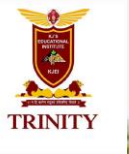


GENESIS – TRINITY BUSINESS SCHOOL





ABOUT US

Genesis – Trinity is one of the India's elite business schools. Genesis – Trinity academic strength drives original and provocative business thinking, empowering our students to challenge conventional wisdom in a truly unique academic environment.

Genesis – Trinity believes in building a Designer Persona in each student which is customized as per their capacity, dreams and aspirations. With this motive, Trinity was established in the year 2008. It is one of the fastest growing colleges of India with a commitment to have state-of-the-art infrastructure, world class teaching faculty and enriched library. The facilities include Cafeteria, Cricket stadium, Health club, Wifi enabled computer lab and campus.

FOUNDER PRESIDENT



Shri Kalyan Jadhav
Founder President, KJEI

VISION

To be recognised in India and globally as centre of excellence in management education.

MISSION

Developing globally acceptable competent professionals/leaders who will create value to their stakeholders and society at large.

*“Imagination is the beginning of orientation.
We imagine what we desire;
We will what we imagine;
And at last we create what we imagine”*

My mission is to give opportunity to every student entering in nation building through entrepreneurship, higher education and disciplined way of life.

The college has shown positive growth with each passing year. I will continue contributing by enhancing the facilities for the development of faculty and students. I pray to God Almighty to continue to give us strength to improve the college holistically and help KJEI's TIMR to make a big name in the field of education.

MANAGING DIRECTOR



"We have a myriad of young, vibrant and talented minds on this campus and it's vital that they are provided with all the opportunities to a formal education as well as an opportunity to make a difference in the world as a contributing force."

Miss. Vibhavari Kalyan Jadhav
M.D, KJEI

That's what we aim to do and being an educational institute this responsibility is not the end product for us, it's what we strive for everyday. I believe we all can make difference in this world, but what sets us apart is the kind of difference we choose to make and I'm truly grateful to be able to contribute towards it.

CHIEF MENTOR



Dr. A B Rao
Chief Mentor, Genesis

Dr. A B Rao is MA, LLB, Ph.D. He worked as Director of Bharati Vidyapeeth's Institutes of Management at Pune, New Mumbai, Solapur and New Delhi for almost two decades. He has worked as Director of Mahatma Education Society's, Pillai's Institute of Management affiliated to Mumbai University for three years. He is an Advisor to the Mahatma Education Society's Institute of Management at Panvel, New Mumbai. He has over four decades in Management Education.

He has so far guided more than 40 students for their Ph.D. in Management and Commerce. He has guided 78 M.Phil. Students in Management and Commerce. He has been a Research guide of Symbiosis international University, Bharati Vidyapeeth, and Yashwantrao Chavan Maharashtra Open University., Nasik. He is a well known author of more than 20 text books on Quantitative techniques, Operations Research, Business Statistics, Business Mathematics, Business Ethics and Professional Values etc.

He was a member of Board of Studies, Commerce Faculty, BUTR and Academic Council of University of Pune. He was a member of the Adhoc committee for management studies, Mumbai University. He is a fellow of the Deccan Education Society Pune and a life member of the All India Management Association New Delhi , Indian Institute of Public Administration, New Delhi, National Institute of Personnel Management, Kolkata.

He was accorded recognition as a Rotarian by the President of International Rotary in 1984 and 85. He was nominated as "International Man of the year" in the year 1997 by the Cambridge Biographical Society, UK. On 7th July 2006 he was honoured by the Dean and the Senior Professors of Miller College of Business, Ball State University, Muncie, Indiana, USA. He participated in many National and International conferences. He received many rewards, awards citations and gold medals for his scholarly achievements. He has travelled widely in India and abroad, especially USA, Europe and UK.

Recently he was awarded as the Legend of Management Education by Chairman of Business World, Dr. Anurag Batra.

PROGRAM DIRECTOR



Dr. Preeti Sharma
Program Director

“Education is all about providing a structured avenue to young curious minds to realise their infinite potential.”

An attribute of Quality Education is to ensure holistic development of the students comprising Outer Materialistic Success combined with Inner Engineering & contribution to the Society may it be economically, technologically, Socially, Environmentally.....

At Genesis Trinity Business School, we believe in imparting holistic training to our Management Trainees enabling them to enhance their capabilities as solution providers to address Present & Future global & domestic Scenario

We achieve this through our time tested & patented program, focusing more on the process rather than product & our talented faculties & advisory committee.

