



## The View Point

In a vibrant B-School, the process of learning never stops. The heterogeneity of the students presents various challenges and interesting opportunities. There is somehow fun in reinventing the "wheel" time and again. The search for the utopian state remains, in spite of the awareness that it is not only ever elusive but also futile. The professional education can be made more relevant only if the industry-academia interaction deepens and is maintained as an ongoing exercise.

In this edition of JIMS Round Up we present to you, a few of our major activities and events organized in 2013-14. One of the major highlights of this year's events was our HR Summit which was organized in association with the Times of India on the topic - **The 'R' Word - Re-Tooling, Re-Skilling and Re-Juvenating**. We seek your valuable feedback, comments and suggestions.

**Dr. J. K. Goyal - Director**

## Editorial



It is indeed a great pleasure to be writing the editorial for JIMS Round-Up. 'Learning by fun means' was pioneered by Jagan institute of management studies and focal point of this issue is based on the same. Last quarter was adorned by luminosity of fests and celebration of exquisite festivals in which our students enthusiastically engaged themselves and brought glory to the institution as a whole. Merging academia and fun was challenging but results so encompassed were encouraging enough to bring out this issue exclusively on the parallel theme. I wish all the best to the students as placement and final exams are around. So, gather all the energies and focus on the best!

**Ms. Ankita Prabhakar - Editor**

## XIX Convocation of JIMS



Jagan Institute of Management Studies held its 19th Annual Convocation on 1st February, 2014 at the Stein Auditorium, India Habitat Centre, Lodhi Road, New Delhi. The Guests of Honor for the day were **Mr. Ajay Sahai**, Director General & CEO, FIEO and **Mr. Deepak Pahwa**, CMD, Bry - Air (Asia) (P) Ltd. Degrees were conferred to 2010-2013 batches of Master of Computer Applications (MCA), Bachelor of Computer Application (BCA) and Bachelor of Business Administration (BBA) & diplomas to

2011 - 2013 batches of Post Graduate Diploma in Management (PGDM), PGDM - International Business and PGDM - Retail Management. The occasion was graced by the presence of **Mr. Manish Gupta**, Chairman, JIMS, **Prof. R. P. Maheshwari**, Director General, JIMS; **Dr J.K. Goyal**, Director, JIMS; **Prof. (Dr.) V. B. Aggarwal**, Director (Info Tech), JIMS. The Convocation started with the lighting of the lamp by the guests followed by Saraswati Vandana. The convocation was declared open by **Mr. Manish Gupta**, Chairman, JIMS.

In his inaugural speech he congratulated all the students of the outgoing batch and aptly inspired through his words, "it is a big moment for you and you all should enjoy it thoroughly. But one thing that you should always remember is that you represent the nation as a whole, and the onus of taking this country forward is on your shoulders. Education is key to success and you have to make yourself responsible enough to do justice. Make proper goals for yourself and work hard to achieve them." The welcome speech was delivered by

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**Prof. R. P. Maheshwari**, (Hon.) Director General, JIMS with his congratulatory note to all the passing out students. The felicitation ceremony that followed was a spectacle to watch for the friends, family and faculty members, as they went up on stage attired in their marvelous robes, stoles and caps to receive their degrees, certificates and mark sheets from the Guests of Honor. The toppers were awarded with Gold Medals for their excellent academic performance in their respective streams:

**PGDM (Batch 2011-2013)**

I Prateeksha Jain  
II Ayesha Sharma  
III Ojasvi Parwani

**PGDM – Retail and Marketing (Batch 2011-2013)**

I Sagarika Mittal  
II Karan Lakhina  
III Chetna Chhabra

**PGDM – International Business (Batch 2011-2013)**

I Rashmi Shukla  
II Neha Jain  
III Mokshita

**MCA (Batch 2010-13)**

I Swati Puri

II Tripti Israni  
III Arshia Gupta  
**BBA(Batch 2010-2013)**  
I Naina Aggarwal  
II Achin Vasudev  
III Prateek Jain  
**BCA (Batch 2010-2013)**

I Suparna  
II Arpit Singhal  
III Anjali Mangla  
The guests of Honor **Mr. Ajay Sahai**, Director General & CEO, FIEO and **Mr. Deepak Pahwa**, CMD, Bry – Air (Asia) (P) Ltd congratulated students and wished them good luck for their future and congratulated JIMS on the outstanding success of the convocation. They further added "It was a real privilege to get to know your unique institution and to listen to all the eminent

Guests of Honor. The country owes a deep debt of gratitude to JIMS for its vision in establishing such a fine institution and providing quality education." The

Vote of thanks was delivered by **Dr. J. K. Goyal**. He extended his best wishes to all the students and further thanked the coordinators, faculty members for their sincere support and cooperation. The **19th Annual Convocation** turned out to be a huge success with the mixed emotions of nostalgia, excitement, verve and happiness.



