



ISIM

INTERNATIONAL SCHOOL OF INFORMATICS & MANAGEMENT TECHNICAL CAMPUS

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(Formerly India International Institute of Management)

A Heritage of Vision • A Legacy of Innovation

Mosaic Montage 2023

The annual Management and IT festival of ISIM Jaipur was organized from 1-2 March, 2023. Mosaic Montage provided a meeting ground for young aspiring managers and technocrats from renowned management and IT institutes. The fest witnessed excellent participation from across the country. During the fest, 12 events were organized which were an amalgamation of Management, IT and cultural events. The valedictory ceremony "Euphony" manifested the joy, hard work, creativity and innovation of ISIM students in their performances. The winners of various events of two days of Inter Institute fest and also STAR performances across various activities of the institute were awarded with trophies and certificates. IIS Deemed to be University, Jaipur was announced the overall winner of Mosaic Montage 2023 and were awarded the Rolling Trophy. Students cherished and enjoyed the fun filled musical DJ night after the valedictory ceremony.



Dharohar -2023

Dharohar - the Alumni meet was organized Alumni meet 'Dharohar' on 19 February 2023. It commenced with lamp lighting and welcome address by Dr. Ashok Gupta, Director, ISIM. Dr Gupta introduced the Interim Alumni Committee to the alumni. The meet then proceeded with a presentation by Mr. Akshay Jain, President, Interim Alumni Committee, Mr. Vikas Kumar, Vice President, Mr. Gagandeep Kalra, Secretary. Mr. Akshay briefed the alumni about the past, present and future activities conducted by the institute. It was a great opportunity for the institute to obtain inputs from the alumni on the further course of action by the Alumni Association.

The meet was filled with cultural performances by the students. Some of the alumni also performed and relived their old college days. It was followed by High tea and networking session. More than 200 alumni attended this event from batches 1997 to 2018. For many attendees it was a great platform to connect with other alumni and exchange ideas.



IDCA International Conference 2023

In collaboration with India Development Coalition of America, the 12th North India Conference was organized on February 21-22, 2023. The theme for the two days conference was "Innovative Practices to Mitigate Poverty and Climate Change in India".

The chief guest for the inaugural function was Mr. Himanshu Singh, Founder, AgrEco Technologies, Jaipur. The Guest of Honour was Major General Alok Raj, Co-founder, Uniglobe Development Foundation. Mr. Sumit Singh, Advisor, Strategy Cooperation, National Cooperative Union of India delivered the keynote address.

The conference witnessed overwhelming response from NGOs and CSR executives from corporates. The speakers of the subsequent session were from diverse domains such as water conservation, education, women empowerment, agriculture, childcare, human rights etc.

Dr. Mohan Jain motivated the participants to be sensitive to contribute meaningfully to the cause of mitigating poverty and climate change in India.

Students of MBA program of ISIM made effective presentations on their experience of working with the NGOs under the 'Citizenship & Social Entrepreneurship' initiative and were awarded cash prizes for their presentations. The winners were Sachin Saini, Punit Agarwal, Neelesh Jain, Deshna Jain and Deepa Singhal who completed their internship from 'Robinhood Army'.



B QUIZZING 2023

ISIM organized the 13th business quiz competition for B-Schools and Corporates. B-quizzing 2023 is a premier national-level competition bringing together young minds from both business schools and the corporate world. The event received an overwhelming response from 150 participants from various corporate and business schools like TCS, Steel Authority of India Limited, Indian Oil Corporation Ltd., Barclays, American Express, Tray.IO (London), IIM Lucknow, IIM Ranchi, IIM Indore, IIFT Kolkata, IIT Mumbai, JIM Noida, Jaipuria Institute of Management, Jaipur, Amity University Noida, Xavier Institute of Management & Entrepreneurship, Tata Institute of Social Sciences, Delhi University, NIT Patna, and Symbiosis Institute of Operations Management. Mr. Shantanu Sharma from Avid Learning, Mumbai was the winner and Mr. Ravi Handa from Handa Education Services Pvt. Ltd. Jaipur secured the second position. The winner and runner-up were awarded a cash prize of Rs. 7,000 and Rs. 5,000 respectively. The institute also organised 'Intra-Institute B-Quizzing' on February 15th, 2023. The winner of the event was Kratika Bohra, first runner-up in the event was Charvi Ailani and second runner-up was Girisha Maheshwari. The winner, first runner-up and second runner up were awarded a cash prize of Rs. 2,000 Rs. 1000 and Rs. 500 respectively.



