



jims RoundUP

October-December '2012
Vol. - IV | Issue No. - 2



The View Point

The last quarter has been quite eventful and exciting for all of us at JIMS. We are pleased to witness the age of transformation where constant social and industrial interactions with practical aspects of training have provided paramount to our pedagogical structure. Our academicians have received acclamation from the leading institutes of the country for their noteworthy work. We have been equipping our students with skills and knowledge to take initiatives in entrepreneurial activities, thus creating a niche to compete. I wish all the aspirants best of luck for their future endeavors!

Manish Gupta - Chairman

E-Summit

“RIDING THE BIG WAVE”



On the 22nd of December, 2012 the Entrepreneurship Cell of JIMS “Tarkash” organized a summit at Jacaranda Hall, India Habitat Centre, Lodhi Road, New Delhi on the topic “Riding the Big Wave”.

Ms Sarita Solanki, Assistant Professor, JIMS gave a brief introduction to the summit. The key note speakers were Mr. Vivek Agarwal (Founder and CEO Liqid), Mr. Ankur Warikoo (Chief Customer Service Executive, Groupon India) and Mr Bejon Misra (Founder of Partnership for Safe Medicines India).

Actor turned director Pravin Dabas was honored by Mr. Manish Gupta, Chairman, JIMS with 'Creative Entrepreneurship Award'. Mr. Manish Gupta in his address urged budding entrepreneurs to learn how to adapt and grab opportunities.

The moderator for the first discussion panel was Dr. V.B Agarwal, Director, InfoTech, JIMS. And the topic was 'Getting the Capital'. Following speakers presented their views:



Mr. Akhil Kishore, CEO, GIA Advisor, Mr. Gagan Girotra, CEO, Pipalplus, Mr. Sunil K Goyal, CEO, YourNest Angel Fund, Mr. U K Gupta, CMD, Holostik India.

The moderator for the second panel discussion was Mr. Dinesh Goel, CEO and Founder, Innovative Ideators and the topic of discussion was 'U-Turn'. Speakers who gave their insight were: Mr. Rakesh Kohli, CMD, StagIndia, Mr. Saurabh Kalra, Country Manager, Keinansheffy, Mr. Nitin Mathur, CEO, 19 digital and Mr. Santosh Goenka, Ex Director, Business India. 'Upscales' and 'downscales' faced by an entrepreneur were

discussed during this session.

'SEO (Search Engine Optimization) and SMO (Social Media Optimization)' was discussed during the third session. The moderator for was Mr. Darpan Jain, CEO, Campus Mantra. The speakers who shared their views were: Mr. Kamal Krishna, Managing Director, POSSIBLE, Mr. A. Balachandran, Director, Logicsoft International Pvt. Ltd, Mr. Saurabh Kalra, Ceo-white rock consultare.

The final Panel Discussion was on the topic 'The Unconference Session: The Goof-Ups'. Mr. Sahil Mohan, Founding Manager, Zest 4 Justice and Prof S.K Jain, Professor, IIT Delhi were the speakers during this discussion. The difficulties faced during an entrepreneurial journey were deliberated upon.

The efforts of Mr. Sandeep Gupta, Associate Professor, JIMS and Ms. Sarita Solanki, Assistant Professor, JIMS along with the E-Cell volunteers contributed in the success of the summit.

Editorial

Dear Readers, While this Christmas, “Idea” rings the entire nation with its jingle of “Hello Honey Bunny”, the students at JIMS has celebrated the last quarter of festivities with equal fervor. From the intellectual discussions on the current topics of Digital market space, Retail threshold and brainstorming sessions on entrepreneurial prospects, to socializing with corporate and alumni, JIMS has colored its palate evenly. Last quarter was painted brighter when, JIMS saw its students take an extended initiative to help the underprivileged students thus making an effort to become better beings. To witness the glory of our success chart, I invite my readers to stroll through the JIMS Round up.

Mansi Arora Madan - Editor



Industry Academia Interface

“Industry Academia Meet in Association with IBM”

An Industry Academia Connect - 'Bridging the Gap between Industry and Academia' in association with IBM was organized by Jagan Institute of Management Studies, on December 01, 2012.

The event featured a 'Panel Discussion' wherein delegates from the industry of the ranks of Vice Presidents, Directors, CEOs & CTOs share their thoughts on various aspect of trying to bridge the gap between industry & academia in the common interest of all the stakeholders of our educational system.

