



IIIM

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

ICMIT - 2017

On April, 28-29 2017, IIIM organized International Conference on Management & IT (ICMIT) 2017, on "Transforming India: Initiatives, Challenges and Road Ahead". The conference was organized in collaboration with University of Bolton, United Kingdom, Western International College, FZE United Arab Emirates, Uttara University, Dhaka, Bangladesh and Indus International University, Himachal Pradesh. The conference provided a multidisciplinary forum for researchers, policy makers, industry representatives, academicians, research scholars and practitioners to discuss about different aspects of Transforming India. The inaugural ceremony was graced by Prof. V. N. Rajasekharan Pillai, President, Mewar University, Chittorgarh, Rajasthan as the chief guest. Guest of honor of the conference was Prof. (Dr.) Baljeet S. Kapoor, Vice Chancellor, Indus International University, Una, Himachal Pradesh.

In the Technical Session one, titled "Socio-Economic Transformation" the invited speakers were Dr. Nazrul Islam, Professor, School of Business, Uttara University, Dhaka, Bangladesh, Dr. K S Gupta, Director, KSG Center for Leadership and Development, Bangalore. During the session, papers on topics like, "Role Of Social Media In Promoting E-Tailing In India", "Poverty In India: A Study On Socio Economic Determinants", "Skill Development Initiatives For Empowering Young India", etc. were presented. The session was followed by a panel discussion on the theme "Digital India: The Cornerstone of Success in Transforming India". The eminent panelists were Prof. Rajesh Kothari, Dean & Director, R.A. Podar Institute of Management, Jaipur; Ms. Meeta Singh, Rajasthan Head, Population Services International, Jaipur; Mr. Dhanjay Sahay, Development Head, UK Digital Learning, Ms. Garima Joshi, Branch Manager, HDFC Bank, Jaipur and Mr. Sunil Chhabra, Additional Director, Dept. of Information Technology, Govt. of Rajasthan. The esteemed panel focused on how the transformation is truly happening and what is its impact on our lives.

Day two commenced with the second Technical Session titled "Technological & Environmental Transformation". The invited speaker of the session was Dr. Aarushi Jain, Duke University, United States. During the session papers on topics like "Effectiveness Of Digital Marketing In The Challenging Age", "Authentication Of E-Documents By Digital Signature – Legal Aspects In The I.T. Act, 2000", "Digital Payment: Can a Common Man Entrust", etc. were presented. Technical session three "Legal, Political and Administrative Transformation." began with the presentation of session's invited speaker Dr. Arhan Shapit, Faculty of Management, Public Youth Campus, Tribhuvan University, Nepal. During the session papers were presented on various topics including "Economic Development of India: emerging role of service sector", "Helping The Nation To Become A Developed Country From A Developing Country", "Skill Development In India: An Initiative Beyond Competency Mapping: Need, Challenges And Ways Forward", and "Rapid Expansion Of Ayush Medical System In India: A Survey". The conference culminated with vote of thanks to the guests, delegates, reviewers, advisory committee, and co-organizers for their support by Dr. Manju Nair, Principal IIIM.



Mosaic 2017

MOSAIC 2017, the 21st annual management fest of IIIM was organized from 27-29 March, 2017. In the true spirit of a festival, it was an assembly of talent on a platform to inspire all to strive for the best. Mosaic 2017 witnessed participation from more than 25 B-Schools across the Country. The three days of the festival had the campus buzzing with enthusiasm and jollity.

'THE FOUNTAIN HEAD' - The inaugural ceremony was initiated by Lamp Lighting by Dr. Ashok Gupta, Director, IIIM and Vice Chancellor. The event further proceeded with a presentation on Ms. Arundhati Bhattarcharya reflecting her perseverance, effort and risk taking ability which further inspired the budding managers.

The competition began with the event **'QUIZZARD'** - the Business Quiz. The winners of the event were Mr. Ashwani Kumar Choudhary and Mr. Shreejith Menon from IIIM, Jaipur. The event was followed by **'TAKETHE STREET'** - musical street play. Modern Institute of Technology and Research Centre, Alwar was the winner of the event. The day ended with the event **'CHAIN THE RHYTHM'** (a game of Antakshari) was won by Ms. Twinkle Bhaduria and Ms. Ayushi Munot from Jaipur National University, Jaipur.