Investor Awareness Programme

White knight – The Finance club of the institute organized an 'Investor Awareness Programme on Financial Empowerment through wealth creation' on January 27th, 2023 in collaboration with the Department of Financial Studies, IIS (deemed to be university) and Association of Mutual Fund in India (AMFI). Mr. Surya Kant Sharma, senior consultant, AMFI delivered the keynote address and Ms. Alpana Kateja, Professor, Department of Economics, Director, UGC-Human Resource Development Centre, University of Rajasthan was the guest of honor.

Mr. Sharma in his address emphasized the importance of Investor Education, especially systematic investment planning and securing one's passive income for the future. He also provided insight into how savings and investments lead to the nation's capital formation and wealth creation.



Internship with NGOs

One of the initiatives taken by the institution to promote social justice and good citizenship amongst its students is offering of a new course on 'Citizenship and Social Entrepreneurship' in collaboration with IDCA, USA to sensitize students on social issues through a mandatory internship with NGOs working in social sector. As per the requirements of the course the students are sent for 10 days training to the NGOs/Social Enterprises to supplement their theoretical knowledge with the experience of real working environment and understanding of structure of social enterprises from January 30th to February 8th. This endeavour of the institute helps to inculcate the sense of social responsibility and social entrepreneurship and sensitizes students on various contemporary social issues. Institute collaborated with twenty-seven NGOs of repute, Aashray, Aatmnirbhar, Aravali, Jaipur Foot, Pravah, SIDART, UNICEF, Project Life Force, Pure India Trust, Robin Hood Army to name a few, for providing internship to the students.



C2C Program

The C2C program is an initiative of the institution aimed at working on students' attitudes and personalities, that help them build the right attitude required to be corporate-ready. The content of the program enables students to equip themselves with the right knowledge, skills and attitude so that they are ready to face the challenges of the corporate world. Institution collaborates with various training organizations for making students prepare well for corporate excellence. The program assists students in developing their personalities to help them in a successful transition into corporate life. This year the initiative was conducted in the following three phases:

- First phase - (14th October - 16th October 2022)
- Second phase - (24th November - 26th November 2022)
- Third phase - (2nd February- 4th February, 2023)

National Seminar on the Union Budget-2023

The institute organized National Seminar on the Union Budget-2023 on February 25th, 2023. Dr. C. S. Barla, Eminent Economist and Ex. Prof., HOD Economics, University of Rajasthan, Mr. Nikhilesh Kataria, Chartered Accountant, Mr. Shailendra Agrawal, Senior Journalist, Rajasthan Patrika, Mr. Nesar Ahmad, Director, Budget Analysis and Research Centre Trust, Jaipur, and Mr. Swami Sharan Verma, Chartered Accountant, SS Verma & Company were the eminent speakers for the seminar. The resource persons presented their views on the recent budget that was introduced in the parliament on February 1st, by honorable finance minister Ms. Nirmala Sitharaman.

The Seminar apprised the students with the implication of Indian budgetary policy. The session provided a wonderful opportunity for the students to explore the benefits and limitations of the recent budget from various viewpoints.



