

IMS COMMUNIQUE



Quarterly Newsletter

Volume I Issues III & IV July-December 2009

SPORTS FEST

The most phenomenal event of the Aug-Dec '09 Semester had been the week long Sports Fest from 9 - 14 Nov which was organized very successfully with the coordination of all the faculty members. Not just the students of IMS but the complete staff enjoyed various sports like badminton, carom, chess, basket ball, cricket and volley ball. The winner of the cricket match between the Support Staff and the Administrative Staff was the latter, who continued to be the winners, under the captaincy of Mr. Abhay Srivastava, in the final match which was Administrative Staff v/s the Faculty.



Tune in to page two for the winners



FOOD FOR THOUGHT

Education is an ornament in prosperity and a refuge in adversity
- Aristotle

DIRECTOR'S MESSAGE



The second half of the year 2009 was a wonderful season at IMS Dehradun. The weather was beautiful and the sun brought welcome warmth with it; and life was at its busiest. The old gave way to the new and with warmth and high spirits we all welcomed the freshers. The season saw 800 odd new students proudly wearing the IMS cap. The Art of Living Courses, Personality Development Programs delivered by Hero Mindmine, Head Start Leadership Program delivered by Reliance Money, Workshops and Guest Lectures by industry stalwarts, Educational Industrial Visits, High level of industry interface, Sports Fest are just a few of the activities that charged up our students. IMS has always adopted a student centric approach in all its moves. We would continue to strive for excellence in all facets, and enable IMSians to exploit their full potential and use their personal skills and abilities more effectively in order to succeed and create new benchmarks.

Dr. Pawan K Aggarwal

STUDENTS' ACTIVITIES

Induction Programs

The session started off with great enthusiasm on the part of students. The induction program was held for all the courses. Foundation Programs were conducted for the PG students with no IT and/or Mathematics background. Also for the students of PGDM there was a seven day YES+ course of 'Art of Living' and the Basic course for all other PG courses.

Parties, Excursions & Debates

The fresher's party is something which every student looks forward to. All the nine courses had their fresher's party whereby senior students had an opportunity to know their successors well. The interaction amongst them develops a sense of bonding and belongingness, and makes them feel at home away from home.

One day excursions had been organized for all the courses; the day was enjoyed by watching movies or visiting Mussoorie, Dhanaulti, Everest Point and Fun Valley while the Mass Communication students also had a four day trip to Nainital.



... Continued from Students' Activities

A debate competition took place between MCA and PGDM students on 'Money is Everything in Life' and the winners were

- 1st Swati Aggarwal (PGDM III)
- 2nd Swati Negi (MCA III)
- 3rd Manoj Bhatt (MCA III) & Harendra Singh (MCA III)

Cultural Events

The Dehradun chapter of SPIC MACAY (Society for Promotion of Indian Classical Music and Culture Amongst Youth) organized two programs, wherein the staff and students enjoyed the evening immensely. Warsi Qawwal Ahmed Miyazi mesmerized everyone with his Sufi Quwali, whereas Rajendra Prasanna along with his son on flute and Pervez Hussain on tabla presented Rag Yamen.

Students of MCA III participated in the IT fest "Aarohan-09" conducted by UTU in October at KEC, Dwarahat, and more than 60 students of IMS participated in the cultural fest 'Thomso' organized by IIT, Roorkee in Oct-Nov '09.

An evening was graced by the presence of famous Kavi Dr. Kumar Vishwas and his team on the occasion of 'Kavi Sammelan' held on 14th Nov '09 organized by our BBA students Aakash Jindal, Akash Cheema, Amit Bhargav, Amit Gupta, Ankit Singh, Mayank Mittal, Naveen Mishra, Rao Khursheed, Sagar Jamnal and Utkarsh Agarwal for IMS and DIT.

VIRASAT, organized by SPIC MACAY, is a week long festival held at various cities across the country. At Dehradun, in December, students of Mass Comm. worked as volunteers which proved to be a learning experience for them.

Achievements

Reema Haring (BAMC III) won the 1st position in the singing contest 'Hindustan ki Awaz', after competing with almost 900 contestants.