'THE CRAFTY EDGE' was the first event of day two, aimed at testing the instincts of the participants to win the customer's attention by developing business strategy on products-Pencil or Plastic Bottle. The team of Mr. Ruqsar Ahmad Mir from Mewar University, Chittorgarh was the winner of the event. It was followed by **'PICASSO'**, a vibrant event where the participants were required to paint the given object. Ms. Devika Shekhawat from The IIS University won the competition. The next event was **'BULLS N BEARS'**, where participants used their analytical skills for Virtual Share Trading. The team of Ms. Deepika Jain and Ms. Payal Mittal from IIIM were the winners of the event. Next event of the day was **'BIG IDEA'** where students were required to design a poster on the theme – Sustainable Future-Digital India. Mr. Shubham Grover and Ms. Lavina Goyal from Modern Institute of Technology and Research Centre, Alwar were the winners. Participants further witnessed **'AD GURU'**, an event to present creative advertisements on products-Solar Light or Paper Board. Ms. Mahima Shikhawat, Mr. Devansh Yadav and Mr. Aditya Gautam from Amity University, Jaipur, secured first position. The day successfully ended with the **'HOT STEPPER'**, an event of fusion of diverse classical, semi-classical and folk dances. Mr. Lalit Mukhija, Mr. Ankit Choudhary & Ms. Mansi Sharma from Modern Institute of Technology and Research Centre, Alwar were the winners.

The last day of the fest witnessed **'STRINGS UNPLUGGED'**, a solo singing competition which provided a platform to participants to exhibit melodious depositions. Ms. Tushita Singh from St. Wilfred's College was announced the winner of the event. Event **'THE CZAR OF MOSAIC'** was conducted at three levels. The first round was 'Quiz' round. The shortlisted candidates were evaluated further at second level - 'Geistesblitz' round, included rounds on extempore, personality, monument and voice recognition. The culmination round was the 'Judges' round where the shortlisted candidates had to relate themselves to an object followed by a Question and Answer round. Ms. Mansi Sharma from Modern Institute of Technology and Research Centre, Alwar was given the title of CZAR OF MOSAIC.

The valedictory ceremony **'PINNACLE'** marked the culmination of the three day fest. The Chief Guest of the ceremony was Mr. Abhimanyu Singh, Retired IAS. In his address, he emphasized on attributes of career success i.e. intelligence quotient, emotional intelligence, cultural intelligence and passion. He felicitated the winners and participants with trophies and certificates. Glittering prize distribution ceremony was followed by the exhilarating performances of the students in the group dances on contemporary, western, Bollywood dance forms and traditional, Punjabi folk songs. Modern Institute of Technology and Research Centre, Alwar was announced the overall winner of MOSAIC-2017 and was awarded the Rolling Trophy.



'Abhinandan' - Fresher's Day of MBA and MCA

Fresher's party –Abhinandan was organized by the senior students of MCA and MBA for their juniors on 15th September, 2017 to welcome the new batches.

In order to build cultural environment on campus, Institute ensures that the technical and innovative minds discover and hone their skills in the non-academic fields as well. Freshers' Party at IIM inspires students to develop comradeship, exemplifying the family spirit present in the institute. Events commenced with prayer to the deity Saraswati followed by thrilling and enchanting performances by the students.

The interesting part of the event was selection of Mr. and Ms. Fresher on the basis of their performance in different rounds showcasing their latent talent. The awardees of Mr. & Ms. Fresher Title, MBA were Sachin Gupta and Trinika Saxena, Anmol Yadav and Kajal Sharma. From MCA the titles were bagged by Akshit Choudhary, Apurva Verma, Shubham Jain and Harshita Veervani.

Abhinandan reflected the rich tradition and culture of the institute. It exhorted the first year students to imbibe this legacy and reflect it in their achievements by excellence in all the spheres of life.



Udaan 2017

IIM students in their own special way bid adieu to their seniors. A splendid Farewell - UDAAN 2017 was organized for MBA and MCA students on April 24th, 2017. The theme of the event was "Spring".

The event included range of performances marvelously showcased by the juniors.

Mr. and Ms. Farewell Titles were awarded to the passing out students, judged on the basis of their overall grooming. The awardees were, Ms. Nikita Goyal, Mr. Mohd. Irshad, Ms. Roopali Maheshwari, and Mr. Arpit Sharma from MBA Programme, and Ms. Nanditi Rathore, Mr. Gaurav Shringi, Ms. Abhilasha, and Mr. Deepak Nair from MCA batch.