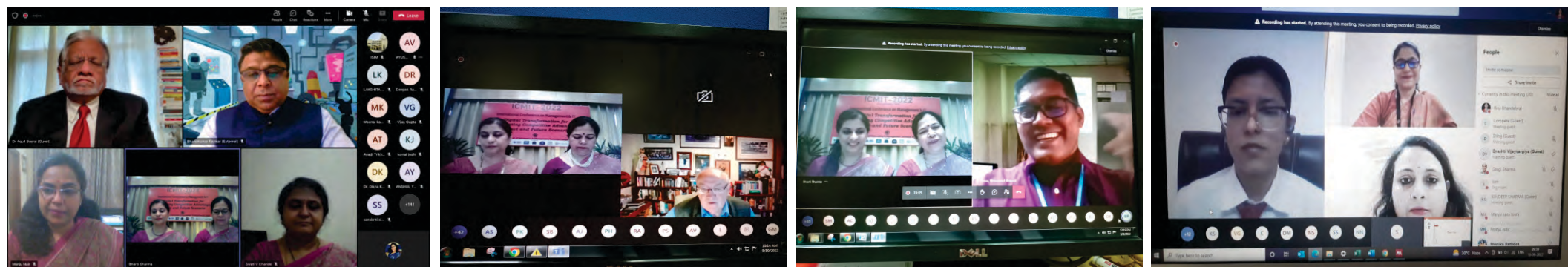
ICMIT - 2022

12th International Conference on Management and Information Technology was organized on September 9-10 2022. The theme for the conference was "Digital transformation for Reinventing Competitive Advantage: Impact & Future Scenario." The conference was hosted in collaboration with IIS (deemed to be university), Rajasthan, Bingham University, Nigeria, Northern Technical University, Iraq, Institute for Leadership and Development communication, Nigeria, South Asian Institute for Social Transformation (SAIST), Bangladesh, India Education Centre (IEC) University, Himachal Pradesh, Northern University, Bangladesh, Center for Integrated Research of Health and Development, Bangladesh, Nepal Open University, Nepal, Himalayan Garhwal University, Uttarakhand, and CT University, Punjab. The conference received response of over 100+ research papers under various themes and sub-themes of the technical sessions covering a wide range of topics from countries including Bangladesh, Brazil, China, Greece, Nigeria, and UAE. Dr. Aquil Busrai, Chief Executive Officer, Aquil Busrai Consulting, Gurugram, Haryana, was the Chief Guest and Mr. Bhanu Kumar Parmar, HR Head, Sr. Vice President, Ultratech Cement, Aditya Birla Group was the Guest of Honour of the conference. The book of abstracts of the papers accepted for presentation was released online.

Experts from all around the world graced the international conference. The esteemed speakers included Prof Beatriz Lucia Salvador Bizotto, Department of Social and Applied Science, Santa Catarina – Brazil, Prof(Dr) Sheng Lung Peng, National Taipei University of Business, Taipei Republic of China, Prof(Dr) Glenn Muschert, Department of Humanities & Social Sciences, Khalifa University Abu Dhabi UAE, Prof(Dr) Phil Harris, Professor Emeritus, University of Chester, United Kingdom, Prof(Dr.) Rajasekaran Selvaraju, Department of Information Technology, University of Technology and Applied Sciences –Ibri, Sultanate of Oman, Prof(Dr) Varinder Singh Rana, Dept. Chair, Department of Hospitality and Tourism Management, City University College of Ajman UAE and Dr. Nadiia P. Reznik, Doctor of Economics Sciences, Faculty of Agrarian Management, National University of Life and Environment Sciences, Ukraine.

The first Technical Session I focused on "Transformational Technology, Innovation and Digital Collaboration". The paper presentations in Technical Session I were held in parallel, and the session was chaired by Dr Ampu Harikrishnan, Pro-Vice Chancellor, Bir Tikendrajit University, Imphal, Manipur and Dr. Vijay Gupta, Associate Professor, ISIM, Jaipur. The Second Technical session focused on "Digital Competencies and Advantages for Business". The paper presentation session was chaired by Dr. Madhavi Sinha, Associate Professor and Head, Computer Science and Engineering, Birla Institute of Technology, Extension Center, Jaipur and Dr. Aruna Dhamija, Professor and Associate Head, Institute of Business Management, GLA University, Mathura. The third Technical Session focused on "Fostering Synergies between IT Based Solutions and Managerial Practices for Competitive Advantage The session was chaired by Dr. Gargi Sharma, Associate Professor, ISIM and Dr. Monika Rathore, Associate Professor, ISIM.

A Panel discussion was held on "Evolving Competitive Knowledge in a Digital World". The panelists for the discussion were Prof. Rajesh Kothari, Advisor, Research & Innovation, Taxila Business School, Jaipur, Mr. Deepak Kumar, Principal Engineer (Analytics) –Nagarro, New Delhi, Mr. Pradeep Mehta, Consultant & Project Manager, PowerCosts, Sydney, Australia, Mr. Shivank Sharma, Director, Finurja, Mumbai, India and Ms. Asmita Singhvi, Director, Continuous Audit, Etisalat.



Workshop on Citizenship and Social Entrepreneurship

A workshop from 21st January to 25th January 2023, was organized on Citizenship and Social Entrepreneurship. The resource person was Mr. Aplav Saxena, Founder of Career Connect Global. The purpose of this workshop was to acquaint students with the functioning of NGOs. He sensitized students towards the relevance of working for the upliftment of the underprivileged, in areas like environment, health, education, social services, and community development. He threw light on various issues like sustainable development, strategic management, operational planning, communication, leadership, fundraising, and project management in NGOs.



Workshop on Entrepreneurship and Innovation as Career Opportunities

On 17th September 2022, a workshop on "Entrepreneurship and Innovation as Career opportunities" was organized by E-Igniters, ISIM's E-cell, TEIIC- The Incubation Cell, and the Institution's Innovation Council. The resource person for the workshop was Ms. Anuradha Agarwal, Co-Founder and CEO of Multibhashi (Alumni 2006-08 Batch).

The workshop provided opportunities for students to expand their dexterities in various significant facets involved in building Career Opportunities in Entrepreneurship and Innovation.