Sandeep Kr Sheoran (BBA V) made India proud, by being a part of the team representing the country at the World Wrestling Championship in Denmark in Sept '09.



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SPORTS FEST WINNERS

Badminton

Pulkit Malhotra (PGDM I), Amal Aggarwal (PGDM I), Gunjan Singh (PGDM I) & Neha Sood (PGDM III).

Chess

Vichitra Mishra (MBA III) & Arti Chauhan (MIB III)

Carom

Lalit Bhatt (MBA I), Allan Brain langrai (MBA I), Poonam Rawat (MAMC III) & Ritu Shrivastav (MAMC I).

Basket Ball

Team of PGDM - Vaibhav Sharma, Anuj Aggarwal, Bikrant Kathait, Nikhil Singhal, Nitish Aman, Umank Mishra, Kuldeep Singh & Vaibhav Kaushik.

Cricket

Team of MBA - Ravinder Kumar, Rahul Sharma, Feroz Suri, Manoj Kr. Bhandari, Atul Sharma, Ravindra Kumar, Nitish Bhardwaj, Partyaksh Bajaj, Jakir Hussain, Sood H. Siddiqui, Piyush Rawat, Amit Kr. Verma & Gourav Singh.

Volley Ball

Team of MIB - Tushar Prabhat, Ajay Kumar, Achraj Baliyan, Vinay Kr. Rathi, Amit Kr. Singh, Puneet Narayan, Dheeraj Gupta, Amit Kr. Tomar & Shivam Goel.

The running trophy of the event was awarded to MBA & PGDM jointly.



INDUSTRIAL INDUCTION PROGRAMS

Industrial induction programs give students a peep into the professional world which awaits them after completion of their respective courses. Management students imbibed valuable information about the industry from various officials of the following organizations...

- + Tata Teleservices Ltd.
- + DBC Communications Ltd.
- + Reliance Communication Ltd.
- + Titan Industries Ltd.
- + Iffco-Tokio General Insurance Co. Ltd.
- + Modi Tyres Company Pvt. Ltd.
- + UPES, Dehradun.

INDUSTRIAL VISITS

- + MBA III visited Titan Industries Ltd. Dehradun
- + MIB visited Indo-Simon Ltd. at SIDCUL in Haridwar in Nov '09
- + PGDM I & III visited Himalayan Bottling Plant, Selaqui, Dehradun
- + BAMC students visited Aakash Vani Radio Station at Nazibabad
- + Mass Comm. students visited Garhwal Post Newspaper.

WORKSHOPS

Workshops are important to provide practical experience to students, and to elevate their degree of exposure and know-how. PGDM students underwent the following workshops...

- + Business & Basic Etiquettes by Mr. Nikhil Sharma
- + GD & Interview Skills by Colonel Pharasi
- + How to Influence People by Mr. Nikhil Sharma

Trainers from Hewlett Packard conducted the PHP Certification Program and a workshop in .NET Technology for the MCA students.

The Mass Communication students took a workshop under the guidance of a senior cameraperson from iNEXT.

INTERNATIONAL SPEAKERS AT IMS

- + Mr. Shankardass, Director, National Transaction Freddie, MacVirginia, USA talked about the Credit Crisis in US with the PGDM students.
- + From the Kansas State University, Manhattan, USA, Dr. Barry Michie spoke on South Asia as a region of growing economic and political importance to the US.

GUEST LECTURES & SEMINARS

IMS welcomed eminent guest speakers from the industry who shared their valuable knowledge in certain aspects of the corporate with the students.

The focus areas of seminars and the guest lecturer for the Department of Management were...

