

IMS COMMUNIQUE



Special Edition Newsletter

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CULTURAL FEST - LAMHE 2010

The mega cultural festival - 'LAMHE 2010... Moments to Cherish' was celebrated with high level of energy, enthusiasm and oomph on 21 and 22 April, 2010 at IMS, Dehradun. The chief-guest for the occasion was Prof. D. S. Chauhan, Vice-Chancellor, Uttarakhand Technical University. The intra-institute festival consisted of 13 main events and 17 departmental events, at UG and PG level each, across the three departments i.e. Management, IT and Mass Communication with seven groups namely, BBA, BCA & BScIT, MBA, MCA, MIB, PGDM and Mass Comm., competing with each other for the Chairman's Trophy. The event was successfully structured and organized by Prof. Sandeep Malik, Mr. Anand Singh and Dr. Swati Anand along with



Yasharth Garg & Karishma Prakash

the co-ordination of all the faculty members and students. The air seemed electrified with vigor and dynamism for the two days span of this festival. The events took place since morning till evening in the campus and after the day's hard work, Fashion Show by IMS students on day one and a live performance by the Band 'Prakrati' on day two increased the liveliness even further.



Usman Arif (MIB) - Solo Dance winner

The students were screened for the participation in various events due to the high level of interest shown by them. The main events consisted of Dance, Rangoli, Collage, Singing, Creative Writing, Ad Mad Show, Painting, Laughter Show, Instrumental, etc. As for the management events, Case Studies, Quiz, Debate, Brand Equity and Role Play were some of the events which tested the students on their managerial abilities and skills. For IT department, events like Lord of Code, Web Designing, Software Presentation and Software Debugging analyzed them on their acumen and expertise; whereas Mass Communication events like Street Play, Documentary, Photography, One Act Play and Report Writing assessed the students on their creativity and imagination.

There were 167 certificates and prizes awarded to the first and second position holders for all the events. The crowning awards had been:

Miss Winsome Karishma Prakash (BAMC I)
Mr Winsome Yasharth Garg (PGDM II)

Miss LAMHE Deepika Garg (PGDM IV)
Mr LAMHE Sankalp Nautiyal (BAMC III)

Chairman's Running Trophy Winners

Department of Mass Communication

Runner-Up

Department of PGDM



Mass Comm students with the VC, UTU and their HOD

FOOD FOR THOUGHT

Books are the quietest and most constant of friends; they are the most accessible and wisest of counselors, and the most patient of teachers.

- Charles W. Eliot

DIRECTOR'S MESSAGE



The mission of IMS is to holistically develop all our students through their intellectual enhancement and personality blooming. The prevalent congenial and salubrious environment is an added advantage to the students to develop themselves. Our highly acclaimed faculty members put in their best efforts in order to bring out the latent qualities and help them explore newer avenues for themselves. Guest lectures from the industry experts and other entrepreneurs provide the impetus to widen the horizons of the students.

In an effort to gain practical exposure and broaden their horizons, our students visited renowned Universities and Industries in Singapore, Bangalore, Chandigarh, Manali, Nalagarh and other places of repute. Students participated regularly in cultural, sports and other extra curricular activities to enhance their personality attributes like leadership, coordination, team work, etc. The intra college cultural fest LAMHE 2010 epitomized the same.

The alumni meet of PGDM students strengthened the association of the college with the students. Such events also help in the promotion and development of the organization.

The college also geared up for the new session and the counseling took place for MBA and PGDM.

We propel our students in the right direction and help them explore newer facets in this highly competitive world.

Dr. Pawan K Aggarwal

INDUSTRIAL VISITS

International Tour to Singapore

This year 2010, we conducted an incredible International Industrial Tour of nine days to Singapore for the students of PGDM. It proved to be an enriching exposure and provided a grand opportunity to each student to comprehend practically the behavior and discipline of international market. The tour was accompanied by the Director, Dean IT and Dean PGDM.

During the international visit the students visited many globally renowned business Institutes. They visited the Nanyang Business School and interacted with Professor Nilanjan Sen, Associate Dean and Dr. Puneet Narula, Deputy Director. Another learned interaction was at James Cook University with Dr. Foo Koong Hean, Professor and leading Psychologist of Singapore, and Mr. Suman Subbian, Head of Marketing. They also visited The National University of Singapore and gained practical exposure and experience.