She shared her challenging journey from College to Multibhashi as a woman entrepreneur and how Multibhashi has grown overseas. Ms. Anuradha shared the complete architecture of the Entrepreneurship life cycle and how aspiring entrepreneurs can generate pioneering products by undertaking relevant customer requirements. She also elaborated on the changing landscape of employability and emerging domains.

The talk was very emphatic and insightful. Ms. Anuradha very convincingly covered subtle nuances of Entrepreneurship and Innovation



Recharge

'Recharge' the sports meet was held on 24th December 2022. Games such as volleyball, dodgeball, carrom and chess were played during the event. All the students got an opportunity to participate in the sports meet and the event witnessed the enthusiasm of the students.

Under the Recharge Activity, another sports meet was conducted on 12th January 2023 in which games like basketball, standing long jump, Kho-Kho, and tug of war were played.



Cricket Tournament 2023

ISIM organized Cricket tournament on January 16, 2023. The match reflected the participation across all the batches of MBA and MCA. Two teams i.e., Team Volcanoes and Team Hustlers participated in the event. The tournament consisted of 3 series of matches. Students participated with a lot of enthusiasm and positive outlook. In this match, team Hustlers secured the highest score and lifted the rolling trophy as winners this year and Team Volcanoes secured the runner-up position. After securing the winning position, the last match was played by teams as a friendly match to celebrate the happy and friendly spirit of sports.



Genesis- The Marketing Club Activities

Genesis- The Marketing Club in collaboration with E-Igniters and TEIIC- The E-Igniters Incubation Centre conducted the 'Orbit Opportunity' activity on 7th December 2022. The purpose of conducting this activity was to provide knowledge about Acquisitions, mergers and Joint Ventures. Students learned how businesses get benefited from such amalgamations. They also explored and learned the various pre and post-challenges confronted by business owners during such acquisitions.

'Social Inbox' activity was organized by 'Genesis The Marketing Club on November 12, 2022, in collaboration with E-Igniters and TEIIC- The E-Igniters Incubation Centre. With the objective of making students learn the advantages of social media, various groups of students were assigned the task of interviewing Jaipur-based entrepreneurs. During the overall process of the interview, the students explored how these entrepreneurs operated their businesses during and post Covid-19. Students analyzed the role of social media for these entrepreneurs and the way they have leveraged this contemporary marketing tool.

White Knight - The Finance Club Activities

White Knight, the Finance club of ISIM organized a session dedicated to creating awareness towards early Investing and knowledge building towards prospects of Investing in different investment avenues on 15 November 2023. CA Ankita Mehta founder of Arthranj, Jaipur conducted the masterclass by engaging students in various fun filled exercises and brainstorming sessions for the recent happenings in the world of Investing. She delivered talk on some popular Investment avenues and mechanisms to invest in these avenues.

The club organized another Workshop on 15 November 2023 on 'Masterclass Perils and Pitfalls while Investing' dedicated to practical and experiential learning towards significance of making right and informed decisions in investing. The resource person of the session was Mr. Rishabh Gupta, Independent Trader and Visiting Faculty for Finance. He shared his key learnings from his experience while starting off as a young investor and handling his portfolio for many years. Mr. Gupta highlighted the right set of practices to minimize the chances of losses in the equity market and shared that early start, persistence and patience are key for growth and safety while investing in the equity market.

A Pre-Placement workshop on Enhancing Employability in the Financial Service Sector on May 20, 2022. The objective of this workshop was to give exposure to students about the expectations the key employers of the financial service industry hold in terms of technical knowledge, interpersonal skills and soft skills.

The essence of the workshop was to discuss key questions and expectations of recruiters while recruiting human workforce at various positions across various verticals in the Financial Sector.

A quiz competition 'FINQUIZ' was conducted for MBA students on 18 November 2022. 'FINQUIZ' was based on the financial system and capital markets. It was a multiple-choice questions-based quiz competition. The students participated in the competition with full enthusiasm. The purpose of conducting the event was to test knowledge of students in finance. The quiz also aimed at enhancing the knowledge of students by way of asking questions and giving them an opportunity to explain the reason for the correct answers. Besides, the students were acquainted with the field of finance, its system and processes. The quiz received an overwhelming participation from the students.

Humanagers - The HR Club Activity

From August 25 to September 8, 2022, the HR club - 'Humanagers' of the institute conducted a two-week program on "Learn to Lead." A diverse range of sessions and interactive activities, panel discussions, workshops, Industrial and field visits, quizzes and various other sessions were conducted under the club.

Students were also given various opportunities to present, express, share and participate in Personal Interviews, Group Presentations, quizzes, Personality Assessment Tests, etc.