The expert guidance and valuable suggestions received via such a council help the Institute, faculty and most importantly the students to fathom properly the expectations of the Industry and how to adequately meet them.



Knowledge Outsourced



“Corporate Perspective: Marketing on Digital Space”

To highlight the role & importance of digital marketing in this day & age, Jagan Institute of Management Studies organized a workshop- “Corporate Perspective: Marketing on Digital Space” on 3rd November, 2012 for students of PGDM (FT) batch of 2011-13.

Dr J.K Goyal, Director, welcomed the guests & gave a brief introduction to the topic of digital marketing highlighting its ever growing importance.

The first speaker for the session was Mr. Mandeep Gulati, Marketing head (E-Commerce), Indiatimes.com. He gave his insights on the success of E-Commerce via presentations while comparing the same with retail outlets.

The second speaker, Prof. Vikas Madan, Assistant Professor, Delhi University mentioned factors such as continuous value creation, creativity, reliability, trust etc to be considered when marketing on digital space.

Mr. Anand Mohan, Deputy General Manager, Buzzintown (Yatra.com) was the third speaker for the session who highlighted career opportunities in digital marketing.

Ms. Yukti Ahuja, Assistant Professor, JIMS thanked all speakers, the students for their active participation and Dr. Madan Mohan, Dean (PGDM), JIMS in making the event successful.



Management Development Program

Application of IT towards Enhancing Operational Efficiency

Jagan Institute of Management Studies organized a MDP Program on 'Application of IT towards Enhancing Operational Efficiency', on 6th October, 2012 at Habitat World, India Habitat Centre, New Delhi.

The welcome address was given by Dr V.B Aggarwal, Director-InfoTech, JIMS.

Head of MDP Cell Mr. C. George introduced the program and the key resource persons:

Dr. V.B Aggarwal, Director-InfoTech, JIMS, Mr. G.V.V. Satya Narayana, Associate Vice President, HCL Technologies, & Mr. Sandeep Gupta, Associate Professor, JIMS.

The interactive session included presentations from all the resource persons.

23 participants from 16 prominent organizations such as PCS Technology, Freeze King Industries, IT Consultants, Thomas International Publishing Co., Directorate of training & technical Education- Govt of Delhi, Afcon International, Berger Paints, Adroit Financial Services, Air Force Bal Bharti School, Footwear Design & Development Institute etc were present at the event.

The event was divided into three technical sessions. The first session was conducted by Dr. V.B Aggarwal, Director-InfoTech, JIMS. He gave an overview of IT Applications in various industry sectors.

The second session was presided over by Mr. G.V.V. Satya Narayana, the topic was Customer Relationship Management (CRM), Learning Management System (LMS), Web based applications, Pitfalls & Benefits & tips for its successful implementation.

While the third session was conducted by Mr. Sandeep Gupta, Associate Professor, Enterprise Resource Planning (ERP).

Certificates to all the participants were awarded by Dr. V.B. Aggarwal.

Mr. C. George Associate Professor & Head MDP Cell at Jagan Institute of Management Studies(JIMS) delivered the vote of thanks.

Mr. M.A Mateen V.P-Berger Paints, made a small presentation towards the end of the session and shared the process of implementation of ERP (Enterprise Resource Planning) with all the participants.

Managerial Effectiveness through Innovative Leadership

A program on 'Managerial Effectiveness through Innovative Leadership' was organized by JIMS on 17th December, 2012 at India Habitat Centre, Lodhi Road. The resource persons for this MDP were Prof S.C Kapoor, Professor JIMS; Ms. Neelam Dhall- Associate Professor, JIMS; Ms Pratima Daipuria- Associate Professor, JIMS and Mr. Deepak Behl, Director HR, the Grand Hotel, New Delhi.