B-Quizzing 2017

IIM organized seventh Annual National Level B-Quizzing competition on April 15, 2017 for B-schools and Corporates. The competition witnessed participation from more than 35 teams pan India. The event was divided in two rounds, preliminary round- 'Litmus Test' (online test) and on stage final round comprising five sub rounds – Media Acumen, Crucigama, The Matrix, Quizohilic and Quick Flash.

The winners of the Quiz were Shakti Singh Kavia and Ravi Handa from Taj Hotels. The first runners up were from Neo Clinic, the team members were Leena Piplani and Amit Rawat. Second runners up were Monik Sharma and Mohini Chaudhary from Mahindra Finance. The winners and runners up were given cash prizes of Rs. 10,000, 7,000 and 5,000 respectively.

This event was organized with an objective to provide a learning platform to the students to update their knowledge about the emerging trends and concepts in management.



Placements

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

The best CTC – Rs. 6.60 Lakhs in the session 2016-17 was offered by EINS (JARO) Education, followed by YES Bank with CTC of 6.0 Lakhs. Various regular recruiters to our campus include:

JARO Education, ICICI Bank Ltd., Auriga IT Consulting Pvt. Ltd., ICICI Securities Ltd., HDFC Bank Ltd., Code Xinfosolutions LLP, Vodafone Digilink Ltd., Bharti Airtel Ltd., Ongraph Technologies Pvt. Ltd., Appcino Technologies Pvt. Ltd., Jaipur Rugs Company Pvt. Ltd., Axis Bank Ltd., Indiabulls Group.

Orientation 2017

IIIM welcomed the new batches of MBA and MCA with 'PARICHAYA' – a week-long orientation programme. The welcome day for fresh batches was organized on 9th August, followed by week-long programme scheduled from 10th August to 18th August 2017 & from 19th August to 28th August 2017 for MBA and MCA respectively. The programme acquainted students with glimpses of the real world of business and industry, and provided students a platform to familiarize them with their fellow students, faculty members and administrative teams.

Dr. Ashok Gupta, Director, IIIM and Vice Chancellor, The IIS University, welcomed the new batches of MBA & MCA and called upon the students to adopt focused and disciplined approach in life for success.

Encompassing a weeklong program organized by IIIM, the budding managers and technocrats were addressed by influential corporate professionals from different domains of the corporate world. Some of the speakers were Mr. Shubham Jain, Consultant, IBM, Mr. Zubair Khan, Zonal Training Manager, Reliance Life Insurance, Ms. Prabha Vishwanathan, Manager, Genpact, Mr. Akshay Mittal, IT Analyst, TCS, Mr. Kaushal Chawla, Senior Project Manager, Infosys, Mr. Divye Tela, CEO, Auriga IT, Jaipur. It offered students an avenue to understand the "big picture" of management and IT world.

For holistic development the institute also conducted group discussions and personal interview for the fresh batches during the orientation week. The endeavour was to discover the gap between competencies required for professional excellence and those currently possessed by the students. The benchmarking exercise was aimed at enhancing the requisite skills of students to make them 'Industry-Ready'.

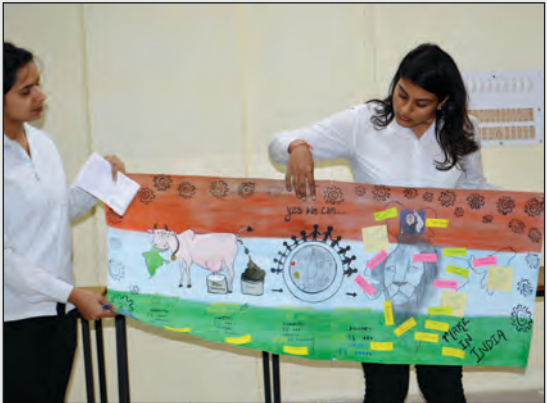


Intra Institute Activity - Poster Presentation

A poster Presentation competition was organized for MBA students on 24th August 2017.

The theme for the Presentation was 'Make in India or Made in India' which helped students to showcase their creativity and knowledge. The students participated in a team of two and were evaluated on the parameters including relevance to the topic, creativity and presentation skills.

The winners of the event were Nilansh Choudhary and Poshim Bansal and Runners up were Prabhat Parekh and Komal Jain.



