

# CAMBUZZ



INTERNATIONAL SCHOOL OF INFORMATICS & MANAGEMENT TECHNICAL CAMPUS

(Formerly India International Institute of Management)

*A Heritage of Vision • A Legacy of Innovation*

## MOSAIC 2014: The management event exemplified by diversity, wisdom and merriment

The 17th annual management fest MOSAIC-2014 was organized by International School of Informatics and Management Technical Campus (IIM) from 10th March, to 12th March, 2014. In the true spirit of a festival, it was an assembly of talent on a platform to inspire all to strive for the best. The three days of the festival had the IIM- Jaipur campus buzzing with enthusiasm and jollity.

MOSAIC 2014 began with Saraswati Vandana and lamp lighting by Prof. Nalinaksh S. Vyas, Vice chancellor, RTU Kota, the chief guest of the inaugural function - 'The Fountain Head'. Prof. Vyas shared his invaluable experience with the students and advised them to explore their hidden talent and encouraged them to outshine in all facets of life. He emphasized on contributing one hundred percent in all spheres of life and to realize their true potential. He also encouraged students to live up to the expectation of the industry and advised them to take more field projects along with their curriculum so that they can get acquainted with the industry requirements.

Dr. Ashok Gupta, Chairman IIM and Vice Chancellor, The IIS University welcomed the guests and participants. He encouraged them to participate and enjoy the festival in true camaraderie. The competition began with the event "Quizzard" - the Business Quiz followed by TAKE THE STREET- musical street play and CHAIN THE RHYTHM - a game of Antakshari.

THE CRAFTY EDGE was the first event of day two, aimed at testing the instinct of the participants to win the customer's attention by developing marketing strategies, followed by PICASSO - face painting on the theme "Festivity", BULLS AND BEARS- a share trading activity, TAKE A CUE - identifying, analyzing and solving management problem, ADGURU - creating an advertisement with a distinct punch line and HOT STEPPERS - a fusion of diverse classical, semi-classical and folk dances.

On the day third, the events that took place were STRINGS UNPLUGGED - the singing competition and final round of THE CZAR OF MOSAIC.

The closing ceremony 'Pinnacle' was marked by dance and song, the musical voyage included a devout Ganesha Vandana, followed by a contemporary number, a beautiful dance performance on fusion of various Bollywood numbers, beautifully coordinated and synchronized salsa, jazz, hip-hop, and finally Rajasthani folk.

The Chief Guest of the Ceremony Shri Amrish Kumar, IAS, Project Director, RUIDP congratulated the participants and the organizers for the success of MOSAIC-2014. He felicitated the winners and participants with trophies and certificates. The running trophy was bagged by S. S. Jain Subodh P. G. College, Jaipur.



## Youth call towards social development: 3rd International Conference on "Finding Innovative Solutions for Poverty Alleviation in India"



The conference was organized on February 14, 2014 by IIM in collaboration with India Development Coalition of America (IDCA). The event commenced with Saraswati Vandana followed by lighting the lamp. Dr. Ashok Gupta, Chairman IIM and Vice Chancellor, The IIS University welcomed the dignitaries and participants and expressed that it is very crucial to organize such conferences and generate awareness among youth to discharge their responsibilities keeping in view social objectives.

Dr. Mohan Lal Jain, Trustee and Founder President, IDCA, in his address highlighted the dire need of taking strong measures to alleviate poverty. The Chief Guest of the conference was Shri Satyadev Bareth, Director, Development Resources. In his speech he talked about the dream of Mahatma Gandhi of a poverty free India.

The key note was presented by Prashant Pal, Delhi Lead - Operation Excellence, Accenture. The first part of the panel discussion started with the theme - 'Water, climate change and health'. The speakers were Mr. Azeem-Ur-Rehman, General Manager, Boruka Charitable Trust, Mr. Dhananjay Sahay, Director, Policy and Research, CECOEDCON, Jaipur and Mr. Sameer Chaturvedi, CEO, Jaipur Rugs Foundation. The panel discussion concluded with in-depth deliberations amongst the panelists.