The visit to NeWater Plant, water purification and treatment centre, using



PGDM students at NeWater Plant, Singapore



James Cook University visit

dual-membrane and ultraviolet technologies, made the students understand its functioning and importance. During the visit to Paragon, Takashimaya and Mustafa, the international retail brands, they developed an understanding of the current global retail trends. Apart from all these activities fun was found at the Sentosa Island, Marina Barrage, Night Safari, Singapore Eye, Chinese Temple and Clarke Quay.

National Tours

Apart from international visit, industrial tour was also organized nationally for some students of PGDM, who went to Bangalore, Ooty and Mysore. At Bangalore they visited the Coca Cola Plant where they got to comprehend the complete process of bottle manufacturing and the bottling of the soft drink. They interacted with the training head who undertook the induction program. Another industry visit was at a Tea Factory at Ooty where they witnessed the activity process of tea manufacturing. Such kind of exposure makes the student grasp better the practicalities of Operations and Logistics. They also visited en-route a Tea estate, Tipu Sultan's Palace at Mysore and Lal Bagh, Nehru Auditorium & Science Museum at Bangalore.

For our MBA and MIB students, national industrial tours were organized which headed towards the hilly contour of Kullu, Manali, Rohtang and Solang Pass. The students visited Preethi Himachal Company and Synergy Communication wherein they had an opportunity to understand the practical aspects of functioning, manufacturing and technical processes involved in these units. Students enjoyed the rich heritage at the Rock Garden and Pinjore Gardens at the beautiful city Chandigarh, and also the natural scenic landscapes of Himachal.

The students of Mass Communication had a memorable industrial tour of five days to Chandigarh, Kullu-Manali and Rohtang. They visited TRIBUNE, one of the oldest newspapers at Chandigarh. There the



PGDM students at Coca Cola Plant, Bangalore



MBA & MIB students at Synergy Telecommunications



Mass Comm. students with their HOD at Tribune

students visited the Newsroom and the Editor's desk where they saw and understood the compilation and news making process.

After that they visited the Printing press and became aware of the complete technical procedure involved. Subsequently, at the Circulation department they comprehended the distribution process. Students grasped the practicalities of photography with architecture and nature at Manu Temple, Hidimba Temple, Nagar Palace, Vashisht Village, Dongri Forest and other mountainous areas at Rohtang and Solang Pass. In Manali, they also indulged in activities like Rock Climbing and Rappelling.



The PGDM Batch 2007-09 at an Alumni Meet

ALUMNI MEET FOR PGDM

After the successful completion and placement of the PGDM batch 2007-09, an Alumni meet was organized for them wherein they were conferred upon with their Diplomas. The felicitation ceremony with the Director was followed by hi-tea. The day brought back the memories and it was a nostalgic moment for the alumni who got together after a long time.

LIBRARY - THE WORLD OF BOOKS, A HAVEN

The three libraries at the campus offer a rich collection of books required by students and faculty across courses. Currently the libraries house a collection of more than 40,000 books. Also, there is an enriching resource of 182 National and International Journals in Print and Online, whereas 74 National and International Magazines available. The availability of 41 Newspapers helps to keep everyone abreast of the latest happenings around the globe.

Recent additions to the library stock, such as Encyclopedias, Set of CDs on Management, Self-help and Personality Development books,

and Set of 450 books from Harvard Business School, are very famous amongst the students. Computer terminals have been added for the purpose of online access of Journals & Magazines in the libraries. The library services are made available till 12.00 midnight to facilitate access to the library after college hours.

Addition of latest books is a regular feature with the library. The recent additions include books for Media, Media Laws, Production for TV & News Media, Radio Jockey and TV Anchoring, Women & Media, Mass Communication in the 21st Century, Reporting & Writing etc.



A Reading Session in Progress

COUNSELING PGDM AND MBA

The admission process was in full swing during the second quarter, though it started in the first quarter itself. A rigorous admission criterion is followed for all the nine courses to select the best of the students. This year also there was a rush of applicants registering for various courses. The selection process for the MBA and PGDM courses was based on merit which

was calculated on the basis of Graduation result, Competitive Exam result, Group Discussion and Interview performance.

