedi, Vice President and Senior Innovation Ambassador at Allenhouse Institute of Management served as the resource person. He elaborated on how Indian innovations since the Vedic age have transformed the world.

Insightful Session On the pivotal role of sales experience plays in shaping the careers of aspiring managers

We were honored to have Mr. Abhay Singh Rathore, as the speaker for a highly insightful session on 27th September 2024. Mr. Rathore shared valuable insights into the pivotal role that sales experience plays in shaping the careers of aspiring managers. His deep expertise and practical knowledge left a lasting impact on our students, offering them a clearer understanding of how sales experience can open doors to leadership roles in the corporate world. The session was a great success, providing attendees with the knowledge and inspiration needed to excel in their future management careers.

Session on Indian Securities Market, in collaboration with SEBI Smart, BSE and NSE

Our recent session on Indian Securities Market, in collaboration with SEBI Smart, BSE and NSE, was a huge success. Our expert speaker, Shweta Singh, with over 10 years of market experience, shared valuable insights on investing and navigating the securities market. Students gained practical knowledge on financial strategies, thanks to a powerful partnership with NISM, Awoke India, and Poornatha.

Session On titled Pitching and Scaling Startup Ideas

On October 19, 20, and 21, 2024, during the fifth, sixth and seventh days of Innovation Week, Allenhouse Group of Institutions conducted a session titled “Pitching and Scaling Startup Ideas.” Dr. Prashant Dwivedi, Vice President of IIC and Senior Innovation Ambassador at Allenhouse Institute of Management, led the session. He focused on strategies for pitching business ideas and scaling them up, while students gained hands-on experience through various activities.

Session on Circle of Confidence & The Future of the Stock Market

We are excited to announce that our recent guest lectures at Allenhouse Business School were a tremendous success!

- Mr. Sushant Maheshwari, an esteemed Personality Transformation Coach, led a captivating session titled "Circle of Confidence." He shared profound insights on self-confidence, personal growth, and transformation, leaving the audience inspired and equipped with practical tools to build a confident mindset.
- We were also honored to host Mr. Sunil Misra, VP of Business Development at Rudra Shares & Stock Brokers Ltd. His session on the future of the stock market was both eye-opening and insightful, providing our students with valuable knowledge and a deeper understanding of market trends.

A big thank you to Mr. Maheshwari and Mr. Misra for their expertise, and to all our attendees for making these events a resounding success!

Session on The Power of Silence: Unlocking Inner Peace & Mental Clarity

On August 8th, 2024, Allenhouse Business School hosted an inspiring session with mindfulness expert B.K. Sonia Sanghavi. The event, titled "The Power of Silence: Unlocking Inner Peace & Mental Clarity," provided attendees with valuable insights into the benefits of silence and techniques for achieving mental clarity and inner peace. Participants engaged in interactive mindfulness exercises and left with practical tools to incorporate into their daily lives. The session was highly appreciated, with many attendees expressing a newfound sense of tranquility and focus. We extends heartfelt thanks to B.K. Sonia Sanghavi and all who attended for making this event a success.

Session on Lean Startup & Minimum Viable Product

We had an incredible mentoring session on Lean Startup & Minimum Viable Product with Mr. Anshuman Singh, Chairman of ISBEA, at Allenhouse Business School. Participants gained invaluable insights into lean startup methodologies and the importance of developing a minimum viable product (MVP). Mr. Singh's expertise and engaging presentation left everyone inspired and equipped with practical strategies to advance their entrepreneurial journey.

Session on Transitioning From Academics To Corporate Life

Md. Numan, a Full Stack Python Developer at Ekak Innovations, recently inspired BCA 1st-year students at Allenhouse Business School with a session on transitioning from academics to corporate life.

An Allenhouse Institute of Technology alumnus with a B.Tech in Computer Science, Numan shared insights on programming languages, IT trends, and his personal journey, motivating the audience.

Session about NSS (National Service Scheme)

Allenhouse Business School is delighted to share that Dr. Chandra Saurabh, a Senior Assistant Professor in the Department of Zoology at CSJM University Kanpur, took a session on 5-Aug-2024 about NSS (National Service Scheme). Dr. Saurabh, who also serves as the Deputy Coordinator of NSS at CSJM University and the Program Officer of NSS at DAV College, shared his profound insights and experiences. During the session, Dr. Saurabh motivated the students, sharing valuable lessons about life and the importance of NSS. His dedication to the field of social service has been truly inspiring, leaving a lasting impact on all attendees.

