

# CAMBUZZ



## INTERNATIONAL SCHOOL OF INFORMATICS & MANAGEMENT TECHNICAL CAMPUS

Accredited 'A' by NAAC  
(Formerly India International Institute of Management)

*A Heritage of Vision • A Legacy of Innovation*

### IDCA Conference

**"If you change the way you look at things, the things you look at, will change"**

IIIM Jaipur in collaboration with India Development Coalition of America and Rotary Club Jaipur Gurukul organized 7th North India Conference on 27<sup>th</sup> and 28<sup>th</sup> February 2018. The theme for the two day conference was **"Challenges & Opportunities to Mitigate Poverty and Climate Change in India"**. In the inaugural session Dr. Mohan Jain, Founder and Trustee, IDCA, USA gave an impetus to the conference and suggested ways which can bring positive change in the society. The chief guest for the inaugural ceremony was Mr. Sarisdhar N Thumuluri, MD & CEO, Basix Sub-K iTransactions Ltd., Hyderabad. The Key note speaker for the event was Sister B K Trupti, National Coordinator, Agriculture and Rural Development Wing, Brahma Kumaris, Mt. Abu. Mr. Anshu Gupta, founder Goonj also graced the occasion via skype.

The day one of the conference had three sessions. Session 1 was about "Climate change Mitigation", Session 2 was for "Innovative Practices in Health Care and Session 3 discussed "Emerging Prospects in livelihood". The second day of conference had sessions related to Emerging Prospects in Education and Innovative Practices in Water Conservation.

The concluding session had presentations by the students of IIIM through which they showcased their experience and real life learning. Among the ten presentations, the top three projects with UMANG NGO, RAKSHA NGO and UNICEF were rewarded. The conference culminated with conference report by Dr. Mohan Jain. He encouraged the students to contribute towards a socially responsible society.



### B-Quizzing

IIIM organized eighth National level B-Quizzing competition on 27<sup>th</sup> January, 2018 for B-schools and Corporates. The competition comprised two rounds - 'The Prelude', the preliminary round - an online test encompassing 30 questions and a final round with further five sub-rounds. 45 teams participated from all over India, out of which six teams made it to the finals.

The six teams which reached the finals were Xpressminds Edutainment Pvt. Ltd., New Delhi, Handa Education Services Pvt. Ltd., Reserve Bank of India, Jaipuria Institute of Management, S. S. Jain Subodh PG College and Tata Steel Ltd. The final round was designed to test the magnitude of lateral thinking, Corporate Awareness and Presence of Mind. The various sub-rounds were named as 'Media Acumen' (an audio-visual round), 'Cuadrado' (category round), 'The Trellis (grid Round), 'Buzzoholic' (buzzer round) and 'Quick Flash' (rapid fire round).

The battle between the teams was tough. Ms. Leena Piplani and Mr. Dheeraj Gupta from Xpressminds Edutainment Pvt. Ltd., New Delhi won the competition. The first runners up were from Handa Education Services Pvt. Ltd., Jaipur, the team members were Mr. Ravi Handa and Mr. Shakti Singh Kavia. Second runners up were Mr. Ashish Daryani and Mr. Ankur Sharma from Reserve Bank of India, Jaipur. The winners were given cash prizes of Rs.11000, 7000 and 5000 respectively. The chief guest Mr. Ankit Bhanawat, RSM, Bajaj Corp. Ltd. felicitated the winners and congratulated them.

### RTU Award

IIIM has been ranked first within Category 'A' for the academic session 2017-18 in Management (MBA) and Computer Applications (MCA) Programs by Rajasthan Technical University (RTU), Kota on the basis of Quality Index Value (QIV) score.

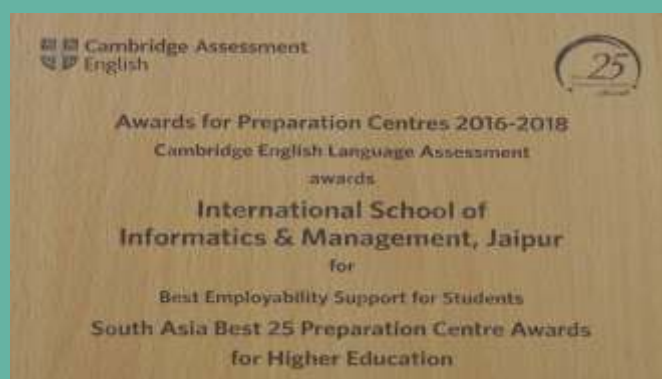
IIIM is the only institute in Category 'A' in the Computer Applications stream.





