

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

Ramayan Conference

Day-I

With the lighting of lamp and seeking blessings from the Lord Almighty two day Second International Ramayana Conference was organized in International School of Informatics and Management, Technical Campus (IIIM) in collaboration with AIMS International and Shri Ram Charitra Bhawan, USA on 5th and 6th January, 2019.

On the day of inaugural, Chief Guest of the conference Prof. Vinod Shastri an astrologer, palmist and Vasthu Consultant and Dr. O.P Gupta, Professor, Marilyn Davies College of Business, University of Houston-Downtown, USA along with Dr. Ashok Gupta, Director, IIIM and Vice Chancellor, IIS University welcomed all the Guests and emphasized the relevance of Ramayana in the current era. Dr O.P Gupta emphasized on the need of impersonification of Lord Rama's character to achieve success in all spheres of life. Prof Vinod Shastri enriched the audience further by the story of Rama "King of Ayodhya", the proud torch bearer of the Arya Vansh. He emphasized that this epic has been able to capture & explain through its characters all the facets of human life. Other than Ramayana-the epic, he further said that rarely has any story been narrated with such gusto & reverence anywhere in known human history.

Dr Ashok Gupta also elaborated the profound character of Lord Rama and the way Ramayana epitomizes the way of life. He said that all the characters of Ramayana are indeed awe inspiring, in terms of the myriad human emotions and behavior and the nation should learn to live like them.

The conference had 20 national and international paper presentations. The sessions were chaired by Dr OP Gupta. During the session, papers were presented on topics like, "Leadership Lessons from Hanumanji", "Ram eknaam anek", "Rama and development of 8 kingdoms for 8 grandsons of king Dashrath". Dr Kusum Knapczyk from Duke University, USA narrated the use of Ramayana and its stories while teaching "Relevance of Ramayana in teaching elementary Hindi" to foreign students.

On **Day two** commenced with the second Technical Session titled "Ram Rahasya" was held which and included papers on topics like "The secrets of Ramayan and Rama", "Simplifying and summarizing sanathan dharma", etc. A paper on "Valmiki Ramayan as a Treatise for transforming leaders and leadership" was presented by Dr. Balkrishnan Muniapan from the University of Malaysia, wherein he elaborated on the leadership qualities that can be imbibed from Ramayana. He stated that the manifestations of core themes of the Ramayana are very intune with the management trends and in need of detailed research.

During the valedictory session a breath taking "Nritya Natika" was presented by the students to praise the Almighty for his blessings. This was followed by distribution of certificates to all the participants. The conference culminated with a vote of thanks by Dr. Manju Nair, Principal IIIM to the session chair, all the eminent speakers, guests, delegates, reviewers, advisory committee, and co-organizers for their support for the success of the conference.



IDCA 2019

IIIM Jaipur in collaboration with India Development Coalition of America and Rotary Club Jaipur Gurukul organized 8th North India Conference on 22nd and 23rd February 2019. The theme for the two day conference was "Inspiring/Promoting Collective Action by all Stakeholders to Mitigate Poverty and Climate Change in India". In the inaugural session Dr. Ashok Gupta, Director, IIIM welcomed the participants of the conference. Dr. Mohan Jain, Founder and Trustee, IDCA, USA provided impetus to the conference and suggested ways that to bring positive change in the society. Dr. Jain inspired the participants with his journey so far in this noble cause.

The chief guest for the inaugural function was Dr. Gurjot Kaur (IAS Retd.) Director General & ACS, HCM-RIPA, Jaipur. The Key note speaker for the event was Mr. Nesar Ahmed, Director, BARC, Jaipur.

The first day of the conference had three sessions. Session 1 was about "Climate Change



Mitigation", Session 2 was on "Innovative Practices in Health Care" and Session 3 discussed "Innovative Practices in Water". The day witnessed expert talks by eminent personalities such as Ms. Ritu Tiwari, Dy Director, Cecoedecon, Jaipur, Asha Devi Sharma, Adhyaksh, KSS, Phagi, Dr. Zahida Shabnam, Divisional Coordinator, Kalptaru, Jaipur, Mr. Akhilesh Maheshwari, Founder & Director, Naya Sawera, Jaipur and Mr. A.K Singh, Manager, Ambuja Cement Foundation, Jaipur.

