

## DIRECTOR'S MESSAGE



Those who set goals for themselves and strive to achieve these, do succeed. It is the will and strong resolution that paves the way to success. Success is the attainment of the objective we earnestly desire and work for with enthusiasm and intense interest. It does not depend upon one quality or characteristics but on a combination of many traits like ideas, adaptability, influencing ability, organizing capacity and other related dynamic and leadership qualities.

We focus on holistic development of students as well as faculty through their intellectual enhancement and personality grooming. This quarter saw a range of diverse developmental activities for the students and academicians. In an effort to gain practical exposure and broaden their horizons, our students visited renowned national/international universities, industries and other places of repute. Students participated regularly in cultural activities, sports and other extracurricular activities to enhance their personality attributes like

leadership, coordination, team work, etc. The cultural fest LAMHE 2012 and Annual Sports Fest 2012 epitomized the same.

Research and Development in management and humanities plays an important role in adoption of new strategies in business and advancement of a country. Keeping this in mind we commenced publication of our journal in another important discipline, that is Law, entitled 'Pragyaan: Journal of Law' a peer refereed bi-annual Journal; and organized a national seminar for the academicians and research scholars on the contemporary issues in Management and Information Technology.

IMS continues to plod the path of success with full vigor and optimism to create greater landmarks for future.

Dr. Pawan K. Aggarwal



The institute organized a two-day National Seminar on "Changing Perspectives and Emerging Challenges for Management and IT Sector" on 15-16 June, 2012. Dr. Pawan K Aggarwal, Director, IMS Dehradun as the conference chairman welcomed all the participants. Dr Hemant Sharma, Organizing Secretary introduced the guests to all delegates. Prof. (Dr.) Arun Kumar Jain, Professor, IIM Lucknow delivered the keynote address and emphasized on the need of recognizing various opportunities and challenges prevailing in the state of Uttarakhand. He focused on the issues of globalization, localization, technological advancements, social values and demography which need to be addressed on priority basis for the sustainable growth of the state. He explained it with an example of a small country; Israel. All the delegates were highly impressed by his expert delivery and showed their gratefulness to him. Dr. Durgesh Pant, Director, Faculty of Computer Science, Uttarakhand Open University, Haldwani also graced the occasion and chaired one of the technical sessions. Dr. V. K. Jain, Dean Academics and Dr. A. S. Pandey, Dean Management also chaired some technical sessions.

The Seminar witnessed the participation of delegates from different parts of the country. They presented their papers on the various areas of Management and IT sector. The conference was concluded with the valedictory address by Dr Pawan K. Aggarwal. The Seminar provided all delegates a wonderful platform to share and discuss their research work.

## NATIONAL SEMINAR on "Changing Perspectives & Emerging Challenges for Management and IT Sector"



## Cultural Fest Lamhe 2012... Moments to Cherish

The annual cultural fest 'LAMHE 2012..... Moments to Cherish' was celebrated with high level of dynamism, enthusiasm and oomph on the 27 and 28 April 2012 at the campus. The event was inaugurated by our guest of honour, Dr. D.S. Chauhan, Vice Chancellor Uttarakhand Technical University. He lighted the lamp and addressed the gathering which was followed by a beautiful performance of Saraswati Arpan to pay regards to the almighty. The fest consisted of 12 main events and 14 departmental events, across all the four disciplines i.e. Management, IT, Mass Communication and Law consisting of 8 groups namely, MBA, PGDM, MIB, MCA, BBA, BCA & BSc-IT, Mass Communication and Law, contending each other for the Chairman's Trophy.

The event was successfully structured and

conducted by event coordinators Prof. Swati Bisht & Mr. Ajay Poddar and event associates Prof. Anand Singh & Mrs. Pooja Vashishta with the co-ordination of all the faculty members and students. The air seemed electrified with vigor and zest for the two days span of this festival. On the concluding day the cultural extravaganza reached dizzying heights with the sparkling performances by the band "Prakrati" and the famous singer Zubin Nautiyal.