- + Entrepreneurship by Mr. Sanam Kumar, Director, DBC Communications Ltd.
- + Insurance by Mr. Amrish Singh, Area Manager, Iffco-Tokio General Ins. Co. Ltd.
- + Operations by Mr. Pankaj Agarwal, Manager-HNI-BU, Tata Teleservices Ltd.
- + Right Human Behavior at Work Place by Dr. R. S. Bhatt an HRD Consultant
- + Expectations from Professionals in today's Global Economy by Dr. Pramod Joshi (IIT, IIMB) Director, the Winning Mantra
- + Global Recession by Mr. Sudhanshu Hajela (XLRI) Manager, Jindal Steel
- + Financial Markets by Dr. S. D. Vashisht, Dean Management, Maharishi Dayanand University, Rohtak

- + Advertising Industry in India by Mr. Vibhash Mukherjee, Ex-Lintas & Ex-Faculty
- + International Business in the Current Scenario by Prof. S. P. Kala, Director and Dean of Professional Courses, HNB Garhwal University
- + Share Market by Mr. Durgesh Arora, Vice President, India Bulls Securities Ltd.
- + Corporate Culture by Mr. Anish Juneja, Area Manager (UK), Sony India Pvt. Ltd.

The focal points of seminars for the Department of IT were...

- + Importance of .Net Technologies
- + Future of Tech. in IT Industry discussed by the trainers from HP
- + Requirement of IT Industry discussed by the trainers from SIS Technologies.

The Department of Mass Communication admired the talk on New Trends in Journalism by Prof. Ram Mohan Pathak, Director, Central Institute of Hindi Journalism, Varanasi.



PLACEMENTS

Our major recruiters who visited during the period under consideration include...

- + SmartData Enterprises (I) Ltd.
- + Mconverge Services Pvt. Ltd. (MIVAS)
- + Smart Chip, Noida
- + Vanglez Technologies, Noida
- + Smart Data, Chandigarh
- + NCR Corporation, Gurgaon
- + Dafodill Software, Gurgaon
- + Fast Booking, Gurgaon
- + NIIT Technologies, Delhi
- + GCS, New Delhi.

SHORT TERM PROJECTS & INDUSTRIAL TRAINING PROGRAMS

Our PGDM students are the proud receivers of White Belt Six Sigma Certification from Benchmark Six Sigma.

The companies that selected our students for the short-term projects include...

- + Hewlett Packard (Strategic Info Tech. Pvt. Ltd.)
- + Modi Tyres Company Pvt. Ltd.
- + Revitasoft, Greater Noida
- + ABM Computers, Noida
- + Mascot Software
- + CMC Ltd., Noida
- + Eminent IT Services, Gurgaon
- + Net Smartz, Chandigarh
- + Techline Solutions, Dehradun
- + Heights, Dehradun

- + Miracle Technologies, Noida
- + Wildnet Technologies, Noida.

Our BAMC III year students completed their short term projects at the following organizations...

- + BBC
- + Doordarshan
- + NDTV
- + Riverbank Studios - a production house for Discovery Channel
- + Arms Communications, Delhi - an advertising firm
- + Amar Ujala.

The training course by Reliance Money 'Headstart to Leadership Program' was undertaken by MBA, MIB and PGDM students.

FACULTY ACHIEVEMENTS

PhDs

- + Dr. Swati Anand was awarded her PhD for her work 'Customer's Perception regarding Internet and Core Banking Facility' by HNB Garhwal University in Nov '09.
- + Prof. Udai Bhan Trivedi registered for his PhD on 'Factor's Influencing the adaptation of E-banking in Lucknow city' at Lucknow University in Aug '09.
- + Prof. Omdeep Gupta registered for his PhD on 'Role and Significance of Marketing Channels in Software Industry in Indian Economy with Special Reference to Uttarakhand' at the Kumaun University in Oct '09.

Book Published

- + Book titled 'Network Security' by Mr. Satyajee Srivastava was published by Anand Publications, Noida in Dec '09.

Papers Published

- + Prof. Vaibhav Panwar's paper 'Effect of

Thermal Gradient on vibrations of a non-homogenous rectangular plate having bi-direction linearly thickness variations' was published in Pragmaan - Information Technology by IMS, Dehradun and another was published in PIMJ Journal of Research by PIMT, Patiala.