At Genesis Trinity Business School we believe in a curriculum designed to cater to a vast basket of electives incorporating the principle of more hands-on experience, blended learning with strong fundamentals offering more choices to the students & an industry first approach.





ADVISORY BOARD



VINOD BIDWAIK
*CHRO & Vice President HR at Alfa
Laval India | HR Leader | Author |
Executive Coach | Mentor*



VIMAL DHAWAN
*Senior Vice President, Deutsche
Bank*



AMITABH SRIVASTAVA
*Co-Founder at Zenwise
Technologies Private Limited*



**MANOJEET
CHOWDHURY**
Partner at CAMS Consulting



ROHAN SINGH
*Founder & Managing Director
Trustfort Events & Virsaa Live*



ASHOK BHANSALI, CA
*Financial Advisor | CFO services |
Corporate trainer Faculty at
leading business schools*



ADVISORY BOARD



DK RAI
*Director India Business, Former
CEO Chop India*



Dr. PREETAM SALVI
*Adept FMCG, Retail & IT
Transformation Professional*



VAIBHAV DESHMUKH
HR Head at Venky's India L.T.D.



PRACHI DESHPANDE
*Stress Management Coach &
Educator*



SHANTANU GUPTA
*Author / TV Panelist / Political
Analyst / TEDx Speaker Curator of
#AyodhyaArtFest*



UMA DABIR
*Trainer in Communication Skills at
Corporate and Colleges*

INFRASTRUCTURE



College Infrastructure

Appropriate infrastructure sets the right mood for learning. Genesis-Trinity MBA is located in a state-of-the-art beautifully designed 110 acres campus. The stunning campus encompasses huge auditorium, modern computer lab, hostel facility, Cricket and football ground, well-thought-out library, 3 cafeterias, and the general store. The icing on a cake is its zero pollution environment, peace, tranquillity, and a lovely surrounding of flora & fauna that makes the living so beautiful.



Sports Ground

KJEI gymkhana provides the best sport facilities with quality sports equipment's (indoor and outdoor) within the college campus. Total area of play ground is 22500 sqm. All sports activities are guided through a full time professionally qualified Director for physical education. Annual sports are a regular feature of the annual social gathering and are conducted every year in the month of January. From last year we have started with inter engineering cricket tournament namely 'Kalyan Karandak' and the prizes of 50,000 were distributed. 23 teams of engineering and polytechnic from all over Maharashtra had participated.



INFRASTRUCTURE



Library

Library is place of pride for KJ institute's research and education mission. You will find a perfect learning environment that is quiet and serene in nature. Genesis-Trinity MBA Library facilitate students and professors through its vast collection of International, national journals, and magazines. The library has a collection of more than 7000 books across all the disciplines of management. Students fetch the real time industry updates through the leading financial and other important Newspapers, Magazines which are regularly subscribed and made available in the reading hall for students and professors.



Recreational Space

Need a break from routine? Students enjoy ample options to rejuvenate within the campus. They can walk down with nature on the foothills and enjoy the silent grandeur of the lush greenery. Or simply head to the ground and enjoy cricket or football.

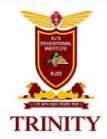


Canteen

Provides hygienic and sumptuous food to the students. The food is available at subsidized rates. The canteen caters to 400 persons at a time. Monthly mess facility, ice cream parlour, juice parlour, coffee shop are also available for all students.



INFRASTRUCTURE



HOSTEL, AMENITIES AND TRANSPORTATION

Fees – Rs.1,20,000

Genesis Trinity Business School (GTBS) provides fully furnished hostel facilities. The Hostel is governed by Hostel Warden, a faculty from Institute appointed by the Director/ Institute management & he/she is assisted by Matron to meet all the matters concerning the welfare of the inmates in the hostel. Above all, hostel is a place of peace & serenity for both learning & extracurricular activities. Knowledge sharing, mutual care & understanding and the will to be the best is what makes life within the four walls enriching & enthralling.


A good study environment/Best in class Covid-19 combat ready operation framework.



Hostel Building



Hostel Rooms



Safe and Secure Environment

WE'RE COVID-19 READY

Our COVID-19 Combat Ready Operation Framework is unique, and best-in-class as compared to our global and domestic peers.