Counseling round for PGDM was held twice, in April and in June 2010, in the quest to select the most suited candidates for this industry oriented and contemporary program.

For MBA, due to the immense number of registrations, the process was scheduled for two days. GD\PI process and admission for the reserved category along with Uttarakhand seats took place on 12th June, 2010 while the admissions for the All India seats took place on 13th June, 2010.

STUDENT SECTION

Intra-college and Inter-college Competing Events

All the departments in the college had various intra-departmental activities where students got the opportunity to exhibit their varied skills. The regular events with all the courses were Debate, Extempore, Quiz and Sports. Events particular to the IT group had been Lord of C Programming CODE, SW Debugging, Reasoning and Mathematical Ability Test and Case Study Competition on SAD (Software Analysis and Design); for the Management group it had been Just-a-minute and for Mass

Communication it had been News Writing Contest and Speech Contest. Mass Communication department also had an Open Ended-Photo Feature Contest along with presentations on the current media related topics.

The inter-departmental Ad making competition, titled World War-III, had Print Advertisement and Audio-Visual Advertisement as its dominant categories. The winning team for the Print Advertisement category was MBA IV (Grey Matter - Abhishek Nirmal, Sailesh Bisht,



Students attending a Debate Session

Student Section Continued...

Ajay Singh, Ashish Rawat and Prashansa Sharma) and for the Audio-Visual Advertisement category the team from PGDM II made the mark by achieving the first position (Confound Geeks - Survi Srivastava, Ankur Sri Gupta, Sunit Kashyap, Sumit Kumar Verma and Ashok Singh Bhadoriya).

Pooja Srivastava and Neha Rawat from MIB, and Saurabh Arora and Sachin Singh from PGDM participated with full enthusiasm in the inter-college Debate Competition held at Sardar Bhagwan Singh College at Dehradun. The focus area of debate was 'MNCs are really playing an important role in the economic development of the country'.

A large number of our students participated in Spardha 2010 (23-25 Feb.), a sports event organized at KEC, Dwarahat and in an Annual Sports Meet 2010 (17 Feb. 10 Mar.) held at Maharana Pratap Sports College, Dehradun. The events were sponsored by Uttarakhand Technical University. Our MCA student Megha Bisht won the Silver medal in the Chess competition along with many others.

Cultural Events, Picnics & Farewell Parties

An Odissi Dance Program was organized at the institute under the aegis of SPIC MACAY. It was performed by the famous dancer Ms. Arushi Mudgal who is an expert in Odissi dance, classical vocal music and has performed extensively in India and overseas.

The college indulged in a spiritual and soul enriching event when Mata ki Chowki was organized by the students of MIB during the auspicious epoch of Navaratri.

The BBA and Mass Communication students went for a fun-filled trip to Fun Valley and immensely enjoyed the day.

Before the taxing and busy schedule of the examinations it was time to bid adieu to the final year students and wish them luck for their life ahead. The immediate juniors of all the courses organized the farewell party for their seniors with lots of enthusiasm. It was a moment of joy and sorrow both when they shared the moments spent together.



The Winning Ad by Grey Matter - MBA IV



Odissi Dance at the SPIC MACAY Function

GUEST LECTURES AND SEMINARS

Knowledge imparted by the industry professionals provides a sense of understanding of the corporate to the students. Some of the guest lectures in the various departments have been as follows-



MIB students attending a session on Export Finance

Department of Management

- + The industrial induction took place for the under graduate students under the guidance of Mr. Rohit Sharma, Branch Manager, IDFC Mutual Funds wherein he explicated the Financial Markets in India.
- + The MBA students shared the know-how of Mr. H.N. Gupta from BHEL, Haridwar on

'Managing in Uncertain Times'.