The students were screened for the participation in various events due to the high level of interest expressed by them, leading to the final selection. The main events consisted of Solo and Group Dance, Rangoli, Extempore, Collage, Solo and Duet Singing, Debate, Painting, Laughter Show, Instrumental, and like. As for the management events, Case

Studies, Business Quiz and Business Plan Making were some of the events which tested the students on their managerial abilities and skills. For IT department, events like Lord of Code, Software Presentation, Software Debugging, IT Quiz and Web Designing gave the students an opportunity to exercise their acumen and expertise. In the department of Law, Legal Quiz,

Court Room Drama and Legal Debate were conducted for students; whereas Mass Communication events like Street Play, Photography and Report Writing assessed the students on their technical acumen, imagination and creativity. Our mass communication students undertook the charge of media coverage of all the events with finesse.

The valedictory session was honoured with the presence of Dr. Durgesh Pant, Director, Faculty of Computer Science, Uttarakhand Open University, Haldwani. He presented the certificates and mementoes to the winners of Sports Fest and Lamhe, and also to the meritorious students (annual academic toppers).

### **Crowning Awards**

#### **Miss. LAMHE**

Ms. Mehak Bakshi (PGDM IV)

#### **Mr. LAMHE**

Mr. Siddharth Agarwal (PGDM IV)

Mr. Lakshya Verma (MCA II)

### **Chairman's Running Trophy**

#### **Winners**

Department of PGDM

#### **Runners-Up**

Department of BCA & BSc-IT






# Annual Sports Fest

The air echoed with cheers and excitement of young IMSians during the annual sports fest. Exemplary performances were witnessed across all events, which consisted of Cricket, Basket Ball, Volley Ball, Badminton, Table Tennis, Kho-Kho, Carrom, Chess, Athletics and Tug-of-War. A large number of participation was seen across the courses. The events took place at various locations in the campus and out of the campus at the acclaimed Abhimanyu Cricket Academy. Despite the rains, full participation was witnessed not just by the players but also by other students who had come to applaud for their favorite team.

A cricket match between the teaching and non-teaching staff glued everyone to their seats. The non-teaching staff stood the winner at the end. During the closing ceremony Dr. Pawan K. Aggarwal, Director, IMS along with faculty members appreciated the enthusiasm shown by the participants.

#### **CHAIRMAN'S RUNNING TROPHY**

##### **Winners**

UG Management (BBA)

##### **Runners-Up**

PG Management (MIB/MBA/PGDM)

## Legal Aid Camp

Our institute organized a Legal Aid Camp at Government Inter-College, Village Paundha, Sahaspur, Dehradun. In this camp various current legal issues such as First Information Report, Consumer Protection, Domestic Violence, Right to Information, Labour Laws regarding Unorganised Sector, MNREGA, etc. were elaborated and discussed by the students. The camp included various talks followed by the distribution of legal awareness literature to all the village residents as well as the dignitaries present there.

The people of Paundha showed great zeal to attend the legal camp and turned up in large numbers.



# Introduction of variety in our MBA Program

With a view to accommodate more number of candidates who aspire to take admission at our institute we have increased our intake in MBA from 120 to 300 by introducing two AICTE approved new programs: MBA (Marketing and Finance) and MBA (Second Shift).

## MBA Counseling

The counseling, as always, saw an incredible response of applicants for the course. The selection process based on the merit derived on the basis of four criteria:

- (i) Graduation Marks,
- (ii) Competitive Exam Marks,
- (iii) Group Discussion Performance, and
- (iv) Interview Performance.



# SAP Certification Course for PGDM Students



In continuation to the SAP Business One Programme which was initiated in the last quarter, our PGDM students completed the 60 hours training which was powered by SAP India to increase the employability of the students. It helps the students in designing and implementing learning strategies covering the entire corporate education value chain and introduces various SAP solutions, applications, components and terminology required in corporate sector.



Justics (Retd.) **B. C. Kandpal** addresses the gathering

## New Launch: Pragmaan - Journal of Law

The institute released the first issue of Pragmaan: Journal of Law, a peer refereed bi-annual Journal that has been allotted ISSN 0974-5521. The journal was released at a function that was graced by the presence of Justice (Retd.) B.C Kandpal, Chairperson, State Consumer Commission of Uttarakhand, Justice (Retd.) K.D. Shahi, Allahabad High Court and Dr. Pawan K Aggarwal, Director, IMS.

Our journal would serve as a means to create awareness about the laws and present a variety of considered views and opinions for the benefits of all concerned. Our journal provides an excellent platform to all the academicians and practitioners, to disseminate their research work and considered views.

