



**jims**  
Sector-5, Rohini, Delhi

# ALUMNI

M A G A Z I N E **pizzazz**





## Chairman's Message

**Manish Gupta**  
Chairman  
JIMS



The wealth of an educational institute lies in its alumni base. This gets bigger and bigger as the years roll on. As you know JIMS made its humble beginning in 1993. After 22 years it gives me great pleasure and pride to say that our alumni wealth has grown qualitatively and quantitatively. Our students are spread in the corporate world not only in India but abroad as well. We make every effort to stay connected to you through various forums be it on the virtual world or in the physical space through alumni dinner, coffee meets, cultural events, sports meets etc.

The previous year had been quite eventful for me as I had a chance to meet personally a large number of our alumni at various forums. The three coffee meets organized in quick succession at Delhi, Mumbai and Hyderabad provided me an opportunity to interact with you personally and listen to your suggestions. I thank all those who were kind enough to come to these meets. We plan to spread these initiatives in other cities as well and seek your suggestions to intensify it further. You will be glad to know that your institute is climbing up the ladder of success one by one. Recently our MCA programme was accorded accreditation by the National Board of accreditation. JIMS Rohini is the first institute in Delhi who's MCA programme is NBA accredited. Needless to say that your flagship programme i.e PGDM has been and continues to be NBA accredited since 2004. We have setup a hostel for girls with a capacity of 70. This has taken care of outstation female students.

The team at JIMS and the alumni association have worked quite hard in the last one year and have left no stones unturned to bring all of you together. I am sure this would strengthen the alumni network. New suggestions and ideas are always welcome and I am sure all of you would now take it to higher level of interaction and more knowledge sharing will have in the coming year.

Best wishes to all of you !

## President's Message

**Ankur Goyal**  
President  
Alumni Association  
Batch 2009-11



Dear Alumni,

It's been an honour to be able reach out to you through this prestigious platform as the president of the Alumni association. I've always been an ardent admirer of the teaching methodology of our alma mater and I believe you all would be too. It has always been innovative, entrepreneurial and forward looking both in spirit and action. And I feel that because of these characteristics being learned by us here has made us, what we are today. It has led us towards gaining experiences in such uncharted territories which would have remained unexplored if not for our beloved JIMS.

An alumni needs to know that Jimsites have diversified in various fields and widely spread all over the country and they are well connected as well .It's important for all alumni to know that each and every one of us has a role to play in this effort. Remember, all big accomplishments usually begin with small acts.

As president of the alumni association I will try and make sure that we should be focussed on achieving the 100% alumni directory level, do more and more events to engage and energize the community and enhance JIMS leadership in management education.

The Alumni Association hosting events like Coffee meet, annual Alumni dinner ,cultural events, sporting events etc all these are designed to allow alumni to stay in touch, network and have a good time. The Alumni Association has a presence on Facebook and LinkedIn as well where you can get the latest news on what is going on at JIMS.

Through this forum I urge you all to try and spread enlightenment we all shared as it's proud alumnus through whatever way we can and to come together to take the Baton forward. I hope you will connect with us during the upcoming year whether it is by attending one of our many alumni events, reunions or networking opportunities, by volunteering through our Mentorship Plus program, or by engaging in conversation with us through our social media outlets. Whatever vehicle you choose to engage will helps us to make more things possible for our alumni.

I would really appreciate it, if you could share this newsletter with your respective alumni chapters and also with your friends from JIMS, so that it reaches out to as many people as possible.

I consider the presidency as an honor because I get to represent all of you. I look forward to it.

Wishing you all the best !

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# “PGDM Course is a knowledge enhancer for Budding Entrepreneurs”

“Akshat Gupta”

Innocept Studio  
Batch 2008-10



An entrepreneur is one who plays significant role in the economic development of a country. Basically an entrepreneur can be regarded as a person who has the initiative, skill and motivation to set up a business or an enterprise of his own and who always looks for high achievement.

He is a catalyst of social change and works for the common good. He looks for opportunities, identifies them and seizes them mainly for economic gains. An entrepreneur is a person who is able to express and execute the urge, skill; motivation and innovative ability to establish a business or industry of his own either alone or in collaboration with his friends. His motive is to earn profit through the production or distribution of socially beneficial goods or services.

He is enriched with the inborn qualities of adventurism, willingness to face risks, innovative urge and creativity to make dynamic changes in the production process, introduce innovations and to find out new uses for raw materials. But now there are so many challenges faced by new entrepreneurs i.e., lack of patience in solving problems, lack of sustained motivation, inability to dream and use subconscious etc. In addition to this the other challenges includes; developing vision and ideas, raising capital, assembling a team, finding the right location, finding the right employees, finding good customers, overcoming competition, unforeseen challenges and expenses, keeping up with industrial changes and trends.

Some of our alumni entrepreneurs of start-ups shared with me their challenges to success. Here are the barriers they felt were the most difficult for start-ups to overcome:

**Tell us something about your company and its vision?**

-Innocept studio is an event management company. We are engaged into all sort of social events like- private parties, corporate events, wedding planning, brand elevation, product launching, venue promotion, theme parties, college fests etc. We are a 6 year old company founded in 2009. The vision of the company was to fulfil the client needs and to become one stop solution for all the wedding needs

**What drove you to start this business?**

I was very passionate about starting this business as event management was something that interests me.