In Panel discussion - II, the speakers were invited to talk on the theme - 'Education and Livelihood'. The speakers were Ms. Swati Bhardwaj - State Manager, Educate Girls, Ms. Amreen Ahmed - Chief Coordinator, Pravaah, Jaipur Initiative and Mr. Varun Sharma - Programme Coordinator, Aravali, Jaipur. Speakers talked about greater need of the voluntary organisations to work closely with marginalized communities in every district of Rajasthan. They all shared a common view that the benefits of development should reach the grass-root level.

The concluding session had presentations by the students of IIM pertaining to the training work undertaken for the purpose of certificate course in 'Citizenship and Social Entrepreneurship'. This certificate course is aimed at developing social sensitization amongst students. The Initiative has been undertaken in collaboration with IDCA keeping in view the increasing opportunities for engaging students in the NGO sector.

**NGOs where training was undertaken included:**

- PRAVAH, Jaipur Initiative
- Jaipur Rugs, Jaipur
- Rajasthan Voluntary Health Association (RVHA), Jaipur
- Aravali, Jaipur
- Akshaya Patra, Jaipur
- Help in Suffering (HIS), Jaipur
- NMP Medical Research Institute, Jaipur
- Dayanand Bal Sadan, Ajmer

Best Six teams were selected for the presentation. The teams shared their work, experiences and real life learnings. The presentations were judged by the dignitaries from the corporate world and the winners, first runner-up and second runner-up were awarded cash prizes of Rs. 6000, Rs. 4000 and Rs. 2000 by IDCA respectively. The judges appreciated the work done by students and suggested to get involved in such training programmes so as to bridge the gap between theoretical learnings and practical issues.

The session concluded with conference report by Dr. Mohan Lal Jain who also encouraged the participants to be innovative and work with dedication towards poverty alleviation.

# Vivid Air

## NCMIT - Connecting professional and academic networks: Fourth National Conference - "Data Analytics and Business Intelligence: Emerging Paradigms"

A two day National Conference on Management and IT (NCMIT) on the theme, 'Data Analytics and Business Intelligence: Emerging Paradigms' was organized by International School of Informatics and Management on 10-11th April 2014.

The conference was inaugurated by chief guest Shri Ratnesh Kashyap, Managing Director & CEO, SRSL International Pvt. Ltd, and Shri Sameer Chaturvedi, Chief Executive Officer, Jaipur Rugs Foundation, was the guest of honor. Dr. Ashok Gupta welcomed the eminent resource persons, delegates and distinguished invitees.

An introduction to the conference including the description on technical sessions, sub-themes and the issues to be discussed in the next two days was then presented by Dr. Manju Nair, Principal, IIIM.

The National Conference included two technical sessions to give enough scope for exchange of differing views and perspectives on big data, Hadoop, crowd funding etc. The practicum witnessed an overwhelming response with entries from 10 Indian states including Rajasthan for presentations in the technical sessions.

Technical Session-I on **Data Analytics and Business Applications and Management** was chaired by Prof. C. K. Shah, Department of Accounts and Statistics, University of Rajasthan, Jaipur and Prof. M. C. Sharma, ABST Department, University of Rajasthan. Wide array of papers were presented by research scholars and corporate speakers in the session. Day one of conference concluded with a panel discussion between Prof. G. S. Dangayach, Mr. Sameer Chaturvedi, Mr. Robin Gauba, and Mr. Mukesh Soni. The discussion highlighted that data is everywhere and the volume of new data is growing at an exponential rate. There is an urgent need to utilize the data for innovative business applications. The second day of the conference started with Technical Session-II on topic '**Data Analysis, Techniques and Concepts**' and was chaired by Prof. Anil Mehta, Dept. of Business Administration, University of Rajasthan, Jaipur and Dr. Tanjul Saxena, Professor, IIHMR, Jaipur.

