

IMS COMMUNIQUE



Quarterly Newsletter

Volume II, Issue III July-September 2010

CELEBRATING THE 64th INDEPENDENCE DAY



Students singing the patriotic song 'Aye Vatan'

The Independence Day celebration displayed the spirit of nationalism, loyalty and devotion. The Director commenced the ceremony by hoisting the tricolour and addressing the IMS family. Students participated with vigor and dynamism. Surabhi and Mahak from PGDM coordinated the show. The events organized by the students included oration, recitation of self-composed patriotic poems and songs befitting the occasion, street plays and dance. The closing ceremony was marked by college band 'Swadeshi' that orchestrated 'Vande Mataram'.

MCA COUNSELING: A GREAT SUCCESS

In the Central State Counseling for MCA conducted by Uttarakhand Technical University (UTU) in July 2010, the college

received an overwhelming response from the applicants.

STUDENT SECTION

Commencement of Session and Induction & Bridge Programs

The session commenced in July 2010 for PGDM first year students and in August for all other students. Exhilaration was clearly noticeable amongst the students who initiated their course with mission, hope, trust, optimism and expectation.

Induction programs were conducted for students of all the courses where the Director shared with them the major rules and regulations for smooth functioning of the institution, motivated them to participate in all the academic and other activities for their overall development, and advised them to ensure ragging free campus.

Bridge programs were conducted for the students of various courses to build their strong base in mathematics and other technical subjects.

Personality Development and Motivational Programs

Art of Living Programs Basic/YES Plus were

conducted for students of all post graduate courses by the World Alliance for Youth Empowerment (WAYE). These courses are useful in creating awareness among the students about how to lead a quality life, keep stress at a distance, augment positive thinking and increase concentration power. In this stressful world, this kind of awareness is necessary, to be successful while maintaining the peace of mind.

Fresher's Parties

Fresher's party is an event that is eagerly awaited by senior as well as fresher students and is celebrated with pomp and show. This year the themes at the parties of various courses



Title winners of BBA stand proud

FOOD FOR THOUGHT

An attempt is a small thing but it can be a promise for the future.

- The Mother

DIRECTOR'S MESSAGE



The Institute of Management Studies has established its foothold, since 1996, the year of inception, in the field of education. It flourishes excellence in management, information technology and mass communication. The superior quality pedagogy, practical knowledge and industry exposure provides the optimum development and value addition. Continued research and advancement on the instruction pattern helps us set benchmarks in the industry.

Established with a purpose to provide the industry oriented knowledge, the students are offered the best of input associated with a dynamic environment. Guest lectures by renowned speakers, seminars on current global issues, industry visits, workshops, quiz and debates gave an appropriate exposure. The spiritual enhancement was induced by the Art of Living courses and a spiritual evening of music. The students did not lag behind in fulfilling their social responsibilities also.

The desire to be amongst the best encouraged the academicians to work for their personal and societal development through their studies and research work. The seminars, presentations and faculty programs corroborated our mission.

We hope to entwine the dreams and reality for a bright future of all our members.

Dr. Pawan K Aggarwal

Student Section Continued...



MIB students performing a fusion dance



A breathtaking performance by the BCA duo

included Bollywood 1980's, Hip Hop, Pirates, Indian Saffron, Retro, etc. A competitive spirit among the students of various courses ruled the Fresher's parties. All the students participated in some or the other event scheduled, such as, singing, dancing, street plays, narration of jokes, etc. DJ provided them an opportunity to shake their body and dance to the tune of some latest numbers. The senior students enjoyed interacting with the fresher students and wholeheartedly welcomed them in their dome.

An Evening of Spiritual Music

'Rocking Raaga' a satsang with divine music was conducted to celebrate Lord Krishna's birthday at the institute by the Art of Living. Our students took keen interest in this program for which renowned artists were invited from Delhi and Bangalore.

Awareness Drive for Commonwealth Games

An awareness drive was organized in association with M/s Idea Cellular Ltd. for enhancing awareness about Commonwealth Games. The students keenly played and witnessed multiple sports like Net ball,

Basketball, Hockey and Tug-of-War, supporting their talent and skill.