## E- Summit

### Innovate, Incubate and Inspire

Entrepreneurship Cell of JIMS "Tarkash" organized 2nd E – SUMMIT in association with trainbrain on the topic "Innovate, Incubate and Inspire" at Magnolia Hall, India Habitat Centre, Lodhi Road, New Delhi on 7th March 2014. The summit was attended by students from PAN India colleges and was co-ordinated by the JIMS E-Cell Club Volunteers, the Club Members and delegates of trainbrain.in. The speakers for the summit included young and upcoming entrepreneurs as well as experienced ones.

The Summit began with the lighting of the lamp followed by a brief introduction to the Summit and inaugural address by Dr. J.K. Goyal, Director, JIMS. The key note speakers for the technical sessions were Gaurav Midha, CEO, Beyond Number Group; Rustam Sengupta, CEO, Boond; Rimi Oberoi, Founder & CEO, Oysterconnect.com; Neha Juneja, Co- Founder & CEO, Greenways, Pranav Kohli, Founder, Stag International, Mayank Bhateja, Co-Founder & Director, Letsintern.com; Abhay Gupta, Founder & CEO, Luxury Connect, Shekhar Bhattacharjee, CEO, SEED Education, Skill Tree India Knowledge Consortium; Gaurav Singhal, Co- Founder, Blue Digital Media, Gaurav Mittal, MD & CEO, ITCONS E-Solution, Vipul Bansal, Founder & CEO, Sunhill. The seminar began with full fervor and vigor as our eminent speakers addressed the students with a right mix of theory and practical exposure towards entrepreneurial spirit.

The moderator for the first Panel Discussion was Ms. Dilpreet Kaur, Assistant Professor, JIMS, for the topic "Raising an Investment – The Beginning" which included the following speakers;

- ♦ Gaurav Midha, CEO, Beyond Number Group
- ♦ Rustam Sengupta, CEO, Boond
- ♦ Rimi Oberoi, Founder & CEO, Oysterconnect.com



The session talked about acquiring the first step for generating finance for the business. The second session on 'Ingredients for success - My story so far' was moderated by Ms. Yukti Ahuja, Assistant Prof, JIMS, and panelists for the session were:

- ♦ Neha Juneja, Co- Founder & CEO, Greenways
- ♦ Pranav Kohli, Founder, Stag International
- ♦ Mayank Bhateja, Co- Founder & Director, Letsintern.com
- ♦ Abhay Gupta, Founder & CEO, Luxury Connect

The session talked about the upscales and downscales faced by the entrepreneurs during their entrepreneurial tenure.



Dr. Deepti Pathak, Assistant Professor, JIMS moderated the third Panel Discussion on "Learning to Sustain – The Path Ahead", which included the following speakers;

- ♦ Gaurav Mittal, MD & CEO, ITCONS E-Solution
- ♦ Vipul Bansal, Founder & CEO, Sunhill
- ♦ Snehashish Bhattacharjee, CEO & Co- Founder, Denave

The session talked about the various entrepreneurial survival stories when most business owners have experienced difficult times--periods when finances were lean or business performance didn't quite meet the expectations.



- ♦ Shekhar Bhattacharjee, CEO, SEED Education, Skill Tree India Knowledge Consortium
- ♦ Gaurav Singhal, Co- Founder, Blue Digital Media

Mr. Cherian George, Head – Placement Cell, JIMS thanked all guests and congratulated the E-Cell Volunteers for their sincere efforts and further added such events were immensely beneficial and informative for all the participants and the students as well.

The Vote of thanks was delivered by Dr. J. K. Goyal. The event was a huge success with definite takeaways and food for thought for budding entrepreneurs.