Award received by the Institute

IIIM received Certificate of Excellence in the fifth Dialogue India Academic Awards and was ranked second among the Private Management Colleges of Rajasthan.



Best Paper Awards

Ms. Apurva Bhatnagar

Received Best Paper Award for the research paper titled 'HR as a key Model in Sustainability Strategy' presented at the International Conference (ICMIT-2017) on 'Sustainable Growth, Innovation & Revolution In The New Millennium' organized by Research Development Association, Jaipur on 25-26 March, 2017.

Dr. Shuchi Singhal & Dr. Divya Mehta

Received Best Paper Presentation Award for the management case titled 'Transcending Business through Social Media', presented at the International Conference (ICMIT-2017) on 'Transforming India: Initiatives, Challenges and Road Ahead' organized by International School of Informatics & Management, Jaipur on 28-29 April, 2017.

Dr. Kavaldeep Dixit & Dr. Bharti Sharma

Received the First Runners-Up Award for the case titled "Promoting Out-of-Home Consumption of Tea in a Funky Café Format: Tapri-The Tea House", presented at Anubhav - the management case study contest organized by National HRD Network and Steel Authority of India Limited at NHRD-Ranchi on June 24, 2017.



Merit ranking secured

IIIM, with strong focus on academic excellence has witnessed top ranks for its students in the MCA merit list of the Rajasthan Technical University (RTU). Pragya Daga and Ranu Vijay of MCA, batch 2013 – 16, have secured first and eighth position respectively in merit list. Ms. Pragya Daga received Gold Medal in the Seventh Convocation hosted by Rajasthan Technical University on July 19, 2017.

Faculty Development Programme on Effective Teaching and Research Methods

IIIM organized a two day faculty development programme on “Effective Teaching and Research Methods” sponsored by Association of Indian Management Schools (AIMS) for Academicians, Research Scholars and Practitioners on July 7-8, 2017. The Resource person was Prof. (Dr.) Sanket Vij, Chairperson, Department of Commerce, Coordinator –AAC, B.P.S.Women University, Sonipat. The FDP was attended by academicians and research scholars.

Dr. Sanket trained participants on extensive use of Statistical Software-SPSS useful for conducting business research study. He exposed the participants to entire research process, from framing the hypothesis to report writing. The FDP was helpful in understanding the applicability and the underlying logic of the statistical techniques. The participants were benefitted by the programme and gained knowledge on tools that helped researchers to provide a more precise description and solution to the research problem.



Faculty Development Programme on Mind Management and Successful life

IIIM organized Faculty Development Programme on 'Mind Management and Successful life' on July 12, 2017. Brahmchari Anish Chaitanya, North – India Head, Chinmaya Yuva Kendra was the resource person. He initiated the talk with an introduction to the nuances of the mind and how it behaves in different circumstances and discussed how mind, body and spirit are interrelated. He told that effective implementation of mind management techniques enables one to strike a balance between career, family and personal life.

He threw light on right and left brain characteristics and shared that coordination between both is very crucial. He told that professionals need to know how to develop a high level of mental fitness and extraordinary psychological health. He also encouraged the faculty to introspect 'one's self' to enhance personal and professional productivity at individual, group and organizational levels.



Faculty Development Programme on Libre Office Suite Calc Software

Faculty Development Programme (FDP) in collaboration with the Spoken Tutorial Project initiative of IIT Bombay was held on July 11-12, 2017. The FDP was aimed to acquaint the faculty with “Libre Office Suite Calc Software” and “Scilab Software”.

The participants learned to perform interactive calculations, automation of computations through programming, basic operations on matrices through built-in functions and plotting 2D and 3D graphs with the help of data. The FDP was helpful in enhancing the skills of the participants.



Institute-Industry Interface & Live Projects

Industry interface is indeed the most critical differentiator for educational institutions worldwide. It builds a strong foundation for corporate interface, innovative ideas, guidance and mentorship by experts. IIIM is constantly in touch with the leading corporate groups and works towards critically evaluating the industry expectations. With the help of strong industry-institute interfaces and under the guidance of industry stalwarts, the institute aims at increasing industry-institute interaction and to provide adequate exposure to the students.

