

Publication	Edition	Date
Edex	National	31 st July 2020

<https://www.edexlive.com/happening/2020/jul/31/virtual-bizlab-launched-at-rajasthans-jklu-to-aid-management-students-solve-real-life-problems-13604.html>

Virtual BizLab launched at Rajasthan's JKLU to aid management students solve real-life problems



The screenshot shows a news article on the Edex Live website. At the top, there's a navigation bar with links like 'HOT CLICKBAIT', 'CAREERS', '40 UNDER 40', 'EXAMS', and 'GALLERIES'. The article is categorized under 'Technology' and was published on 31st July 2020. The headline is 'Virtual BizLab launched at Rajasthan's JKLU to aid management students solve real-life problems'. A sub-headline states: 'The BizLab will expose students to real economic, environmental and business issues related to finance, operations, and others with the support of AIMA'. The author is Shreesha Ghosh from Edex Live. Below the text, there are logos for AIMA (All India Management Association) and JKLU (JK Lakshmipat University). The article mentions that the virtual business lab was inaugurated on Thursday at JK Lakshmipat University in association with AIMA for management students to stimulate business exercises. It details that the BizLab will expose students to real economic, environmental, and business issues related to finance, operations, marketing, and other business functions with the support of AIMA. The lab is designed to allow learners to find solutions to problems in almost real-life situations, which will aid their learning process, enhance skills as managers, and provide them with the required industry exposure.

Publication	Edition	Date
Higher Education Post	National	31 st July 2020

<https://www.highereducationdigest.com/first-virtual-business-lab-for-management-students-in-rajasthan/>

Virtual BizLab launched at Rajasthan's JKLU to aid management students solve real-life problems

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First virtual business lab for management students in Rajasthan

July 31, 2020
Editorial Team

AIMA BizLab
Accredited Institute

JK Lakshmipat University, Jaipur

2020 (Vol. 10) July 2020
Circulation Number: 100000

AIMA BizLab

Dr. R. L. Raina
Vice-Chancellor, JK Lakshmipat University

In the times of COVID-19 pandemic when the education has become online and the future of education completely depends upon experiential learning, leading higher education institute JK Lakshmipat University, in collaboration with All India Management Association (AIMA), today unveiled the first-ever virtual lab for management students for business simulation exercises.

Dr. R. L. Raina, Vice-Chancellor, JK Lakshmipat University, in his welcome address, mentioned that the BizLab will expose students to real economic, environmental and business issues related to finance, operations, marketing and other business functions and that with the support of AIMA, it can develop and evolve as the most effective learning tool for management in times to come.

Publication	Edition	Date
Shiksha.com	National	31 st July 2020

<https://www.highereducationdigest.com/first-virtual-business-lab-for-management-students-in-rajasthan/>

Virtual BizLab launched at Rajasthan's JKLU to aid management students solve real-life problems

The screenshot shows a news article on the 'Easy Shiksha' website. The article is titled 'First virtual business lab for management students in Rajasthan' and is dated July 31, 2020. It features a banner for 'AIMA BizLab Accredited Institute' and 'JK Lakshmipat University, Jaipur'. The article text describes the inauguration of the first-of-its-kind business lab at JKLU, highlighting its significance in providing experiential learning to management students during the COVID-19 pandemic. The lab is a collaboration between JKLU and the All India Management Association (AIMA).

First virtual business lab for management students in Rajasthan

By Pragyanthu Khandalwal - July 31, 2020

AIMA BizLab Accredited Institute

JK Lakshmipat University, Jaipur

JK Lakshmipat University unveils first-of-its-kind business lab in its Jaipur campus

It was inaugurated in the virtual presence of Mr H.P. Singhania, Vice Chairman & MD JK Paper Ltd, Mr Neeraj Kapoor, Director, AIMA and Dr Ajay Data, Founder & CEO, Data XGen Technologies along with Dr R.L. Raina, Vice Chancellor, JKLU and Prof Ashwesh Gupta, Pro Vice Chancellor, JKLU

Jaipur, July 31, 2020: In the times of COVID-19 pandemic when the education has become online and the future of education completely depends upon experiential learning, leading higher education institute JK Lakshmipat University, in collaboration with All India Management Association (AIMA), today unveiled

Publication	Edition	Date
Careers360	National	1st August 2020

<https://news.careers360.com/jkl-u-aima-establish-virtual-business-lab-at-jaipur-campus>

JKLU, AIMA establish virtual business lab at Jaipur campus

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JKLU, AIMA establish virtual business lab at Jaipur campus

In collaboration with JK Lakshmipat University

Team Careers360 | Aug 1, 2020 - 12:46 pm IST [Share Via](#)

NEW DELHI: JK Lakshmipat University in collaboration with All India Management Association (AIMA) has unveiled virtual lab for management students for business stimulation exercises.