## Did You Know?



Every Person has a **UNIQUE TONGUE PRINT** as well as **UNIQUE FINGERPRINTS**



## 04/12/13 : Talk show “Tech Grand Masters” – NDTV

- ◆ PGDM (Retail) 2013-2015 batch students participated in the Talk and Quiz show, held on 4th December 2013, conducted by NDTV named as 'Tech Grand Masters'.
- ◆ It was sponsored by Croma – a Tata Enterprise and was anchored by Mr. Rajiv Makhni, a former model.
- ◆ The show was both a quiz as well as talk show in which teams were quizzed about the latest prevailing technology in various fields.
- ◆ The questions were later fielded to the audience, and those who answered the question right won various prizes like Bluetooth speaker, digital camera etc.
- ◆ Overall, it was a good learning opportunity for the students who interacted with the anchor as well as students from other colleges and learnt about the backstage activities performed in the TV studio.

## 14/12/13 : Alumni Dinner, 2013

- ◆ Jagan Institute of Management Studies organized Annual Alumni Dinner 2013 at Hotel Crowne Plaza, on Saturday, 14th December, 2013.
- ◆ As years go by, the memories spent at college become more and more bleak. This meet re-invented and re-created an aura of excitement in those who wished to remember them again.
- ◆ JIMS Alumni network is a thread that binds one and all. The dinner turned out to be the perfect platform to network, rejuvenate and strengthen the bond with alma mater.
- ◆ Such interaction provides a good platform for our current batch students to build amicable networks and also help them in learning nuances of the corporate life.

# TGMC 2012 Felicitation Ceremony

(The Great Mind Challenge Contest)



JIMS team "INFINITE" of MCA students awarded at TGMC 2012 Felicitation Ceremony

TGMC 2012 Felicitation Ceremony was held at IBM India Pvt. Ltd. Embassy Golf Link Parks, Indira Nagar Inner Ring Road, Bangalore on 08th November, 2013. Ceremony was attended by eminent dignitaries from IBM and Top 15 teams of TGMC 2012 competition. This provided a good interactive platform for all and an opportunity to meet great minds.

The session started with the welcome address by Ms. Malathi Srinivasan, Country Manager, IBM Academic Initiative. She discussed the benefits of TGMC for the students. It was followed by Mr. Dollas Krishnan who discussed about the IBM Eco system development. Ms. Vani Singh, India Lab Leader, IBM Watson Solutions Development & Service, shared the various innovative projects undertaken by IBM. Mr. A. Muruganatham, an Entrepreneur and guest speaker of the day addressed the audience with his motivational words.

Top 30 colleges and top 15 teams of TGMC 2012 were awarded by Ms. Malathi, Ms. Vani and Mr. Karthik Padmanabhan. Team from Bapuji College of Engineering, Karnataka bagged the first prize of TGMC 2012.

Team 'infinite' (selected among top 15 teams of TGMC 2012) from Jagan Institute of Management Studies, Sector-5 Rohini, New Delhi, also attended the ceremony with their faculty mentor Ms C. Komalavalli to collect their award of achievement. 'Infinite' comprised of Mr. Pulkit Pushkarna, Mr. Lalit Joshi, Mr. Jitender Kumar and Mr. Abhinav Shrivastava (all from MCA 2011-14). They bagged special attention with their entry of 'e-Tender' which is developed using advanced Java. 'Infinite' gained special notice as it is the only team of MCA students selected in final 15, out of more than 7000 B. Tech. and MCA students of over 2000 colleges across India.

Mr. Karthik Padmanabhan, Business Unit Executive, ISV and Developer Relations, South Asia. proposed vote of thanks and briefly discussed about TGMC 2013 mobility contest.

## 18/12/13 : Workshop on “Brand Creation” by IB club

- ♦Jagan Institute of Management Studies organized an activity on “Brand Creation” as a part of its club activity.
- ♦The event was organized for the 2013-2015 batch students by the IB Club “IB Connect” on 18th December 2013 at its campus.
- ♦The workshop was designed to make the students understand the ways to create and position brand in the minds of the consumer.
- ♦In the activity, students were asked to convert a product into a brand. A product category was allotted to each group. An Integrated Marketing Communications had to be prepared inclusive of an ad film by the students.
- ♦The shortlisted teams excellently performed and established innovative brands in various product categories mobile phones, mobile phone accessories, hand bags, cosmetics, stationary, energy drinks, uniquely styled watches, innovative home decors.
- ♦The brands introduced were Harsh Ghee, Mobillers, Conjuring Décor, My Notebook (No need of bag), Pristine Perfume, CARRYALL (JUZZ BAG-IT GIRLZZ), Blue Drop pertaining to different target groups.