THERMAL MONITORING



REGULAR SANITIZATION AND DISINFECTION



SANITIZER DISPENSERS IN COMMON AREAS



PROTECTIVE GEAR AND TRAINING FOR STAFF MEMBERS



MINIMUM CONTACT WITH THE OUTSIDE WORLD

WE UNDERSTAND YOUR NEEDS



FULLY FURNISHED ROOMS



DELICIOUS & NUTRITIOUS MEALS



24x7 TECH-ENABLED SECURITY



APPLIANCES FOR COMMON USE



APP-BASED FEEDBACK

* Note : Hostel is compulsory for the first year of the program.

INFRASTRUCTURE



HOSTEL, AMENITIES AND TRANSPORTATION

Genesis – Trinity Business School provides many amenities like:

- World Class GYM
- Olympic size Swimming Pool
- Horse Course
- Safe Transportation

Note : Hostel is compulsory for the first year of the program.



World Class GYM



Olympic size
Swimming Pool



Horse Course



Safe Transportation

* Note : Hostel is compulsory for the first year of the program.

INFRASTRUCTURE



ERP

The utilization of Artificial Intelligence in Education (AIEd) is a major focus for us because we believe AIEd can offer improved learning and life outcomes for all.

AIEd combines AI with learning science to promote the development of “adaptive learning environments” and other AIEd tools that are flexible, inclusive, personalized, engaging and effective.

The Industry level IR4.0 is used to fuel our ERP system to developed innovative teaching and learning methods that produce graduates who can think critically, act innovatively and communicate ideas effectively.

KEY PROGRAMS OFFERED

MBA

2 years Residential Programme

Approved by AICTE, Affiliated by Savitribai Phule Pune University
Recognized by Govt. Of Maharashtra, Institute code – MB6174 – TIMR

Course Fees – As per Shikshan Shulka Samiti

MBA+GEP (Genesis Employability Program)

Fee 4,75,000

Genesis Employability Program provides students with the skills and knowledge to successful transition from institute to the workplace. Most importantly, we want students to try things and learn from the experience.

The Genesis Employability Program is a structured program that recognises the personal and professional development a student gains from their involvement in activities and beyond academic studies.

The program will guide students through a range of experiences and reflections to unlock their potential.

Through GEP, student will have access to a wide range of activities and training opportunities that can help student to get trained on professional skills, get involved in the community, and prepare for a successful career.

The benefits of GEP include:

- Access to career development and practical activities, which will enhance employment and advancement potential;
- Gaining and enhancing valuable transferable skills such as teamwork, leadership, communication and interpersonal skills, commercial knowledge sector wise,
- Training students for certification and on developing professional skill.



Certifications and Training:

- Digital marketing Certification (Google AdWords, SEO, Social Media marketing) by IIM Kozhikode/IIM Calcutta
- Advance Excel Certification through Microsoft.
- 100+ Presentations based upon Case Studies
- BSE/NSE Visit and Workshop
- 15+ industrial visits as per the specialisations
- 100+ Mock Interviews & Aptitude Training
- 3 to 4 Live Internships
- Accounts and Finance Training program for non-finance background students
- Spoken and Written communication
- Pro-activeness and Time Management
- Corporate Grooming workshop
- Laptop
- Workshop on critical thinking/Problem solving/Decision Making



KEY PROGRAMS OFFERED



MBA

2 years Programme

Approved by AICTE, Affiliated by Savitribai Phule Pune University
Recognized by Govt. Of Maharashtra, Institute code – MB6174 – TIMR

Course Fees – As per Shikshan Shulka Samiti

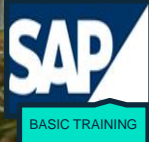
MBA+GEP+MDP(Management Development Program)

Fee 6,10,000

15 days educational certification tour to the top ranked Business school of India with case studies based knowledge and presentations by the most eminent faculties of the world, along with the **MDP certification** which is well known to the corporate world, the idea behind this tour and certification is to give the best knowledge & exposure available in the industry by the best of the industry to the Genesis students through which students can crack the best and desired jobs available in the corporates.

Training & Certification :

- Digital marketing Certification (Google AdWords, SEO, Social Media marketing) by IIM Kozhikode/IIM Calcutta
- ERP/SAP (6 months detailed emphasis on training as per the specialization)
- Advance excel by Microsoft
- 100+ Presentations based upon Case Studies
- NSE Visit and Workshop
- 15+ Industrial Visits
- Six Sigma
- English Language Certification as per global standards
- 100+ Mock Interviews & Aptitude Training
- Industry visits as per the Specialisation
- CFP certification by FPSB
- Business Analytics
- Data Sciences
- 3 to 4 Live Internships
- Foreign Language Program
- Laptop



KEY PROGRAMS OFFERED



Global Business Learning Programme (GBLP)

1 Month International residential study tour* USA/UK/Canada/Europe

Fee 3,25,000

Every year Genesis organises an International Study Tour to a selected country.