Some of the eminent speakers who were invited for interactions include : Mr. Anurag Uramalya, Regional Head, TCS; Mr. Alok Saini, Zonal Marketing Manager, ICICI Bank; Mr. Paresh Gupta, CEO, Mycareerarchitects, Mr. C. B. Rajesh, Director, QDegrees Services; Mr. Jaiwardhan Bhardwaj, Senior Manager, Reliance Communications; Mr. Pawan Jangid, AGM, IDBI Bank; Mr. Atul Mohan, Head Marketing, Jaipur Rugs; Ms. Winfred Crawford, Founder, Winfred Academy; Mr. Deepak Charaya, Senior Manager, ABSAS Solutions, to name a few.

Lot of opportunities were generated for students to experience corporate world through live projects and mini projects. Students were able to grab the prospects with various big names to explore the real corporate flair. Students gained real time work experience with industry. Vodafone Digilink Ltd., Pinkcity Marathon, QDegrees Services, Roomhaikya.com, Crazzle Plus Infotech, Moneycount Financial Planners, Infiniti Solutions, Nine Star Stock Broking, to name a few.



National Sports Day

The glory of sport comes from dedication, determination and desire. Reinforcing this belief, IIIM celebrated the National Sports Day on 29 August 2017, to mark the birth anniversary of legendary hockey player, Dhyan Chand who had served India by reaching pinnacles of glory and success multiple times. The event witnessed vigorous participation by students in different sports such as Volley Ball, Table Tennis, Badminton, Chess and Carrom. They showcased true sportsmanship and enthusiasm. The activity instilled a sense of respect and national pride towards sports in the minds of students.



MBA Club Activities

White knight – The Finance club activity

The White Knight club organized a talk of Ms. Munmun Desai, Director-Institutional Sales at B&K Securities India Private Ltd, Mumbai, on 'Institutional sales and client handling in financial sector' on August 4, 2017.

She apprised students about scope, challenges of institutional sales and client handling in financial sector and also acquainted them with the process of buying and selling of financial products, raising funds and methods to mitigate financial risk. She informed students regarding job opportunities available in the financial sector.

She also touched upon the 'Building Blocks of Life' where she laid emphasis on goal setting and setting priorities in life. Students were encouraged to spend quality time everyday by reading newspaper to gain insights into various issues, and help update their knowledge. She shared her own experience and acquainted the students with different aspects of career exposure and professional development. Students also got the opportunity to exchange their views and get career related queries resolved.

Genesis – The Marketing Club

The club organised a session on 'Branding and Marketing strategies of DUNES Harley-Davidson in Rajasthan' on August 2nd 2017. The session was conducted by alumnus, Mr. Mrigank Sharma, Manager Chapter and Marketing, DUNES Harley-Davidson, Rajasthan.

The proud alumnus of IIIM delivered a presentation demonstrating strategies followed by company for launch and promotion of the bikes. Mr. Sharma also shared incidents that portrayed strong 'Customer Engagement' of the brand and showcased strategies company builds lifelong relations with its customers. His presentation covered videos depicting innovative advertising campaigns and also included glimpses of Harley Owners Roar into Goa (HOG) rallies, a marketing strategy launched by the company.

He concluded his session by laying emphasis on safety measures and advised students to drive safe.



NSS Cell

International Yoga Day

IIIM celebrated International Yoga Day on June 21, 2017. A talk was organized on the topic 'Health Benefits of Yoga Vidya'. The resource person was Dr. B.S Shekhawat - an eminent personality from the field of Yoga and Naturopathy, who has been teaching Yoga for several years and is passionate to contribute to the field.

The speaker highlighted that Yoga aims at building conscious union of the Self (Atma) with Paramatma. He told that Yoga enriches lives with positivity, prosperity leading to ultimate happiness. He also demonstrated few techniques of practicing Yoga and motivated participants to learn and practice Yoga.