- + The students of international business had the chance to discuss the Export Finance, LC Mechanism and Documentation with Mr. Abhay Kr. Srivastava, Finance Head IMS.
- + Investors Awareness Program elucidated by Mr. Ritesh Varshney, Deputy Manager, BSE and Mr. Jasdeep Singh Kohli, Asst. VP, CDSL made the students conversant with the knowledge of share market and its working.
- + Expectation from the Union Budget was elaborated by Ms. Vibha Malhotra, Director, CII, UK Chapter, for the PGDM students.
- + Contemporary Corporate & Business Strategies were discussed by Mr. Sunil Kr. Chaudhary, Sr. Delivery Manager, Wipro, Gurgaon.
- + Mr. Rishi Raj Sawhey, Alumni XLRI, conversed on the Institutional Sales.
- + 'Challenges for Managers of the 21st Century' was familiarized by Wg Cdm Yograj Negi, Alumni IIML, Ex-head operations Fugro India Ltd
- + Mr. Gopal Khanduja, Director, RAAI, discussed the "Foreign Exchange Market in

India" with the BBA students.

- + Mr. Ram Pathak, Area Manager, SMC Career Express briefed the students about 'Careers in Insurance'.
- + A seminar was organized under the headship of Dr. S. D. Vashisht, Dean Management, MD University Rohtak on Financial Management.

Department of IT

- + Advance Java Technology was discussed by experts from NIIT Ltd.
- + Emerging trends in IT was structured by the HP Trainer Mr. Anadi.
- + The Students attended a seminar on Networking & Security by NIIT Ltd. at the Hotel Pacific.

Department of Mass Communication

- + Mr. Susheel Upadhyay, Senior Correspondent, Hindustan put forth his views regarding the Print Media & its Challenges.
- + A lecture on Practical Aspects of Reporting made the Mass Communication students erudite in the sphere of techniques of scripting and news-writing.

WORKSHOPS

- + A workshop on Motivation was organized for the students of MIB which was undertaken by Mr. Roshan Suhail, a motivational speaker and trainer from Rightrack Creative Foundation.
- + A workshop on Correcting Basic English & Improving Communication Skills was conducted by Mr. Savyasachin Mittal, Director, Sounds Good Communication, Pune, for our PGDM students.
- + Many workshops, internal and external, were organized for our IT students due to the immense practicality involved in the course.

These include workshops on:

- + IBM DB2,
- + UNIX,
- + C++,
- + Operating Systems,
- + Software Engineering,
- + Computer Network,
- + Network Security,
- + Open Source Technology,
- + Compiler Workshop,
- + System Analysis & Design,
- + Dot Net technology, and
- + Oracle.



IBM Certification Course for MCA in Progress

ACADEMIC ACHIEVERS

During this session, results were declared for the examinations held in Dec. '09 - Jan. '10 and we proudly announce the names of the high-fliers:

PGDM

PGDM-III (2008-10)

1st	Sumit Gaikwad	PGD08054	85.38%
2nd	Neha Sood	PGD08034	84.50%

PGDM-I (2009-11)

1st	Shweta Sharma	PGD09049	79.38%
2nd	Vrati Kamboj	PGD09058	79.00%

MBA

MBA-III (2008-10)

1st	Swati Goyal	MB08051	79.88%
2nd	Kalpana Adhikari	MB08062	79.13%

MBA-I (2009-11)

1st	Divya Modi	MB09A05	83.38%
2nd	Ajay Agarwal	MB09A04	80.63%

MCA

MCA-V (2007-10)

1st	Anurag Benjwal	MC07107	80.75%
2nd	Anjali Joshi	MC07040	78.42%

MCA-III (2008-11)

1st	Sakshi Arora	MC08010	80.43%
2nd	Priyanka	MC08001	78.70%

MCA-I (2009-12)

1st	Sarika Garg	MC09A41	80.43%
2nd	Himanshu Joshi	MC09A01	75.83%

MIB

MIB-III (2008-10)

1st	Meenakshi Mahendru	MIB08027	79.50%
2nd	Prachi Singhal	MIB08043	79.00%

MIB-I (2009-11)

1st	Neha Sahani	MIB0923	71.20%
2nd	Tazeen Zaidi	MIB0908	70.40%

BBA

BBA-V (2007-10)

1st	Anamika Rastogi	BB07166	75.20%
2nd	Shubham Jain	BB07156	74.40%

BBA-III (2008-11)

1st	Vinita Grover	BB08063	74.60%
2nd	Vandana Singh	BB08122	74.20%

BBA-I (2009-12)