Quiz Competitions and Debates

For personality development and fully exploiting the talent of our students, many debates across various departments were organized in addition to Business Quiz, IT Quiz, Software Debugging and Lord of Code for C & C++ which are a regular feature of the institute. The popular topics for debate competitions and seminars included:

- + Media Shapes or Shakes Lives
- + Role of Social Activist Group in the Economy
- + Loss of Privacy will be a major Consequence
- + Challenges & Opportunity of E-Banking in India
- + Cyber Space Connects or Isolates People?
- + Commonwealth Games Shame or Fame
- + Are reality shows real?
- + Paradigms in Organization Behaviour, And many more

Formation of Specialized Clubs

Formation of Marketing Club, HR Club and Finance Club was done amongst the final year students of BBA, to widen their knowledge base and enhance their skills. The clubs witnessed competition amongst the members and hence enhanced value added activity that included seminars on:

- + Integrated Marketing Communication
- + HR Policies & Processes in Corporate India
- + Success Story of Personalities in Financial Sector

Role plays and Specialized Quiz have also been a regular element of these clubs.

Industrial Visits

BBA final year students visited a handful of companies to understand the manufacturing and packing processes of various products. This exposed them to the kind of work culture they would soon be a part of. The companies visited by them were:

- + Bajaj Oils Ltd.,
- + Ceasefire,
- + NATCO Pharma,

- + Octis Pharma,
- + Intacto Pharma and
- + Aqua Mall.

Social Responsibilities taken up by the students

Besides being a top-notch professional, it is important to be a good human being. An educated person's role is justified when he understands his contribution towards the nation.

PGDM students visited Cheshire Home, a refuge for the mentally and physically challenged children. Students contributed towards their well being and developed an understanding for such challenged ones.

On 27 September, the birth anniversary of Shahid Bhagat Singh, the students of undergraduate courses organized a youth rally. They emphasized his contribution towards the country and its people. Homage was paid for his patriotic endeavours through a candle march and floral tributes. The key contributors were Shiva Verma, Lakhbir Singh, Arpit Chaudhary, Paras Malik, Paras Narang, Shekhar Narang, Harsh Bhardwaj, Balram, Harsh Sirohi, Gautam Singh, Mandeep Singh, Gagan Deep Singh and many more.



BBA Students at NATCO Pharma Ltd.



Youth rally to revere Shahid Bhagat Singh

GUEST LECTURES AND SEMINARS

Various eminent personalities from the field of industry and education shared their knowledge with our students.



Mr Akankshu Srivastava from Aegon-Religare addressing the students

Department of Management

- + Industrial induction for PGDM students was undertaken by Mr. Anshuman Singh, Branch Manager, ING Vysya Bank on the Banking Industry; by Mr. Arvind Bhargava, Regional Manager, HDFC Mutual Fund on the Mutual Fund Market in India; by Mr. Prateek Tandon, Regional Manager, YES Bank on the prospects offered by the Banking Industry and by Mr. Sachin Pharasi, Regional Head, Future Generali on the Insurance Industry in India.

- + For the MIB students, industry orientation was carried out by Mr. Ajay Tanwar, Head HR, Cavin Kare; by Mr. Adesh Shukla, Branch Head ICICI and by Ms. Tripti Agarwal, Manager, IDBI Bank.
- + For the MBA students, industry orientation was carried out by Mr. Arvind Bhargava, Regional Manager, HDFC Mutual Funds and by Mr. Sanam Kumar, Director, DBC Communications Ltd.
- + Industry orientation for the BBA students took place for the Insurance Sector which was undertaken by Mr. Akankshu Srivastava from Aegon-Religare and another session was undertaken by Mr. Vijay Thakur from Godfrey Phillips (I) Ltd.
- + Lecture was organized on Enhancing Employability Skills by Col. Girish Mediratta from Elements Akademia.
- + A seminar on 'Expectations from Managers of Today' was conducted by Mr. Pramod Joshi, Alumnus IIM Bangalore & Director Winning Mantra, Noida.
- + Right Body Language at Workplace was discussed by Mr. Ajay Sharma, Lead Trainer, TPC Consultants, Noida.
- + 'Expectations of the Banking Sector' was

discussed by Mr. Divesh Mishra, Sr. V. P., HDFC Bank Mumbai.