## Best Employability Support for students – Award

The Institute has been ranked among the Best 25 Preparation Centers in South Asia for “Best Employability Support for students” by the Cambridge English assessment, 2017.



## Book Release - The Demonetization Phenomenon

On 21<sup>st</sup> November, 2017, Dr. Prabhat Pankaj, Director, Jaipuria Institute of Management, Jaipur, released his book “The Demonetization Phenomenon” and enlightened the students with his deliberation on the changing economic scenario. The session was concluded by Dr. Sheenu Jain, coauthor of the book who touched upon impact of digital transactions in the light of demonetization.



## Montage

Montage 2017, the 13th annual IT fest of International School of Informatics and Management, Jaipur was a two day event where students participating from various parts of the country got a chance to compete on different platform. The two day IT fest's Inaugural ceremony “UDGHOSH” began with lamp lighting by Dr. Ashok Gupta, Director IIM, and Vice Chancellor, The IIS University. This was followed by IT Presentation on Shri Ajay V. Bhatt which showcased his greatest contribution to the IT sector, the USB drive and his other notable achievements.

It was succeeded by “Brain Bench” a technical quiz competition to test the technical aptitude and awareness about current IT trends of the participants.

The third event in the series “Aamne Samne”, gave the techies the opportunity to morph themselves as the assigned personality for which a mock interviewer, interviewed them. “Bits & Bytes”, provided a platform to the technocrats to showcase their caliber in software development.

The technical poster presentation, “Post IT”, was a new event introduced in Montage 2017. It aimed at motivating students to come up with innovative digital solutions for the real-world problems. “Webvision” aimed at holistic assessment of the techies and evaluated them on their creativity, imagination, designing and programming skills. The sizzling cultural event, “Taal” added vibrancy to the event. The participants amused the audience with their melodious songs in Antakshari.

The second day started with event “Drishti” which was conducted to assess the interpretation ability and perception of the techies using different games as tools such as Dumb Charades, Memory Test, Pictionary etc. The next event “Spectrum” brought out the creativity in the contestants through a prismatic splash of colors in rangoli on the theme 'Women Power'. “Ooh La La” was fun with technology. It was based on the most popular game, Snakes 'n' Ladders, where the students were judged on IT and general awareness. It was succeeded by “Code-Acumen”, Coding and debugging competition. The photography skills of the students were assessed in the event “Thru-Ur-Eyes”. “Pixels” was conducted to assess the ability of the participants to put the bits together to form a meaningful whole through collage making on computer. “D4U” or dance for you or dhamaal for you was conducted to figure out the creative choreographers behind the tech mind.

The two days of fun and thrill ended with the valediction ceremony “EUPHONY”. The chief guest for the event was Mr. Piyush Poddar, Executive leader at Axelerant Technologies, Inc. based in Atlanta, USA who gave away the awards to the winners of the competitions and the running trophy to the overall winner of Montage 2017.





## NEN E Week

IIM'S Entrepreneurship Cell, E Igniters organized E Week in collaboration with National Entrepreneurship Network (NEN) from February 10<sup>th</sup> 2018 to February 16<sup>th</sup> 2018.

The following activities were organized during the E-Week wherein students participated with full zeal and vigor.

### February 10<sup>th</sup> 2018 – Roopantar

Entrepreneurship is living a few years of your life like most people won't, so that you can spend the rest of your life like most people can't.

IIM's NEN E-Cell -“E-Igniters” organized “Roopantar”- A Business Plan Competition to provide a competing platform to the young and budding entrepreneurs on 10th February, 2018. The Inter- Institute competition provided a platform for potential ideas and early stage startups to evaluate their plan in the risk free environment of a competition. It aimed to bridge the gap between ideas and the realization of an enterprise.

This year Roopantar 2018 witnessed participation from 15 teams across the state. The registered teams were provided with case-lets describing some non-conventional product/services such as: “Stationary on move”, “Travel Agencies for Females”, “Green ware – a way to plastic free environment”, and “Eco- friendly and Economical Furnishing”. Teams presented a complete Business Plan and Strategy for launch of the chosen product/service. The teams after the presentation also handled the queries of the esteemed judges Mr. Nitin Setia, Founder, V4Events and Ms. Astha Agarwal, Founder, Pink&Blue India. It was surely a closely fought competition.