1st	Rukhsar Ahsan	BB09D09	77.20%
2nd	Nupur Srivastava	BB09D03	76.80%

BCA

BCA-V (2007-10)

1st	Mahak Garg	BC07071	84.50%
2nd	Monika Jadwan	BC07010	82.10%

BCA-III (2008-11)

1st	Neha Giroti	BC08061	85.14%
2nd	Mayank Srivastava	BC08113	84.14%

BCA-I (2009-12)

1st	Kavita Kataria	BC09A09	82.86%
2nd	Bulbul Agarwal	BC09A25	81.86%

BSC.IT

BSC.IT-V (2007-10)

1st	Shubhra Dixit	BS07081	83.40%
2nd	Swati Rahal	BS07054	82.40%

BSC.IT-III (2008-11)

1st	Mansoor Ahmad Sheikh	BS08051	83.71%
2nd	Aanchal	BS08002	79.71%

BSC.IT-I (2009-12)

1st	Rajat Kishore	BS09A17	77.29%
2nd	Nensi Gupta	BS09A13	74.43%

MAMC

MAMC-III (2008-10)

1st	Rachna Madoo	MJ08010	72.00%
2nd	Lalit Kumar	MJ08001	70.40%

MAMC-I (2009-11)

1st	Vandana Mehra	MJ0903	73.00%
2nd	Kapil Garg	MJ0909	71.40%

TRAINING

The students of MCA undertake training in their final semester whereas the students of Management and Mass Communication undergo summer training as a part of their curriculum. Some of the companies where our students have undertaken the training, for various departments, are:

Department of IT

- + BHEL
- + GCS Global Services, Dehradun
- + HCL Infosystems Ltd., Noida
- + High Technologies Solutions, Gurgaon
- + HP India Sales Pvt. Ltd., Gurgaon
- + HT Mobile Services Ltd., Gurgaon
- + Indian Institute of Remote Sensing, Dehradun
- + National Informatics Centre, New Delhi
- + ONGC Ltd.
- + Saffron e-Services, Noida
- + Sebiz Infotech Ltd., Chandigarh
- + SH-Haryana Wires Ltd., Faridabad
- + SIS Training Cell Pvt. Ltd., Noida
- + Software Technology Parks of India, Dehradun
- + Swarnim InfoSoft Pvt. Ltd., Noida
- + Valid Page, Noida
- + Vedic Info Systems, Delhi
- + Wipro Infotech Ltd., Gurgaon.

Department of Management

- + Axis Bank Ltd.
- + Bajaj Allianz Life Ins. Co. Ltd.
- + Bharat Heavy Electrical Ltd.
- + Bharat Sanchar Nigam Limited
- + Bharti Airtel Ltd.
- + Big Apple Real Estate Pvt. Ltd.
- + Bokaro Steel Plant
- + Century Ply
- + Century Pulp & Paper
- + Coca-Cola Pvt. Ltd.
- + Dabur India Ltd.
- + DHL
- + Direct Logistics (I) Pvt. Ltd.
- + Eli Lilly
- + First Flight Courier Service Pvt. Ltd.
- + GAP Production Pvt. Ltd.
- + Hanung Export House
- + HCL Infosystems Ltd
- + HDFC Bank Ltd.
- + HDFC Standard Life Ins. Co. Ltd.

- + Heliflex Hydraulics And Engg. Co
- + Hero Motors Ltd.
- + Hindalco Industries Ltd.
- + Hindustan Aeronautics Ltd.
- + Hindustan Unilever Ltd.
- + ICICI Lombard Gen. Ins. Co. Ltd.
- + ICICI Prudential Life Ins, Co. Ltd.
- + IDBI Fortis Life Insurance Co. Ltd.
- + Idea Mobile
- + Indiamart Internesh
- + Indian Bank
- + Indian Oil Corporation of India Ltd.
- + ING Vyasya Bank Ltd.
- + ITC Ltd.
- + JK Tyres Ltd.
- + Kiran Export
- + Kotak Direct
- + Larson & Turbo Ltd.
- + Mahendra & Mahendra Ltd.
- + Mrs. Bectors Food Specialties Ltd.
- + ONGC Ltd.
- + Pantaloon Retail India Ltd.
- + Parle Agro Pvt. Ltd.
- + Pashupati Micronutrient & Chemicals
- + Perfetti Van Melle India Pvt. Ltd.
- + Reliance Communications Ltd.
- + Religare Enterprises Ltd.
- + State Bank of India
- + Steel Authority of India Ltd.
- + Stock Holding Corporation of India Ltd.
- + Union Bank of India
- + United Spirits Ltd.
- + Wheezal Labs Pvt. Ltd.
- + Windlass Biotech Ltd.