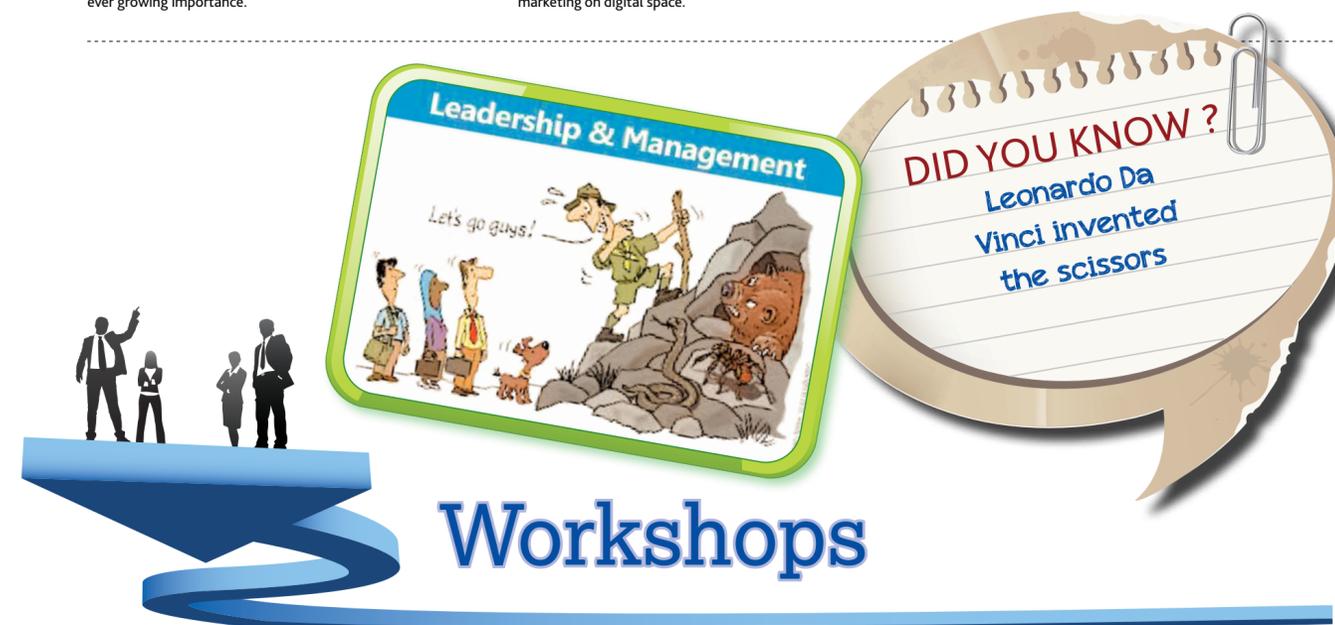
Throughout the MDP various aspects of Leadership including Transactional Analysis and Emotional Intelligence were discussed.

Mr. Deepak Behl, Director-HR, Hotel Grand, New Delhi presented his views on '10 Common Leadership and Management Mistakes'.

Group activities were organized for the participants along with presentations, videos and other exercises.

Middle & Senior Level Managers from various organizations such as Voltas Ltd, Skyline Power SolutionsAutomobiles, Fena(P) Ltd, MSME Govt. of India, Dharam Industries, Afcon international, Innovative Technologies, Chandravati Group of institutions, national Disaster Management and Prochem Bioceticals etc took part in the event.

Mr. C. George Associate Professor & Head MDP Cell at Jagan Institute of Management Studies(JIMS) concluded the event with a vote of thanks. Everyone present was in praise of the event.



Retail Club activity on “Way ahead to Successful Corporate”

A Retail Club activity- “Way ahead to Successful Corporate” was organized at JIMS’ campus on the 11th of October, 2012 for students of PGDM (RMM), batch (2011-13). The full day workshop was conducted by Mr. Santosh Jha, CEO Synergy Manpower Solutions along with Prof. S.C Kapoor, Professor, JIMS.

Mr. Jha, CEO Synergy Manpower Solutions gave an overview of the hiring environment & expectations of the corporate from aspiring candidates during interviews and group discussions.

Mr. Gaurav Vashisht, an entrepreneur, was part of the panel along with Mr. Varun Duggal, an IT Consultant. Mock personal interviews and group discussions were conducted for the students, who were given individual feedback and rating on their performances.

The efforts of Dr. Madan Mohan Dean (PGDM), JIMS also contributed in making the event a success.

“Risk, Regulatory and Financing Aspects of Export Business”

A workshop to understand the risk, regulatory and financial aspects of Export Business on 21st November, 2012 was organized by JIMS in association with Federation of Indian Export Organizations (FIEO) at FIEO, Niryat Bhawan, New Delhi. ECGC and Citibank were also associated with this workshop.

Mr. T.S Ahluwalia, Member Managing Committee, FIEO welcomed the participants while Mr. Ajay Sahai, Director General and CEO, FIEO gave an overview of Indian Exports in the present economic scenario. Mr. P.K Raut, General Manager, Reserve Bank of India also shed light on the topic.