The second day of the conference had sessions related to "Emerging Prospects in Education" and "Emerging Prospects in Livelihood". The speakers for these sessions were Mr. Himanshu Shukla, Program Coordinator, Education, Save the Children, Jaipur, Mr. Pawan Kumar Chouhan, Founder, Save the Girl Child, Kota, Ms. Sonal Agarwal, Regional Head, Robinhood Army, Jaipur, Mr. Vikas Choudhary, President, Unnati Help Foundation, Jaipur, Ms. Vartika Arora, Coordinator, Mamta Apna Ghar, Jaipur, Mr. Yash Ranga, Stake Holder Engagement Partner, Jaipur Rugs, Mr. Bharat Setu, Secretary & Cofounder, VISHAKHA, Jaipur, Ms. Bharti Singh Chauhan, Director, Praveenlata Sansthan, Jaipur, Mr. Prashant Pal, Director, Pure India, Jaipur and Mr. Varun Sharma, Programme Coordinator, Aravali.

The second day of the conference concluded by presentations of the students of IIIM through which they showcased their experience and real life learning. Among the eleven selected presentations, the top three were rewarded with cash prizes of Rs.7000/-, Rs.5000/- and Rs.3000/- respectively. The winners were Ms. Ankita Khandelwal, Ms. Arpita Khandelwal, Mr. Ayush Birla, Ms. Bharti Saini and Ms. Kanika Khandelwal for their project with 'Open for Smile Always' NGO.

Mr. Ankush Sharma, Ms. Harshita Koolwal, Mr. Mohit Jain, Ms. Nikita Kundnani and Ms. Sakshi Agarwal stood second for their project with 'Saksham'. And third position was grabbed by Mr. Akshay Jain, Ms. Antra Arora, Ms. Chahat Jhalani, Ms. Darshana Singh and Ms. Komal Kacholiya for their project with 'Pravah Jaipur Initiatives'.

Mr. Prashant Pal, Director, Pure India, Jaipur and Dr. Sandeep Vyas, Faculty, IIIM, were the judges for the competition. The conference culminated with conference report by Dr. Mohan Jain. He encouraged students to contribute actively towards building a better nation.

International School of Informatics & Management Technical Campus
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Accredited 'A' by NAAC
Ranked 1st in category 'A' by Rajasthan Technical University, Kota

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MBA

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2 year Full Time
(Dual Specialization, Semester Based)

MCA

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MCA (3 year full time)
MCA (Lateral Entry 2 year full time)

International PG Diploma in Digital Marketing
Collaboration with Cambridge Marketing College UK
& Powered by SEED Academy

Admission Forms Available

Fact File:

- Accredited 'A' by NAAC
- Approved by AICTE
- Ranked 1st in category 'A' by Rajasthan Technical University, Kota
- Best Employability Support for Students by Cambridge English Language Assessment
- "Certificate of Excellence" in the category "A" through the Quality Index Value (QIV) Survey conducted by the Rajasthan Technical University, Kota

Placements : 100+ Companies in 2018-19.

Hostel Facilities

Guest Lectures

A guest lecture for MBA students was conducted on 11th October, 2018 by Mr. Mukesh Vyas, Director – Business Development & Operations, Winners Academy of Excellence and Honorary Secretary, ISTD Jaipur Chapter. He enlightened the students on **“The Art of Introduction”**.

On 12th October, 2018, a guest lecture was conducted for the MBA students by Prof. (Dr.) Sanket Vij, Chairperson, Dept. of Commerce, Coordinator – AAC, B. P. S. Women University, Khanpur Kalan, Sonapat. He shared his valuable thoughts on **“Sources of Data”**, quoting examples from the real world.

On 16th October, 2018, a session on **“Healthy Mind for Easy Success”** was conducted for MBA students by Mr. Sumeet Gurbani, Managing Partner, Fitpass and Ms. Anamika Sethi, Nutrition Expert. They gave some important tips on ways to maintain good health even in a busy schedule.

On 26th October, 2018, a session on **“Role of Securities in Financial Market”** was conducted by Ms. Sneha Garg, Regional Sales Manager, IIFL. The session provided the students insights on current development in securities.

IIM organized a session on **“Spirituality”** on 01 December, 2018. Guru Maa Shree – spiritual master conducted the session wherein she conveyed the prime message on universal love, evoking warm emotions aimed at unification of souls. She shared that spirituality involves having one's mind, body, and spirit in unison. Guru Maa Shree highlighted the need of meditation for handling stress, anxiety and pressure among students. She also answered questions raised by the participants.

On 18th December, 2018, a session was conducted by Mr. Vikram Sharma, founder, Mystic Brains on **“Competency Mapping for Success”**. He acquainted the students with strategies to help them understand the start-up ecosystem.



Faculty Development Programmes

Faculty Development Program was conducted on 13th October, 2018 by Prof. (Dr.) Balwinder Singh, Director and Professor- In- Charge, Data Analytics & Research, Guru Nanak Dev University on the topic **“Data to Information”**. He emphasized the concepts of quantitative and qualitative data quoting its practical implications.