Department of Mass Communication

- + Amar Ujala
- + BBC
- + CNN-IBN, Delhi
- + Doordarshan, Jammu
- + Doordarshan, Dehradun
- + Garhwal Post
- + IBN7
- + NDTV
- + Sahara Samay
- + Tribune, Dehradun
- + TV 100 News Channel.



MIB Students gain practical exposure



Mass Comm students understand the practicalities

INTERNATIONAL SPEAKERS AT IMS

Dr. James Cross, Asst. Prof. & Dean, Joondalup Campus, Australia elucidated and motivated the students in regard to 'Entrepreneur in You'.



Placement Session of TCI Ltd.

PLACEMENTS

It is the first half of the year which witnesses a succession of companies lining up for the placement of the final year students. The last semester for the final year students is synonymous with placements. Some of the companies where our students got placed for various departments are:

Department of IT

- + Best Coder Software Pvt. Ltd., New Delhi
- + CMC Ltd., Noida

- + Evon Technologies, Dehradun
- + GCS, New Delhi
- + Hewitt Associates, Noida
- + Miracle Technologies, Noida
- + Mothersonsumi Infotech, Noida
- + Offshore Technologies, Jaipur
- + Patni Computer Systems Ltd., Mumbai
- + QA Infotech, New Delhi
- + Revitasoft, Greater Noida
- + Sanvi Infotech, New Delhi

► Continued...

- + Sapple India, Noida
- + Sebiz Infotech, Chandigarh
- + Tech2solutions, Gurgaon
- + Wipro Infotech.

Department of Management

- + Accenture
- + Addmarc Ltd., Delhi
- + Bank of America
- + Cryo Banks International Pvt. Ltd.
- + Da Milano Retail
- + Eli Lilly & Company (I) Pvt. Ltd.
- + Gulf Bull Securities
- + Hero Mindmine Ltd.
- + HSBC
- + ICICI Bank Ltd
- + ICICI Lombard Gen. Ins. Co. Ltd.
- + ICICI Prudential Life Ins. Co. Ltd.
- + Indiamart Intermesh Ltd.
- + Interocean Shipping Company (I) Pvt. Ltd.
- + Karvy Stock
- + Linxsmart Technologies Ltd
- + Mahindra & Mahindra Ltd.
- + Mahindra Logistics Ltd., SIDCUL
- + Matrix Cellular Ltd.
- + Max Mobiles

- + MCO Hospital Aids Pvt Ltd, Delhi
- + Modern Automobiles, Chandigarh
- + Nestle India Ltd.
- + NOV Sara
- + Numero Uno
- + Ranbaxy Laboratories Ltd.
- + RAP Financial, Noida
- + Rinac
- + Standard Chartered Bank, New Delhi
- + Surya Roshini Ltd.
- + Transport Corporation of India Ltd.
- + Videocon Industries Pvt. Ltd.
- + Wipro Infotech.

Department of Mass Communication

- + Global Educational and Welfare Society, Lucknow
- + Cut the Crap Production, a TV production company, Delhi
- + Akiko Planet, Bareilly
- + Indo-people News Magazine, New Delhi
- + Mazmoon Magazine, Lucknow
- + Grass Hoppers Advertising, Delhi
- + Walk Water Media Ltd., Mumbai.

IMS Congratulates Saurabh Arora of PGDM for selection in Standard Chartered Bank at a package of ₹ 4.8 lac p.a.



Students listen to the pre-placement talk



Students interacting with the Head HR from Interocean Shipping Company Ltd.