The teams performed beyond expectations and were highly appreciated by the panel of judges that included Dr. Jagmohan Taluja, Faculty, JIMS; Mr. Joginder Bajaj, (Retired) General Manager - PNB; Mr. Cherian George- Head –Placement Cell, JIMS.

Overall, this activity proved to be highly stimulating as it provided students with hands on exposure of product designing, positioning, pricing, budgeting and marketing strategies.

The winning teams of the event were –

1st Position – Stationary - Vineet Jain, Vinit Gupta, Vinita Mahant, Vipul Malhotra, Yogesh Jain and Salman Khan (PGDM IB Batch 2013-2015)

2nd Position- Edible oil- Isha Tiwari, Sandeep Kesera (PGDM Batch 2013-2015)

3rd Position- (shared by 3 teams) Mobile Accessories - Akansha Gupta, Khushoo Goel, Sachin Malik, Sanchita Shukla (PGDM Batch 2013-2015);

Mobile Phones- Saloni, Malhotra, Abid Nasir, Aanchal Puri, Anish Mittal, Ankit Ahuja (PGDM - IB Batch 2013-2015); Furniture - Amit Kumar, Dharmendra, Jimmy Gupta, Srishti, Praney (PGDM - RM Batch 2013-2015)

### Did You Know?

**Polar Bear males can weight more then 1,500 lbs. But when they are born, they weight only 2lbs.**







# Verve 2K14

Colour, music, glitz, glamour, and celebration were all that one could spot at Jagan Institute of Management Studies (JIMS) campus, Rohini. In a bid to promote the talent of the students, Verve 2K14, an Annual Inter College Techno Management Cultural Fest was held as a celebration of the dynamic youth, which also brings together the creativity, intellect and wackiness of youth.

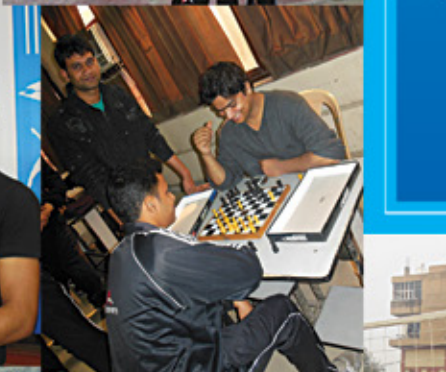
Verve 2k14 was a huge success with more than 100 registrations pan India. The JIMS Annual Fiesta saw a diverse participation from some of the colleges like New Delhi Institute of Management, Netaji Subhash Institute of Technology, Maharaja Surajmal Institute of Technology, Apeejay School Of Management, Banarasi Das Chandi Wala Institute of Hotel management & Catering (BCIHMCT), Trinity Institute of Professional Studies (TIPS), Dwarka, Tecnia Institute of Advanced Studies, Delhi School of Economics, Vekateshwara College, GIBS, JIMS, Vasant Kunj, JIMS, Vikaspuri and many more. A number of events and competitions catering to a variety of disciplines such as music, literature, dance, poetry, theatre, fashion and business quiz were a part of this fest.

The temperature rose when the King of Punjabi Pop, DALER MEHNDI gave the magnificent LIVE performance at the Festival, the Concert took the stage, swung the crowd and mesmerized the audience with the mist of music and fervor.

All students performed exceptionally well in the competitions and showed their skills superbly and brought laurels to their respective colleges.



# Glimpses of IX Annual Sports Meet 2014





# Patriotic Day (INDIA awakes - musical play)

When the entire nation comes alive with patriotic fervour on the occasion of Republic day, the students of JIMS Rohini took pride in glorifying the Indian History and revoking patriotism in today's youth with a musical play "India Awakes " on 27th January, 2014. Around 40 students from the Cultural , Patriotic and Academic Club came together to present an adrenaline rushing act.

The college reverberated with patriotic fervour as the students sang to the tunes of "Ae mere watan ke logon". The play began with the depiction of the sacrifice of our freedom fighters that led us to towards this free country. It reminded everybody of the endless atrocities that our country and its people went through. The play moved on to showcase the transformation since independence and also highlighted the various achievements and milestones attained by our country.