The technical session in the was presided over by Mr. A.K Bhagat, former V.P Society General and ICC India Nominee for ICC Banking Commission, Paris and presently Dean, Department of International Business, JIMS, Rohini. He discussed hedging of payment risk, documentation and Letter of Credit in export business.

Ms. Madhu Dwivedi Manager RBI, updated RBI rules related to exports and Mr. K. Srinivasan branch Manager of ECGC, covered topics of risk coverage, policies of ECGC and settlement of claims.

There were 51 participants representing various export organizations and banks including representatives from All India Rice Exporters Association, LT Foods Ltd, Sara textiles Ltd, Septu India Ltd, Panacea Biotech Ltd, Oriental Bank of Commerce, Safexpress, HDFC, Caixabank S.A, NIESBUD Mettrade India Ltd, J.P Designer Ltd, Advantec Coils Pvt Ltd, Afcon International Pvt. Ltd, Neetee Clothing Pvt Ltd etc.

Academic ad-ons



"Anti-Smoking & Anti Tobacco Campaign"

Jagan Institute of Management Studies in association with Hilton Hotel, Delhi and Rajiv Gandhi Cancer Hospital organized an awareness campaign to propagate the ill effects of 'smoking and Tobacco use' on 17th November, 2012. At the event, **Ms Kanika Arora** Director, (HR) Hilton, gave a presentation highlighting the harmful effects of smoking.

Dr. A.K Dewan (Sr. HR head) Hilton, also gave an insight on the harms of smoking and tobacco consumption being the leading cause of cancer.

With the number of fatal cases on account of cancer due to smoking & tobacco consumption, on the rise in India every year, he emphasized the importance of such campaigns to help curb the menace & its benefits for the society. The event also included a skit on smoking & its harmful effects.

Mr. Rupal Chaudhary, General Manager, Hilton was thankful to all participants of the campaign. The event ended with **Ms Terry Jenkins**, Director, Brand Culture and Education, Hilton presenting her vote of thanks for all the effort that went into making the 'Anti-Smoking and Anti- Tobacco' campaign a success.

Diwali Celebration – "SPARK"

On 9th November, 2012, Jagan Institute of Management & Studies sparked off the festive season by organizing a talent hunt competition as part of Diwali celebrations.

The event was open to batches of all courses at JIMS, PGDM (Gen), PGDM (IB) as well as PGDM (RMM) (2012-'14 and 2011-'13 batches).

The event began with the lamp lightening ceremony presided over by **Dr J.K Goyal**, Director, JIMS and **Prof V.B Aggarwal**, Dean-Infotech, JIMS.

17 contestants participated in the activity and showcased their talent in dance, music, singing, poetry as well as in playing musical instruments. The winners declared at the event were:

- 1st Prize: **Manjula Sangwan**, PGDM,(2012-14) Batch
- 2nd Prize: **Priyanka Jangra**, PGDM(1B),(2012-14) Batch
- 3rd Prize: **Md. Mahtab**, PGDM,(2012-14) Batch

The day concluded with a JAM Session conducted for students as well as JIMS' staff members.



"IT Mania"

Jagan Institute of Management Studies organized IT Mania on **Wednesday, 10th October, 2012** at its campus for MCA & BCA students. It was an event having IT related games consisting of Jumbled words; Dumb Charades; and IT Quiz. The whole event was very interactive and received an overwhelming response.



"Extempore Speech Competition"

To help students 'think on their feet' & to help them enhance their communication skills, the IB Department of JIMS, conducted an extempore speech competition on 3rd November, 2012 for PGDM-IB batch of 2012-'14.

The dignitaries invited to judge the event were **Mr. Shesdev Nayak**, Dean MBA and **Ms. Kanchan Bajaj**, Assistant Professor, JIMS.

The topics, given on the spot, to each of the participants included: pink vs blue, globalization, media etc. The time limit for contestants was 2-3 minutes. Communication, attire, presentation skills & content were the parameters of judgment.