Speakers presented papers on topics like Crowd Funding, Ranking of attributes for performance measurement of smart phones using AHP, Dynamics of Compliance cost on Public Cloud in Indian Perspective and many more.

The conference concluded with the valedictory ceremony. The Chief Guest of the ceremony Mr. Shashwat Kulshreshtha, Corporate Affairs Head, Cairns Energy shared his thoughts with the students. He said that Data analysis and design provides the foundation for delivering Business Intelligence applications.

A report on the conference proceedings, including the observations, summary and consequences of the conference was presented in the valedictory session by Prof. Swati V. Chande, Dean, Computer Science. Dr. Manju Nair, Principal, IIIM formally thanked all the participants, guests and students.



## NSS - BLOOD DONATION CAMP: THE JOY OF SERVING MANKIND

IIIM organized a blood donation camp on 25th February 2014 under NSS activities keeping in view the need of social sensitization among students. The initiative was in collaboration with Swasthya Kalyan Blood Bank. The camp was inaugurated by Dr. S.S. Agarwal, Secretary Swasthya Kalyan Blood Bank. It drew an enthusiastic participation from the students, faculties and staff.

At the inauguration, the Chief Guest emphasized the importance of mobilizing the youth towards the cause of blood donation and thereby serving the mankind. Dr. Ashok Gupta also insisted that each student, being a responsible citizen of India, should contribute to this noble act. Several students and staff of the organization actively participated and made the event successful.

## UDAAN: A FLIGHT BEYOND MARS...

MBA Batch (2012-2014) and MCA Batch (2011-2014) were given a hearty farewell 'UDAAN' on 6th May, 2014 and 19th May, 2014 respectively by their juniors.

The functions took up with a warm and traditional welcome of the seniors followed by lamp lighting and Vandana. The highlight of the program was conferring of apt titles, series of melodious songs and colorful dances and the most happening 'Mr. and Ms. Farewell 2014'.

The Chairman, Dr. Ashok Gupta wished good luck to the passing out batch and motivated them to stay ambitious and always work hard to achieve their goals. He told the students to remain connected with the institute through the annual Alumni Meet, Dharohar.

The programmes had a vivacious presentation which made students live the unforgettable moments again. The presentation displayed moments of joy, share, care, friendship, laughter, worries and togetherness.

The most attractive event of the evening - Mr. and Ms. Farewell was organized in two rounds. In RTU, Ms. Harpreet Kaur was crowned Ms. Farewell 2014 & Mr. Ajay Kumar bagged the title of Mr. Farewell 2014. In MBA, Kriti Gopal was crowned Ms. Farewell and Mr. Ayush Mathur won the Mr. Farewell title. In PGDM, the titles for Ms. Farewell and Mr. Farewell were won by Jaya Khubchandani and Bharat Singh Naruka respectively.

In MCA, Mr. and Ms. Farewell titles were bagged by Pawan Khatri and Ankita Agarwal respectively. The programmes concluded with a wistful celebration which revived the unforgettable moments and students were recharged with all the zest and happiness.



# Panorama

## FOOTPRINTS....

### Institutes' Rankings

#### Indian Management (AIMA SURVEY)

Grade A (September 2014), Grade A (September 2013), Grade A (May 2013)

#### CSR-GHRDC B-School Survey

Ranked 18 of top B-schools of Excellence. State wise Rank 2 (IIM) (November 2013)

#### BusinessWorld B-School Survey

Ranked 41st in country (2013)

#### Business & Management Chronicle

Grade A (December 2012-January 2013)



### Collaborations

Strategic Alliances establish a cooperative relationship between institutions and corporates. Under collaborations, institutions establish mutually beneficial links for development of the students in association with other reputed corporates and partnering institutions. For holistic development of students and others stakeholders, industry/institute collaborations by IIM include:

- Jaipuria Institute of Management
- The IIS University
- India Development Coalition of America
- IBM

The Institute is also a member of the British Council Exam Partnership programme and prepares candidates for the University of Cambridge ESOL Examination under which they are well equipped to compete at the global level.