**What are the challenges that you faced while setting up this business?**

-The major challenges that I faced in this business was lack of experience. Event management has a very different business model which requires expertise and years of experience to get into. Being new in the industry gaining the trust factor of the customers was another challenge that we faced. This business is very spontaneous, every day we come up with a new challenge. Unforeseen changes are something that one cannot avoid. Getting right people to keep the business moving was among the other set of challenges that we faced.

**How did you overcome the challenges?**

- I managed the challenges as and when they arrived and despite all the challenges that I faced while setting up the business, I am now successfully running the business with multiple offices in India & abroad catering to the top clients

**Was MBA helpful to you?**

**Would you recommend the budding entrepreneurs to pursue it?**

-Yes it was very helpful to me because I started the business prior to my MBA. I felt a strong need in between to brush up the management skills & learnt more during MBA. This course helped in further enhancement of my knowledge which led me to succeed in this business. I would strongly recommend this programme to the budding entrepreneurs.



### "Aseem Gupta"

Sivec Trading LLP  
Batch 2008-10

Tell us something about your company and the challenges that you faced?

-Presently I am one the Directors of Sivec Trading LLP (Limited Liability Partnership) and we are trading into marbles, granites, tiles, sandstones, jewellery and Excavator buckets. I am heading the complete marketing section, planning, research and sales as well.

Huge risk is involved to start any venture as nobody is aware whether it will lead to success or failure.

We are four partners all from different backgrounds but what is needed is a CLEAR AND COMMON VISION. We are aiming to give the best quality with the competitive rates. Our vision is to cater the builder's need and to open big retail outlets of natural stones with wide ranges.

The biggest problem faced by me was to convince my parents and of course "finance".

Generally these are the most important hurdles for a business to setup as the parents always dream his son or daughter sitting in a chair with AC cabin and getting promotions year by year; but friends trust me if you have zeal to do something extraordinary then sky can be the limit.

How much has MBA helped you in achieving this dream?

-Out of my all partners only I am a MBA holder so this additional factor helped me to formulate strategies, to conceptualize our business, to present the clients with best solutions and to provide them what they need.

Tell us about your experience at JIMS?

-When we were under the process to become graduates then some of us had chosen a post graduation course-MBA, entering into this most of us were aware that this was something related with planning and managing but during this course few of us realized that a hidden secret box is residing in the hearts which is coming out from the minds and souls, to do something extra ordinary, to get some name, to get some fame and this box contains a seed of Entrepreneurship.

It appears to be a single letter word but friends it is one of the most risky and dangerous word, we people take

loans, requests and convince our parents to do MBA just for a single reason which is a good and reputed JOB but mind you all that the above word is beyond your expectations, to fulfil your dreams, to satisfy you, to touch the sky but the only thing required is smart work with proper planning, new concept and a bit of luck.

I got a PPO from JIMS and even joined the job for few months but this was not all for me, something was missing inside me and I left it and my era of Entrepreneurship began.

How much time did it take you to reach at this stage?

-It is only six months duration that we have crossed our sales figure of more than Rs. 1 Crore.

What are the Do's & Don'ts that you would like to share?

-Don't bother initially to set up an office, website or spending money in printings or publicity, all you need is a better presentation skill, a good personality and the ability to convince.

You first need to listen to your client's requirements and then go ahead by matching them with a high level of confidence.

A kind suggestion for you all is just try to gain experience from you first job, though it may be related with what business you wish to start but your basic hurdles, your planning process, your Do's and Don'ts all will be removed.

Any success mantra would you like to give to our budding entrepreneurs of recent batches?

-I would advise you that you can achieve beyond your dreams, so it's OK to dream and make an action plan to turn it into reality.

There is not one formula to be successful; everyone who is successful has gone through failures in the process.

It depends upon how hard we kick that failure and learn from it and take up the challenges stronger to be successful.

"Don't continue if you don't laugh enough while doing your business and just ENJOY doing it without getting stressed"



**“Dr. J. K. Goyal”**

**Director  
JIMS, Rohini**



# Budding Entrepreneurs

The rapidly growing dominance of the services sector over manufacturing is changing the very structure and composition of the 'firm' or 'industry'. Earlier, a manufacturing unit required a large physical space, huge capital, manpower in diverse specialization. The entrepreneur meant that class of people who could take huge risk in order to bring this massive quantity of land, labour and capital together at one place. It took decades and in most cases multiple generations to reach that level before you could claim to be a reputed entrepreneur. New aspirants faced massive entry barrier and adverse selection.

After Independence the Indian policy makers opted for an egalitarian society laying more emphasis on poverty reduction and equity. In principle, it appeared to be a logical and desirable approach. However, in practice it led to increasing state intervention and bureaucratic hurdles. There was a distrust of the private sector which led to the setting up of the notorious 'License Raj'. Aspiring entrepreneurs had to go through multiple procedures and arbitrary rules and regulations. After the adoption of the new economic policy in the last decade of previous century things started to change.

The onset of the 'virtual' firm has changed all that. You no longer require a decently located office or a huge shop floor and massive inventory. You could operate from the lobby of a hotel or from local CCD outlet. The physical capital required may just be a 'good' computing device and manpower may just be a couple of like-minded friends. These are the budding entrepreneurs. All that you need to get started is a novel idea coupled with time tested virtues like self-belief and passion. Just remember the off repeated four stage of struggle.