R L Raina, Vice Chancellor, JK Lakshmipat University mentioned that the BizLab will expose students to real economic, environmental and business issues related to finance, operations, marketing and other business functions and that with the support of AIMA, it can develop and evolve as the most effective learning tool for management in times to come.

The AIMA Biz Lab brings the advantage of being industry and market backed and understands the management students' capabilities."

Neeraj Kapoor, director, AIMA, said that should be industry ready and should have the ability to take up challenges. "In such unprecedented times, we need to be innovating all the time. Education should be such that it should prepare us for crisis management, and we need to look at management education in a different way, using the four pillars of using technology, skilling yourself, having an entrepreneurial mindset and continuous learning. The idea of the business lab is to expose the

Publication	Edition	Date
Dainik Bhaskar	National	1st August 2020

https://www.bhaskar.com/local/rajasthan/jaipur/news/states-first-virtual-business-lab-launched-127573063.html?branch_match_id=711878098080863684&utm_campaign=127573063&utm_medium=s_haring

State's first virtual business lab launched



Publication	Edition	Date
Curriculum	National	1 st August 2020

<http://www.curriculum-magazine.com/1st-virtual-business-lab-for-management-students-in-rajasthan/>

1st Virtual business lab for management students in Rajasthan

1st Virtual business lab for management students in Rajasthan

August 1, 2020 - News Updates

JK Lakshmipat University, Jaipur in collaboration with All India Management Association (AIMA), on July 31 unveiled the first-ever virtual lab for management students for business stimulation exercises. It is a first such kind of lab in Rajasthan. BizLab will expose students to real economic, environmental and business issues related to finance, operations, marketing and other business functions.

The digital business laboratory inaugurated in the virtual presence of H.P. Singhanis, Vice Chairman & MD JK Paper Ltd, Neeraj Kapoor, Director, AIMA and Dr Ajay Data, Founder & CEO, Data XGen Technologies along with Dr R L Rains, Vice Chancellor, JKLU and Prof Asheesh Gupta, Pro Vice Chancellor, JKLU.

Dr Ajay Data, Founder & CEO, Data XGen Technologies, said, "We are in a very unique situation. If you look at the startup ecosystem in the past, the most valuable startups were those who could solve a large problem. Today we have thousands of problems and technology is helping us solve them more conveniently. More than 80 percent of the people are conveniently working from home today. Education has become more inclusive and we need to create more hireable and ready individuals from universities. With AIMA, we have lot of industry knowledge that will come in and it will help bridge the gap in academics."

JKLU's Pro ViceChancellor, **Prof Asheesh Gupta** said, "For us, the establishment of the AIMA Biz Lab at JKLU, the first in Rajasthan, marks a very purposeful milestone. There is conclusive scientific evidence that we learn best by doing. The purpose of our MBA programme, beyond imparting domain knowledge, is to help students learn how to integrate and use knowledge that is available and to be life-long learners. The AIMA Biz Lab, is a strategic step in this direction because AIMA also brings the advantage of being industry and market backed and understands the management students' capabilities."

Publication	Edition	Date
Hindu Business Line	National	3 rd August 2020

<https://bloncampus.thehindubusinessline.com/b-school-corner/exposing-management-students-to-the-real-world-of-business/article32257174.ece>

Exposing management students to the real world of business

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[Rethinking Business](#)
[Tame the CAT](#)

03 Aug 2020 10:35 IST

Team BLoC

Exposing management students to the real world of business

JK Lakshmiipat University unveils virtual business lab on its Jaipur campus in a tie up with AIMA

JK Lakshmiipat University, in collaboration with the All India Management Association (AIMA), has unveiled a virtual lab for management students for business simulation exercises.

Dr RL Raine, Vice-Chancellor, JK Lakshmiipat University, in his welcome address, mentioned that the BizLab will expose students to real economic, environmental and business issues related to finance, operations, marketing and other business functions and that with the support of AIMA, it can develop and evolve as the most effective learning tool for management in times to come.