Ms. Mishita Singhal and Mr. Rohit Karmwani from Jaipuria Institute of Management bagged the 1st position, Ms. Saloni Singh, Ms. Anuradha Sogani and Ms. Ishita Bassi from The IIS University locked their position as the 1st runner up. The winning and runner up teams were given cash prize of Rs. 3000 and Rs. 1500 respectively.

### February 12<sup>th</sup> 2018 – Bazaar on Campus

This was the most exciting event of the week, wherein students sold their products like handmade decorative items, Food items etc. The Bazaar on Campus included 20 stalls and the event proved to be a great learning platform for students.

### February 14<sup>th</sup> 2018 – Flash Mob

Every year Flash Mob is organized by our students and this time it was organized in World Trade Park. The objective of the Flash Mob was to provide information about opportunities entrepreneurship and motivate budding entrepreneurs for starting new ventures.

### February 15<sup>th</sup> 2018 – Paricharcha

“Paricharcha”- An E-talk was organized on 15th February, 2018 where successful entrepreneurs enriched students with different facets of entrepreneurship based on their experiences. The panel consisted of Mr. Nikanj Pareek, Founder, Shree Anupamam Interior Products & Office Furniture, Ms. Suhani Sood, Associate Partner, Blackwood Architects & Director, Heritance Design, Mr. Vijendra Shekhawat, Founder, Elephant Paper, Ms. Sheela Soni, Owner, E-Mitra and Banking Correspondence kiosk, Ms. Shilpa Arora, Owner, Fashion Apparels - Rang and Ms. Richa Lodha Singhi, Owner, Plant Studio.

### February 16<sup>th</sup> 2018 – Jugaad to Jhakkas

The activity was directed at providing an opportunity to students to don their creative hats and create unimaginable products from waste items. A total of sixteen teams presented their products in this activity. Some of the products made were- Decorative boat from wood, Piggybank from cold drink bottles, Photo frame using ear-buds and straws, Candles from orange peel, Pen stand from household waste, Cycle from old newspaper etc.





### Intra – Institute Activity

A Quiz competition was organized for MBA students on 10th October, 2017. Students were evaluated on their business acumen. The winners of the event were Rishica Agarwal and Himanshu Goyal and Runners up were Garima Sharma and Yash Maheshwari.

On 9<sup>th</sup> December, 2017, “Intra-Institute Activity” was conducted for MBA students in which they participated in Business Quiz which was followed by movie review on “Life is Beautiful”. The winner of the Quiz was Harsha Lohana and Runner Up was Nancy Khandelwal.

On 21<sup>st</sup> December, 2017, “Intra-Institute Activity” was organized for MBA students to encourage them to write slogans for the event - “B- Quizzing - 2018. The students participated with great zeal and showed creativity.



### Guest Lecture – Art of Public Speaking

On 2nd November, 2017, a session on “Happiness, Feelings and Optimism” was conducted for the students by Swami Abhedananda, Acharya, Chinmay Mission, Durban, South Africa. He conveyed the message that if one stays optimistic in tough situations or conditions one will always be happy and it would be easy to sail through challenging times.

On December 05, 2017, a session was conducted on “Art of Public Speaking” by Prof. Gurcharan Singh, Professor in School of Management Studies, Punjabi University Patiala. Prof Singh said that speaking well in public is a very valuable and difficult skill. It is an act of presenting one's thoughts before audience in order to inform, influence or entertain them. He shared that Public speaking is not just a skill, it is a collection of skills. Effective public speakers are in an excellent position to get their messages across in the workplace.

On 20th December, 2017, a session was conducted for MBA students by one of our distinguished alumna Ms. Shveta Saggur, Senior Marketing Research Analyst, NVIDIA, San Francisco, USA. She enriched the knowledge of the students on Artificial Intelligence, Graphic Processing Unit for Gaming and Cryptocurrency.