IIM organized a Faculty Development Programme on **“The Trap of Human Mind”** on November 02, 2018. The resource person was Mr. Kishore Chainani, Associate Certificate Life Coach, and International Coach Federation, US. In his deliberations, he used several stories from day to day life to improve work-life balance.

The institute conducted a Faculty Development Programme (FDP) on January 7, 2019. The topic was **‘Roadmap to Quality Publications in Management & Computer Science’**. The resource person was Dr. O. P Gupta, Professor, Marilyn Davies College of Business, University of Houston-Downtown. He highlighted the importance of writing quality research papers and gave a reviewers' perspective on evaluation of research manuscripts. Prof. Gupta guided the participants while taking them through the different sections of a typical research paper, from Abstract to Conclusion.

Faculty Corner

Dr. Geeti Sharma has been awarded with Doctor of Philosophy in the Department of Management, IIS (deemed to be University), on October 29, 2018. She conducted her research on “Impact of Financial Literacy on Investment Products and Decisions of Retail Investors” under the supervision of Prof. Kavaldeep Dixit. Dr. Geeti has been associated with the institute since 2006. Her area of specialization is Finance.



Dr. Priyanka Mathur has been awarded with Doctor of Philosophy in the department of Computer Science and IT, IIS (deemed to be University), on March 23, 2018. She conducted her research on “An Evidence-based Approach for Discovery and Assessment of Software Testing Strategies” under the supervision of Dr. Swati V Chande. Dr. Priyanka has been associated with the institute since 2010. Her area of specialization is Software Engineering.



Dr. Preeti Tiwari has been awarded with Doctor of Philosophy in the Department of Computer Science and Information Technology (Dept. of CS & IT), IIS (deemed to be University), Jaipur on the topic “Hybrid of Ant Colony Optimization Algorithm for Join Queries in Distributed Databases”. Dr. Preeti started her journey in academics in the year 2002 and has been associated with the institute since July 2010. Her area of specialization is Databases and Evolutionary Computing. She has also been associated with Community Radio Station (Radio-7).



Achievements

Ms. Tanisha Khandelwal, student of MBA won Runners up prize at “Spardha”, Inter Institute Summer Internship Project Presentation Competition organized by Indian Institute of Rural Management, Jaipur on 26-27th October, 2018.



Intra-Institute Activities

IIIM conducted an Intra-Institute Activity on October 11, 2018 for MBA students. The students were given an opportunity to present their views on 'Environmental Issues Affecting Business' through poster presentation. Students included information related to environmental issues causing Air, Water, Noise, Radioactive pollution in their presentations.

On 1st December, 2018, a Business Quiz Competition was held for the students. The winner was Ms. Aastha Jain, MBA Batch – 2018 and Runner up was Ms. Aditi Jain, MBA Batch – 2017.

Current Affairs Forum Meet

The institute conducted Current Affairs Forum Meet for MBA students on 17th December, 2019. The students gave presentation on topics related to banking, finance, advertising etc. The winners of the presentation competition was the team comprising Ms. Saloni Kabra, Ms. Sharasthi Kabra, Mr. Shivam Mehta, Mr. Shivam Sharma, Ms. Shreya Kabra and Ms. Shreya Partani. Their presentation was on the theme "Bitcoin and Indian Economy".

Data Analytics Workshop

The management students of MBA batch 2018-19 underwent five days hands-on training experience in business data analytics. The workshop started on 26th November 2018. The lectures in the workshop were delivered by industry experts from Hyderabad based IT training firm Nmore Consultants. About 210 students participated in the workshop. The students imbibed statistical and data mining skills through inputs from Mr Uday Bhate (ex alumnus IIM, Ahmedabad) and his team of industry experts. The workshop focused on acquainting the students with various data mining tools such as SPSS, Tableau, Gapminder and Analytics features of spreadsheets.

Industrial Visit

On 24th November, 2018, students of MBA went for Industrial Visit to EHCC, Jaipur. The visit helped the students gain insights on working of a service firm.

Marketing Club Activity

Under Genesis- The Marketing Club a quiz on 'Rural Marketing' was held for a group of 80 students, on 4th January 2019. Students were expected to answer questions pertaining to rural markets significance and scope, rural environment, government schemes for rural markets and the 4 A's of marketing. After the quiz, students were informed the answers to help them improve their understanding of Indian Rural Markets.

Presentations on 'Rural Management' were done by a group of 85 students, on 6th February 2019. In the presentations students had to cover 4As of rural marketing including acceptability, affordability, availability and awareness of their chosen brands. They were also expected to interview rural consumers to understand their needs and preferences. Students in a group made presentations on popular brands like Hero motorcycles, Ghadi detergent, Maggi, Parachute, Coca-Cola, Airtel, Dettol etc.