- First they (Rivals) ignore you
- Second they laugh at you
- Third they fight with you
- Fourth you WIN.

Let the next decade be the decade of budding entrepreneurs. It is heartening to note that a lot of angel investors are putting their money in ventures started by young entrepreneurs. A novel idea backed by ample finance can do wonders in short run as is evident from several success stories in recent past.

“Dr. Sumesh Raizada”

Dean - PGDM,  
JIMS, Rohini



# Entrepreneurship: Excitement and Challenges

The present business environment in India is perhaps most encouraging for any risk-taking, innovative and ambitious youth to initiate a start-up venture. The economy is booming and government is supportive with its 'Make in India' initiative. Apart from globalization, rising income, literacy levels and increased penetration of internet & mobile, have also increased the awareness and aspirations of people for the new products and services, that too in the comfort and convenience of time, place and variety.

India is a huge country with 1.2 billion people of which over 350 million are internet users and 200 million are mobile internet users. There is enough space for new players to enter this market with their pioneering products or service offerings, though it requires a lot of patience for the promoters and venture capitalists to achieve breakeven, which may require couple of years. However, there is always a reasonable scope for the start-ups to either get merged or acquired by the established firms at the premium prices thereby bringing huge financial rewards to its promoters, investors and even employees. Companies like Dineout, Redbus, Myantra etc. started with innovative models and were soon acquired by others because of their future potential growth and demand.

The rapid growth of internet coupled with rising income has propelled growth of e-commerce in India in last couple of years. It is estimated that in next five years internet users in India would reach roughly 500 million, which in itself is huge market for industries selling IT-Telecom products, FMCG, Consumer Durables, Apparels, Tours & Travels, Hospitality, Home furnishing, Books, etc. This has fuelled growth of several e-commerce related entrepreneurial ventures many of which are coming out of incubation

centres of premier technical and business schools. The mushrooming is similar to Dot-com growth that occurred in the beginning of twentieth century, when favourable telecom and IT policies led to rise of several IT-ITes ventures. India being country of diversities has large segments of customers with varying demographics. To cater these categories of customers, several e-commerce ventures are now coming out with their innovative offerings. Another factors that has fuelled growth of new start-up especially in the e-commerce, is the easy availability of funds through venture capitalists and angel investors.

JIMS, Rohini which in itself began as an entrepreneurial venture in the education sector, is credited with producing several alumni who have succeeded in their respective start-ups and are earning handsome revenues and name for themselves besides providing employment to others. One such successful alumnus is Gaurav Vashisht (2004-06 batch), who after working for around 3 years in organizations like Spice, Just Dial and Convergys, decided to fulfil his ambition of being independent and do something different. He started an International Call Centre dealing with outbound sales process for an Australian Mobile firm, employing staff of forty persons. He is still continuing with it successfully though now with UK based British Telecom. Gaurav is soon venturing into e-commerce sector with a web portal, for providing complete Interior decoration solutions including home furnishing, etc. The portal would have its USP of catering to the demand for Green products such as indoor plants, some of which would be sourced from abroad. Another differentiating factor would be delivering product as per the convenience of the customer. Targeting B2C as well as B2B customers, Gaurav hopes to breakeven the costs within 6 months, an

impressive estimate considering the long gestation period in most of the e-commerce start-ups. For this he would be aggressively marketing through call centres, mobile apps and web portal, tying up with the nurseries and relying on low margins and high volumes.

However, it is not that every e-commerce venture succeeds. It is said that roughly 90% of internet ventures fail within 120 days of their inception. While reasons may be many, yet few of them are improper planning, desire for quick returns and lack of detailed knowledge about the business. Just like any other venture, e-commerce requires lots of hard work as well as cash flow for efficient logistics and customer acquisition. Other major challenges are, maintaining secure and reliable payment gateways and efficient CRM.

Despite its challenges, entrepreneurship offers a lot of excitement, satisfaction and sense of achievement to the promoters. It offers liberty of accomplishing innovative ideas without much hindrance. According to Gaurav, those going in for new start-up must ensure availability of funds, be able to create a niche market, minimize dependability on others and prepare a long term vision for their venture.

Entrepreneurship is the future of India considering its young population with aspirations and innovative ideas, and the day is not far off when India would have several Silicon Valley coming up all over the country. Expecting the double digit growth rate for mobile and internet users in India in next couple of years, the demand for those opting for e-commerce mode would also increase substantially.

So, Entrepreneurship in E-Commerce can be a decent option for those planning to take a leap from being an employee to an employer.