The journal aims to establish high standards and make its mark in the academic fraternity. Our current issue is focused on vital concerns such as surrogacy, legal education, corporate governance in MNCs, patenting of industrial designs, education ethics and impulsive buying.

# International Tour to Singapore

An incredible international weeklong educational trip to Singapore was organized for PGDM students to provide them with an exposure to the global corporate world. It proved to be an enriching experience and provided a grand opportunity to comprehend the behavior and discipline of international market.

The students visited National University of Singapore where they interacted with Dr. S. Ramaswamy (Associate Professor) & Lee Cong Chan (Head Marketing) School of Business, National University of Singapore. The visit to NeWater Plant, water purification and treatment centre, using dual-membrane and ultraviolet technologies, made the students understand its functioning and importance.

To learn more, and witness the journey of this city from a fishing port to the one of the most developed and advanced city, the students went to the Urban Development Authority of Singapore. The tour ended well with some leisure and fun by the students in Sentosa Island and Universal Studio.

The visit was an endeavor to bridge the gap between academia and industry along with an opportunity to prepare our students to become global managers. It was a great learning experience for students with lot of pleasure.



## Staff Picnic at Fun Valley

A staff picnic was organized at Fun Valley, wherein the family members of all staff members were also invited. Everyone had a gala time and it was a wonderful opportunity for the complete family for get together and interaction. All were highly motivated and thrilled to be a part of this fun filled picnic. Enroute, a visit was paid to the Lakshman Sidh Temple also. The picnic was a delight and an experience of rejuvenation for everyone.

## Industrial Tours, Visits and Picnics



Mass Communication students along with their faculty at Dainik Bhaskar

A weeklong educational cum industrial visit to Chandigarh and Manali was organized for our MBA students. Students enjoyed the rich heritage at the Rock Garden and Pinjore Gardens at the beautiful city Chandigarh. In Manali, the students were awestricken and enjoyed thoroughly at "Gulaba" where the mountains were fully snow capped and indulged in activities like Rock Climbing and Rappling. En-route the students also visited ANG Life Sciences Ltd industry and Buttico Export House.

Our Mass Communication students had undertaken for a week long splendid industrial tour to Udiapur & Jaipur. At Jaipur students visited Dainik Bhaskar Newspaper National Head Office, DNA Newspaper Printing Press, Radio station 'My FM' and historically renowned and famous places such as Amer Palace & Fort, Jal Mahal and City Palace. At Udaipur, they visited Ahar Museum Udaipur Palace, Lake Pichola and Gardens of Udaipur.

# Farewell Functions

Before the strenuous and busy schedule of examinations, as a tradition, it was time to bid adieu to the final year students and wish them luck for their life. The immediate juniors of various courses organized the farewell party for their seniors with lots of enthusiasm and feelings. It provided an opportunity to recall the days spent with the seniors, moments of joy and experiences. It was also an occasion for strengthening the relations and ties, with love, affection and trust, for the rest of their lives.



# Debates, Workshops and Other Academic Activities



Mr. Manuj Mittal interacting with the IT students

The institute organized several events to develop the soft skills and competitive spirit, and enhance general awareness on diverse and contemporary issues of our students. These events included frequent workshops and brainstorming sessions at the seminars. Our management students participated in a workshop on communication skills, attended a lecture on Legal Dimensions of Company Law and conducted debates on:

- Is FDI in retail bane or boon ?
- Media & Social Responsibility

Our IT students undertook workshops on:

- MCA Workshop on Network Security
- Ethical Hacking & Information Technology by Gundeep Bindra

Our IT students had a session with Mr. Manuj Mittal from Career Launcher on Faster Reasoning and Mathematics; while the management students interacted with Mr. Rajendar Singh Bisht, Managing Director, Sterling Share Consulting Pvt. Ltd on the Overview of Practical Implication while dealing in Indian Financial Market.

Our Mass Communication students had a weeklong Personality Development programme on confidence building, communication skills, expressing emotions, explaining situations, interview skills, time management, voice modulation and slogan writing, conducted by the officials from Career Launcher.

The School of Mass Communication organized a contest on Photography and News Writing.

# Academic Achievers

We congratulate the toppers for their exemplary performance in the examinations held in Dec. 11 - Jan. 12, wherein the results have been declared for the PGDM and HNBGU University courses.