'Brand Management' presentations were done by a group of 80 students, on 8th October 2018. In the presentations students had to cover brand concept, brand history, brand positioning and brand personality of their chosen brands. Each group also shared two fascinating facts and two electronic advertisements for their chosen brand.

Workshops

On 19th November, 2018, a workshop on "Changing Paradigms in Financial Services" was conducted by Mr. Saurabh Gupta, Consulting Faculty, The Times of India. The students were acquainted with the current market scenario pertaining to the finance sector.

On 16th October, 2018, a workshop on "Stress free mind for easy success" was conducted by Mr. Sumeet Gurbani, Managing Partner and Ms. Anamika Sethi, Nutrition Expert, Fitpass. They gave useful tips to the students to help them in balance health and studies.

A two day "Communication and Soft Skills" workshop was conducted for MBA students on 7th January, 2019 and 8th January, 2019 by Ms. Nikita Bhatia, Operations Analyst, J P Morgan India Pvt. Ltd., Hyderabad. She helped the students develop effective communication skills through various personality development activities like SWOT analysis, Quizzes etc.

IIIM organized a **Workshop on Robotic Process Automation (RPA) Technology** on January 17th, 2019. The resource person for the same was Mr. Nishant Goel, Founder & CEO BOT mantra, Bengaluru. Mr. Goel introduced the participants with the emerging RPA technology. He said that acquiring RPA skills would open doors in the corporate sector for freshers. Mr. Nishant oriented students and faculty members with the creation of RPA skill set and also provided them with Industry relevant information on the topic. He also acquainted students with emergence of Robotic Process Automation Technology as one of the key levers for business process transformation.

Finance Club

Under White Knight – The Finance Club, a workshop was conducted on January 5, 2019 by eminent Prof. K Sukumaran, Dean, National Institute of Securities Markets, Mumbai. The workshop focused on acquainting the students with the reasons behind the economic reforms in India. The impact of the economic reforms on the Indian Capital Market was also highlighted. The workshop helped the students to understand the risks and rewards while investing in the Capital Market.

HUMANAGERS- The HR Club

On February 6, 2019 under Humanagers-The HR Club, training sessions were conducted by the students for their classmates. The students planned the training sessions on topics such as Communication skills, Leadership skills, Grooming, Business Etiquettes etc.

E-Igniters' Activities

On 13th December, 2018, **Ignite Talks** was conducted at the Campus by eminent speakers from various fields. The speakers of the event were : Mr. Rajesh Joshi, Founder, BAJAJO and Co-Founder, FZCO ; Mr. Amit Chaturvedi, CEO, Rajasthan Craft Industries; Ms. Himadri Sharma, Founder, O2 Plant Café and Mr. Rahul Singhal & Mr. Hardik Lashkari, Founder, Technovation. They shared their experiences of entrepreneurial journey with the students. The session ended with an interactive round of question and answers.

E-Igniters the E-cell conducted **Rs. 100 Activity** on December 21, 2018. Each participating team developed an idea, formed a fictitious company, invested a maximum of Rs. 100, and shared their learnings and problems faced by them while setting up an entrepreneurial venture with other students through an electronic presentation. Working in groups of five, the students of all the 17 teams displayed amazing skills of accounting, marketing etc. and came up with Product Concepts like handmade rings, sandwiches, greeting cards, pots out of waste products, decorative envelopes, services such as blood pressure measurement, etc., to name a few. The winners of the activity were team of Ms. Aishwarya Joshi, Mr. Ayush Gupta, Mr. Shivam Sharma, Ms. Aparna Nahata & Mr. Ashish Khandal. Team of Mr. Akhil Pareek, Mr. Ritik Jain, Mr. Deepak Bansal, Ms. Purvi Jain and Ms. Mayuri Garg stood second, and Mr. Shreyans Jain, Ms. Harshi Mittal, Mr. Sagar Sharma, Ms. Kanan Nagar and Mr. Piyush Ghiya were the second runners up.

On 19th January, 2019 an **E summit** was organised at the IIIM Campus in collaboration with IIT, Roorkee. The guest invitees for the event were Mr. Dilnawaz Khan, Founder and Chief Evangelist, Codesign Labs and Mr. Akshilesh Trivedi, Founder & CEO, Startup Cheers. They motivated the students with their visionary experience and inspired the students to launch their own start-ups. The event commenced with a workshop conducted by the founders of Starters' CFO, Mr. Abhishek Gupta and Mr. Akshay Mittal. The essence of the workshop was to educate the students with the different sources and schemes of funding available for entrepreneurs.