### “Dr. Bhupender Kumar Som”

Associate Professor  
JIMS, Rohini



# Self-Awareness: A Road to Self-Actualization

You don't need to be operative to see the obvious. Skill is in foreseeing things before they become obvious to others. Behind achieving every goal there is some purpose. That purpose plays a critical role in one's journey. It is a big decider between success and failure. One's reference point in achieving that purpose shall be internal rather than external. Behind every act one performs in process of achieving the goal one shall consider internal reference point. If the point of reference is external, then instead of focusing on purpose and goal one starts altering the process as per others perception. Subconsciously, others way of judging one starts influencing the decisions and actions one makes. One's idea and thought becomes a mixture of other's discerning critics. The road ahead then seems confusing and long. The journey to success seems endless and tiring & soon comes the stage of giving up and failure. On the other hand if the reference point is internal, then one's actions and doings are always aligned with one's purpose and goal. By raising internal standards of reference every single time, an automatic self-evaluation and self-correction mechanism gets developed. Then, a process for self-development starts. A process that need not be initiated, need not be fueled,

need not be invoked and need not be watched. This process is self-governed, continuous improver and self-growing. One's mind, body and soul is then controlled by this process- a process that leads a perfect road to success. This process is called the process of self-awareness. Only thing to remember is that arrogance and self-awareness seldom go hand in hand.

As more and more fruits grow, branches of a tree bend closer to the ground. One must mark, that achieving success and retaining it are two different levels. Empires fall, people get thrown from the top. It is very important to hold the ground once one has tasted success. Everything looks so tiny when one sees it from the top. One must remember that he is the only one who is at the risk of falling and not the ones at the ground. Humbleness, kindness and self-actualization are the keys to hold that ground. Self-actualization can only be attained by going through the process of self-awareness.

Leadership is reaching self-actualization by practising self-awareness where purpose of achieving every goal is for the greater good.

*“What We Do Today Echos In Eternity”, Hence Start Practicing Today What You Wish To Achieve Tomorrow*



“Yukti Ahuja”

Associate Professor  
JIMS, Rohini



# Much more than the capital!

If you thought that a good idea and a big pocket is all that you need to become an entrepreneur, take a halt and think again. It is indeed not so simple unless you have a straight answer to certain questions like-

Do you have a vision? Do you have the passion?

Would you want to work for yourself without expecting any rewards?

Do you want to take charge of your own deeds?

The clarity in the thought process is the most essential requisite for aiming at becoming an entrepreneur.

It is indeed exciting and lucrative to be named among the few who pursue the work they want to. It is a matter of great pride that you take a conscious decision to make a mark like the popular entrepreneurs and then become a case study for others. However, in majority of the cases it is a struggle atleast in the beginning and many people get exhausted and give up. Hence, it is important to check your level of commitment. Starting a venture of your own is tough and tiring and requires

perseverance, spending almost all of your waking hours working on it, thinking about it, talking about it and selling it to others. There has to be an absolute commitment and determination to achieve the dream. There has to be enough love and faith for you to keep rolling despite all hurdles. It is for you if you are a constant believer of “When the going gets tough, tough gets going”

You will be looking for venture capitalists to fund your projects, talking to people, convincing them, making them believe in your dreams and timelines. These people in turn will be looking at you for delivering on your promises and generating the return you kept your word for. A very high sense of accountability is expected because the stakeholders will be many. While you will be keeping an eye on the process execution others will be keeping a track of deadlines. You might have to take some tough decisions, take high risks and foresee both the problem and the solution before things go beyond control.

Entrepreneurship bears one baggage

which not many people would want to handle that is Sacrifice. Living the life of an entrepreneur entails thinking and pursuing work even when you are not in office. Personal time and social life sometimes have to be kept at bay because work commitments sometimes might not leave with you any time. Financial crunches and walk ways might become a part of life. Ideas might not work. There could be times when you might need to start a fresh. You might miss dates, employees might leave you. It is rare for an entrepreneur that things work according to the plans. Yet, you keep up the spirits and you are determined. So if only you look at sunshine as a new day, it is meant for you.

There is glamour and magic in starting your own business but in the back ground there is hard work and grit; the strength to take up challenges and yet each time come out with flying colours. The tiny steps that you take today would appear to be leaps that you take at the right time with the right vision.

All the Best!

*The best results come from love of the work, not love of the results.*

*Leave entrepreneurship for those who love the process much more than the rewards*

# Cherish-able Moments @ ALMA Mater 2015



## Alumni Coffee Meets

### Coffee Meet Series I

Happiness is actually found in simple things, such as “A cup of coffee is enough of a reason to share experiences and cherish the moments.” An evening to create the magic of reunion again, JIMS organized the coffee meet on Friday, 8th May, 2015 at AMICI Cafe, Cyber City, Gurgaon. The event brought the healthy conversation amongst the Alumnis, as it was attended by 70 Alumni. The coffee meet was full of joy, verve and nostalgia.

### Coffee Meet Series II

Connect, share thoughts & ideas. This time, yet again JIMS successfully conducted Coffee Meet in Chandigarh on Saturday, 16th May, 2015 at Barista Café. Alumni present at the event were from different batches. They all enjoyed the meet as it was an ideal way of meeting and networking.

### Movie Premier “DIL DHADAKNE DO”

July 6th, 2015



## Cherish-able Moments @ ALMA Mater 2015



### Coffee Meet Series III

“Seamlessly connect & share thoughts & ideas”

This time, yet again a get together was successfully organized by JIMS in Connaught Place on 10th October, 2015 at “Café Coffee Day – The Lounge”, C.P.

The presence of alums such as Ms. Kanwaldeep Singh Bedi, Category Head in Data Marketing, TATA Teleservices Ltd. (Batch 1995-1997), Mr. Anupam Gupta, Director, Bhagwati Enterprises (Batch 1994-1996) & Mr. Kuldeep Yadav, Business Manager, Onmobile Global Ltd. (Batch 2006-2008) added to glitters & fun.. The meet was thoroughly enjoyed by ALL !