Objective of GBLP:

- Prepare students for global career
- Prepare students to get placed in Multinational Companies
- Student involvement in global business environment
- During the visit, the student has an opportunity to study diverse cultures closely

Study tours would be to any of the following cities :

1. Toronto, Canada
2. Vancouver, Canada
3. New York, USA
4. Boston, USA
5. Amsterdam, Holland
6. Rotterdam, Holland
7. Brussels, Belgium

The study tour would comprise lectures, company visits, visits to historical and cultural sites etc.
The main objective is to give international exposure.

Some topics of study tours would be :

1. Sustainable Entrepreneurship
 2. Managing complexity in global organisations
 3. Doing business in Europe
 4. Sustainable supply chain management
 5. Global operations management
 6. Impactful Leadership
 7. Leading for change
- Air ticket - Round trip (Visa charges applicable)
 - Airport Pick & Drop
 - Domestic Transportation
 - Meals (Breakfast, Lunch & Dinner)
 - International University Certificates on completion of course

GLOBAL CONNECT

*“Indian Foreign Policy Current
Priorities and Road Ahead”*



**Mr. Rahul
Shrivastava,**
Ambassador of
India to Romania

*“Foreign Corporate
Job Opportunities after
Covid-19”*



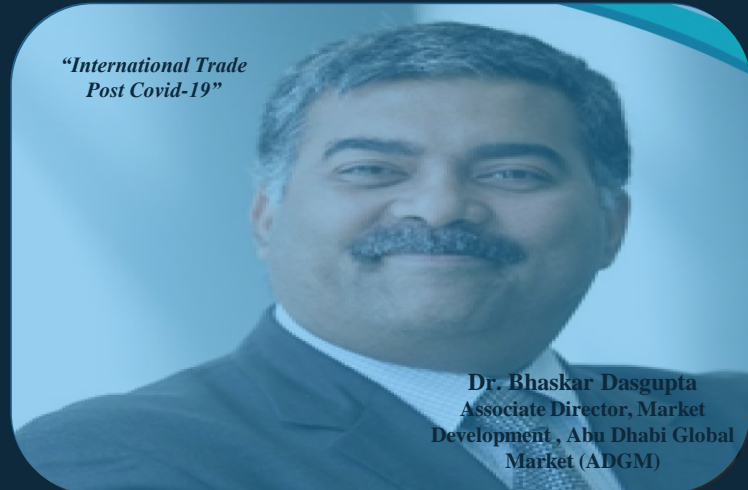
Dr. Stephan Gerschewski, PhD
Senior Lecturer-International Marketing
(Kent Business School), UK & Senior
Editor(EJIM), United Kingdom

*“Industry 4.0 and
International Business”*



Dr. Rubina Romanello, PhD
Professor of Management of Performing Arts,
University of Udine, Italy

*“International Trade
Post Covid-19”*



Dr. Bhaskar Dasgupta
Associate Director, Market
Development, Abu Dhabi Global
Market (ADGM)





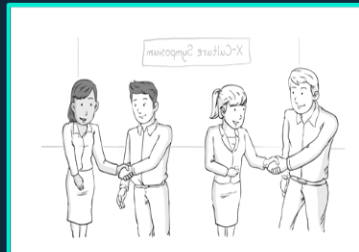
What is X-Culture?

X-Culture = Students + Professors + Business + Research

- Businesses ask for help.
- Students help businesses while gaining international business experience.
- Professors help their students learn from experience.
- Researchers use the data for research.

GLOBAL CONNECT

And remember, X-Culture is designed to be an exercise, not a test. This is how you learn through experience, not how we test your knowledge. This means, that our primary concern is your participation and effort – you show a great involvement and effort and your grade/mark will be high even if your group fails to develop an outstanding business proposal. But if you know all the answers but don't actively participate, don't count on a good grade.