- + Prof. Omdeep Gupta's paper 'Strategic Significance of Public Private Partnership in Indian Economic Growth: An Insight Study' was published by SCMS Journal of Indian Management by SCMS, Cochin.
- + Prof. Sachin Sinha and Prof. Deepti Sinha's paper 'Patterns of Absenteeism in Centers of Professional education in Lucknow City' was published in the journal IMR by Institution of Management and Research, Kanpur
- + Prof. Sandeep Kautish's paper 'Managing Employee Absenteeism' was published in the journal Employee Challenges by EC, Jaipur
- + Dr. Swati Anand had written papers related to the Indian Banking, Impact of

Information Technology, E-banking and its acceptance by the customers. Her various papers had been published in 6 different journals, Anvikshiki-An International Research Journal, Anusilana - An International Research Journal, The Journal of Banking Information Technology and Management Research and Pragmaan: Journal of Management are to name a few.

- + Mr. Sushil Rai's paper 'Right to Information and Media' had been published in Pragmaan - Mass Communication by IMS, Dehradun.
- + Mr. Ankur Jauhari's papers had been a part of the conference proceedings. Paper 'Global Meltdown: Impact on developing countries with special reference to India' was published at the National Conference at BITS, Meerut and another was published at National Conference at Amrita Vishwa Vidyapeetham, Coimbatore.

Papers Presented

- + Prof. Sachin Sinha and Prof. Deepti Sinha presented a paper together 'Of the people, By the people, For the people the Great Epic Drama of Branding in India' at the conference Innovative Marketing Strategies, Current Trends at Chandigarh Business School, Mohali in Sept '09.
- + Prof. Vaibhav Panwar presented a paper 'Exponentially thermal effect on vibrations of non-homogenous rectangular plate with linearly thickness variation' at the National Seminar at BITS, Pilani in Nov '09.
- + Prof. Omdeep Gupta presented a paper 'Strategic Significance of I.T. in International SCM for Indian SME's A Case Study of Handicraft Exporters of Moradabad city', at National Seminar on Supply Chain Management in SME's: Gaining Competitive Advantage at I.T.S. Institute of Management, Greater Noida in Nov '09.
- + Dr. Swati Anand presented a paper 'Recent Trends in Management and Environment' at the International

Conference, at S. D. College of Engineering & Technology in Nov '09.

- + Mr. Anjul Kr. Tyagi presented a paper 'Cryptanalysis on Ciphers An Empirical Approach' at the National Seminar at BITS, Pilani in Nov '09.
- + Mr. Ankur Jauhari presented a paper 'Impact of Assessment of Climate Change: with special reference to India' at the National Conference on Climate Change: Impact and Assessment, at D.B.S. College, Kanpur in Nov '09.
- + Prof. Monica Chauhan presented two papers 'Role of DSS in Pharma' and 'Applications of Matlab' at the Annual Conference of VPI & National Symposium on Recent developments in Applicable Maths & IT, at JIET, Guna in Dec '09.
- + Prof. Swati Bisht presented a paper 'Brand Positioning a psychological battle' at International Marketing Conference, at IES Mumbai in Dec '09.
- + Dr. Swati Anand and Prof. P. D. Saxena presented a paper together 'E-Banking Dependency on IT Based products and services for competitive

survival' at the National Conference, at Jaypee Institute of Engineering and Technology, Guna in Dec '09.

- + Prof. Sandeep Kautish presented a paper on 'Mobile Marketing' at the National Conference, at Bangalore in Dec '09.

Participation in Faculty Development Programs

- + Prof. Udai Bhan Trivedi participated in FDP on 'ERP as a business tool' organized by ICFAI in Aug '09.
- + Ms. Bavneet Kaur participated in FDP on 'Teachers as Role Models' organized by ICFAI in Nov '09.

Other Felicitations

- + Prof. Omdeep Gupta qualified the UGC-NET Examination held in June 09 in the Management Stream.
- + Mr. Satyajee Srivastava has been awarded MBA in HR from the Pondicherry University in 2009
- + Prof. Deepti Sinha was felicitated by AIMA, New Delhi as 'Accredited Management Teacher' in Oct '09.