Webscape – The Website Designing Club

The Web - Designing club on 9 December 2022 organized "Web Pratibha" the web designing activity which covered wide spectrum of website design challenges for the students. The students presented their skills effectively.

#include – The Programming Club

To boost the programming ability of students, club organized "TechnoFun activity" on 9th November 2022. Students participated enthusiastically in this activity and used the opportunity to sharpen their programming skills.

Hindi Diwas

On 14th September 2022, Samutthan, the NSS cell of the institute organized a Hindi Diwas celebration for the students to promote the Hindi language and its usage among the youth of the country. In this celebration, the Hindi Doha recitation competition was organized for students and they actively participated in the competition with full interest by reciting the couplets of Kabir and Tulsidas. Ms. Shilpi Goswami, Programming Head at CRS Radio 7 Jaipur judged the event



GARBA UTSAV

ISIM organized 'Utsav' the grand Garba on 3rd October 2022 for all the students of the institute to celebrate the Navratri Festival. The students came dressed in vibrant colors and the true spirit of Navratri. The event was well attended by all the enthusiastic students, in traditional attire. All of them celebrated the day with joy and cheer.



Eye Check-Up Camp

The Samutthan, NSS cell of ISIM collaborated with Centre For sight for organizing an Eye Check-up camp on the campus for the students, faculty and staff members on 15th September 2022. A team of experts from the hospital shared their valuable feedback and suggestions for further line of action with the students, staff members and faculty to take care of their eyes.



Farewell – UDAAN

The institute organized a Splendid Farewell – UDAAN for the final year students on August 8th, 2022. In an emotionally charged atmosphere, the junior students of the institute bid adieu to the final-year students. Students organized a glistening farewell for their seniors and left no stone unturned to make the day most memorable and special for them.

Dr. Ashok Gupta, Director ISIM during his address to the students, appreciated the tradition of farewell to seniors. 'Junior' batch showcased immense affection and dedication to the seniors. Many of the students from the outgoing batch shared their loving & cherished memories of college days, and how the institute has provided them with the wings to soar higher in their lives and pursue their dreams.

Visit to NGO- Barefoot College

On August 27, 2022, the institute organized a field visit of MBA students to Barefoot College, an NGO in Tilonia village.

During the visit, students were informed about the functioning of Barefoot college. They got a deeper perspective to understand the model of a community-based organization aimed at making marginalized communities sustainable and self-sufficient. Students got an opportunity to observe how the Barefoot College trains illiterate villagers to build and maintain systems such as solar electricity, water and sanitation, schools, and clinics. They also learned how rural residents through this college took initiatives in various sectors such as health, education, water conservation, solar energy, environment, handicrafts revival, communication and empowerment of women.



Industrial Visit to AMUL

An industrial visit was organized to the Amul plant (Rajasthan) on 3rd September 2022, to provide insight to the students on plant operations. The students were exposed to the implementation of various concepts of management during the industrial visit. Mr. Ashok Mathur, Branch Manager, Amul addressed the students and provided valuable information regarding the unit and evolution of Amul. The students also had an opportunity to get acquainted with working at the shop floor level and witnessed plant and equipment layout.

Inter-Institute Participation

MCA & MBA students participated in Annual Fests and events organized by Jaipuriya Institute Of Management, S. S. Jain Subodh PG College, Taxila Business School, Biyani Institute of Science and Management, IPS Business School, Poddar Institute of Science and Management and bagged first and second positions in events like, Quiz, Business Plan Competition, Singing Competition, Project Presentation etc.



Recharge Diwali Celebration

ISIM on October 20, 2022 organized Diwali Celebration. The college campus was decorated with flowers , beautiful display of art prepared by the students.

Various activities and competitions were organised for the students. Rangoli Making Competition , Dance , Singing and Treasure Hunt were organised. The event witnessed warm response of the students from all the Batches of MBA and MCA. Enthusiasm of the students in organising and participating in the Diwali Celebration added to the happiness quotient and liveliness on the college campus.



Workshop on Achieving Value Proposition Fit

On September 1st 2022, a workshop on "Achieving Value Proposition Fit" was organized by E-Igniters, ISIM's E-cell, TEIIC- The Incubation Cell, and the Institution's Innovation Council, with the resource person Mr. Shashank Bilala, Founder of De Fruta.

The workshop's main objective was to apprise and mould the students to practically learn Business Model for a Start-up.

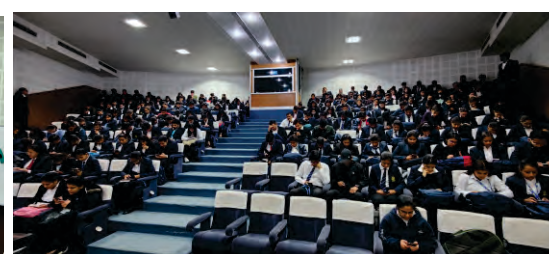
Mr. Shashank explained how to develop student's analytical skills to identify an innovative offering that is a 'Product Market Fit'.