At the end of each X-Culture season, we invite best students to attend an X-Culture Symposium. It provides students a great opportunity to meet in person other X-Culture participants, exchange ideas, expand professional and personal network. Best Student Award recipients are eligible for the X-Culture Travel Stipends. See the X-Culture Symposium page for more details

GLOBAL CONNECT

GENESIS TRINITY BUSINESS SCHOOL Presents CORPORATE BUZZZZ SESSION - 2020



TOPIC - "Foreign Corporate Job Opportunities after COVID-19: An Outlook on the Future of Work and Global Collaboration across the World"

Dr Stephan Gerschewski, PhD
Senior Lecturer-International Marketing (Kent Business School), UK
&
Senior Editor (EJIM), United Kingdom

10th 3:30 PM -
June: 4:30 PM



Dr Gerschewski Delivers Guest Lecture to Genesis Trinity Business School – *Kent Business School*

Future of Work after COVID-19 :

How will Covid-19 impact on all of us in terms of working from home, remote working, global virtual teams, and flexible work hours? Dr Gerschewski discussed the recently proposed 4-day week by New Zealand Prime Minister Jacinda Ardern and the books 'shorter' and 'rest' by author Alex Soojung-Kim Pang. His research found that companies, who trialled shorter working days from 8am-1pm (5 hours/day) as compared to the traditional 9am-5pm, were found to be more productive and also happier and more satisfied with their jobs.

Happiness and Success and Finding Your Place in a 'Strange New World' after COVID-19 :

Lastly, Stephan discussed the importance of happiness for increased productivity, good health, and, ultimately, success in work and life. He encouraged the audience to reflect on whether they are happy with their lives and jobs, and to take care of their mental health in these uncertain and anxious times of Coronavirus pandemic. He emphasised the importance that purpose is the key foundation of fulfilment and happiness at work and in life and that students and graduates should try to look for jobs that can provide purpose and happiness rather than striving purely for material success (e.g. high salary).



Dr Gerschewski, Senior Lecturer in International Marketing at Kent Business School delivered a 2-hour online guest lecture for Genesis Trinity Business School, one of the fastest-growing business schools in India.

The lecture was delivered via Zoom to 120 MBA and undergraduate business students and academic staff and focused on 'Foreign Corporate Job Opportunities after COVID-19: An Outlook on the Future of Work and Global Collaboration across the World' and the following topics:

INTERNATIONAL FIELD SEMINAR



Guest of Honor

Dr. Ruth Clark,
Professor Emeritus at Nova
Southeastern University,
Fort Lauderdale, Florida, United
States

Dr. Ramdas Chandra,
Associate Professor at Nova
Southeastern University,
Fort Lauderdale, Florida, United
States



GLOBAL
CONNECT

TEACHING PEDAGOGY



ADMISSION PROCESS



ELIGIBILITY

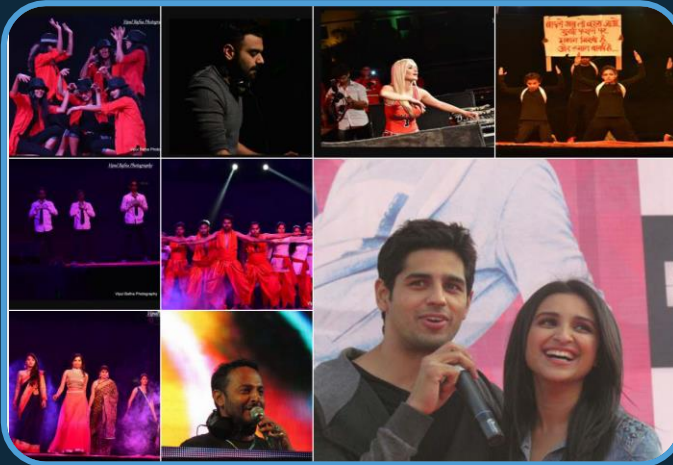
- Candidate should have minimum 50% marks in graduation. Maharashtra domicile students have relaxation as per University norms.
- Candidate should have appeared for any one of the Aptitude exam : **CAT/MH-CET/CMAT**
- Any other regulatory requirement as applicable from time to time.

SELECTION PROCESS

- Aptitude Test conducted by the Institute through online mode.
- Preliminary Round – Telephonic Interview
- Technical & HR Round – Skype/ Zoom/ WhatsApp interview.
- Screening by Assessment panel
- Formal Communication of outcome

Note : Confirmation of Admission will be subject to fulfilment of selection criteria.