### FDPs

#### Faculty Development programme on ‘Android Developer Fundamentals’

Faculty Training on “Android Developer Fundamentals”, organized by Rajasthan Technical University (RTU) in association with Google was conducted at IIIM campus on November 13-17, 2017. The FDP witnessed participation of faculty of the MCA programme from different colleges affiliated to Rajasthan Technical University. Prof. N. P. Kaushik, Vice Chancellor, RTU was the chief guest of the inaugural programme. At the end of the FDP, the participants were awarded certificates by Google Inc.



#### Faculty Development programme on ‘Python’

IIIM organized FDP on Python Programming language for MCA faculties. Faculty members got acquainted with knowledge of Python. The workshop was conducted in collaboration with Technoglobe (Flagship of VSM Development). The faculty members were awarded certificates at the end of the programme.



#### Faculty Development programme on ‘Stay Happy, Stay Healthy’

On 28th November, 2017, Faculty Development Program was conducted for the faculty on the topic “Stay Happy, Stay Healthy” by Mr. Randeep Sharma, Akriti Labs. He created awareness about various common diseases and highlighted the significance of healthy eating and active life style.

### Workshops

#### ‘Data Analytics’ Workshop

From 17th January to 20th January, ‘Business Analytics Certification’ course on SPSS was conducted for the MBA students by Mr. H. K. Singh, Service Delivery Manager, Cognizant Technology Solution, and Data Scientist to enhance the analytical skills of the students.



#### Workshop on ‘Python’

To endow with knowledge and skills of Python Programming Language and to provide Practical exposure of having worked with Python environment, a four day workshop and certification program on Python for MCA Students was organized from 21<sup>st</sup> to 23<sup>rd</sup> Feb 2018. The workshop was conducted in collaboration with Technoglobe (Flagship of VSM Development).

#### Workshop on ‘Communication and Soft Skills’

On 25th October, 2017, ‘Communication & Soft Skills Workshop’ was conducted for the MCA Students by Mr. Sandeep Menghani, Director, Yashaswi Bhava. It was to enhance their Communication Skills including, Voice Modulation, Language, Grooming, Body Language, Answering Skills, Interpersonal Skills and Presentation Skills.



#### Webinar

The students of MBA and MCA program attended a Webinar organized as a part of the ‘Smart India Hackathon’ 18 addressed by General Bipin Rawat, Chief of Army Staff on the topic “Leadership” on 11th January, 2018.



## Star Initiative

STAR Initiative-Phase I was an initiative taken for the holistic development of students. It aimed to improve the Soft Skills, Technical skills, Awareness of self and Readiness of the students. The students were assessed on various parameters of STAR and then assigned grades based on their STAR scores. To improve the students performance and to move them to the higher grade, various interventions were designed and executed.

STAR initiative was well appreciated in the AICTE- UKIERI workshop and was selected amongst the top 6 out of 100 projects from all over the country.



## Post Budget Analysis

IIM organised a panel discussion on "Post budget Analysis-2018" on February 6th, 2018.

Prof. C.S. Barla, Prof. Laxminarayan Nathuramka, Mr. Dilip Kumar Mohata (Chartered Accountant), Ms. Kavita Sharma, Homemaker, were among the eminent panelists who presented their views on the recent union budget that was introduced in the parliament.

The session was organised to discuss the pros and cons of the latest budget from diverse perspectives and to acquaint the students with the financial impact of the budget on the micro as well as macro-economic aspects of the country.

Prof. Nathuramka presented a comprehensive picture of the budget wherein he discussed various economic implications of the budget touching upon all the macro variables. Mr. Dilip Kumar Mohata (CA) presented minute intricacies of the budget in terms of taxation and financial relaxations to individuals as well as business organisations. Ms. Kavita Sharma shared her views in terms of impact of budget on the family expenditure of an individual. Dr. C.S. Barla emphasised on the application of Performance Budgeting as a necessary ingredient for budget evaluation.





## NSS

On 14th November, 2017, the NSS unit of IIIM celebrated Children's Day with children of slum areas of Jaipur. Around 74 children visited the institute escorted by NSS volunteers. The volunteers were enthusiastic in interacting with the kids through games and musical programme. An NGO, Blossom supported the event by gifting 55 blankets for children that were handed over by NSS volunteers. At the end of the program food packets were distributed to children and on the way back home volunteers extended the message of love, cleanliness and joy to them.