Association of Indian Management Schools National Management Week

Association of Indian Management Schools celebrates AIMS National Management Week since August 2012 and each year IIIM is an active participant. This year AIMS National Management Week was celebrated from August 1 to August 7, 2017 in the institute. AIMS encourages B-Schools pan India to conduct social activities during the week to foster social sensitivity amongst youth. The theme of this year National Management Week was "Come together, Work Together and Achieve Together". This is an initiative undertaken in the larger interests of the society as a whole. With a mission to create an environment of social responsibility and promote value-based education, following initiatives were undertaken during the week:

August 1, 2017, Tuesday: **Akshayapatra: Joy of Living**

August 2, 2017, Wednesday: **Punarjeevan: Awareness Talk on Organ Donation and Rakhi Collection for BSF**

August 3, 2017, Thursday: **Organ Donation Awareness Camp and Rakhi Collection for BSF**

August 4, 2017, Friday: **Swasthya: Yoga Session, followed by Movie on Yoga Ka Itihas**

August 5, 2017, Saturday: **Swachhata Pakhwada**

August 6, 2017, Sunday: **Sanjeevani: Health Check-up camp at Sanjay Nagar Kachhi Basti, Jaipur**

August 7, 2017, Monday: **Prakruti: Tree Plantation Drive and an initiative to extend helping hand to society**

IIIM has also initiated various activities under the Swachhata Pakhwada initiative of AICTE organized from 1-15 September, 2017.



#Include Club Activity

“Algorithm to C Code” competition was conducted for MCA students on August on 17, 2017. The activity was organized under the “#include”, the programming club to assess the students’ programming skills and knowledge. The students participated in a teams of two and were evaluated on parameters such as readability, number of errors, efficiency and successful execution of the code. The winners of the event were Amit Khatri and Ashish Sharma and runners up were Saloni Khandelwal and Lakshit Sharma.

WebScape

The WebScape club organized website development competition on 23rd August, 2017 on the topic “Women In Blue” 30 teams participated to showcase their skills in web technologies. The winners were Gaurav Saini and Himanshi Singhal. First runners up were Yogesh Sharma and Gaurav Bewal

Workshop on Cloud Computing

To provide Knowledge, Skills and Practical exposure to Cloud environment, A four day workshop and certification program on cloud computing was organized for MCA Students from 24 to 27 July, 2017.

The workshop was conducted by Mr. Lalit Pawar – Senior Technical Analyst, WebTek Labs.

Session on Digital Diaspora and Cultural Computing

On 9th September, 2017, Dr. Kawaljeet Singh, Director, Computer Centre, Punjab University, Patiala addressed the MCA students on the topic “Assessment of Intelligent Access Tools for Creating Digital Diaspora”. He also shared his belief in “Be Yourself” and how this mantra can help one to maintain uniqueness in all surroundings.

Local Industry Visit

A Local Industry visit was made by the MCA students on August, 18, 2017 to extensible IT Solutions Pvt. Ltd, Jaipur. The company is in partnership with a US based firm, which develops comprehensive & intuitive sales automation solutions to advance the way financial and insurance products are sold and processed. The students were practically oriented about the software development process and could also get a feel of future work places.

An industrial visit to Saras Jaipur Dairy was organized on September 16, 2017 where around 150 MBA students understood the working of the plant. The visit helped students to combine theoretical knowledge with industrial knowledge.

Alumni Interaction

Mr. Amit Kumar Sharma, Project Manager, CVS Caremark, Texas alumnus of IIIM interacted with students and shared his experiences about working in IT Company and enlightened students about new upcoming technologies.

Session on Career Guidance in IT sector

On 14th September Mr. Himanshu Kumbhat, Director, Mr. Zubin Malik Technical Manager and Mr. Amit Paul Operations Manager, Extensible IT Solutions addressed the MCA students on “Careers in IT sector and Industry expectations from fresh pass outs.

Session on Emerging Trends in IT Industry

On 31st August Mr Sumit Yadav, COO, OYS Infotel Pvt. Ltd addressed MCA students that how Information technology has served as a big change agent in different aspects of business and society and how it has proven as game changer in resolving economic and social issues. He threw light on latest emerging technologies that students need to focus on for further opportunities.

Selection for West Zone Basketball and Kabbadi Competition

IIIM MCA Students Pradeep Mahala and Imran Khan participated in the inter college Tournament organized by Swami Keshwanand Institute of Technology, Jaipur which was held from 24/08/2016 to 26/08/2016. This competition witnessed more than 100 participants from across the country.

Further they got selected for representing the Rajasthan Technical University in West Zone Basketball and Kabbadi competitions respectively. The Competitions are to be held in October.



Appointment as Research Supervisor

Four faculty members of IIIM have been approved as Research Supervisor for Rajasthan Technical University, Kota. Dr. Tripti Bisawa, Dr. Shuchi Singhal and Dr. Kavya Saini for Management stream and Dr. Monika Rathore for Computer Applications.