IIIM organized a **workshop on Intellectual Property Rights** on January 10th, 2019. The resource person for the same was Dr. Amar Patnaik, Associate Professor, MNIT, Jaipur. Dr. Patnaik oriented students and faculty members about the need and significance of Intellectual Property Rights (IPR). The workshop equipped the students with necessary critical assessment skills, insight and analytical ability to practice effectively in this field of law and occupy the position of experts in IP Law.

On January 8, 2019 Institute Innovation Cell organized a **webinar** with Mr. Anand Mahindra, Chairman, Mahindra Group under the '**India First Leadership Talk Series**'. It was attended by the students and faculty members of MBA and MCA program of the institute with eagerness. Mr. Anand Mahindra stimulated the knack and aptitude amongst students to be entrepreneurs; and motivated them to be job providers rather than job seekers and accomplish their entrepreneurial dream. He elucidated the concept of being a 'leader' and how leaders lead with their innovative ideas. He also advised the students to have an accurate self analysis, to develop flexibility and leadership skills, to inculcate and groom their ability, to handle cross culture scenarios and issues in today's globalized world.

Institute Innovation Council (IIC) of IIIM held a **workshop on "Intellectual Property Rights (IPR)"** by Ms. Shwetasree Majumdar (Webinar Organized by MHRD's Innovation Cell) on January 10, 2019. Ms. Majumdar briefed that IPR protection plays a key role in gaining modest advantage in terms of technological gains for achieving higher economic growth in a market driven economy. The Workshop focused on various legal aspects of IPR including Patents, Copyrights, Trademarks, etc., and the role of an IPR advocate. The webinar was attended by students and faculty members of MBA and MCA program with enthusiasm.

An interactive workshop on **"Social Media Marketing and Digital Marketing"** was conducted on 21st January, 2019 for the MBA students by Mr. Hitesh Motwani, CEO, Skillopedia, Mr. Akram Lamba, Product Head-Media & Digital Marketing and Mr. Kunal Jha, Digital Marketing Expert. They emphasized on the fact that digital marketing is reaching the masses and sales can be increased using different social media platforms. The speakers not only gave the participants inputs on effective use of social media for digital marketing, they also shared their experiences in the field. The main take away of the workshop was, knowledge, commitment and consistency in marketing can help any individual to become successful in their venture.

Students and Faculty under the aegis of IIIM's Innovation Council on January 24, 2018 attended the **Live session** for Episode 02 of **"India First Leadership Talk Series"** by Dr. Anand Deshpande, Founder, Chairman & Managing Director, Persistent Systems Ltd. The Session was conducted by MHRD Innovation Cell- Institutions Innovation Council (MIC-IIC). In his talk Dr. Deshpande advised the participants to make most of the available resources and gradually adapt with changing times and technology.





Budget Analysis 2019

To acquaint the students with different aspects of the budget, “Post Budget Analysis – 2019” was held at the IIIM Campus on 7th February, 2019. The eminent speakers for the day were: Dr. Laxminarayan Nathuramka, Senior Economist, Dr. C. S. Barla, Ex. Prof., HOD Economics, University of Rajasthan, Mr. Nikhilesh Kataria, Chartered Accountant, Mr. Hitesh Dhanuka, Entrepreneur and Mr. Deepak Parnami, Director, RBSA Publishers.

Prof. Nathuramka discussed some technical aspects considered while drafting a budget. Prof. Barla insisted upon comparing Indian economy with other global nations to have a clear perspective with regards to growth and fiscal deficit. Mr. Kataria talked about the new taxation policy which has come up in the new budget. On the other hand, Mr. Dhanuka highlighted the key importance of Interim Budget. Mr. Parnami was of the viewpoint that there should be more relaxation to the people who fall under Rs. 5 lakhs and above tax slab as no special benefits are there for the businessman as such.

B Quizzing 2019

B-Quizzing 2019, a premier national level competition, was held at IIIM Campus on 9th February, 2019. More than 35 teams from various management institutions and corporates, across the country participated in this enthralling competition. The Business Quiz was conducted in two rounds. The preliminary round was conducted online out of which six teams were selected for the final round. The second round consisted of five sub rounds - Media-Acumen, Mind Storm, Matrix, Buzzomania and Quick Flash. The winners of the event were Mr. Shakti Singh Kavia and Mr. Deepjyoti Kalita from Taj Hotels. The first runner up were Mr. Ravi Handa and Mr. Vibhav Tanwar from Handa Education Services Pvt. Ltd. The second runner up of the event was Ms. Gunjan Maheshwari and Mr. Ali Zeeshan from Apex Institute. The winners were awarded a cash prize of Rs. 11,000 followed by Rs. 7,000 and Rs. 5,000 to first runner up and second runner-up respectively. The sponsor of the event was Prabha International.