## Club Activities

### #include club

Under #include Programming club a guest lecture was conducted by Mr Ajeet Kumar Yadav, on "Basic Concepts and Applications of Python" on January, 2018 to make students's aware of Python Programming Basics. Further club organized a Session by Dr. Swati V. Chande on "Activity based Learning of Programming Skills" on February 20th, 2018. Students attended and participated enthusiastically in the #include club activities.

### The White Knight- Finance Club

On 22<sup>nd</sup> February 2018, The White Knight Club organized a visit to Securities and Exchange Board of India, Jaipur office. A session was conducted by Mr. Rajesh Kumar, Manager, SEBI Jaipur, on various dimensions of securities market and investment instruments. He enlightened students on how to take better investment decisions and recommended to study carefully profile of various companies and individual's risk-taking capacity, before investing in market.

### Humanagers – The HR Club

Under Humanagers – The HR Club, a 'Soft Skills Simulation Session' was conducted by Mr. Vivek Sharma, HR Specialist, on 31<sup>st</sup> January, 2018 to train students on interview skills. A mock interview session was organized in which the students played the role of interviewer and understood the nitty gritty of facing an interview. The session also highlighted the current HR practices of various organizations.

### Genesis – The Marketing Club

Presentations on 'Rural Management' were done by a group of 80 students, on 6th February 2018. In the presentations students had to cover 4As of rural marketing including acceptability, affordability, availability and awareness of their chosen brands. Students in a group made presentations on popular brands like Lux, Lifebuoy, Mahindra Bolero, Maggi, Coca-Cola, Cadbury, Colgate etc. Each group also shared two interviews of rural consumers for their chosen brand. Presentation by group on brand 'Maggi' was adjudged the winner.

Presentations on 'Brand Management' were done by a group of 65 students, on 8th November 2017. In the presentations students had to cover brand concept, brand history, brand positioning and brand personality of their chosen brands. Students in a group made presentations on popular brands like BMW, Starbucks, Toyota, Maggi, Coca-Cola, Audi, Thums-Up, Nescafe, Zara, Tanishq etc. Each group also shared two fascinating facts and two electronic advertisements for their chosen brand. Presentation for the brand 'Starbucks' was adjudged the winner.





## Sports Day

Sports Day was conducted on 9<sup>th</sup> February 2018 in IIIM. Students enthusiastically participated in various sports activities. Hanu Pincha and Purnal Methi won the *TT competition* in Boys and Girls category respectively. Saksham Gupta and Arth were declared winners for *Chess competition* in Boys and Girls Category. Mahendra Khandelwal and Apoorva Rawat were winners in *Carrom* in Boys and Girls category respectively. *Volleyball* in Boys category was won by MBA students. The winners for *Badminton Females Doubles* were Richa Bansal and Neha Sharma and for *Boy's Doubles* were Hanu Pincha and Tarun Sharma. Further, Shiwali won *Badminton Female Singles* and Mehul Verma won the *Boy's Doubles*.



## Student Milestones

### MBA Programme

MBA IV Sem students participated in "Praktikum- A National Summer Internship Competition" held in J.K. Lakshmi Pat University, Sonali Kabra secured first position.

MBA students participated in Poddar Management & Technical Campus, Annual Management Fest, Pinki Sharma and Deepika Toshniwal secured first position in the event Corporate Roadies.

### MCA Programme

MCA IV Sem students participated in Annual Fest Zest 2018 held in St. Xavier's college, Jaipur and Akshit Chaudhary, Shashank Kanungo and Arushi Babbar Secured First position each in the events - Blind typing, Web Designing and Quiz respectively.

On 8<sup>th</sup> and 9<sup>th</sup> Feb MCA IV Sem. Students participated in Annual Event Technitude organized by S.S. Jain Subodh PG College, Jaipur. Shilpa Jha secured Runner up position in events Poster Making and Dance, Shamit Verma and Divya Mansukhani secured Runner up position in Dance and Poster making respectively and Saurabh Varshney took hold of the Winner trophy in LAN Gaming.