### Post Graduate Diploma in International Business Operations (PGDIBO)

PGDIBO is a one-year post graduate diploma programme. This programme is aimed at equipping the learners with necessary conceptual, entrepreneurial and analytical skills required for handling International Business Operations. The curriculum focuses on applied aspects and also acquaints the students with the international trading trends going around. The course was introduced for the students of PGDM at IIM to help them acquire additional skills to understanding of international business operations.

### Visit to RBI

The institute encourages regular industrial interaction and participation of students at different forums. In one such endeavor, 20 students participated in the lecture on 'Monetary Policy in India - Framework, Process and Challenges', on April 21, 2014. The lecture was delivered by Dr. M. D. Patra, Principal Advisor, Monetary Policy Department, RBI, Mumbai. Students also benefitted by participating in Forex Quiz organized by the RBI and won the first, second and third rank.

### Visit to SEBI

Industrial visits provide the students an opportunity to be aware of the real time operations and thereby comprehend the implementation aspect of the knowledge gained in the classes. In one such initiative fifty students visited the SEBI office at Jaipur in February 2014 where they attended a 4 Hrs workshop on the operations and working of SEBI.

### Video Conferencing :The President's Speech

The President of India, Sri Pranab Mukherjee delivered a new year message through video conferencing and web casting using the NKN (National Knowledge Network) to the students and the faculty members of the Central institutions, IITs and NITs. The video was telecasted at IIM live on 7th January 2014 at 1200 hours. His message was aimed at motivating the students and the faculty members so as to improve the quality of education in India. The President elaborated by emphasizing that education is the top priority of the nation because the quality of education goes hand in hand with the development of country and people's lifestyle.

### FACULTY CORNER



Dr. Kavya Saini has been awarded with Doctor of Philosophy in the department of Management, University of Rajasthan, on the topic "Competitive Advantages through Strategic Alliances: A Case of Telecom Companies". Dr. Kavya started her journey in academics in the year 2005 and has been associated with the institute since 2006. Her area of specialization is marketing management. She is also a great contributor to the E-Igniters (Entrepreneurship cell) activities at IIM and was selected amongst 60 NEN (National Entrepreneurship Network) Faculty Leaders across India for 'Mentoring Skills Finishing School' (MSFS) program 2013 -14. She was also selected among 30 NEN Faculty Leaders across India among Entrepreneurship Educators Round Table scheduled on 21st February 2014.

### E-Week of E-Igniters

IIM entrepreneurship cell E-Igniters has taken rapid strides in promoting entrepreneurial temper and has succeeded in carving a niche for itself. The E-Igniters (e-cell in collaboration with NEN) has organized a plethora of events under its aegis in the last few years since its inception and these events have witnessed healthy participation from students.

For one week, in March 2014, the E-Igniters celebrated Entrepreneurship Week India, designed to build public awareness and support for entrepreneurship. The campaign is led by the National Entrepreneurship Network and supported by the Wadhvani Foundation and other partners.

The following events were organized in the 'Entrepreneurship Week' to cultivate the culture of entrepreneurship among students of IIM:

Date	Event	Details
1 <sup>st</sup> March 2014	Orientation of E-Week and E-Baithak	Sharing of views by Young Entrepreneurs
3 <sup>rd</sup> March 2014	Building castle/Idea Generation/Paper to Product	Creating pool of new business opportunities from newspaper articles
4 <sup>th</sup> March 2014	Outreach@ Innovations	Optimum use of resources by acquiring innovative approach
5 <sup>th</sup> March 2014	Mind Twister Games & Jigsaw puzzle	Innovation with constraints to make innovative entrepreneurs
6 <sup>th</sup> March 2014	₹ 50 Venture	Earn while you learn
7 <sup>th</sup> March 2014	Bazaar on campus	Its time to go for shopping. A learning experience for the students to face the real life challenges

The E-Week at IIM, has helped students accentuate their remarkable innovations and convert them into viable business opportunities. The conduct of E-Week was a very successful endeavor and the team of E-Igniters was awarded runners-up trophy for the E-Week 2014 across North Region.