27 students participated in the event. The winners of the cash prize were:

- 1st prize- **Abhyudya Sharma** (PGDM-I)
- 2nd prize- **Richa Arora** (PGDM-I)
- 3rd prize- **Sneha Sharma and Mohit Nandan**(PGDM-I)

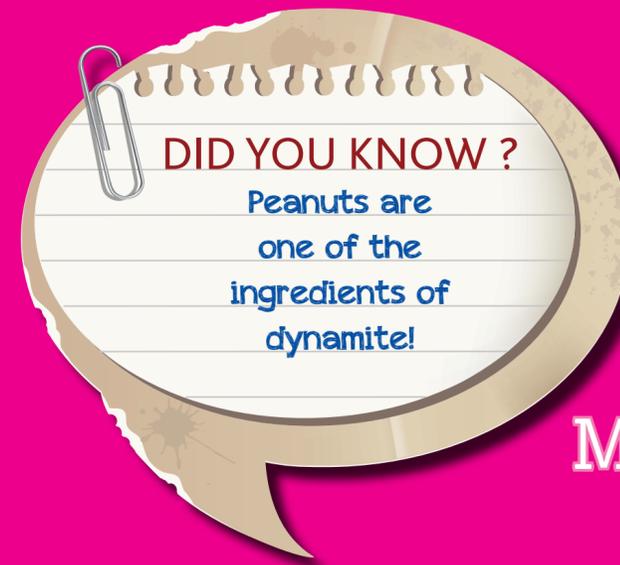
"Retail Club Activity"

The Retail Club of JIMS organized an activity for students from both batches of PGDM (RMM) (i.e. 2011-13 as well as 2012-'14) on the 20th October, '12, titled- "I am smarter than my interviewer".

Second year students of PGDM (RMM) set up interview panels representing five different companies to conduct mock interviews for the first year students.

On both sides of the panel, students got an opportunity to enhance their knowledge, accustom themselves with such the environment of an interview as well as rate each other's performance.

They were all keen to repeat such exercises more frequently.



Moments Relived with our Alma Mater



"Dandiya Night 2012"

Jagan Institute of Management Studies organized 'Dandiya night 2012' on Saturday 20th October, 2012 at its Campus on the special occasion of Navratri.

Along with the alumni, some of whom were accompanied by their spouse & children, **Mr. Manish Gupta** (Chairman) JIMS, **Prof. R.P. Maheshwari** (Director General) JIMS, **Dr. J.K Goyal** (Director), **Dr Madan Mohan** (Dean) PGDM JIMS and **Dr Sumesh Raizada** (Dean) PGDM (RMM) also graced the occasion. Games & other such stalls were set up for children.

Students from Karmaarth also got an opportunity to participate in song & dance performances. Various other activities to engage all guests and prizes for the same made the evening full of fun & frolic.

"Annual Alumni Dinner 2012"

Jagan institute of management studies played host to its alumni on the 15th of December, 2012 at Hotel Crowne Plaza by organizing the annual alumni dinner.

The JIMS Alumni network made it possible for more than 300 Alumni to attend the dinner. JIMS felicitated the alumni with awards known as the "Jewels of JIMS" which recognizes their achievements in their careers thus far. These awards are given every year to a select group of alumni who excel in industry or academia and have contributed to JIMS and society.

Some of the Jewels of JIMS recognized this year were: **Manish Singh** -Country Manager at Harlequin India Pvt. Ltd, **Suman Chakravorthy**-Area Sales Manager-Home loans at HDFC Bank, **Kanwaldeep Singh Bedi**-Assistant Director at MTS Group, **Amit Vikram**- Manager at Cognizant Technology Solutions, **Varun Gupta**- Entrepreneur, **Bharat Chhabra**-Head of Group-Talent Acquisition & Management-HR, **Talent Power Delhi Distribution Limited**.

Members of Alumni Association for 2012-2014 were also announced.

- President -Kumud Ranjan
- Vice President- Ankur Goyal

Executive Members: **Ankur Jain**, **Aseem Gupta**, **Puneet sethi**, **Gaurav Vashisth**, **Saurabh Kalra**, **Rahul Khanna**, **Himanshu Singhal**, **Varun Bansal**, **Amit Sharma**, **Kuldeep Rana**, **Dheeraj Gupta**

The dinner received an over-whelming response from the Alumni of JIMS Fraternity.

"ABILITY"

Jagan Institute of Management Studies in association with **Tamana**, an NGO for differently abled children, organized an event called "ABILITY" on the 30th of Nov, 2012. The event, held at JIMS campus, was an attempt by the college to contribute towards a social cause.

Prof. R.P Maheshwari Director General, JIMS, made the welcome address and extended his affection to the children.