STAFF SECTION

PhDs

- + Four of our esteemed faculty members got registered for PhD in Uttarakhand Technical University, Dehradun. Prof. Brij B. Singha registered for his research work on 'A study on Gap Analysis in CRM with special reference to Hotel Industry of Uttarakhand', Prof. Swati Bisht registered for her work on 'Impact of TV Advertisement on Youth Buying Behavior', Prof. Ranjeet Kumar Mukherjee for his work 'Organizational Learning Capabilities & its potential impact on firm's performance (A Diagnostic Study)' and Mr. Amit Uniyal registered for his PhD on 'EOQ Models with and without Permissible Delays in Payment'.
- + Prof. Nilesh Arora registered with Gyan Vihar University, Jaipur for his research work on 'A study of Consumer Perception, Preference and Scope of Organized Retailing in Central Rajasthan'.

Contribution Towards Book Publishing

- + Prof. Swati Bisht's work was included as a chapter 'Brand Positioning' in the book 'Innovative Marketing in

Turbulence and Sustainability' published by Excel Books.

- + Prof. Vaibhav Panwar reviewed the book 'Enterprise Resource Planning' published by Tata McGraw Hill.
- + Prof. Sandeep Kautish contributed a chapter 'International Entrepreneurship: Concepts, Fundamentals, Folklores and Framework' in the book 'Innovation, Entrepreneurships & Business Incubation in Universities' published by UPES, Dehradun.
- + Prof. Sandeep Kautish also contributed a chapter on 'Perceived Consumer Effectiveness & Search for Information on Environment Friendly Products' in the book 'Management of Innovation and Technologies' published by Galgotia Publishers, Greater Noida.
- + Mr. Sushil Rai's write-up on 'Right to Information' was a part of the book 'Soochna, Sanchar & Samaj' published by Neha Publications, Delhi.

Papers Published

- + Prof. Swati Bisht's paper 'Building Service Brands' had been a part of KBS Spectrum.
- + Prof. P. D. Saxena's paper 'E-

commerce upcoming trends IT supported' had been a part of Pragyaan IT, published by IMS.

- + 'Impact of DMP at Bihar' another paper by Prof. P. D. Saxena was a section of ICONMEED 2010 by BHU Varanasi.
- + A paper by Prof. Sachin Sinha and Prof. Deepti Sinha 'Non-monetary Incentives in Motivation: A case study of Public Sector Banks' was a part of the Amity Business Review published by Amity University, Noida.
- + Prof. Sandeep Kautish's case study 'Set net open source - Emergence of Global Competition' was published by Globus - An international journal of management & IT.
- + 'Green Marketing - An Effective Strategy that makes Business stand out' a paper by Dr. Namrata Prakash was published in 'The Kashi' Journal of Commerce, by Dept. of Commerce & Management at MGKVP, Varanasi.
- + Dr. Shruti Nagar's study on 'Housing Dearth and Five Year Plans in India' was a part of Spark International Online e-Journal.
- + Dr. Swati Anand's paper 'Corporate Disclosure Practices in India: A study

of large and mid cap companies' was published in the Journal of Accounting and Finance, Jaipur.

- + Another paper by Dr. Swati Anand, 'Customer's Perception of Services provided by Indian Banks' was published in the Journal of Gurukul Kangari, Dehradun.
- + 'A study on consumption pattern of durable products in rural area of Dehradun District', a paper by Dr. Swati Anand was a part of International Journal of Commerce and Business Management.
- + Dr. Swati Anand's paper 'Awareness and Sources of Information of Rural Women Entrepreneurs in Uttarakhand Hills' has been published in the research journal Anusilana.
- + Dr. Swati Anand's another paper 'Challenges the Uttarakhand Women Entrepreneurs are Facing (A case study of Garhwal)' was published by The Indian Journal of Research Anvikshiki.
- + Mr. Vinay Kumar Jain's paper 'Inculcating Ethics in Higher Education - e-users Policy' was published in the OTMT Journal by Prof. Chaubeji University.
- + 'Knowledge Management: For new times with new technologies' a paper by Mr. Ankur Jauhari was a part of Prabandhan: Indian Journal of Management.
- + Mr. Ajay Sharma, Librarian, IMS, explored and wrote about 'Library Network in India' as a write-up in SAUS Journal of Library & Information Science.
- + 'Knowledge Management (New Generation of Libraries Information Services: A concept)' a paper by Mr. Ajay Sharma was published in International Journal of Library & Information Sciences.