E-Igniters' Activities

E-Igniter orientation

E-igniters commenced their E-cell activities with an orientation programme. Coordinators and the E-leaders acquainted the students about E- cell activities, and shared its success stories. The cell conducted orientation programme for MBA and MCA on 17th August and 21st August respectively.

Movie Screening

The cell organized movie screening for the new batches of MBA and MCA on 14th August and 26th August 2017. The movie shown was 'In Pursuit of Happiness', showing a man's journey from living on the streets to owning his brokerage firm. Students were expected to watch movie to develop a new insight towards entrepreneurship. The movie review was conducted immediately after movie was shown, to discuss the learning from the movie.

E-Talk

The E-Igniters cell organized an E-talk on August 3, 2017. The talk was delivered by Mr. Ankit Jain, an alumnus of IIIM. He oriented students about his entrepreneurial journey as a founder of 'TravelOnCards' a women group tour company.

He shared that 'TravelOnCards' is an initiative set up for the women travellers to take safe journeys with fellow women and enjoy each and every moment of it. He told that he along with his other three women business partners analyzed the genuine concern of woman travelling alone, a stigma is attached with females in our Indian society. That is why to break the stigma attached with alone female travellers in Indian society they launched a different business idea. The e-talk particularly emphasized on the startups and innovative ideas that click. The students learnt how to run a business efficiently and how to become an entrepreneur to serve different needs of the society and the country.

Rs. 100 Exercise

The cell conducted Rs. 100 Exercise on 8th September, 2017. It is an experimental and learning exercise to expose student to entrepreneurial skills such as marketing, managing cash flow, taking decisions etc. The activity aimed at developing creative mindsets and entrepreneurial skills among the students to instill the idea of a business startup.

Working in team of five, 30 groups of students made presentations describing various businesses ideas such as lemonbae, chatkara jaljira, poha, to name a few, where they prepared eatables on their own. Some came with a different concept like selling Rajasthan Mukhwas (candies) at a much higher cost where they targeted foreigners, selling handmade bags of Zaid Kagzi Industries, a handcraft retailer, self tiaras made with fresh flowers and turbans.

Manthan – The panel discussion

The cell aims at manifesting the latent entrepreneurial spirit of young students. To support this, a panel discussion was organized on 9th September, 2017, with three notable women entrepreneurs Ms. Shipra Bhutani, Director, Quantam Career Academy and an alumna of Indian Institute of Management, Kolkata, Ms. Ranoo Srivastava, Chairperson All India Ladies League (AILL), Jaipur Chapter, and an active member of Chamber of Commerce, owner of a Jewelry manufacturing and export house and Ms. Bela Badhlia, Director and Consultant, Adbhut Interio Pvt. Ltd.

Having established a place for themselves and fighting all odds, they shared their respective entrepreneurial journeys. Ms. Shipra motivated students to establish and live up on their dream ventures. Inspiring thoughts of Ms. Ranoo made students realize that maintaining a balance between personal and professional life is key for true success. Ms. Bela, is successful by running many ventures, laid emphasis on constant innovation and delivering value offerings to the customers.

The session concluded with speakers handling queries of students and highlighting value of hard work and determination.

Pitch yourself

To promote the entrepreneurial culture on campus, the fresh batches of students were provided with an opportunity to present themselves as potential E-leaders. The activity was organized on 13th September, 2017. The students were given chance to justify reason for their selection as E-leader, so that they can further contributing to the smooth functioning of the cell.

Winner of Digital India Startup Challenge 2017

Team of MCA Students Pradeep Mahala, Pappu Ram, Madan Lal Jat and Suman Saini participated and the won first prize in the inter college Digital India Startup Challenge 2017 organized by Mahrishi Arvind Institute of Science and Management, Jaipur. Which was held on 12 September, 2017. Students presented their startup idea to connect local merchants to local buyers along with providing services at door step with the help of digital platform.



Entrepreneurship Awareness Programme

The cell in collaboration with Startup Oasis (Joint ventured of CIIE-IIMA and RIICO) organized an Entrepreneurship Awareness Programme on 18th September 2017.

The awareness programme mainly emphasized - 'Stupreneurs' a State level social impact and innovation challenge program to make Rajasthan a source of innovation and novel startups to address problems faced by bottom of pyramid customers and to positively impact our economy. Students were encouraged to think differently for handling social issues and generate innovative business ideas.