EXTRACURRICULAR ACTIVITIES



EXTRACURRICULAR ACTIVITIES

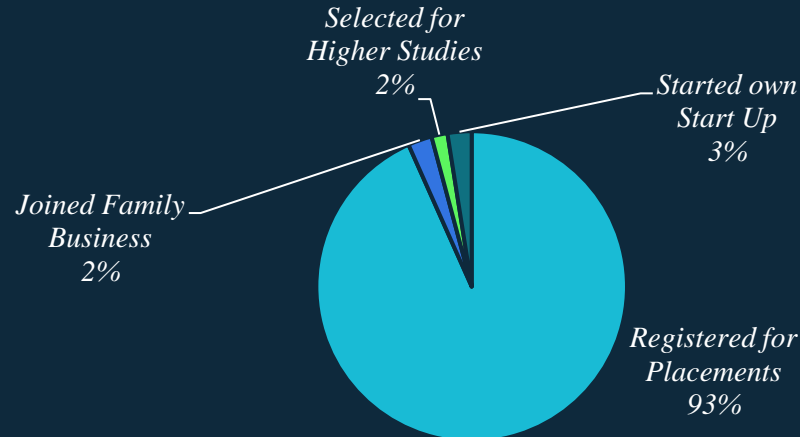
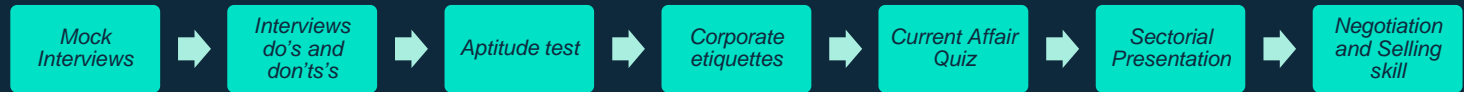


PLACEMENTS



In today's Global Environment Corporates look for Management Graduates with an Entrepreneur mind set, Technology savvy with strong analytical skills and easily adaptable to the diverse and global culture. The constant blend as academic excellence and industry interface helps the students to hone the skills which will make them productive from the day one. During the program the student will complete 3-4 live projects.

The final placement process starts from the third semester and will go on until the last student is placed. It includes on campus selection process consisting of :



Our association with more than 200 National and International companies provides our students opportunities to build their career with Indian and Global companies.

Genesis – Trinity provides opportunity to students for choosing profiles from diverse sectors i.e., Manufacturing, FMCG, Retail, Hospitality, BFSI, ITES and many more.



OUR RECRUITERS



OUR RECRUITERS



and many
more!

INDUSTRY INTERFACE



INDUSTRY INTERFACE



INDUSTRY INTERFACE



THE
WORLD
OUTSIDE-
THE
HARSH
REALITY



BY MR. MANISH JHA

WE
LEAD
BY EXAMPLE
AND PROTECT BY
PROFESSION

I will save a life

AVOWAL

THE VOICE FOR THE VOICELESS

www.shriramlife.com

STEER THE COURSE. FACE YOUR
FEARS. PROTECT YOUR PEOPLE

I'M A
SOLDIER
WITHOUT UNIFORM

#SAVEALIFESAVEDFORLIFE

WE FIGHT
TO WIN
WITH A
KNOCKOUT

I WILL PROTECT MY PEOPLE



Confederation of
Empowerment Initiatives

Applications OPEN

**CEI LIVE PROJECT
Phase-4**



INNOVATION



ENTREPRENEURSHIP



LEADERSHIP

Skill, Re-Skill and Up-Skill Yourself in

- Social Entrepreneurship
- International Finance
- Global Marketing
- Digital Resiliency

Applications Start
16-07-2020

Shortlisting of
Candidates
31-07-2020

Live Project
Commences
02-08-2020

www.ceiempowers.org @CEIempowers101

**GUEST
SESSION
BY**

MR. VIKAS SURENDRAN
AGM, DIGITAL BUSINESS,
SHRIRAM LIFE INSURANCE

WEBINARS



*"5 Trillion \$ Economy
Dream and COVID-19
Impact"*

Mr. Vinayak
Marathe
Sr. Vice President



*"Retail Finance"
"Auto Industries"*

Mr. Dhiraj Agarwal
CEO & Sr. Vice
President - TW



*"Retail Business
Operations & Supply
chain Management –
Fashion Retail"*

Mr. Raghu
Rajagopalan
COO & President



*"Planning a Career in
Marketing."*

Ms. Dola Halder
Brand Head at Doritos



*"What not to do in
your MBA"*

Mr. Tarunesh Mathur
Vice President



*"Post COVID-19:
Organization best
practices and Evolving
skill sets."*

Mr. Vishal Bansal
Talent Acquisition - APJ



“

WEBINARS



"Leveraging the power of LinkedIn"

Mr. Anup Menon
Regional Account
Manager (India)



"Personal Branding and cracking a PPO in post Covid World."