The digital business laboratory was inaugurated virtually by chief guest of the event, Dr Ajay Datta, Founder & CEO, Data XGen Technologies, in the presence of dignitaries including HP Singhania, Vice Chairman and MD, JK Paper, Neeraj Kapoor, Director, AIMA, Dr RL Raine, Vice Chancellor, JKLU and Ashwesh Gupta, Pro-Vice Chancellor, JKLU.

Publication	Edition	Date
College Dunia	National	1st August 2020

<https://collegedunia.com/news/jklul-and-aima-collaborate-to-establish-virtual-business-lab-for-management-students--bizlab-alertid-24663>

1st Virtual business lab for management students in Rajasthan

JKLU and AIMA Collaborate to establish Virtual Business Lab for Management Students- 'BizLab'



Aarushi Kalra
Exams Prep Master

f in

Updated On - August 1st, 2020

JK Lakshmipat University in collaboration with All India Management Association (AIMA), will be establishing a virtual lab for management students for business stimulation exercises, in the Jaipur Campus.

JK Lakshmipat University Vice-Chancellor, R L Raina said that the BizLab will evolve as the most effective learning tool for management in times to come and it will give exposure in environmental and business issues related to finance, real economic, operations, marketing, and other business functions.



In collaboration with JK Lakshmipat University

AIMA Director Neeraj Kapoor said, "In such unprecedented times, we need to be innovating all the time and education should be such that it prepares us for crisis management. We need to look at management education in a different way, using the four pillars of technology, skilling yourself, entrepreneurial mindset, and continuous learning."

Neeraj also added that the basic idea of a business lab is to expose the students about what is happening in the management world. It will help in enhancing the capabilities and aiding their learning.

Publication	Edition	Date
Business News Week	National	1 st August 2020

<http://businessnewsthisweek.com/business/first-virtual-business-lab-for-management-students-in-rajasthan/>

First virtual business lab for management students in Rajasthan

First virtual business lab for management students in Rajasthan

July 31, 2020 | Gouri Achary | Business | 0

> Business > First virtual business lab for management students in Rajasthan



JK Lakshmipat University, Jaipur

2020-21, July 31, 2020
Distribution Number: 1004213

AIMA BizLab

Jaipur
Haryana Pradesh
India, 302004

www.aima.org

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Jaipur, July 31, 2020: In the times of COVID-19 pandemic when the education has become online and the future of education completely depends upon experiential learning, leading higher education institute JK Lakshmipat University, in collaboration with All India Management Association (AIMA), today unveiled the first-ever virtual lab for management students for business simulation exercises.

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The digital business laboratory was inaugurated virtually by Chief Guest of the event, Dr Ajay Datta, Founder & CEO, Data XGen Technologies, in the presence of dignitaries including Mr H.P. Singhania, Vice Chairman & MD, JK Paper Ltd, Mr Neeraj Kapoor, Director, AIMA, Dr R L Raina, Vice-Chancellor, JKLU and Mr Asheesh Gupta, Pro-Vice-Chancellor, JKLU.

JKLU's Pro vice-chancellor, Prof Asheesh Gupta said, "For us, the establishment of the AIMA Biz Lab at JKLU, the first in Rajasthan, marks a very purposeful milestone. There is conclusive scientific evidence that we learn best by doing. Management education requires being able to integrate principles and theories with business realities allowing learners to practice these in near-real-life situations - learning that cuts through functional silos - exactly as problems rarely come packaged as purely marketing or organisational or finance problems. The purpose of our MBA programme, beyond imparting domain knowledge, is to help students learn how to integrate and use the knowledge that is available and to be life-long learners. The AIMA Biz Lab is a strategic step in this direction because AIMA also brings the advantage of being industry and market backed and understands the management students' capabilities."