Empowering Future Leaders: NSS Session with Dr. Pramod Kumar

BBA Orientation - Dr. Pramod Kumar's inspiring session on 5th August 2024 guided our new BBA students on the path of community service and social responsibility, igniting a spark within them to make a positive difference. His message: True leadership is born from empathy and selfless action.

Multimedia Presentation Competition 2024

We are thrilled to share the success of the Multimedia Presentation Competition 2024 held at Allenhouse Group of Institutions. We were privileged to have our esteemed Directors and Faculty Members join us for the final round. After an intense competition and exceptional presentations by all finalists, the winners stood out with their creativity and execution.

Session on Channel Sales and Marketing in the Digital Age: Adapting to Emerging Trends

On October 25, 2024, Allenhouse Group of Institutions hosted a session titled "Channel Sales and Marketing in the Digital Age: Adapting to Emerging Trends." The session was led by Mr. Ravi Kumar Soni, Senior Manager - Regional (UP) at TATA Motors Passenger Vehicle Limited, Lucknow. Mr. Soni provided insights into effective channel sales strategies and digital marketing approaches for startups in the modern era. Students also engaged in hands-on activities, gaining practical experience throughout the session.

Insightful Session into key MIC initiatives, including funding opportunities, mentorship programs, and innovation challenges

On October 23, 2024, Allenhouse Group of Institutions had the honor of attending a live session by Dr. Abhay Jere, Vice Chairman of AICTE & Chief Innovation Officer, Ministry of Education, Govt. of India. The session provided participants with valuable insights into key MIC initiatives, including funding opportunities, mentorship programs, and innovation challenges. It served as an excellent platform for students, faculty, and aspiring innovators to explore new avenues for entrepreneurial growth and innovation, fostering a culture of creativity and progress!

Insightful guest lecture on Industry Readiness

On October 18, 2024, Allenhouse Group of Institutions had the privilege of hosting Mr. Sagar Radhi (Bristlecone- Mahindra Group of Company)- Sr. Manager Talent Development, for an insightful guest lecture on "Industry Readiness." This session was particularly impact as it focused on practical tools like SWOT analysis, alongside engaging activities designed to prepare students for their future endeavors. The lecture was not just an informative session but an inspiring call to action. Students left with practical tools and a renewed sense of confidence in their ability to navigate the complexities of the job market.

Session titled Innovative Manufacturing/Retail Management by Application of Technology and AI.

On October 15, 2024, commemorating the birthday of former President Dr. APJ Abdul Kalam, Allenhouse Group of Institutions inaugurated Innovation Week. The event kicked off with a session titled "Innovative Manufacturing/Retail Management by Application of Technology and AI." Mr. Ramjee Mishra, Senior Vice President at Allen Cooper, graced the event as the guest speaker, offering valuable insights and guidance on innovative manufacturing to the students.

Mathematics Quiz Competition

We are thrilled to announce the successful conclusion of our latest Mathematics Quiz Competition, which saw enthusiastic participation from 90 students!
Round 1 was conducted online. After an intense first round, three teams qualified for the final round, which consisted of three challenging parts.
Congratulations to our Winners:
Rahul Gupta, Aditya and Alok Kumar
Runner-up Team:
Krishna Jha, Sanjeet Kumar and Aryan Shukla

Anubhuti '24 - A Case Study Competition Grand Finale

After a day filled with intense analysis, innovative solutions, and impressive presentations, we are excited to announce the winners of ANUBHUTI '24 - A Case Study Competition held on 14th September 2024 at Allenhouse Group of Institutions!
Joint First Position
Dr. Virendra Swaroop Institute
Team Members: Manik Tripathi, Keshav Narayan, Parv Bhargava, Khushi Gupta, Puneet Yadav
Allenhouse Business School
Team Members: Kshitij Tiwari, Aditya Mishra, Mariam Kaleem, Megha Tiwari
Second Position
Harcourt Buttler Technical University (HBTU)
Team Members: Vaibhav Singh, Anurag Gupta, Shrey Kushwaha
Third Position
Jagran College
Team Members: Arpit Bajpai, Anushka Saxena, Isha Yadav, Rashi Yadav, Ramashish Dixit

Inspiring session titled My Story - Motivational Session by Successful Start-up Founder.