PGDM 2011-2013 (Semester I)			
1st	Priyanka Chachra	PGD11011	84.63%
2nd	Priyanka Gupta	PGD11006	83.75%
3rd	Priyanka Batra	PGD11010	82.25%

PGDM 2010-2012 (Semester III)			
1st	Surabhi Awasthi	PGD1012	82.89%
2nd	Ankita Singh	PGD1004	82.44%
3rd	Mehak Bakshi	PGD1001	77.89%

BBA 2011-2014 (Semester I)			
1st	Surbhi Khattri	BB11B03	78.00%
2nd	Pankhudi Raina	BB11B05	77.60%
3rd	Rashi Malik	BB11C03	77.20%

BBA 2010-2013 (Semester III)			
1st	Shilpa Malik	BB10D03	77.00%
2nd	Palhi Singh Kunwar	BB10D20	76.80%
2nd	Akanksha Singh	BB10B57	76.80%
3rd	Shikha Saharan	BB10D01	76.40%

BBA 2009-2012 (Semester V)			
1st	Sanchita Chawala	BB09A03	81.80%
2nd	Rukhsar Ahsan	BB09D09	81.60%
3rd	Kirti Kohli	BB09A23	79.60%
3rd	Sanam Hera	BB09A06	79.60%

BCA 2011-2014 (Semester I)			
1st	Nikita Mukhi	BC11A04	89.57%
2nd	Shishir Deshmukh	BC11A45	85.86%
3rd	Babli Sharma	BC11A14	85.14%
3rd	Shubhangi Kalkundiya	BC11A19	85.14%
3rd	Ankit Saxena	BC11A23	85.14%

BCA 2010-2013 (Semester III)			
1st	Abhishek Yadav	BC10A02	81.29%
2nd	Anchal Chauhan	BC10A03	81.14%
3rd	Khyati Negi	BC10B06	80.57%
3rd	Priyanka Gupta	BC10A12	80.57%

BCA 2009-2012 (Semester V)			
1st	Shruti Gupta	BC09A24	92.29%
2nd	Bulbul Agarwal	BC09A25	92.00%
3rd	Kavita Kataria	BC09A09	90.29%

BScIT 2011-2014 (Semester I)			
1st	Swati Garg	BS1123	83.43%
2nd	Shreyans Barthwal	BS1129	82.14%
3rd	Saurabh Thapa	BS1103	81.57%

BScIT 2010-13 (Semester III)			
1st	Surbhi Gupta	BS1001	89.14%
2nd	Sanskriti	BS1021	88.29%
3rd	Ayushi Garg	BS1002	84.29%

BScIT 2009-12 (Semester V)			
1st	Nensi Gupta	BS09A13	84.00%
2nd	Seema Khatri	BS09A21	81.71%
3rd	Sandeep Kumar	BS09A32	81.57%

MIB 2011-2013 (Semester I)			
1st	Komal Rastogi	MIB11A06	72.14%
2nd	Parul Arora	MIB11A11	71.00%
3rd	Neha Varyani	MIB11A26	70.71%

MIB 2010-2012 (Semester III)			
1st	Shikha Rathore	MIB1018	80.43%
2nd	Arun Choudhary	MIB1001	79.86%
3rd	Varun Gautam	MIB1005	79.57%

MAMC 2011-2013 (Semester I)			
1st	Shivani Mangain	MJ1105	71.00%
2nd	Neha Semwal	MJ1106	70.67%
2nd	Ankit Sharma	MJ1110	70.67%
3rd	Gunjan Sharma	MJ1104	68.83%

MAMC 2010-2012 (Semester III)			
1st	Eena Datta	MJ1010	75.00%
2nd	Richa Kuksha	MJ1002	72.20%
3rd	Anuj Kumar Bhatt	MJ1004	70.20%

BALLB 2011-16 (Semester I)			
1st	Mehvish Hameed		59.40%
2nd	Vineeta Singh		58.40%
3rd	Ragini Mishra		57.80%

BALLB 2010-15 (Semester III)			
1st	Falguni Pokhriyal		65.80%
2nd	Aayushi Singhal		63.20%
3rd	Nisha Mishra		62.40%

BALLB 2009-14 (Semester V)			
1st	Surabhi Gupta		63.20%
2nd	Vaishali Singh		61.20%
3rd	Nishkarsh Raghuvanshi		60.00%

BALLB 2008-13 (Semester VII)			
1st	Anuradha Tripathi		60.20%
2nd	Saloni Pahwa		59.60%
3rd	Katyayini		57.20%