The audience was then brought back to the current scenario, where the students managed to satirically depict what today's youth feel about their country. To them, India means nothing more than a joke , which gave them nothing but a miserable life! All they want is to somehow settle abroad and leave this country as its good for nothing. Eventually the play turned to a provoking note, reminding the students that the future of the country is in their hands.they are the ones who must not curse the system, instead strive to change it. When Youth form a major part of the country's population , it is indeed essential to sensitize them to contribute towards rehabilitation of our society and the nation building process. Today our country is entagled in the web of corruption, illetracy and unemployment and the reasons are manifold. There is a dire need for us to rise and rise before it gets too late. At the end it was quoted that "At the sight of the ocean, one must not forget the contribution of a drop"- spreading across the message that something can only be done, if each one of us do the little we could to bring about a change in the society, a change in the country.



## 20/01/14: Women Empowerment - A musical Play



"There is no tool more effective than the Empowerment of women" reaching out to the college students with the importance of empowering women, the Cultural Club of JIMS, presented a musical play on the plight of women in our society, the harrasement, the evils of female foeticide, education, domestic violence and dowry. The play beautifully incorporated drama and dance to sensitize the audience , and ended with the message of empowerment being in its nascent stages and its necessity for any society and any country to develop.



## Faculty Accomplishments

**Prof. (Dr.) V.B. Aggarwal**, Director of Infotech was awarded a CSI award for Delhi Chapter Patron, 2013 in March 2014. He has also been instrumental in setting new standards for conference planners with his extraordinary contribution in capacity of a session chairperson for an International Conference on "Computing for Sustainable Global Development" held at Delhi.



**Dr. Sumesh Raizada**, Dean (PGDM – IB) published an article on 'AAP' - Corporate Re-Learning in Management' in AIMA's monthly journal 'Indian Management', Feb, 2014 issue. This article emphasized on referring the functionality model of the new political party as underlying principle for expanding a new start up in a competitive market and remaining ahead by breaking norms.



**Dr. Latika Kharb**, Assistant Professor, became Member of Board of Referees for BIJIT (BVICAM's International Journal of Information Technology) in 2013. BIJIT has been indexed with some of the world's leading indexing / bibliographic agencies like EBSCO (USA), Open J-Gate (USA), DOAJ (Sweden), Google Scholar, WorldCat (USA), Cabell's Directory of Computer Science, etc. She has also been successful in publishing her research paper on "Component Certification & Trust Framework" in an international journal of Scientific Research in Computer Science and Engineering, Vol-1, Issue-6.



**Jitesh Mohnot**, Assistant Professor, attended the Doctoral Colloquium at Indian Institute of Management (IIM), Ahmedabad. Doctoral Colloquium of IIM-A is a platform that brings academicians, researchers and corporate professionals together to delve upon the latest trends in research. In a three day event, numerous workshops were conducted on latest research techniques and methodologies like Splines, Reflexive methodology, Social-Network analysis, Archival research and Meta-analysis among others.



**Ms. Disha Grover**, Assistant Professor, published a research paper in National Seminar – "Techno Tryst 2014: Novel paradigms of software Engineering and Database Technologies" organized by Delhi Institute of Advanced Studies on Cloud Computing. Her paper had offered the valuable insights on the term cloud computing and its relevance in today's industrial scenario.



**Ms. Aakanksha Chopra**, Assistant Professor, presented her research paper in an International Conference held at Jawaharlal Nehru University on "Advancements in Computing Sciences, Information Techniques & Emerging E-Learning Technologies". This inspiring work of hers has also been selected for publication in their International Journal of Information and Computation Technology.

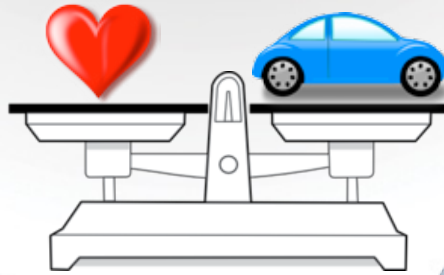


**Mr. Jasmeet Singh**, Assistant Professor, successfully cleared UGC-NET exam in the discipline of Computer Science and Applications. His achievements in the past year does not end here as he qualified IIT-GATE exam too.



## Did You Know?

The Heart of a Blue whale  
can weight as much as a Car



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