- + Ms. Meenakshi Tomar, Head HR, Spanco BPO Services addressed the BBA students on 'Employment Scenario: A HR Perspective'.
- + 'Communication in Organizations' was elaborated by Ms. Shikha Tiwari, Manager, T. C. S., Noida.
- + Mr. Nikhil Khosla, Senior Analyst, Cairn Capital, Mumbai spoke to students on Credit Research Fundamentals & Techniques.

Department of IT

- + Mr. Ravindra Dutt, Trainer at Red Hat Linux addressed the students of IT on the working of Linux.

Department of Mass Communication

- + Prof. Baldev Raj Gupta, Group Editor, Dainik Bhaskar discussed with the students the latest methods of Journalism and the New Trends in the market.
- + Dr. O. P. Jamloki, Senior Cameraperson from Doordarshan, Delhi elaborated the students on Camera Handling and Shots.

WORKSHOPS & SKILL ENHANCEMENT PROGRAMS

Various workshops were conducted for the students to enhance their technical knowledge and soft skills for the purpose of becoming a better asset for the corporate.

- + Believe in Yourself - a PDP program and workshop on self motivation was designed by Ms Vatsala Agarwal for the PGDM and MBA students.
- + Mock Interviews were planned by Mr. Pramod Joshi, Director, Winning Mantra for the students.
- + Also for the PGDM students a Workshop on Leadership Skills was conducted by Mr. Sanjay Chakraborty.
- + A one day workshop on Group Discussions & Mock Interviews for the MIB students helped in the enhancement of their persona.
- + The HR club in BBA had a workshop on Diagnosing the HR Interviews and the Finance club conducted workshop on Financial Reporting.
- + Workshop on Networking and Hardware was conducted for the MCA department.
- + A week long PDP session was crafted by Career Launcher - a leading



PDP workshop by Ms Vatsala Agarwal in progress

education service company, for the MCA students.

- + Enhancement of technical skills and development of aptitude towards the logical abilities of the final year MCA students was done by C Test.
- + UNIX Certification Test was held for MCA first year students.
- + Workshop on Theory of Computation for the BCA students was undertaken to enhance their fundamentals and conceptual skills.
- + For the UG students of IT department, Value Addition Programs like PHP and RDBMS were organized during a stretch of about two months.

TRAINING

The students of Mass Communication undertook training at the following organizations during this quarter:

IBN 7

All India Radio, Delhi

Doordarshan, New Delhi

Doordarshan, Chandigarh

PLACEMENTS

It is the first quarter of this session and the placements have already begun. Following are some of the companies that selected our students:

M/s Wipro BPO

IDBI Bank

ICICI Bank

Tata Consultancy Services

Offshore TechnoLabs, Jaipur

JK Technosoft, Noida

Lorens Carpet One (USA)

Barclays Shared Services Pvt. Ltd.



FACULTY ACHIEVEMENTS

PhDs

It was intimated that Prof. P. D. Saxena had registered for his research work on Wireless Distributed Network Systems at the Bharathiar University, Coimbatore and Mr. Anjul Tyagi registered for his work on Development of Cryptoanalysis on Cipher using Genetic Algorithms from Banasthali Vidyapeeth University, Rajasthan.

Book Publishing

Our IT faculty, Mr. Satyajee Srivastava, authored the title 'E-Commerce' and 'Net Framework and C #', both of which were published by Anand Publication, Noida.

Papers Published

- + Prof. Swati Bisht's paper 'Service Brand A Journey from Wow to Reliability to Long Lasting Relationships' was a part of International Journal of Enterprise and Innovation Management Studies, published by Singapore Science Park.
- + Dr. Shruti Nagar's research work 'An overview and implication of Basel I & Basel II' was documented in the International Journal of Commerce and Management, an e-journal.
- + Mr. Amar Mishra's study on 'Ethics in HR - A lateral view' was published in the AV Journal of Annamalai University.
- + 'Rural/Mobile Telemedicine unit with Medical Image Processing System: A proposed model for Uttarakhand' a paper by Mr. Anand Singh was a part of Pragyaa- JOIT published by IMS, Dehradun.
- + Mr. Dhiraj Shukla contributed his paper on 'Community Radio: A catalyst in Women Empowerment' to Pragyaa- JOMC published by IMS, Dehradun.