BALLB 2007-12 (Semester IX)			
1st	Vidisha Singhal		55.25%
2nd	Geetika Jain		54.00%
3rd	Ishan Saraswat		52.25%

LLB 2011-14 (Semester I)			
1st	Ritika Singh		58.80%
2nd	Ashmeet Singh		56.20%
3rd	Makkar		53.40%

LLB 2010-13 (Semester III)			
1st	Sakshi Singhal		66.20%
2nd	Mansi Oberoi		64.40%
3rd	Laxmi Kapoor		62.60%
3rd	Chetna Goyal		62.60%

LLB 2009-12 (Semester V)			
1st	Beenu Guliyane		67.80%
2nd	Priyanka Sharma		64.20%
3rd	Neha Mittal		63.80%
3rd	Shruti Bisht		63.80%

# Internships & Final Placements



Internships provide a wonderful opportunity to the students to get an idea of the corporate working style that they have to adopt after the completion of their course. Some of the companies which our students from different courses joined as interns are:

- Aircel
- Airtel
- Anchor Electricals Pvt. Ltd.
- Axis Bank
- Birla Tyres Ltd.
- Britannia Industries Limited
- Control & Switchgear Pvt. Ltd.
- Dainik Jagran
- DC Web Services Pvt. Ltd.
- Destiny HR Group Services
- East India Udyog Limited
- Escorts Securities Limited
- Flex Foods Limited
- Foundation of MSME Clusters
- Gammon India Ltd.
- Greenply Industries Limited
- HDFC Asset Management Company Ltd.
- HDFC Bank
- HDFC Sales Pvt. Ltd.
- Hero MotoCorp Ltd.
- Hindustan National Glass & Industries Ltd.
- IDBI Federal Life Insurance
- Idea Cellular Limited
- ING Vysya Bank Ltd.
- Ingenious Netsoft Private Limited
- ITC Limited
- Jai Prakash Associates Limited
- Life Long India
- Mafoi Randstad India Limited
- Mahindra & Mahindra Limited
- Mascot India Ltd.
- Max New York Life Insurance Co. Ltd.
- Metlife Insurance Company
- Minda Group
- Mool Chand Healthcare.com
- Muthoot Fincorp Ltd.
- Net Way
- NJ India Invest Pvt. Ltd.
- Pantaloons Retail (India) Ltd.-Big Bazaar
- Rani Laxmibai Urban Cooperative Bank Ltd.
- Reliance Capital Assets Management Co. Ltd.
- Reliance Communication Ltd.
- Reliance Securities Limited
- Religare Securities Ltd.
- Shree Flavours LLP

- SunCare Formulations Pvt. Ltd.
- TATA Company
- Tata Motors
- Tata Project Limited
- Tata Teleservices Limited
- The Pioneer News Paper
- Three 'C' Universal Developers Pvt. Ltd.
- TVS (Sundram Fasteners Limited)
- United Breweries Holding Ltd.
- United Herbal Ltd.
- Vardhman Textiles Ltd.

Continuing with the placement trend of previous quarter and with just a small percentage of students left to be placed, the following companies added on to the list of our recruiters:

- Department of Management
- Honda Siel Car India Ltd.
  - Axis Bank

- Ingenious Netsoft Private Limited
- Manaar Research and Consultancy Pvt. Ltd.
- NJ India Invest Pvt. Ltd.
- Sharekhan
- The Catholic Syrian Bank Limited
- FNC Technologies Pvt. Ltd.
- Genpact
- MSL Learning Systems Private Limited
- Steel Sun Propmart Pvt. Ltd.
- Kips Publishing World
- IndiaMART Intermesh Limited
- Mafoi Randstad
- Maven Solutions

- Department of IT
- OTS Solutions LLC
  - Chrome InfoTech Pvt. Ltd.
  - US Tech Solutions Pvt. Ltd.
  - Endorasoft Solutions LLP
  - FNC Technologies Pvt. Ltd.