Talent Hunt

Talent Hunt – 2017 was organized on 31st August and 4th September for MBA & MCA students respectively. Talent Hunt is an annual exercise to identify the talent and creative potential of students. The students presented talents in various categories - Music, Dance and Drama.



Alumni Interview

Name: Mukesh Chotrani
Designation: Global Manager- Products & Business Development
Company: The Digital Group Inc.

Success Journey: I started in Digital Group way back in 2004 as Software Trainee, as this was the lowest position one could get as a Post Graduate in Computer Application. Since then I have been through almost all the designations till Vice President Project and now, Global Manager. Working in different locations like India, Fiji and US. It was definitely not a smooth ride, faced lot of challenges in every form. But one thing that I learned from my school & college days, do your best, work hard and you will be successful.

Message to Juniors: There is no shortcut to success. The hard work that you put in today, may or may not result in immediate success but someday eventually it will take you to a place where you always wanted to be and that day you will not regret all the efforts that you have put in.



Victory of light over darkness-Diwali

In a full moon night, a dedicated and obedient daughter of a poor seasonal farmer is seated at the veranda of her deteriorated house gazing dolefully in the ocean of pitch dark sky, thinking profoundly of the struggles and challenging times, that life has thrown at her, then all of a sudden, she hears someone calling out her name, he is, her beloved father who had just returned from a day's work with a small bag containing his daughter's favourite sweets.

Seeing his daughter in a dejected mood, he asks the reason for her sadness, his daughter with her teary eyes and overwhelming heart replies- Papa why there is so much darkness in our life? When will these days of challenging times be over? I feel frustrated with this roller coaster ride of my life now.

Her eternally optimistic father with an ease in his voice placates his daughter and says – my little princess ,everything will be alright, no matter what happens in your life always remember that every dark night is followed by a bright day and every dark cloud is followed by a merciful rain. What I mean to say is that in the end, light triumph over darkness, good over evil, what we need is courage and a strong will to withstand during the darkest events of our life to see the light of the day and also an unwavering faith on goddess Lakshmi –the goddess of wealth and prosperity.

Is it that goddess Lakshmi to whom we pray for wealth and prosperity in Diwali? inquires his daughter.

Yes, my princess you are right, Diwali is a beautiful festival of lights. It spiritually signifies the victory of good over evil, knowledge over ignorance and hope over despair. The decoration of houses, buildings with colourful lights is itself symbolic of banishing evil from the society, answers her father.

His daughter with the inquisitive sparkle in her child-like eyes questions- Papa, if goddess Lakshmi is so powerful then why had she not deleted all kinds of evils from the society? Why there is still so much of hunger and depression? Why there is so much violence on basis of religion, caste and races? Why women still are the brutal victims of fickle society? Why papa?

Her father raises his right eye-brow on her intelligent questioning and feels proud to answer to the question put up by his lovely daughter and says- princess, you must have heard about the saying in your primary classes “God helps those who help themselves “the saying applies here, we cannot blame the goddess for the evils in the society of which we are the part of, instead we should look inside of ourselves for weaknesses should be determined to work on it and if each of us start looking into themselves and keep correcting , then we will give birth to a very healthy society.

After her father's beautiful explanation of the question, she got inspired to bring about change in herself and the society she lives in by becoming someone acknowledged, she also promised to herself to be like a Diwali in millions lives, then she with a dream in her passionate eyes retires to her bed without knowing that the full moon was witnessing her, falling to sleep with that dream.

Asna Khan
MBA – I Semester

Upcoming Events:

- B-quizzing
- Roopantar
- NEN E-week
- IDCA
- Mosaic
- ICMIT
- Udaan
- FDPs



Reporters:
Sonali Kabra, Surbhi Mehta, Sakshi Johri, Asna Khan
Editors :
Dr. Sandeep Vyas, Dr. Divya Mehta, Dr. Gargi Sharma
Dr. Monika Rathore, Ms. Aparna Mendiratta, Ms. Divya Agarwal
Graphic Designer : Mr. Deepak Mishra



International School of Informatics & Management Technical Campus
Accredited 'A' by NAAC
Sector - 12, Mahaveer Marg, Mansarovar, Jaipur - 302 020, Rajasthan, INDIA
Tel: +91-141-2781154-55, Fax: +91-141-2781158
Email: iim@icfia.org, Web: www.icfia.org