He highlighted the target customers, USP, Marketing strategies, Strategic location for a cafe offering healthy shakes and juices.



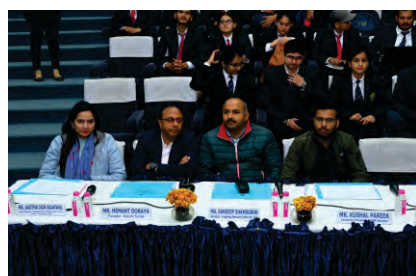
ISIM NDLI Club Activities

The NDLI club of the institute organises and participates in a variety of Global and National events, and has 690 members (as of 2023), including faculty, staff, and students. With support from the National Digital Library of India, the ISIM NDLI Club was established with the goal of seeking exposure to virtual repository of learning resources. Club provides a platform for conducting learning-oriented activities and is also instrumental in enhancing students' core competence, & personality traits. ISIM NDLI club organized various activities during the session like General Awareness and Current Business Affairs Quiz, Logical Reasoning and Data Interpretation Test, English Language Test, NDLI User Awareness Session to name a few.



Jugaad to Jhakas

On 23 December 2022, an intra-institute competition under E-Igniters, the Entrepreneurship cell, E-Igniters incubation center and the institution innovation council of ISIM was organized. 'Best out of waste' was the theme of the competition. The event was judged by Ms. Pooja Nagpal, Founder of AADYA, Ms. Neti Singh, Corporate Sales Manager of HDFC Life, and Mr. Deepak Gupta, proprietor of Shree Shyam Chemicals. The students of MBA and MCA programs prepared useful items from waste and this competition witnessed enthralling participation from students. Rajveer Singh who created a product 'Security lock for trucks' was declared the winner of the event while the team comprising of Vanshita Agarwal, Rajaswee Surana, Ajay Gaur and Lokesh Singh was announced the runners-up of the event with their concept 'You Create Your Own Garden'. The team which created 'Water Dispenser' stood Third in the competition with the team members Deshna Jain, Sachin Jain, Neelesh Jain and Deepa Singhal. The fourth position was bagged by the team which worked on creating 'Home Décor' items. The team members were Saurabh Jaiswal, Aditya Birla, Ritik Verma and Ankit Mahawar. Fifth position was secured by Prachi Jain, Priyanshi Jain, Ritik Soni and Vaibhav Saxena for creating 'Christmas Party Props'.



Roopantar - The Business Plan Competition

TEIIC, The E-Igniters - ISIM's e-cell and Institution's Innovation Council jointly organized the 8th Roopantar - A Business Plan Competition on 17th January 2023. The event witnessed enthusiastic participation from more than 20 teams from various institutions of repute. The event was judged by a panel of experts comprising Mr. Hemant Doraya, Founder of Sakshi textiles, Mr. Sandeep Shamsukha, Director of Inspiring Natural Craft Pvt. Ltd., Ms. Aastha Jain Agarwal, Founder of Pink Blue India, and Mr. Kushal Pareek, Incubation Manager IIHMR Start-ups.

The participants showcased their B-plan covering aspects like market research, value proposition, customer segment, service or product offering, challenges, etc.

The runner-up of the event was Rajveer Singh who received prize money of Rs. Three thousand and five hundred. The winners were Rajswee Surana, Saumya Tiwari, Lokesh Singh, Lakshya Garg and Vanshita Agarwal. The winning team received an award of Rs. Five Thousand.

E-baithak- A panel discussion with alumni entrepreneurs

On October 14, 2022, 'e-baithak'- A panel discussion with alumni entrepreneurs, was organised by E-Igniters, the ISIM's E-cell, TEIIC- The Incubation Cell, and the Institution's Innovation Council.

The panelists were Mr. Prateek Arora, Founder, BULBCAFE, Mr Kartik Arora, Founder, of Triloki Trademart (Moon Child Decor & Dry fruits), Mr. Ankur Jain, Founder, Jaipur Homes, and Mr. Himalay Singh, Founder, Wedding world event company.

The panelists began the conversation by describing their entrepreneurial experiences and difficulties while establishing their enterprises. They outlined the importance of daily learning, perseverance, rigour, and creativity to develop answers to unforeseen challenges. They discussed their experience of failures and emphasised to the students that it is essential not to take failures too seriously and to look for alternative ways to succeed.