## Faculty Section

**Our various faculty members published books and research papers, and participated in various seminars/conferences adding to their potential. Their contributions include:**

### Contribution to Books

- Prof. N. N. Pandey's book on 'Banking Related Laws and Practices' was published by Excel Books for Sikkim Manipal University. (September 2011)

### Publications in Journals

- Prof. Omdeep Gupta's paper 'Structural Equation Modeling approach to elucidate the impact of IMC on Brand Equity in Life Insurance Industry' has been published in **Indian Journal of Marketing** published by Indian Journal of Marketing, New Delhi (Vol. 42, Issue 5, May 2012, pp. 53-62).
- Prof. Tilottama Singh's paper 'Founders Dilemma building Social Cognitive Perspective-towards the Corporate Venturing Dominance' has been published in the **International Journal of Commerce and Social Science** published by IJCSS, Varanasi (Vol. 1, Issue July-December 2011, pp. 6-12).
- Another paper by Prof. Tilottama Singh on 'Antecedents and Strategic Perspective of Corporate Entrepreneurial Mindset' has been published in the journal **Entrepreneurship & Innovation** published by Savitri Girls College, Ajmer (Vol. 1, Issue March 2012, pp. 15-28)
- Prof. Sumiti Kapoor's work on 'A Study of New Fractals Complex Dynamics for Inverse and Logarithmic Functions' has been published in an online journal **International Journal of Computer Application** (Vol. 43, Issue 5, April 2012).

### Papers Presented

- Dr. Hemant Sharma presented a paper 'Service Quality Modeling for Electricity Supply in South Haryana' at the National Seminar on Emerging Challenges for Sustainable Business, organized by Department of Management Studies, Indian Institute of Technology, Roorkee, during 1-2 June, 2012.
- Prof. Omdeep Gupta and Dr. Kaynat Nasser presented their paper on 'Evaluating Significance of Marketing in Indian IT Companies using DEA' at the National Conference on Emerging Challenges for Sustainable

Business, organized by Department of Management Studies, Indian Institute of Technology, Roorkee, during 1-2 June, 2012.

- Dr. Namrata Prakash and Prof. Omdeep Gupta presented their paper on 'Ethics in Advertising: Case Studies in Indian Scenario' at the National Seminar on Business Ethics: Issues and Challenges, organized by School of Management Studies and Commerce, Uttarakhand Open University, Haldwani, during 24-25 March, 2012.
- Dr. Md. Shahabuddin presented a paper 'Sustainability of Management Education in India: Issues & Implications' at the National Seminar on Contemporary Issues & Challenges for Sustainability of Management Education & its Applications organized by Dev Bhomi Group of Institution, Dehradun, on 18 April, 2012.
- Prof. Tilottama Singh presented a paper on 'MBA at the threshold: Management Education Challenges and Threats in future' at the International Conference on Management and Behavioral Sciences, organized by Society of Management and Behavioral Sciences, Haridwar, during 23-24 June 2012.
- Prof. Mohd. Shariq presented his paper on 'Issues in Standardizing Contents for Community Radio Stations in India: A Case Study of Jamia Community Radio 90.4 FM' at the National Seminar on Issues of Content & Technology in Contemporary Media organized by Teerthanker Mahaveer University, Moradabad, during 28-30 June, 2012.
- Our faculty members presented their papers at the National Seminar on Changing Perspectives and Emerging Challenges for Management and IT Sector organized by IMS, Dehradun. These include:
  - 'Utilizing Fractal Structure for the Information Encrypting Process' by Prof. Udai Bhan Trivedi.
  - 'The Changing Paradigm of Indian Trade Unions in Competitive Globe: A Case Study of National Thermal Power Corporation, Unchhar' by Dr. Brijendra Yadav.
  - 'Basal-III Capital Adequacy and Liquidity Requirement to Overcome Financial Stress' by Dr. Sonali Yadav and Prof. Deependra Sharma.
  - 'Sampling in Research: A Management Perspective' by Prof. Rajesh Gupta.

## Institute of Management Studies

Makkawala Greens, Mussoorie Diversion Road,  
Dehradun - 248009, Uttarakhand, India  
Ph: 0135 - 3000600 | Fax: 0135 - 3000700  
Email: [ims@ims.edu.in](mailto:ims@ims.edu.in) | Website: [www.ims.edu.in](http://www.ims.edu.in)

## Credentials

**Patron:** Shri Amit Agarwal, Secretary, IMS Society  
**Chief Editor:** Dr. Pawan K. Aggarwal, Director, IMS Dehradun  
**Editor:** Prof Parvi Bharti, Faculty  
**Associate Editor:** Prof Bhawna Chahar, Faculty  
**Photographs:** Department of Mass Communication, IMS Dehradun