### Coffee Meet Series V

Another star added in the collection of Alumni Coffee

Series by conducting Alumni Coffee Series V in Hyderabad on 21st November, 2015 at Starbucks, Jubilee Hills, Hyderabad.

The Vintage – JIMS:- Mr. Kumar Nachiketa, V.P. @ Deloitte from Batch 1993-1996 & Mr. Vaibhav Khara, Director @ Progressive Media Group from Batch 2001-2003 added glitters at the event. The event was well attended by Alumni from different batches and appreciated by all...

### Coffee Meet Series IV

Mumbai Chapter

JIMS known for its reunions & extravaganza, adding to it after the overwhelming response of “JIMS Coffee Series” at Delhi/NCR & Chandigarh. JIMS added yet

another feather to its collection by conducting “Alumni Coffee Series IV” in Mumbai on 24th October, 2015 at

“Starbucks”, Bandra West, Mumbai.

The Pan India presence of our alumni is really heart worming. In future to leverage relationships JIMS is looking forward to conduct more “JIMS Coffee Series” in other parts of the country also.









## XXth Annual Convocation

Jagan Institute of Management Studies had its 20th Annual Convocation Ceremony on 31st January, 2015 at Stein Auditorium, Indian Habitat Centre. The guests of honor were Mr. O.P. Bagla (Sr. Chartered Accountant), Mrs. Nirupama Gupta (Retired Principal, Meerabai Polytechnic) & Prof. P.K. Jain (Professor of Management at IIT Delhi). The Chairman, Mr. Manish Gupta declared the Convocation open after which the Director, Dr. JK Goyal delivered the welcome address.

JIMS awarded the degrees/diplomas to its 2011-2014 batches of MCA, BBA, BCA and diplomas to 2012-2014 batches of Post Graduate Diploma in Management PGDM General, PGDM-IB & PGDM-RM at the convocation ceremony.

The Convocation was closed with the National Anthem and was followed by Lunch.

The 20th Annual Convocation turned out to be a huge success with the mixed emotions of nostalgia, excitement & happiness.



All students were awarded  
**Gold Medals**  
for their excellent  
academic performance  
in their respective streams

Ms. Manisha Sharma	PGDM	Batch 2012-14
Ms. Richa Arora	PGDM-IB	Batch 2012-14
Ms. Kanika Malhotra	PGDM-RM	Batch 2012-14
Ms. Anubha Bansal	MCA	Batch 2011-14
Ms. Mansha Zaidi	BBA (1st Shift)	Batch 2011-14
Mr. Bharat Khurana	BBA (2nd Shift)	Batch 2011-14
Mr. Ashish Aggarwal	BCA (1st Shift)	Batch 2011-14
Ms. Shivangi Kholi	BCA (2nd Shift)	Batch 2011-14

## Faculty Development Programme on “Data Mining & Big Data Analytics” at JIMS

Faculty Development is a critical aspect of the institute’s multi-farious activities. Several initiatives are taken to make members of the faculty better equipped and more aligned towards academic and research orientations.

The Infotech Department of JIMS organized a Faculty Development Programme on “Data Mining & Big Data Analytics” on 27th-28th July, 2015 under the mentorship of Dr. V.B. Aggarwal, Dean (Infotech) JIMS, Dr. J.K. Goyal, Director JIMS delivered the welcome address & Ms. Manjot Bhatia, Co-Convener - FDP introduced the FDP topic to the participants.

Valuable & Knowledgeable insights on the FDP theme was given by the eminent speakers from academia

as well as Industry. The list of speakers included experts from various fields like Dr. Vasudha Bhatnagar - Associate Professor, Department of Computer Science, Delhi University, Dr. M.P. Jaiswal - Dean Research & Accreditation, MDI Gurgaon & Ms. Shalli Goel - Corporate Trainer on Big Data & Hadoop.

Approximately 40 participants from various prestigious institutes like BPIT, MSIT, GTBIT, VIPS, Amarpali Group of Institutes, Haldwani, UK participated in the FDP. FDP was observed to have corporate participation too.

Ms. Suman Madan, Convener FDP delivered the vote of thanks.

The programme was appreciated by the participants & the response was over-whelming.



### Knowledge Symposium 2015 on Managing Operational Impediments and Forex Volatility in International Trade by International Department of JIMS

Jagan Institute of Management Studies organized knowledge Symposium 2015 on “Managing Operational Impediments and Forex Volatility in International Trade” in collaboration with Federation of Indian Export Organization (FIEO) at Indian Habitat Centre on 29th October, 2015.

Experts from the trade and industry, government organizations, international business support institutions and academics were present at the symposium to deliberate on two of the major challenges of the present day global business challenges: (i) Managing Impediments in Export/Import business including FEMA issues and (ii) Exchange Risk Volatility Management Strategies in the Current Scenario.

The Guest of Honor was Mr. H.E. Armen Martirosyan – Ambassador of Armenia and Dr. Sumeet Jerath IAS, Additional DG –Foreign Trade was the Chief Guest. The welcome address was delivered by Dr. J.K. Goyal, Director, JIMS followed by Vote of Thanks by Dr. Ashok Bhagat.

The Symposium was divided into two technical sessions.