Dr. Shubhra Chakraborty
Founder & CEO – Poshan,
Marketing – Philips,
Branding & Marketing
Consultant



"The Omnipresent Five (IOT, Big Data, Analytics, Machine Learning)"

Mr. Yash Anand
Co-Founder – The
Winning Base, Ex. Intel



"Journey from campus to corporate: Opportunities in FMCG sector"

Mr. Rahul Goyal
General Manager



"Life Before and After an MBA."

Mr. Priyansh Agarwal
Manager-Supply chain
& Partnership



"Skills, Competencies & Attributes that will influence hiring in the Post COVID-19 scenario."

Mr. Aaruni Kant Sinha
Head – Marketing &
Communication



WEBINARS



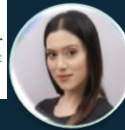
"Economic change and opportunities due to COVID-19."

*Dr. Tejpal Singh
Principal
Commissioner
(GST Delhi)*



"Future of Work and Learning"

*Dr. Sabeena Mathayas
Seasoned
Education Specialist,
NSDC*



"Emerging and Future Trends in Performance Management System"

*Mr. Vimal Dhawan
Sr. Vice President*



"How to Train yourself to be ready for the future in these challenging times."

*Mr. D.K. Rai
Director*



"Campus to Corporate"

*Mr. Saud Zafar
Global HR Head*



"Leadership"

*Dr. Akhil, Director,
Country Counsel India
& Company Secretary,
Boeing India*





दीक्षारम्भः

Initiation of a path is thousand times better
than assumption of a way

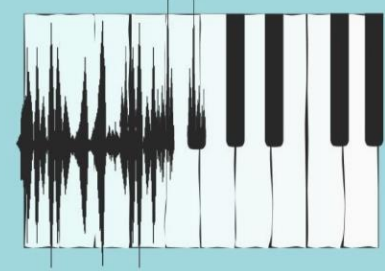
OUR SIGNATURE PROGRAM



दीक्षारम्भः



तेत परिवर्तनं भव
पर्व १ - परिवर्तन



पर्व-२ - तालैक्यम् - Let's find the Right Tune

योगः कर्मसु कौशलम् ॥



My valor is in my hands.