Publication	Edition	Date
APN News	National	1 st August 2020

<https://www.apnnews.com/first-virtual-business-lab-for-management-students-in-rajasthan/>

First virtual business lab for management students in Rajasthan

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Published on August 1, 2020

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Publication	Edition	Date
Daily Hunt	National	1st August 2020

<https://m.dailyhunt.in/news/india/english/news+patrolling-epaper-newspatr/first+virtual+business+lab+for+management+students+in+rajasthan-newsid-n202965204>

First virtual business lab for management students in Rajasthan

First virtual business lab for management students in Rajasthan

JK Lakshmipat University unveils first-of-its-kind business lab in its Jaipur campus

It was inaugurated in the virtual presence of Mr H.P. Singhania, Vice Chairman & MD JK Paper Ltd, Mr Neeraj Kapoor, Director, AIMA and Dr Ajay Data, Founder & CEO, Data XGen Technologies along with Dr R L Raina, Vice Chancellor, JKLU and Prof Asheesh Gupta, Pro Vice Chancellor, JKLU

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JKLU's Pro ViceChancellor, **Prof Asheesh Gupta** said, 'For us, the establishment of the AIMA Biz

Publication	Edition	Date
Global News	National	1 st August 2020

<https://globalprimenews.com/2020/07/31/first-virtual-business-lab-for-management-students-in-rajasthan/>

First virtual business lab for management students in Rajasthan

First virtual business lab for management students in Rajasthan

TOPICS: #All India Management Association (AIMA) #JK Lakshmipat University
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POSTED BY: SACHIN MURDESHWAR JULY 31, 2020

AIMA BizLab Accredited Institute

JK Lakshmipat University, Jaipur

AIMA BizLab

In collaboration with JK Lakshmipat University

JK Lakshmipat University unveils first-of-its-kind business lab in its Jaipur campus

It was inaugurated in the virtual presence of Mr. R.P. Singhania, Vice Chairman & MD JK Paper Ltd, Mr. Nitesh Kapoor, Director, AIMA and Dr. Ajay Gata, Founder & CEO, Data NGen Technologies along with Dr. R.L. Rana, Vice Chancellor, JKLU and Prof. Ashokesh Gupta, Pro Vice Chancellor, JKLU

Publication	Edition	Date
News Hub	National	1 st August 2020

<https://newshubonline.com/first-virtual-business-lab-for-management-students-in-rajasthan-launched/>

First virtual business lab for management students in Rajasthan

First virtual business lab for management students in Rajasthan launched

August 1, 2020

In the times of COVID-19 pandemic when the education has become online and the future of education completely depends upon experiential learning, leading higher education institute JK Lakshmipat University, in collaboration with All India Management Association (AIMA) has unveiled the first-ever virtual lab for management students for business stimulation exercises.

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Publication	Edition	Date
Telegraph Online	National	1st August 2020

<http://businessnewsthisweek.com/business/first-virtual-business-lab-for-management-students-in-rajasthan/>

First virtual business lab for management students in Rajasthan

EDUCATION

JK Lakshmipat University unveils first-of-its-kind business lab in Jaipur campus

AUGUST 1, 2020





In collaboration with JK Lakshmipat University










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Publication	Edition	Date
Fact Report	National	1st August 2020

<https://factreport.net/virtual-business-lab-for-management-students-launched/>

First virtual business lab for management students in Rajasthan



Education

Virtual business lab for management students launched

1 Aug 2020

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Publication	Edition	Date
NewsFront Point	National	1 st August 2020

<https://newsfrontpoint.com/first-virtual-business-lab-for-management-students-in-rajasthan/>

First virtual business lab for management students in Rajasthan

First virtual business lab for management students in Rajasthan
on August 1, 2020

AIMA BizLab Accredited Institute

JK Lakshmipat University, Jaipur

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Publication	Edition	Date
Geo News	National	1st August 2020

<http://businessnewsthisweek.com/business/first-virtual-business-lab-for-management-students-in-rajasthan/>

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Publication	Edition	Date
Education Times	National	1st August 2020

<http://businessnewsthisweek.com/business/first-virtual-business-lab-for-management-students-in->
<http://theeducationtimes.in/tag/jklu/>

First virtual business lab for management students in Rajasthan



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First virtual business lab for management students in Rajasthan

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Publication	Edition	Date
News Patrolling	National	1st August 2020

<http://www.newspatrolling.com/first-virtual-business-lab-for-management-students-in-rajasthan/>

First virtual business lab for management students in Rajasthan

FIRST VIRTUAL BUSINESS LAB FOR MANAGEMENT STUDENTS IN RAJASTHAN

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Publication	Edition	Date
Sarkar Mirror	National	1 st August 2020

<http://www.sarkarimirror.com/first-virtual-business-lab-for-management-students-in-rajasthan/>

First virtual business lab for management students in Rajasthan

First virtual business lab for management students in Rajasthan

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First virtual business lab for management students in Rajasthan

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