Achievements

IIIM congratulates the winners of “**Techno Aagaz 2019**”, annual fest held at Apex Institute of Management and Science, Jaipur. The winners of “**Antakshri**” were Ms. Krati Saxena and Mr. Divyansh Jain and first runners up were Ms. Nikita Gupta and Mr. Satendra Singh from MCA. The first runner up for “**Newspaper Designing**” was the team of Mr. Satendra Singh, Ms. Nikita Gupta, Mr. Kapil Kumar Sharma and Ms. Komal from MCA. In “**Fashion show**”, IIIM team was the first runner up. The members of the team were Ms. Shruti Gupta, Mr. Sameer Jain, Ms. Juhi Kripalani, Mr. Satendra Singh, Mr. Harshit Mathur, Ms. Harshita Yadav, Mr. Yash Shrivastava, Ms. Shivani Jhnawar and Ms. Pinky Samariya from MCA. The first runner up awarded in “**Rangoli Making Competition**” was bagged by Ms. Shruti Khandelwal, Ms. Kunika Kumawat and Ms. Komal Tolani from MCA.

Workshop

IIIM in collaboration with Cambridge Marketing College, UK and Seed Academy, Kolkata, conducted a workshop on “Digital Marketing” at the campus on 28th February, 2019. The speakers of the day were: Mr. Deepak Pramanik, Founder Director, SEED Academy an IIT/IIM alumnus and Mr. Nandan Sengupta, Founder-Director ESK Network and NSG Portal and CMC, UK. They discussed the importance of Digital Marketing through examples from different fields. The students were informed about the career prospects after specialization in this subject. The second session was conducted on 1st March, 2019 by Mr. Atanu Ghosh, Chairperson, Academic Board for designing and delivering International PG Diploma in Digital Marketing. Mr. Ghosh is also a sought after visiting faculty in leading academic institutions of India like IIM Calcutta, XLRI Jamshedpur, IIM Udaipur and Praxis Kolkata. He has his own e-commerce venture Salt & Soap which helps the students get hands on training through live data and clients. Mr. Ghosh enriched the students with inputs on the importance of building strategy while advertising through digital marketing. Mr. Ghosh involved the participants in different group activities to help them understand Digital Marketing Concepts. He introduced “Search Marketing” to the students. He even stated examples like what keywords a common man will use while searching for a certain product/service and what type of response he will get on the basis of digital marketing platform. Mr. Ghosh even highlighted market segmentation being adopted by different platforms in digital media.



NSS Activities

“**Youth Jumbish**” an annual festival conceptualized and organized by a core group of Pravah Jaipur volunteers was held on October 12, 2018 at IIIM campus. IIIM and Rotary Club Jaipur Gurukul joined hands with Pravah to make this event successful. 40 volunteers of NSS cell of IIIM participated in the event. The festival brought together around 220 college students to celebrate active citizenship and to inspire young people to become role models. A panel discussion on ‘My City My Responsibility’ was one of the highlights of the annual festival. The NSS cell of IIIM organized a **medical health check-up** camp for all the students and staff on October 13, 2018. A team of doctors from Sanjeevan Education & Social Welfare Society conducted the camp that included free blood tests. Around 200 IIIM family members (staff & students) gave their peripheral blood samples for the tests. Necessary medical advice and suggestions on precautionary measures were given to all. On the occasion of birth anniversary of Late Shri Sardar Vallabh Bhai Patel, National Unity Day was celebrated all over India. IIIM celebrated this day and organized **Unity & Integrity oath ceremony** on October 31, 2018. Employee Provident Fund Organisation (EPFO), observed Vigilance Week all over India from 29th October – 3rd November, 2018. IIIM in collaboration with the department organized Intra Institute **Elocution Competition** on the theme “Eradicate Corruption: Make a New India”. The winners of the event were Ms. Shruti Gupta (first prize), Mr. Kuldeep Verma (first runner up) and Mr. Vishal Saini (second Runners up).

MONTAGE 2018

MONTAGE 2018, the 14th annual IT fest of IIIM was organized from 08-09 October, 2018. Montage has always provided an opportunity to students to showcase their talent and encouraged them to work with enthusiasm and commitment. Montage 2018 witnessed participation from more than 20 Colleges for 14 events.