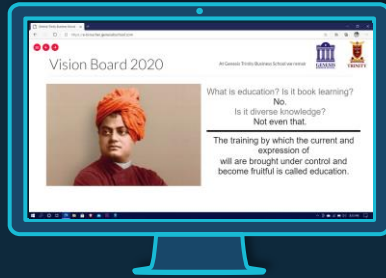
Vamsanthiram - 3.37

मेरा पुरुषार्थ मेरे हाथ में है।

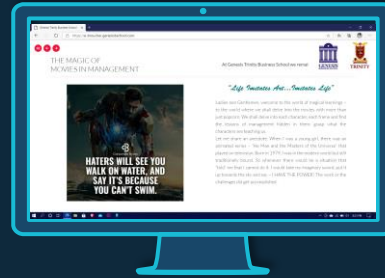
महा बलवान् मया हाथ में है।

महाबलं तु पौरुषम्

दीक्षारम्भः



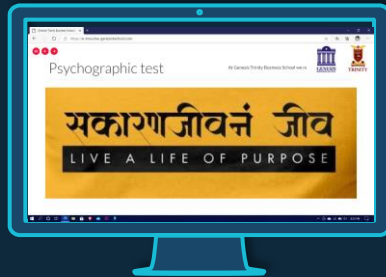
Vision Board 2020



The Magic of Movies in Management



Mind Management



Psychographic Test



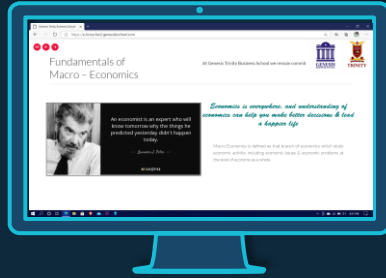
MS Word



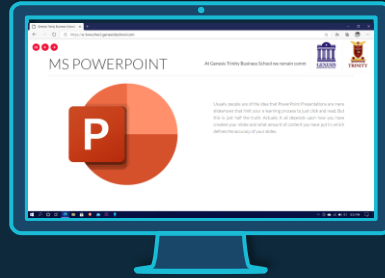
Book Review

“

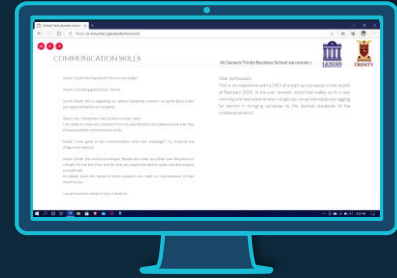
दीक्षारम्भः



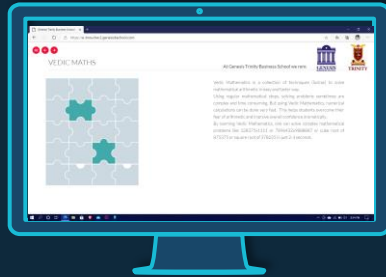
Fundamentals of Macro - Economics



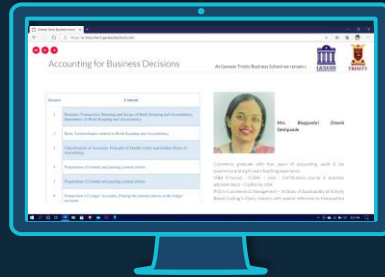
MS PowerPoint



Communication Skills



Vedic Maths



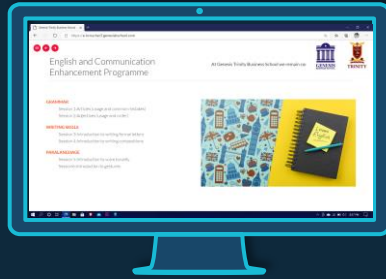
Accounting for Business Decisions



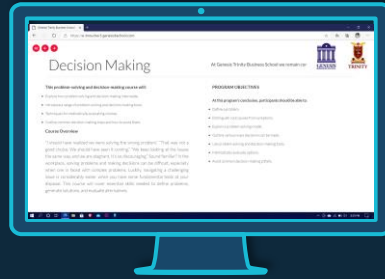
Statistics and Mathematics

“

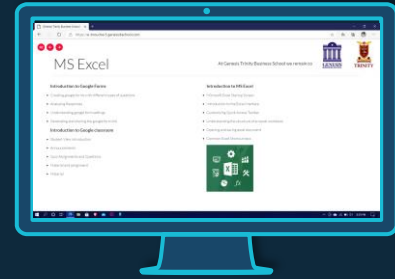
दीक्षारम्भः



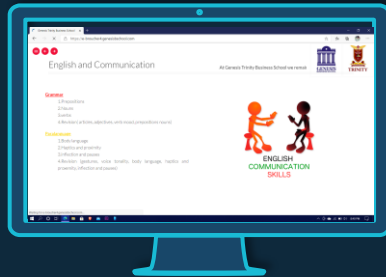
English & Communication
Enhancement Programme



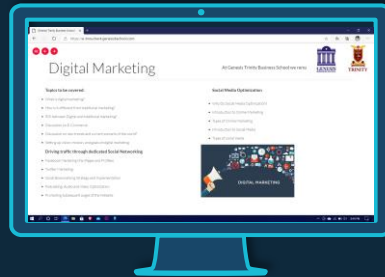
Decision Making



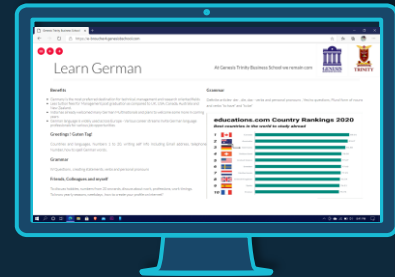
MS Excel



English and Communication



Digital Marketing



Foreign Language – German

“



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Pune, Maharashtra

15TH May 2020

Thank you for creating History with us!

Dear Sir,

We thank you for your active participation in Bada Business official attempt for Guinness World Record on 14th April 2020.

We are delighted to share with you that Bada Business & GLA together have made history by creating Guinness World Record for Largest Online Business Event & Management training programme. The viewership statistics are as under:

Total Logins	7,49,180
Unique Participants	1,76,099
Total Viewed Minutes	98,56,293
Audience from different country	115

It has become more special to us as we have created this record for our country at a time when the whole world is closed under Corona pandemic, which hopefully will inspire everyone to Bounce Back* from current situation.

Thank you very much for being a part of this immortal memory with us.

We look forward to your continued collaboration in future as well.

Regards,
Dr VIVEK BINDRA
Founder & CEO, Bada Business

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