# A gamut of learnings, experiences and life..... from DHAROHAR

*Deepak Soni, Systems Analyst*

Birlasoft UK Ltd.

9.5 Yrs

Success Journey: Life is not easy outside college walls. If I look back where I started, people say that I am successful, it's a long journey I have just started. You need to define your definition of success and achieve that....End of the day if you are not happy than you are not successful.....

IIM Memories: Cherished every single day...first day... introduction to Seniors, Classes (somewhat :-)) , Lab, Table tennis, Semester project, College Fest, Teachers....those yellow walls not sure what is the color these days. It was a life changing experience and got amazing amazing friends for life.

Message for Juniors: There is no shortcut to achieve great things, it's up to you when you invest your efforts, in college (for 3-4 years) or in job (for the whole life)? Choose.

No one is good or bad, there is work for every talent in the industry but who goes where is more about attitude how you take things which come to you and give it back.

10 marks, 2% will not matter after few years from now, the thing which will matter how you lived life in there and outside. Try to make these things as habit:

1. Read Books
2. ARK (Act of Random Kindness) to the ones you don't know
3. Love yourself

Most importantly have fun; you should have a smile when you look back after so many years.



*Sunny Akhlak*

Sunny Akhlak exemplifies fortitude and piety. He is a Platonist and a visionary who inherited his family business - Sunny group. He is 28 years old young entrepreneur. He is an alumnus of St. Xavier's & IIM. He stepped into his family business at a very early age of 16 only along with his studies.

The success story of Sunny Akhlak can not be recited in words but can be appraised by various awards received by him for his valuable contribution. In the year 2008, he was awarded in Builder's meet, in 2009, he was honored with an award at home Utsav by ICICI Bank and in 2010, he was honored at property and home expo. He is also a proud member of RBPA and JPC.

The man of few words Sunny Akhlak believes that 'Trust' is the most crucial ingredient to attain success in any business.

Sunny shared his success mantra with us: "Always do homework, planning is must and everything in life should be well planned first".

## Honing skills through training

National Skill Development of India (NSDC) has facilitated various training programs for the skill development of youth. One such program was organized for the MCA students of IIM under STAR (Standard Training Assessment & Reward) scheme to encourage skill development for youth by providing monetary rewards for successful completion of approved training programs. Specifically, the scheme aimed to:

- Encourage standardization in the certification process and initiate a process of creating a registry of skills.
- Increase productivity of the existing workforce and align the training and certification to the needs of the country.
- Provide monetary rewards for skill certification to boost employability and productivity of youth by incentivizing them for skill training programmes.
- Reward candidates undergoing skill training by authorized institutions at an average monetary reward of Rs. 10,000 per candidate.
- Benefit 10 Lakhs youth at an approximate total cost of 1,000 Crores.

The training was conducted for 30 days for 115 MCA students which included sessions on personal grooming, business etiquettes and team building. Students incredibly benefitted from the programme and most of them have already received their certificates from Government of India.



## The Placement Zone

At IIM placement is considered to be a strategic activity. Immaculate planning of the placement process and activities are carried out to suit the need of the changing corporate scenario. The placement cell of the institute conceives, organizes, directs and coordinates various activities so as to enhance employability of the students.

The best CTC – Rs. 5.46 Lakhs in the session 2013-14 was offered by EINS (JARO) Education, followed by Agarwal Metal Works with CTC of 4.75 Lakhs. Various regular visitors to our campus are:

- ICICI Bank
- ICICI Securities Ltd.
- HDFC Bank
- Genpact
- Vodafone Digilink Ltd.
- Jaipur Rugs Company Pvt.Ltd.
- Axis Bank Ltd.
- Bosch Ltd.
- India Bulls
- Oxfam India



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