“Udghosh”, the inaugural ceremony began by Saraswati Vandana, followed by Lamp Lighting by Dr. Ashok Gupta, Director, IIIM and Vice Chancellor, The IIS University. The event proceeded with a presentation on Mr. Balaji Viswanathan, co-founder Invento Robotics; Designer Mitra – the humanoid robot, that is made in India.

“Euphony- The Valedictory Ceremony”, marked the culmination of the two day fest. The Chief Guest of the ceremony was Mr. Ajit Sharma, CEO, AWC Industries. Mr. Sharma, in his address emphasized on the virtue of knowledge. He advised the students to be curious and make learning an incessant process.



Workshops

A two day “**Communication and Soft Skills**” workshop was conducted for MCA students on 9th January, 2019 and 10th January, 2019 by Ms. Nikita Bhatia, Operations Analyst, J P Morgan India Pvt. Ltd., Hyderabad. She helped the students develop effective communication skills through various personality development activities like SWOT analysis, Quizzes etc.

To provide knowledge and skills of **Python Programming Language** and to endow with Practical exposure of having worked with Python environment, Four day workshop and certification program on Python for MCA Students was organized from 4th Feb to 7th Feb 2019. The workshop was conducted in collaboration with Technoglobe.



Webinar on Smart India Hackathon

On 11th January, 2019, a Webinar as a part of the Smart India Hackathon was addressed by General Bipin Rawat, Chief of Army Staff on the topic “Leadership”. The students of MBA and MCA programs attended it with enthusiasm.



Intra Institute Activity

A Quiz competition was held on 9th March 2019. Students of MCA IV Sem. were the participants. The quiz comprised 4 rounds, from the first round 15 students were selected and were divided into 5 teams. These 5 teams played the rounds further. The genre of quiz was IT, Business and Entertainment. The students participated in the quiz with vigor and enthusiasm.



Blind coding Competition

“Web Scape” the Web designing club organized a “Blind coding” activity on 19th Feb, 2019 in which 22 teams have participated. Winner of the competition was Shruti Rathore from MCA 4th Semester.





TechnoFun Activity

To boost the programming ability of students, #include club – The programming club organized TechnoFun Activity on March 26th, 2019. In this activity students played time based quiz and solved programming problems within very short time. Students also played Techno Dumb Charades and Students attended and participated enthusiastically.

Industrial Visit

Students of MCA IV Sem. went for an Industrial Visit to Bhamashah TechnoHub, which is an incubation center under the Department of IT (DoIT), Government of Rajasthan. Bhamashah TechnoHub provides a platform to entrepreneurs who have a start-up plan and are in need of either technical assistance or financial assistance. The incubation center provided the necessary details to start the same. The students interacted with the people working there and had a glimpse of the technology used. To get a feel of future working environment, Students were briefed on core IT areas like Artificial Intelligence, Robotics, Virtual reality games built using Python and 3D Printers.

Paper presentation by MCA Students in National Conference

Ms. Savita Soni and Ms. Mudita Nalawat Presented a Paper "Role of data in transforming future banking through tools and techniques." Ms. Harshita Virwani, and Ms. Apoorva Verma Presented Papers titled "Comparative Analysis for prediction of success of Bollywood movie", and "Comparing the techniques of cluster Analysis for Big Data", respectively in National Conference on Strengthening Indian Economy and Business challenges, Initiative and Strategies held on 12-13 October 2018 at IIS deemed to be University.

E- Igniters's Activities

IIIM's NEN E-Cell – "E-Igniters" organised "Bazaar on Campus" on 16th March, 2019 wherein students sold their products like handmade food items, clothes, accessories etc. The Bazaar on Campus included 18 stalls. The stall with the highest profit earned Rs. 8140 from its sales and consisted of the following members: Mr. Akshay Garg, Mr. Ankit Sharma, Mr. Tarun Sharma, Mr. Raghav Bhagat, Mr. Naman Jain and Mr. Aman Nagar. 'The Most Innovative' stall was put up by team comprising: Ms. Arpita Khandelwal, Ms. Ankita Khandelwal, Mr. Ayush Birla, Ms. Kanika Khandelwal, Ms. Aishwarya Sharma and Ms. Medha Sharma. 'The Best Decorated' stall was awarded to two teams: wherein the members of one team were Mr. Abhishek Mittal, Ms. Meenal Makhija, Ms. Prachi Khandelwal, Ms. Suhani Jain, Ms. Surbhi Kothari, Ms. Sakshi Jain and second team members were Mr. Aayush Modi, Mr. Abhiraj Singh Rathore, Ms. Ashima Gaur, and Ms. Surbhi Jain. 'The Best Theme' stall consisted of the following members: Ms. Kirti Jain, Ms. Roshani Sharma, Ms. Shreya Partani and Ms. Sonal Rathi. The event proved to be a great learning experience for students.