Workshops/E-talks

TEIIC (The E-Igniters Incubation Centre), the E-Igniters - ISIM's e-cell and Institution's Innovation Council jointly organize activities towards the development of the spirit of innovation and entrepreneurship amongst the students, making them confident and enterprising entrepreneurs. The cell has already taken rapid strides in cultivating entrepreneurial temper and has succeeded in carving a niche for itself. The cell has organized more than 30 workshops/E-talks to groom potential individuals into business leaders. These include the following events.



Workshop on Intellectual Properties for Startups: Everything you want to Know

On October 13, 2022, ISIM organised a workshop on Intellectual Property Rights for startups with the resource person Mr. Govind Sharma, Retd. Chief, National Research Development Corporation, Ministry of Science and Technology, Government of India, New Delhi. Mr. Sharma expressed that when one thinks of setting up a startup, one must look at various aspects of the business, such as the financial resources, competition in the market, and strategies to go forward with marketing.

The speaker shared that startups need to defy the odds if they want to prosper. In the face of constant competition, new businesses cannot afford to make mistakes that might have devastating consequences. But if they take steps to protect their IP from the get-go, they can help ensure longevity and success of their startup. They may also safeguard their company from legal concerns and improve their chances of drawing in investors, partners, suppliers, and other stakeholders.

In conclusion, Mr. Sharma said, "It's about making a difference" ...both in your business and the world.



Bazaar on Campus

E-Igniters the ISIM's E-cell, TEIIC- The Incubation Cell, and the Institution's Innovation Council organised "Bazaar on Campus" on 4th March, 2022 wherein students sold their products like, games, eatables, music on demand, fancy materials, and many more.

The Bazaar on Campus included 10 stalls with participation from around 250 students and visitors. The platform was created to empower students to pursue entrepreneurship and marketing techniques. Through this activity the participants learnt the skills of generating capital, team work, coordination, working towards a common purpose, procuring raw materials and sharing the profit.

The ideas were evaluated under the categories like Most Innovative Business Concept, Best Decorated Stall, Most Sustainable Business Venture, Most Profitable Business etc.

Idea Generation and Pitch yourself

ISIM conducted the 'Idea Generation' activity and 'Pitch yourself' on 5th and 6th January 2023 under the E-Igniters and TEIIC- The E-Igniters Incubation Centre. The purpose of conducting this activity was to identify the hidden entrepreneurial trait and assess the risk appetite of the students. The judges for the event were Ms. Sonali Ruhela, Mr. Ankur Jain, Mr. Manan Tholia and Ms. Aastha Jain. In 'Idea Generation' students showcased their different ideas that can get converted into a feasible business opportunity. In 'Pitch Yourself', students presented their presentation on their dream business regarding potential clients, prospective customers, future investors and its possible impact on the market.

Both the students of MBA and MCA participated in the events enthusiastically and tested their entrepreneurship abilities.

For Idea Generation, the team of Vanshita Agarwal, Saumya Tiwari, Lokesh Singh, Lakshya Garg, and Rajswee Surana which made 'Water Sensor' was the winner of the competition. The second position was bagged by Rajveer Singh for creating I-Secure (Security lock for trucks). The third position was secured by a team comprising Siddhika Prajapat, Shobhit Nagar, Meenal Soni, and Akshita Gupta who created 'Bai.com' (Providing maids to households). The fourth position was bagged by the team of Riyanshi Agarwal, Prachi Jain, Priyanshi Jain, Ritik Soni, and Vaibhav Saxena for creating 'Timeless blessings' (An app based solution for senior citizens).

The winning team of 'Pitch Deck' was Prachi Rajawat, Piyush Swami, Soniya Khandelwal, and Harsh Badjatya for creating 'Parking Made Easy' (Online booking of parking slot). 'Learn Easy' (Online Tuition Application) received the second position, comprising Ishika Sidana, Yuvraj Guneja, and Aryan Sharma.

Deepika Dubey, Saloni Sharma, Rakshit Jain, and Shreya Jain presented their pitch on 'All in one' and bagged third position. The fourth position was secured by the team of Ashish Singh, Vivek Kumawat and Amit Prasad for creating 'I-map' (locating a person through an application).



Workshop on 'Innovations in Start-up and New age Business model'

On 8th October 2022, a workshop on "Innovations in Start-up and New age Business model" was organized by E-Igniters, ISIM's E-cell, TEIIC- The Incubation Cell, and the Institution's Innovation Council. The resource person for the workshop was Mr. Dilnawaz Khan, Founder, of Power Deck & Codesign Labs.

Mr. Khan shared several challenges in entrepreneurship, raised awareness and briefed about the connection of creativity and innovation, creative tools, and entrepreneurship and start-up spirit.