On 17th September 2024, Allenhouse Group of Institutions, in collaboration with the Institution Innovation Council (IIC), hosted an inspiring session titled "My Story - Motivational Session by Successful Start-up Founder." The event featured Mr. Sushank Arora, CEO of Nyra Kitchenware, who shared his entrepreneurial journey, offering valuable insights on building a start-up from the ground up. During the session, Mr. Arora captivated the audience with his story, from the challenges he faced in the early days to the innovative strategies that led Nyra Kitchenware to success. He emphasized the importance of resilience, adaptability and the power of staying true to one's vision. We look forward to organizing more such events to nurture and inspire the next generation of innovators!

Internal Smart India Hackathon 2024

Internal Smart India Hackathon 2024 concluded successfully on 9th September 2024 at Allenhouse Campus! After an intense competition, the top 10 innovative ideas were selected to represent us at the National level Smart India Hackathon!Congratulations to all the winners and participants for their outstanding contributions! We're proud to foster a culture of Innovation and Entrepreneurship, and we can't wait to see our ideas shine on the national stage!

Session on "Marketing Challenges and Opportunities in the Contemporary Era for Budding Entrepreneurs

Allenhouse Group of Institutions conducted a highly impactful mentoring session featuring Dr. Sanjay Bharti, GM - Marketing, Sales & Operations, Wolverine Foods Ltd., on the topic "Marketing Challenges and Opportunities in the Contemporary Era for Budding Entrepreneurs" on 06 September 2024. Participants eagerly absorbed Dr. Bharti's valuable insights on overcoming modern marketing challenges and seizing new business opportunities. With practical examples and real-world experiences, he equipped the students with strategies to navigate the dynamic marketing landscape, making the session a great learning experience for all aspiring entrepreneurs.

We extend our gratitude to Dr. Sanjay Bharti for his time and expertise, which truly inspired our students to aim higher in their entrepreneurial journeys.

Session on Problem Solving and Ideation Workshop

On September 5, 2024, Allenhouse Group of Institutions conducted a 'Session on Problem Solving and Ideation Workshop'. Dr. Prashant Dwivedi, Vice President-IIC and Senior Innovation Ambassador at Allenhouse Institute of Management, led the event. Participants in the workshop learned techniques for identifying problems and ideating solutions.

Panel discussion titled Creating Sustainable Startups: The Role of Incubators and Accelerators

On August 30, 2024, Allenhouse Group of Institutions hosted a panel discussion titled 'Creating Sustainable Startups: The Role of Incubators and Accelerators'. The event featured Dr. Prashant Dwivedi, Vice President-IIC and Innovation Ambassador at the Allenhouse Institute of Management, and Mr. Madhvendra Pratap Singh, Innovation Ambassador at Allenhouse Business School. The discussion centered on the pivotal role of incubators and accelerators in fostering sustainable startups.

Session on Prototype Validation: Converting Innovation into a Startup

On August 30 and 31, 2024, Allenhouse Group of Institutions hosted a session titled 'Prototype Validation: Converting Innovation into a Startup.' Led by Dr. Prashant Dwivedi, Vice President-IIC and Innovation Ambassador at the Allenhouse Institute of Management, the session focused on the tools and techniques necessary for validating prototypes and transforming innovations into startups.

Session on Pitching an Event for Idea Generation

On August 23, 2024, Allenhouse Group of Institutions conducted a session on 'Pitching an Event for Idea Generation,' providing mentoring support to students and faculty members. The event was spearheaded by Prof. (Dr.) Naveen Rathee, President and Senior Innovation Ambassador of the IIMT College of Engineering, Greater Noida, Institution's Innovation Cell. The participants acquired valuable insights on how to present their ideas to investors effectively.

Poster Presentation Competition

Allenhouse Group of Institutions hosted a "Poster Presentation Competition" for students on the 22nd, 23rd, and 24th of August 2024. The students showed great enthusiasm in participating in this competition. During the event, the participants showcased their business ideas and innovations using PowerPoint posters.

Financial Literacy Workshop

Allenhouse Management Institutions hosted a highly engaging Financial Literacy workshop on August 23, 2024.The session featured CA Swanky Gupta, a representative from FICCI Flo Kanpur. She delivered an insightful talk focused on effective personal finance management. Participants gained practical knowledge on budgeting, saving, and investing wisely. The workshop emphasized the importance of financial planning in daily life. Overall, it was a valuable learning experience for all attendees.

Workshop on Legal Essentials for Entrepreneurs: Protecting Your Venture.