Enthusiastic song and dance performances by students of Tamana as well as those by students of **Karmaarth**, the CSR initiative of Jagan Nath Gupta Memorial Educational Society, enthralled the audience. While kiosks of items hand-made (calendars, key rings, cookies etc.) by these students were sold off within no time.

Mrs. Vibha Bhasin socialite from Tamanna, also extended her gratitude on behalf of her organization. **Mr. Manish Gupta**, Chairman, JIMS, highlighted the importance of and the institute's dedication towards contributing for the cause of the under privileged.

The event was conducted and conceptualized by **Ms. Mansi Arora Madan**, Asst Professor, JIMS.



Industrial Visits

"Parle-G Pvt. Ltd"

PGDM (Gen) (2012-14) batch was part of an industrial visit to Parle-G Pvt. Ltd on 4th October, 2012.

At the premises they were shown a documentary on the inception, products, history etc of the company. The students took a tour of the facility to observe the manufacturing process and got a chance to interact and clarify their doubts as well.

"Modi Flour Mills"

The industrial visit to **Modi Flour Mills** on 4th October, 2012 for students of PGDM (GEN) was an opportunity to acquire field experience was greeted with enthusiasm. Not only were the students able to learn about various manufacturing processes but were also able to clarify their questions. The chance to see theory being put into practice via such industrial visits always receives a warm response. So was the case here, students were glad to have been given this opportunity.





DID YOU KNOW ?

Almonds are a member of the peach family.

Our Annual Conventions



National Seminar on the topic "India on the threshold of Global Retailing"

The Retail Management department of JIMS organized a seminar on 'India on the Threshold of Global Retailing' on 20th December, 2012. The seminar was held at the PHD House, New Delhi in association with RAI (Retailers Association of India), Mumbai.

Dr. Sumesh Raizada, Dean (Retail Management programme), who was also the seminar coordinator gave a brief introduction to the event.

Dr. J.K. Goyal, Director, JIMS discussed some economic aspects of retailing along with the merits & demerits of modern retail.

The key note address was delivered by Mr. Kumar Rajagopalan, CEO, Retailers Association of India. The Guest of Honour, Mr. Marc Batenic, President and CEO, IGA INC, USA, then gave a brief presentation. Evolution of retail, buying traits, customer's needs and preferences, penetration of technology & the emergence of e-commerce were some of the topics the speakers discussed.

Ms. Pooja Jain, session coordinator and Associate Professor, JIMS made the concluding remarks.

The speakers at technical sessions I & II were Mr. Binay Kumar, member, Executive Committee, FICCI & Chairman, Banaras House Ltd, Mr. Jai Banerjee, VP-HR and Strategy, V-MART Retail Limited, Mr. Samir Srivastav, Business Head, VLCC Health Care (Education Division) and Mr. Ajay Khanna, Senior Vice President, Hospitality, Teamlease Services

Managing Cultural Diversity among Customers and Employees and Global practices and trends in Retail (HR and Sales) were the topics of discussion.

Ms. Parul Raj, session coordinator and Asst. Professor, JIMS made the concluding remarks.

Technical Sessions III & IV saw the following speakers speak their mind on 'Innovations and Technologies in Retail operations' and 'Strategies for survival of unorganized and small retailers': Mr. Atul Ahuja, VP - Retail, Apollo Hospitals Enterprises Ltd, Mr. Sumit K. Lal, Managing Director, Retail One Solution and Mr. Anand Murthy P, Executive Director & C.E.O, Express Retail Services Pvt. Ltd.

Session coordinator Dr. Ritu Bajaj, Professor, JIMS, made the concluding remarks.

The event saw over whelming participation from corporate, academia as well as from the students of Retail Management, JIMS.



"Corporate Checkmate"

A seminar on "CORPORATE CHECKMATE" conducted by JIMS on 1st December, 2012 received a warm response by PGDM students. The topic of discussion was "Advertising: All about Creativity or Strategy".

The speakers at the session were: Mr. Sidhartha Roy, Vice President, ITC-Travel House and Mr. Santosh Goenka, Executive Director, Business India Group.

Ms. Pooja Jain, Associate Professor, JIMS gave a brief introduction to the subject.

Mr. Sidhartha Roy, with his experience in the service sector spanning advertising agencies, luxury hotels, aviation and travel business made the seminar very informative through his presentations.