Merit positions

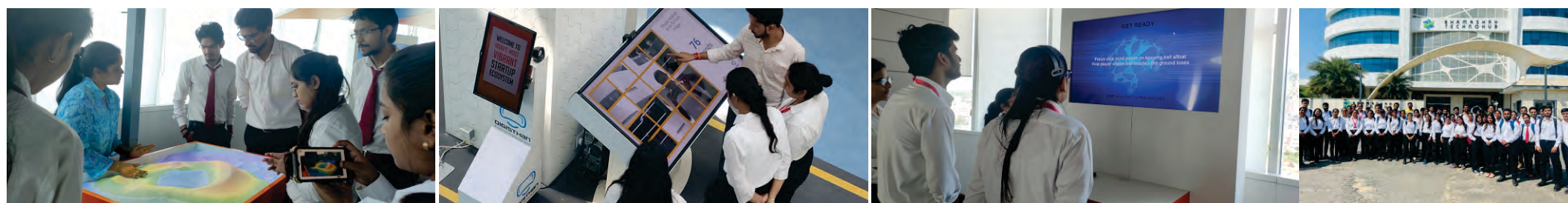
Students of the institution brought laurels to their alma mater by securing Merit positions in University Examinations. Ms. Saroj Bano, Ms. Sabra Bano, and Ms. Halima Saadiya from MCA achieved 1st, 2nd, and 6th rank respectively for the session 2021, while MBA Student Ms. Nikita Khunteta, secured 6th, merit rank in RTU. The students were felicitated in the Convocation Ceremony held at Rajasthan Technical University, Kota on March 1, 2023.



Industry Visit for MCA Students

Students visited Bhamashah Technohub, Jaipur on September 29, 2022 as a part of an industrial visit, where they were warmly welcomed and oriented by the officials about 'Digital Museum' and India's largest business incubator center established to strengthen the start-up ecosystem in Rajasthan.

The state-of-the-art 'Digital Museum' has utilized information technology, on cultural relics and historical collections that can be preserved and displayed in digital format at Techno Hub. The hub is fully equipped with models that were developed using robotic technology and Artificial Intelligence. Students also learned about how emerging technologies are being used by start-ups



Parichaya

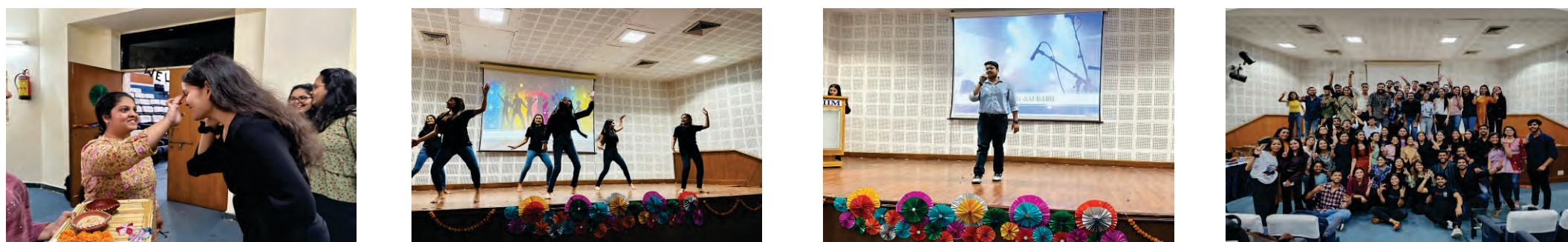
ISIM welcomed the new batch of MCA and MBA students to with 'PARICHAYA' a three-week-long orientation program scheduled from September 14, 2022 to October 19, 2022. The orientation program offered an exceptional student experience by creating a dynamic learning environment. A great level of enthusiasm was evident through their conduct and participation.

The Orientation program was designed with an emphasis on the mental as well as physical development of the students. It was designed to develop them as corporate athletes. The contents of the program included food for thought, motivational and inspiring insights derived from the experience of eminent speakers to Yoga classes that were aimed at developing physical stamina. A Mathematical Ability Test was also conducted to assess the candidate's numerical abilities. Few assessments and tests were organized in due course of time to give the new entrants exposure related to Self-assessment & Personality traits, logical abilities and rational thinking.



Talent Hunt

Talent Hunt – 2022 was organized on the campus for the students on 24th September 2022. Talent Hunt is an annual feature to recognize and nurture the artistic potential of students. The students showcased their talents in various categories - Arts, Music, Dance, Drama and Literary Expression. The idea was to explore and discover artistic and cultural skills among students. The students were excited to get a platform to exhibit their talents.



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