The program was well attended by dignitaries from the corporate like Axis Bank, Society General, KS Commodities Pvt. Ltd., Canara Bank, Zillion Infra Projects Pvt. Ltd., PEC, Jaquar Company and was well appreciated by all



### Techbyte 2015

Jagan Institute of Management Studies, Rohini campus organized the Annual IT Symposium, TechBYTE 2015 on 17th October, 2015 at PHD Chambers of Commerce, Khel Gaon, Delhi. Faculty from various GGSIP university affiliated colleges attended this symposium along with JIMS IT faculties and MCA students. The Department of Information Technology organized this event with entire zeal and zest and made it a grand success.

The Symposium titled “Leading Edge Trends in Computing Technologies” spin around the following blooming technologies:

- Mobile technologies
  - Big data Analytics
  - Cyber security
  - Agile Technology
  - Intelligent networks – Telecom
- Renowned personalities from IT industry graced the event with their presence. The Chief Guest and guest of honor were Mr. Rahul Chitale, CTO, Askme.com, and Mr. Rajeev Agarwala,

Co-founder, Baysil respectively. The Keynote Speaker for Inaugural session was Dr. V.B. Aggarwal, Dean (InfoTech -JIMS). Ms. Mahima Gupta Ms. Ankita Chopra broke the ice by introducing JIMS and the IT department to the audience. The symposium began with lightening of Lamp and remembering the goddess of knowledge, Maa Saraswati through Saraswati Vandana.

Dr. Barjesh Kochar welcomed the Chief Guest and Guest of honor on behalf of entire JIMS family. Prof. (Dr.) V.B. Aggarwal as keynote speaker motivated the faculty and students with his enlightening speech. He began his speech by focusing on the achievement of JIMS and then moved to the happenings which are going on in the IT sector.

Honourable Chief Guest, Mr. Rahul Chitale, Chief Technological Officer (CTO), Askme.com delivered his speech by setting the atmosphere into a frenzy mode. He stressed on the need for developing a unique identity in the world today. Subsequently, Guest of honor, Mr. Rajeev Agarwal,

Co-founder, Baysil started his speech in a very interactive manner and discussed about the required skills of an Entrepreneur.

The inaugural session was concluded by release of INSIGHT 2015, the annual JIMS IT magazine and presenting mementos to the guests. This was followed by vote of thanks by Dr. Parveen Arora, HOD (IPU).





## Updates at JIMS

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### Industrial visits organized by JIMS

PGDM General 2014-2016 Batch at	Bisleri Plant, Sahibabad on	20th Jan, 2015
PGDM IB 2014-16 Batch at	Liberty Shoes, Karnal on	25th March, 2015
PGDM General 2015-2017 Batch at	Bisleri Plant, Sahibabad on	7th & 10th July, 2015
PGDM General 2015-2017 Batch at	Yakult Danone India Pvt. Ltd., Sonapat on	3rd & 4th August, 2015
PGDM IB 2015-2017 Batch at	Maruti Suzuki, Gurgaon on	7th August, 2015
PGDM RM 2015-2017 Batch at	Parle, Bahadurgarh on	7th August, 2015
PGDM General 2015-2017 Batch at	Mother Dairy, Patparganj on	13th August, 2015

### Seminars | Workshop's | Conferences

JIMS has been organizing a series of seminars and workshops covering various contemporary issues in the field of management and IT.

Some of the Seminars/Workshops organized by JIMS:

- The E-Waste Competition organized by Academic Club of JIMS
- One day live workshop on “Leadership through team building”
- “Decision Making Individual v/s Team, churning the cream”, a workshop held on 7th March, 2015
- One day Master Class on “Leadership & Decision Making through Team Building”
- A session by Mr. Manu Nanda on Digital Marketing - A New Recruit's Approach
- One day workshop on “Delivering Formidable Performance- Heart & Mind v/s Heart or Mind”
- Tata Power Delhi Distribution Limited conducted a session on “Energy Conversation & Safety”
- Workshop on management skills “Rapid on Boarding”
- Workshop on “Combating Crisis in Turbulent Ocean” through team building
- A special session on “Tumblr” for PGDM- RM students by Mr. Syed Emam, Head Strategy and Media Solutions & Ms. Nidhi Gullia, Marketing-Lead from Yahoo India.
- International Conference 2015:  
“CONTEMPORARY BUSINESS PRACTICES: CREATIVE OR DOGMATIC?”
- HR Summit 2015: “HARNESSING MULTIGENERATIONAL WORKFORCE”
- One day workshop organised by MCA on “Cloud Mounting”
- Panel Discussion on “Big Data Analytics and its Applications”
- Workshop organised by MCA on “Search Engine Optimization”
- One day workshop by Mr. Damanpreet Singh on “Network Technologies”
- Workshop conducted by MCA on “Technologies in Next World”
- “Excellence in Store Operations (ESOps)”: A two day Management Development program was organised by JIMS along with Retailer's Association of India (RAI)
- One day workshop organised by Samanvay (HR Club) on “Managing you BSC”

### Ranking

- Ranked 12th in Emerging B School of Super Excellence on All India Basis by Competition Success Review -Business & Management Chronicle 2014
- Ranked A++ on All India Bases
- Ranked 7th on All India Basis (Placement) - Business World 2014
- Ranked 12th among Top B Schools in Delhi NCR - The Week 2014
- Ranked 9th In India (North) - Business India 2014
- CSR Award for Excellence in Education by Competition Success Review 2015
- Best B-School Award in India – North by National Education Excellence Awards 2014, ASSOCHAM, India

### Faculty Publications (2014-2015)

JIMS has been organizing a series of seminars and workshops covering various contemporary issues in the field of management and IT.