On August 21, 2024, Allenhouse Group of Institutions commemorated World Entrepreneurs' Day with a workshop called 'Legal Essentials for Entrepreneurs: Protecting Your Venture.' The session was conducted by Dr. Prashant Dwivedi, Vice President-IIC and Innovation Ambassador at the Allenhouse Institute of Management, and it centered on the legal aspects of compliance for startup companies.

Session on Angel Investment for early-stage entrepreneurs

On August 21, 2024, Allenhouse Group of Institutions conducted a session on Angel Investment for early-stage entrepreneurs. The event was spearheaded by Mr. Anubhav Shukla, Director of LGT Wealth India Private Limited. Attendees acquired valuable knowledge on obtaining investor support to grow their businesses.

Alumni Talk and a Dynamic Poster Presentation activity

Exciting moments at Allenhouse Business School! Our orientation program featured an inspiring Alumni Talk and a dynamic Poster Presentation activity where our students showcased their brilliant ideas on women entrepreneurship, effective communication and more.

Session on Accelerator Opportunities for Students and Faculty who are early-stage entrepreneurs

On August 20, 2024, Allenhouse Group of Institutions hosted a Session on Accelerator Opportunities for Students and Faculty who are early-stage entrepreneurs. Dr. Prashant Dwivedi, Vice President and Innovation Ambassador of the Allenhouse Institute of Management's Innovation Cell, led the event. Participants gained insights into securing support from accelerators to expand their businesses.

Interactive workshop on The Power of Leadership

On 10th August'24 , AllenHouse hosted an engaging session on "The Power of Leadership," led by Mr. Amit Pandey, CEO of Orient Cables. The interactive workshop was filled with lively discussions and personal anecdotes, as Mr. Pandey shared his life experiences and philosophies for a fulfilling life. He highlighted that leadership transcends age and qualifications, focusing on positive thinking, decisive action, and clear communication. Participants learned to embrace a positive mindset, manage mental clutter, and communicate strategically. The session underscored that everyone is a leader in their own right, advocating for sincerity and a balanced approach to life.

ALLEN ACHIEVERS

Secured a bronze medal in the Yoga Championship conducted by CSJM University

We are thrilled to announce that Allenhouse Group of Institutions has added yet another accolade to its list of achievements! In the Yoga Championship organized by CSJM University on October 22, 2024, our student, Mahima, a dedicated BBA 2nd-year student, represented our college and showcased outstanding skill, resilience and poise, securing the prestigious Bronze medal. Mahima's commitment to her practice and her exemplary performance have made our college proud. This achievement not only highlights her talent but also encourages and inspires all of us to strive for excellence.

Alumni Talk and a Dynamic Poster Presentation activity

Exciting moments at Allenhouse Business School! Our orientation program featured an inspiring Alumni Talk and a dynamic Poster Presentation activity where our students showcased their brilliant ideas on women entrepreneurship, effective communication and more.

Students Shine with Multiple Sports Medal at CSJM University

Our students have again made us proud by winning multiple medals across various sports events! Congratulations to all the winners for their exceptional achievements! We are pleased to support such talent who continue to excel in both academics and sports.

Gold Medal in Shot Put

Silver medal in the Best Physique Championship

Bronze Medal in Kabaddi Competition

Bronze Medal in Volleyball

Bronze Medal in Yoga Championship

Bronze Medal in JUDO Competition

Silver Medal in Taekwondo Championship

Secured Bronze Medal at the University Level Kabaddi Competition held on 07th October 2024 at CSJM University, Kanpur

Allenhouse Group of Institutions is proud to announce that the Kabaddi Team of Allenhouse Business School has secured the Bronze Medal at the University Level Kabaddi Competition held on 07th October 2024 at CSJM University, Kanpur! The team demonstrated incredible teamwork, strength and strategy, going head-to-head with some of the best university teams. Congratulations to the team members.

Won Silver Medal at the prestigious District Unnao Taekwondo Championship

We are thrilled to announce that Krishna Singh (CRN: 23BBA192), a proud member of our Fidatict Sports Club, has won the Silver Medal at the prestigious District Unnao Taekwondo Championship held on 06th October 2024 at M.D.S.M. Inter College, Unnao! Krishna's incredible skill, perseverance and sportsmanship truly shine as an inspiration to us all! This achievement reflects the excellence in sports that we nurture at Allenhouse. Congratulations, Krishna.

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