Papers Presented

- + Our management faculty presented three research papers at the conference "Corporate Governance - A Tool to Bust Financial Bubbles" by ITS - Institute of Management, Greater Noida. One by Prof. Omdeep Gupta and Dr. Namarata Prakash on 'Conceptual Framework of Corporate Governance: A Global Perspective',

second by Prof. Nibedita Biswas and Ms. Kaynat Nasser on 'Outline View of Corporate Governance Environment: in Indian Perspective' and the third by Ms. Nutan Singh on 'Corporate Governance - Role of Shareholding Pattern'.

- + Prof. Ashulekha Gupta presented a paper on 'Issues and Challenges in e-Marketing' at the National Seminar on e-Marketing in Indian Scenario at the D.N. College Meerut.
- + Another paper presented by Prof. Ashulekha Gupta was on Supply Chain Management at the National Conference 2010 on Information Integrity and Supply Chain Management at the Beehive College of Management & Technology, Dehradun.
- + Prof. Sandeep Kautish presented his paper 'Perceived Consumer Effectiveness and Search for Information on Environmental Friendly Products' at the National Conference on Management of Innovation and Technology, 2010 organized by Galgotia Business School.
- + Prof. Sandeep Kautish presented a paper 'Concept of International Entrepreneurship: Fundamentals, Frameworks, Folklores and Facts' at ENERGY 2010, conference organized by UPES, Dehradun.
- + Prof. Nilesh Arora and Prof. Pushpendra Singh presented a paper together 'Changing Paradigm of Entrepreneurial Success in Indian Context' at ENERGY 2010, conference organized by UPES, Dehradun.
- + Mr. Amar Mishra presented his paper on 'HR - Gap between Theory and Practice' at the National Conference at B.B.College, West Bengal.
- + Prof. Rajeev Srivastava and Prof. Omdeep Gupta presented a paper together on 'ICT: A Saviour in Natural Disasters' at MNNIT, Allahabad.
- + Our IT faculty presented four research papers at the National Conference held at Beehive College, Dehradun. Prof. Rajeev Srivastava presented his paper on 'e-Waste', Prof. Udai Bhan Trivedi presented the paper on 'E-Business and CRM', Mr. Satyajee Srivastava presented his work on 'E-Business and SCM' and a paper on

'Security Analysis in a Network' was presented by Mr. Gautam Bose.

- + Mr. Anjul Kr. Tyagi presented the paper 'Network Security and Cyber Law' at the National Seminar at Doon University, Dehradun.
- + Ms. Reeta Routela presented her paper 'Impact of Global Recession on India's Trade' at the National Conference at Meerut College.

FDPs, Workshops and Seminars

- + Prof. Nibedita Biswas and Ms. Kaynat Nasser together attended a FDP on Advances in Operations Management organized by IIM, Kohzikode in January 2010.
- + Ms. Nutan Singh attended a FDP on Research Methodology & Quantitative Techniques with Software Application organized by and at IIT Roorkee.
- + Dr. Namarata Prakash was a part of the workshop on 'Application of Advance Techniques in Research Methodology' at MGKVP, Varanasi.
- + Mr. Anjul Kr. Tyagi participated in the CSR workshop on Cyber Security & Surveillance organized by Doon University.
- + Mr. Satyajee Srivastava attended the First Clinic Microsoft Office 2010 and Enterprise Server organized by Microsoft.
- + Mr. Tabish Chishti was a part of the seminar 'Neural Network and MATLAB' at Punjab University, Chandigarh.
- + Prof. Ashulekha Gupta attended a seminar on 'Decentralized Governance, Regional Development and Women Empowerment' organised by HNB Garhwal University.
- + Prof. Ashulekha Gupta was also a part of the 2nd Rashtriya Yuva Vaigyanik Sammelan 2010 organized at Doon University by the Vijnana Bharati and Uttarakhand State Council for Science and Technology.

Other Felicitations

- + Prof. Sandeep Kautish had been awarded the membership of International Association of Computer Science and IT, Singapore.