Papers Presented

- + Prof. Omdeep Gupta, Prof. Nibedita Biswas & Ms. Kaynat Naseer presented a paper 'Future trends in business - a case study of technological advancement in rural India' at the National Seminar on Future Trends in Management held at SGRRITS, Dehradun.
- + At the National Seminar on Future Trends in Management at SGRRITS, Dehradun paper was also presented

by Dr. Shruti Nagar & Dr. Namarata Prakash, 'From BPLR to Base rate policy - a paradigm shift in monetary policy'.

- + Mr. Amit Uniyal presented his investigations on 'An Inventory Model with non-deteriorating items under Inflation and Time Dependent demand rate when a delay is permissible' at the National Seminar on Recent Trends in Pure and Applied Mathematics at the DDU Gorakhpur University.
- + Mr. Amar Mishra presented his research titled 'Practical Idealism in HR' at the National Conference on Academic Research at Dr. M G R University, Tamil Nadu.
- + Ms. Bhawana Chahar presented her paper 'Future trends in Psychological Contracts and its Behavioural Implications on Banking employees' at the National Seminar on Future Trends in Management at SGRRITS, Dehradun.
- + Ms. Reeta Rautela & Mr. Gaurav Pant presented a paper together on 'Future trends in International Business: Special emphasis on India and China' at the National Seminar on Future Trends in Management at SGRRITS, Dehradun.
- + Ms. Bavneet Kaur & Mr. R. C. Bharti also presented a paper together on 'Emerging trends in Advertising Management' at the National Seminar on Future Trends in Management at SGRRITS, Dehradun.
- + Ms. Anubha Sharma presented her work on 'Effective management of Dual career couples in private sector organization' at the National Seminar on Future Trends in Management at SGRRITS, Dehradun.
- + Prof. Vaibhav Panwar & Mr. Anjul Kr Tyagi presented a paper on 'IDS: A solution to an organizational management' at the National Seminar on Future Trends in Management at SGRRITS, Dehradun.
- + Mr. Satyajee Srivastava's work on 'Appraising a decade of research in the field of Green Banking 'The next Big thing' was presented at the National Seminar on Future Trends in Management at SGRRITS, Dehradun.
- + Mr. Gautam Bose proudly presented his work 'An analysis of internet

integrated mobile Ad-hoc Network' at the International Conference on Computer and Communication Technology organized at MNIIT, Allahabad in collaboration with IEEE, which was also published in the IEEE-Xplore magazine published by IEEE.

FDPs, Workshops and Seminars

- + A workshop on Organization Behaviour was organized at IMS, Dehradun in alliance with Pearson Education. Author Ms. Kavita Seth, Associate Professor, FMS, University of Delhi, interacted with the management faculties and gave them an overview of OB and its importance in the current scenario.
- + Ms. Monica Chauhan participated in a FDP on Computer System Performance Analysis which was organized by the Indo US Collaboration for Engineering Education at JUET Guna. The key designer of the program was Mr. Raj Jain from St. Louis Institute, Washington University.

Other Felicitations

- + Prof. Ashulekha Gupta attended a seminar on 'Intellectual Property & Innovation Management in Knowledge Era' organized by Uttarakhand State Council for Science and Technology.
- + Prof. Nilesh Arora qualified SLET in the management category conducted by Rajasthan Public Service Commission.
- + Mr. Tabish Chishti attended a National Conference on Human Rights held at ONGC Auditorium, Dehradun.
- + Prof. Sandeep Malik, Mr. Anand Singh and Mr. Gautam Bose completed their M.Tech in IT from KSOU.
- + Prof. P. D. Saxena completed his M.Phil in Computer Science from TGOU.
- + Mr. Gautam Bose was conferred the membership of International Association of Engineers and Mr. Satyajee Srivastava was conferred the membership of International Association of Computer Science & Information Technology, Singapore.
- + Ms. Shruti Rastogi qualified her ICWA Inter.