### Research Paper Presented

Under the term paper presentation Programme of MCA, V Sem. student Ms. Jyoti Gupta Co-authored a Research Paper "A review on Automated recommendation system using K- Nearest Neighbor and Support Vector Machine" under the Guidance of faculty member Ms. Ritu Jhalani. The paper was presented in International conference on Emerging Technologies in Computer Engineering (ICETCE-18) Organized by SKIT, Jaipur

### Selection in Final round of Smart India Hackathon 2018

Three teams of MCA IV Sem. submitted their synopsis for the Smart India Hackathon 2018, Conducted by MHRD and AICTE to bridge the digital divide in our country and further promote digital literacy in India. Team "#codeX" the team of Heena Gupta, Shilpa Kumari Jha, Dilbag Singh, Shashank Kannongo, Savita Gyanchandani and Nisha Mamtani has been selected for the second round to be held in Nagpur. The team will develop software solutions in stipulated time of 36 hrs for the competition.

## Current Affairs Forum Meet (CAFM)

IIIM in its endeavor of creating vibrant and conversant managers organizes the Current Affairs Forum Meet every quarter of a year to acquaint its budding managers with the latest events taking place in global business scenario. The institute organized CAFM on December 19, 2017 in which students shared their presentation on topics like Latest developments in Indian e-commerce Industry, Emerging technological innovations in Business World (Crypto currency), Inter government agreements/policies and their impact on economy, Current political events / scenario in country etc.





## Faculty Corner

### Best Paper Awards

#### Dr. Sandeep Vyas

Received best paper award for the research paper titled '**A study of causal relationship among macroeconomic variables and BSE SENSEX: Evidences from India**' presented at the 6th International Conference on Green, Growth, Globalization, Governance and GST (5G): Opportunities and Challenges on 2-3 February 2018 held at JK Laxmipat University Jaipur.

Dr. Vyas also received another best paper accolade titled '**A regression analysis of time series data for predicting the behavior of stock market returns**' presented at the International Conference on 'Sustainable Development and Innovation in Business, Economy, Management and Technology: Prospects in Emerging Markets' on 23 - 24 February, 2018 organized by Poornima University, Jaipur.



#### Dr. Kavaldeep Dixit and Dr. Bharti Sharma

Received the Best Paper Award for the research paper titled '**Home Away from Home- A Case of Customer Satisfaction with Services of Umaid Hotel & Resorts, Rajasthan, India**'. The award was conferred at the valediction ceremony of International Conference on Sustainable Development and Innovation in Business, Economy, Management & Technology: Prospects in Emerging Markets, held on February 23-24, 2018 at Poornima University, Jaipur in collaboration with Hanyang University, Seoul (South Korea).



## Training and Placement

At IIIM, Placement is considered to be a strategic activity. Immaculate planning of placement process and activities is 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.

This session witnessed many recruiters of repute on campus like: ITC Rajputana, Jaro Education, FIS (Google Adwords), IndusInd Bank, Naukri.com, ITTPL, Decurtis Corporation, C-DAC, Componence Portal Services Pvt. Ltd., to name a few.

The maximum salary package for this session was 9Lakhs/Annum.



### Alumni Interview

**Priyanka Agarwal, AVP, Business Excellence, Accenture**

#### About Me

I have spent 13 years in Banking and Financial sector working in multiple roles like Operations, Project Manager, Six Sigma Black-belt and currently work as Business Excellence Advisor. I took every role as a new challenge to learn & excel and passionately worked towards it. I make an effort to give my 100% in handling every responsibility given by my seniors and have thus always earned their respect and trust. I believe my zeal to learn and passion, honesty and Integrity towards my work and organization have helped me grow in my career.

#### Memories of IIIM

I read the following quote by Benjamin Franklin during 1st year of MBA "If you fail to plan, you are planning to fail" and it became my guiding principle since then. Those 2 years were the most wonderful years of my life. Our batch was fortunate to have some wonderful teachers including guest faculties. They taught us the importance of multi tasking, time management and hard work. IIIM provided me my First platform to introspect and express myself freely and develop my passions in life. I made lifelong friends and lifetime memories.

#### Message to Juniors

Life is all about choices you make and actions you take. So please make informed & wise choices and always be true to yourself. I have applied this moto in every sticky situation that I have ever faced. Each one of us has immense potential to carve our own identities and write success stories without exception. This could be achieved through creative and indestructible life state that is not dependent on others but you. Always follow your heart and never shy away from hard work but above everything else:

STAY HAPPY!!!

Cheers!

## Upcoming Events:

- ICMIT
- Udaan
- Parichaya
- Talent Hunt
- Abhinandan
- Montage
- Dharohar



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### Technical Campus

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