Some of the Seminars/Workshops organized by JIMS:

- “Enriching Academia-Corporate Loop (ACL) - A Corporate Social Responsibility Initiative” Global Summit on Corporate Social Responsibility 2015, IIM Raipur  
*-Dr. Ritu Bajaj,  
-Dr. Bhupender Som &  
-Ms. Mahima Gupta*
- “An Optimum Model for the Retrieval of Missing Values for Data Cleansing using Regression Analysis” International Journal of Computer Application, USA  
*-Ms. Deepshikha Aggarwal*
- “Proposed Cost Estimation Metrics: Estimation of Cost of Quality in Software Testing” International Journal of Computer Science and Telecommunications (IJCST)  
*-Dr. Latika Kharb*
- “Turn Big Data to Big Ideas – Panasonic” International Conference on Contemporary Thinking in Marketing, 2015  
*-Ms. Mansi Arora*
- “Case Study Titled Successful and Significant: The Brand Journey of JIMS” Global Summit on Management Cases, IIM Raipur  
*-Ms. Pooja Jain &  
-Ms. Yukti Ahuja*
- “Combating Economic Depression by IMF Conditionality - the Bitter Pill” 14th EBES Conference – Barcelona  
*-Dr. J.K. Goyal*
- “Proposing a Comprehensive Software Metrics for Process Efficiency” International Journal of Scientific and Engineering Research  
*-Dr. Latika Kharb*
- “Impact of Emotional Intelligence of Healthcare Professionals on Personal Effectiveness: A study of hospitals in Delhi” 6th International Conference on Excellence in Research and Education CARE – 2014  
*-Dr. Pratima Daipuria*
- “Innovative Techniques in Higher Education: Building Human Capital” International Conference on Higher Education, Dubai  
*-Dr. J.K. Goyal*
- “Quality assessment of data using statistical and machine learning methods”, SPRINGER  
*-Ms. Prerna Singh*

## Jagan Nath Gupta Skill Development Centre (JSDC)



### Overview

Jagannath Gupta Skill Development Centre is an initiative started by JaganNath Gupta Memorial Educational Society which aims at providing skill

enhancing Training and Placement to the people in the age group of 18-28 years. The prime objective of our organization, JSDC is to achieve decent employment for youth living in poor urban and rural areas and ensure that all entrants are equipped with the knowledge and skills needed for entry level jobs.

We conduct various job oriented remunerative skill courses, which include mobile Phone Repairing, Admin. Assistant, Sales & Marketing, Tally & Accounting and Spoken English. Computer Hardware & Repairing, Dress designing, Computer Education, Beauty & Care, Heena Designing, Carpeting, Retail & Selling Skills. Till now, we have successfully trained more than 9000 people.

### Goal

JSDC's goal is to provide training to 50,000 young people in the age group of 18-28 years by 2020 with 90 percent placement opportunity.

### Highlights

- JSDC has developed very strong linkage/ network with companies/ corporate/ Industries/ MSMEs which helps in providing immediate placements to participants, this network is a great help in designing customized short duration skill training programs.
- Creating Training programs based on "Skill Need Analysis" is one of the JSDC's specialties as this precludes "a-one size fits all" stereotype of training and delivers target effective skills for employment and career enhancement.
- JSDC strives towards achieving a skilled workforce in India, a work force that is capable of increased productivity and output that is at par with rest of the world.