His views on customer and product relationships in the form of advertising via print, electronic media as well as through digital marketing were appreciated.

Mr. Goenka discussed aspects of advertising from a publisher's point of view.

The session was open to Question and Answers after the presentation and it was highly interactive.

The Vote of Thanks was given by Mr. Cherian George, Associate Professor, Head MDP Cell, JIMS.



"HR Practices: Leapfrogging from best to next"

A national Seminar on the topic "HR Practices: Leapfrogging from best to next" was organized by Jagan Institute of Management Studies at India International Centre on the 13th October, 2012. Experts from the corporate, JIMS' staff and students were a part of the session.

At the seminar subjects such as 'Capitalist Employer' & 'employee relations' were discussed while the importance of aspects relating to employee recognition & emotions at work were also highlighted.

The keynote was delivered by Mr. Rakesh Seth, Sr. V.P, Group HR, Fedders Lloyd Group.

He described the field of HR as complex and ever evolving and stressed on the competencies an MBA graduate would require to sustain in this field.

The guest of honor, Mr. Sameer Seth, Group HR Head, Guardian Lifecare Pvt, Limited also addressed the gathering.

Vice Presidents, human resource managers, group HR head & senior managers from various companies were present at the event. The HR Management of firms such as: Fedders Lloyd Group, Guardian Lifecare, Pvt, Limited, Aircel Limited, Emami Limited, Steria India Limited, Ernst & Young GSS India, Bharti Airtel Limited, FMS, Delhi University, SAIL, HTC India, Pvt, Ltd & Federal Bank also had adequate representation.

The programme was divided into two technical sessions: Employee Recognition and Emotions at Work.

Mr. Sandeep Arora, Head, Customer Experience & Fulfillment, CSD, Aircel Limited, spoke about employee motivation at work as a key factor in appraising people. Power of words in comparison to monetary rewards to motivate employees was the thought dwelled upon during the first session.

Mr. Gourab Barik, DGM, Corporate HR, Emami Limited, Mr. Amit Bajaj, HRBP, GM-HR, Steria India Limited & Ms. Malini Priya, Senior Manager, Talent Engagement Lead, Ernst & Young GSS India, also emphasized the importance of recognizing efforts of employees to increase productivity.

In the second technical session 'Emotions at Work' were discussed. Dr. Kavita Singh, Associate Professor, FMS, Delhi University, initiated the discussion. Negative emotions, its reasons like stress, lack of leadership skills, incorrect delegation of work etc were some of the related issues deliberated upon along with the importance of promoting positive emotions. Mr. Subramaniam Arumugum (Head-HR, NSG, Bharti Airtel Limited), Ms Kamakshi Raman (GM-Personnel, SAIL), Mr. Rahul Jindal (Head-Human Resource, HTC India Pvt, Ltd) & Mr. Jolly Antony General Manager(HR), Federal Bank) were also active participants of the session.

Ms Pratima Daipuria, Faculty, JIMS, presented the vote of thanks & congratulated all on the successful completion of the seminar.



"Techbyte 2012"

TECHBYTE 2012 which was conducted on 20th October, 2012 at PHD Chamber, Commerce and Industry, Delhi, by Jagan Institute of Management Studies.

The symposium titled "Emerging Solutions in ICT Infrastructure and Security" was conducted to discuss issues such as: Cloud Computing as PaaS, SaaS and HaaS, Information Security, Management of E-Waste, Comparison of Mobile - Applications under Android, iOS 5, MANGO & Green Computing: Standards and Solutions.

Prof. R.P. Maheshwari, Director General, JIMS gave the welcome address.

The chief guest of the day Mr. Vibhore Sharma, CTO from Naukri.com, presided over the session. He discussed cloud computing and its various services like Platform as a service, software as a service etc.

The Chief Convener and Key note speaker was (Dr.) V.B. Aggarwal, Director (IT), JIMS.

The first technical session was instigated by Ms. Bimaljeet Kaur, Knowledge Champion -HiTech ISU Tata Consultancy Services. She introduced and explained the concept of 'data centers' and other related issues, highlighting TCS' approach in the same context.