Roopantar

IIIM's e-cell, E- Igniters, organised Roopantar for the budding entrepreneurs on 15th March, 2019. The participants demonstrated their incisive instincts to conceptualize and design the launch of the product/services chosen by them from the pre-announced case-lets. The case-lets were based on three B-Plans: 'App based home services', 'E-waste Management' and 'E-store for second hand books'. The competition highlighted the strategic challenges and managerial dilemmas faced by the business leaders. The judges of the event were Dr. Rashmi Sharma, Director, TAG India and Ms. Shipra Bhutani Sharma, Founder, Quantum Career Academy. The winners of the event were Ms. Shruti Gupta and Ms. Juhi Kriplani from MCA batch. The runners up were Ms. Priyanshi Khandelwal, Mr. Shubham Khandelwal and Mr. Tapesh Gupta. The winners and runners up were awarded a cash prize of Rs. 3000 and Rs. 1500 respectively.

Workshops

On 18th March, 2019 a workshop was conducted on "Hello English App Orientation" by Ms. Aditi Jain and Ms. Parul Jain, Business Development Manager, Hello English, and Ms. Mayuri Agarwal, Business Development Intern, Hello English for MBA students. Institute conducted a workshop on March 12-13, 2019 on "MS Excel" for the final year MBA students. The participants were provided with hands on experience on Basics of Excel, Advanced Excel, Chi-Square Testing, T-test and F-test.



Webinar

Students and Faculty under the aegis of IIIM's Innovation Council on March 19, 2019 attended a Live session of "India First Leadership Talk Series" by Sh. Ajit Doval, National Security Advisor, Govt. of India. The Session was conducted by MHRD Innovation Cell- Institutions Innovation Council (MIC-IIC). In his talk Sh. Ajit Doval briefed the participants on "The Art of Decision Making". He emphasized on the significance of rational decision making after considering all possible alternatives and then sticking on with the decision.

Energy Conservation Award

IIIM Jaipur has been conferred with “Rajasthan Energy Conservation Award 2018”, in the category of - 'Institutional Building' by Department of energy, Government of Rajasthan.



Training and Placement Cell

At IIIM, Placement is considered to be a tactical activity. Immaculate planning of the placement process and activities are carried out to suit the need of the varying corporate scenario. The placement cell of the institute conceives, organizes, directs and coordinates various activities so as to augment employability of the students. IIIM witnessed more than 109 recruiters for campus and off-campus placements including reputed organizations like: ITC, Jaro Education, ICICI Bank, Bajaj Allianz, Coca Cola, Bharti Airtel, Naukri.com, TCS, IBM, Girnar Soft, Login Radius, Auriga IT, to mention a few.

Industry-Institute interfaces build a strong groundwork for corporate liaisoning, innovative ideas, guidance and mentorship by connoisseurs. With the help of strong industry-institute linkages and under the guidance of industry stalwarts, the students at the institute are groomed to make a mark in the dynamic business & IT world. Some of the eminent speakers with whom students got opportunity to interact in this session were: Mr. Hitesh Ramchandani, Motivational Speaker – Betterthannormal, Mr. Rakesh Kumar Gupta, Deputy Vice President – Axis Bank, Mr. Imaya Valen, HOD L&D – Genpact, Mr. Saurabh Gupta, Consulting Faculty - The Times of India, Mr. Sudhanshu Goel, Business & Interaction Architecture Manager – Accenture Solutions, Ms Kirti Sharma, Senior HR – Justdial, to name a few.

For gaining firsthand experience of corporate world, live projects are also planned for students through which they are able to grab real-life exposure with various reputed organisations. This year, students gained insight into corporate world through their association with ITC, Patanjali, Axis Bank, Hotel Clarks Amer, C-DAC, Edumakers, Vodafone, Magicbricks etc.

Launch of International PG Diploma in Digital Marketing

IIIM, has introduced First Ever International PG Diploma in Digital Marketing in collaboration with Cambridge Marketing College(CMC), UK. SEED Academy, which is an IIT/IIM alumni initiative and the partner of Cambridge Marketing College in India. The collaboration will monitor and deliver the PG Diploma programme at IIIM. IIIM, CMC, UK and SEED Academy have signed an MOU for the conduct of this programme. This is for the first-time an internationally designed curriculum on digital marketing that is being delivered through class room training. On the successful completion of the course, students will receive 100% placement assistance.



Upcoming Events:

- ICMIT - International Conference
- Udaan - Farewell
- Parichaya - The Orientation Week
- Abhinadan - Freshers' Party
- Montage - Inter Institute Activity Programme



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