### India Craft Market

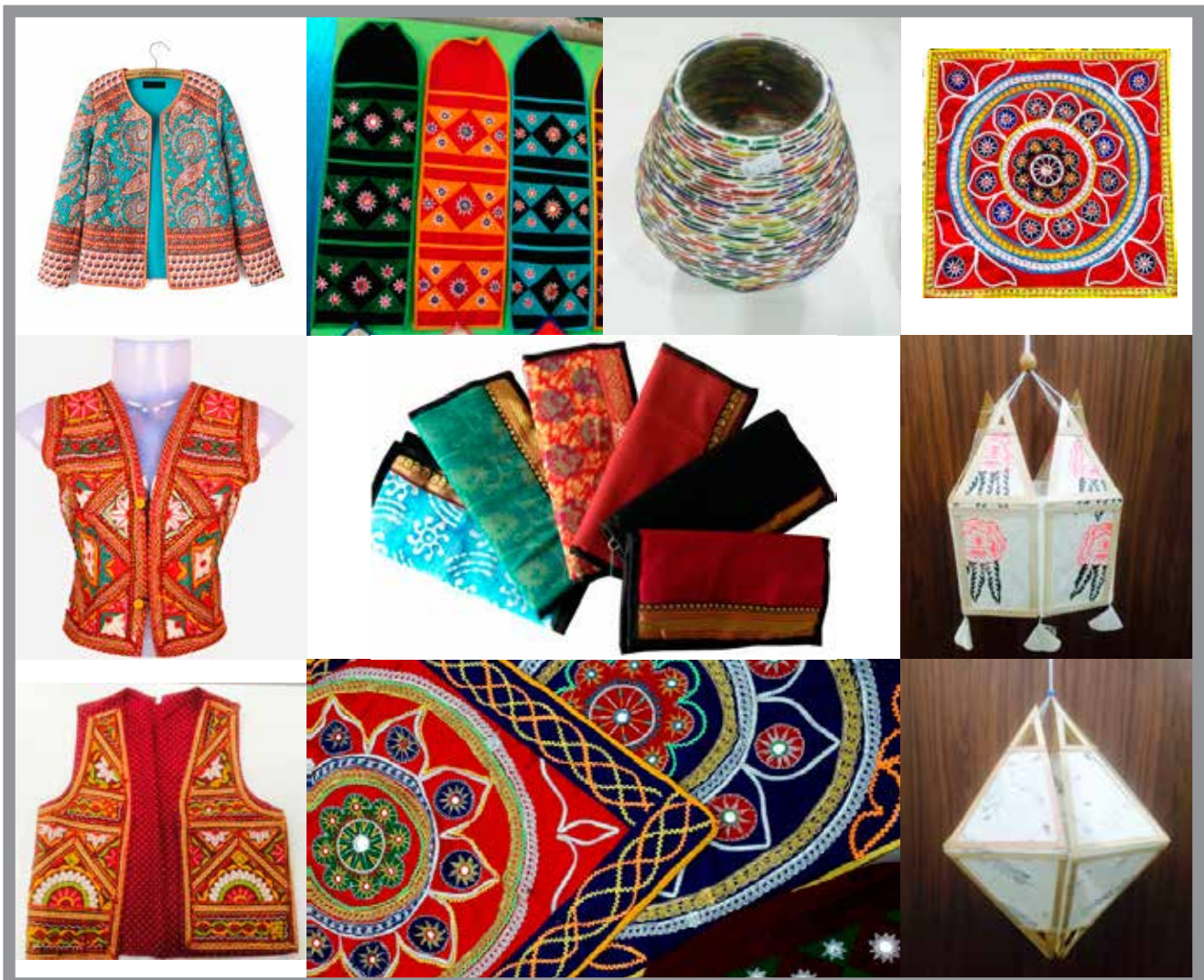
India is a vast market when it comes to hand made products as it not only reflects our exclusive art but also the richness of our cultural heritage. The Indian hand-made products though being excellent in quality are not fully exposed in the market due to lack of proper and efficient set-up.

Thus, the concept of India craft market came into existence. "India Craft Market" is a platform where people can get multitude of hand-made products on one website. The visitors of this site can get various kinds of products which include varieties of household and decorative products. These products have a great appeal and make for eco friendly consumers. The products are manufactured by various non-governmental organizations (NGOs).

These NGOs rarely get the chance to come to the forefront due to lack of platform. Thus, by the help of India craft market, we are generating livelihood and a medium to help the less-privileged and financially weaker sections of the society. It is helpful in generating employment to the poor women and craftsmen and the artisans who generally do not get the chance to display their talent and skill. Thus, "India Craft Market" not only provides a wholesome platform for the customers and users but contributes towards the betterment of society on the whole and in turn in lays its focus on "MAKE IN INDIA"

Major Activities:-

1. Creating a market where NGOs can showcase & sell Handicraft Products
2. Developing Network with NGOs
3. Conducting market research
4. Increasing Quality of the goods
5. Providing a chance to everyone to support for a cause
6. Strengthening livelihood opportunities for poor women & craftsmen





# CLASS NOTES



Shreyance Jain from batch 2009-11 tied the knot last year



Sujoy Bhattacharjee from batch 2007-09 blessed with his daughter



Ashima Sen from batch 2013-15 tied the knot this year



Puneet Khandelwal from batch 2009-11 with his daughter



Shreyance Jain from batch 2009-11 tied the knot last year



Rishabh Aggarwal Married to Shreya Aggarwal. They both are from same batch 2009-11



Shantanu Jain from batch 2009-11 ties the knot this year



Cheshta Malhotra from batch 2009-12 (MCA) & Yash Atri from batch 2005-08 (MCA), tied the knot



Ajeet Rana from batch 2009-11 blessed with a baby boy this year

## Congratulations!!!



# the Legacy continues...



Mohit Narula Married to Shilpa Goyal this year, they are from same batch 2009-11



Anurag Sharma and Daksha Gujral tied the knot this year, they bothe are from same batch 2009-11



Ankur Arora and Reema Mahajan tied the knot this year, both are from same batch 2010-12



Pankaj Kohli Married to Angira Sethi this year, both are from same batch 2009-12 (MCA)



Varun Kesarwani and Kanika Anand tied the Knot this year, both are from same batch 2010-12



Vishal Married to Komal both are from same batch 2009-12 (MCA)

## From the first campus date at JIMS to a journey of the lifetime.....

Come, be a part of the JIMS Alumni Association. To become a member of the JIMSAA, please log in to [www.jimselite.org](http://www.jimselite.org) and register yourself.

You can also write a mail to us at [alumni@jimsindia.org](mailto:alumni@jimsindia.org)

We request all JIMS alumni to strengthen the database by contributing the addresses of the batch-mates you are in touch with.

For further communication, kindly contact the below mentioned address:



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