Mr. Ajay Kumar Dhir, Group CIO, Lanco Infratech, explained and answered all queries relating to the concept of green computing while also discussing the impact of IT on the Environment

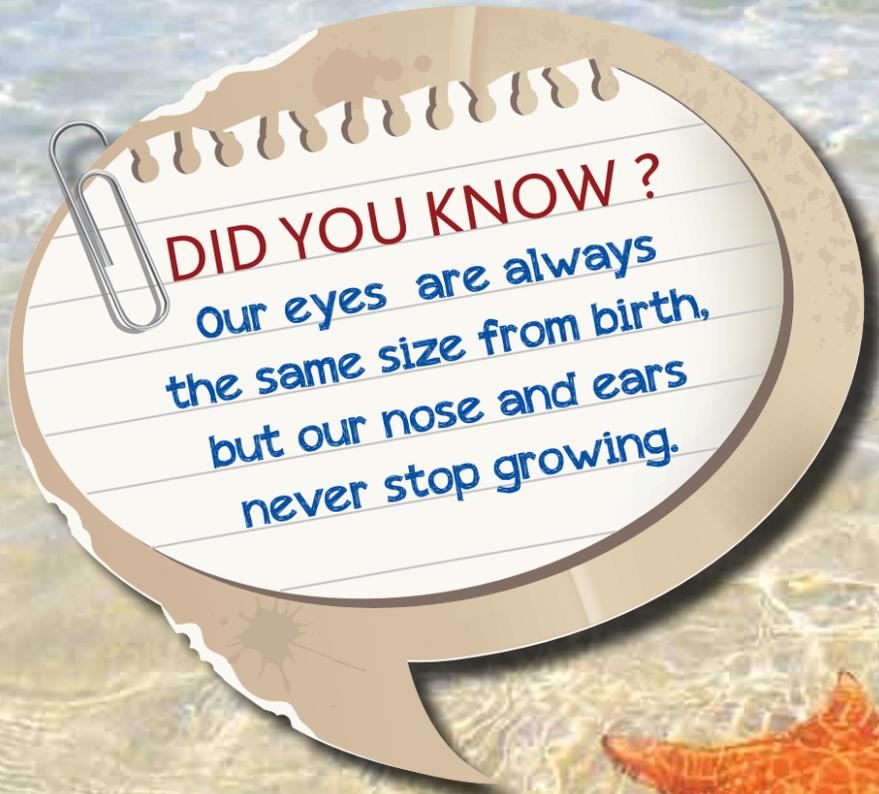
Mr. Anup Girdhar, CEO, Sedulity Solutions, began the second technical session. His topic for discussion was 'safety on social networking sites'.

Mr. Pawan Kumar Singh, Chief Information Security Officer, Tulip Telecom Ltd, took the discussion further by deliberating on the subject of information security & the challenges & risks associated with it.

Mr. Sanjeev Shrivastava, Sr. software Architect IBM, began the third technical session by presenting his views on the service & deployment models required to implement Cloud Computing. While Mr. Vibhore Sharma, tried to cover areas such as types of the cloud services, VM ware virtualization, How Cloud computing is linked with the Green Computing etc.

The symposium was coordinated by Ms. Chetna Laroia, Ms. Suman Madan Asst. professor Jims, Ms. Disha Kapoor and Ms. Kanika Minocha Asst. professor Jims, with InfoTech faculty team.





DID YOU KNOW?

our eyes are always
the same size from birth,
but our nose and ears
never stop growing.

it is the little things that make a Big Difference

There was a man taking a morning walk at the beach. He saw that along with the morning tide came hundreds of starfish and when the tide receded, they were left behind and with the morning sun rays and they would die. The tide was fresh and the starfish were alive. The man took a few steps, picked one and threw it into the water. He did that repeatedly. Right behind him there was another person who couldn't understand what this man was doing. He caught up with him and asked, "What are you doing? There are hundreds of starfish. How many can you help? What difference does it make?" This man did not reply, took two more steps, picked up another one, threw it into the water, and said, "**It makes a difference to this one.**"

What difference are we making? Big or small, it does not matter. If everyone made a small difference, we'd end up with a big difference, wouldn't we?

Advisor & Patron	: Dr. J. K. Goyal Director
Editor	: Ms. Mansi Arora Madan Asst. Professor, mansi.arora@jimsindia.org
Asst. Editor	: Mohit Nenwani PGDM-II
News Coordinator	: Yogesh Pandey PGDM-I



Jagan Institute of Management Studies

3, Institutional Area, Sector-5, Rohini, Delhi - 110085

Phone: 011-45184000, 45184001/02 • Fax: 011-45184032 • E-mail: jims@vsnl.com

www.jimsindia.org

