



IMS
GHAZIABAD
UNIVERSITY COURSES CAMPUS

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pulse

Bi Annual News Magazine of IMS Ghaziabad, University Courses Campus

VOLUME 2 | ISSUE 2

NATIONAL SEMINAR

**Film Festival &
Entertainment Thunder
2018**

**Foreign
Placements
and Internship**

**Departmental
Annual
Festivals**

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NUTS & BOLTS

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| <ul style="list-style-type: none"> • 'Best Private Institute in North India for Placements-2017' awarded by CEGR • MIB Relaunch of 10th Batch • 'Best BCA College in North India-2017' awarded by CEGR • 'Best BBA Institute in North India-2017' awarded by GESA • 'Ranked 3rd in Northern India/ Delhi NCR' by Times B- School 2017 Survey | 2017 |
| <ul style="list-style-type: none"> • 'Best Private BBA Institute in India 2016' awarded by ASSOCHAM • 'Ranked 1st in U.P. and Uttarakhand' by Times B- School 2016 Survey • 'Ranked 3rd in Northern India/ Delhi NCR' by Times B- School 2016 Survey • NAAC Accredited | 2016 |
| <ul style="list-style-type: none"> • 'Best Management College for Placement 2015' awarded by CEGR • Silver Jubilee Year | 2015 |
| <ul style="list-style-type: none"> • '1st in U.P. and 16th in All India' by MBA Universe • Membership with Computer Society of India (CSI) | 2013 |
| <ul style="list-style-type: none"> • Started Master Degree in Biotechnology (M.Sc.BT) | 2008 |
| <ul style="list-style-type: none"> • Started School of Media Studies | 2007 |
| <ul style="list-style-type: none"> • ISO 9001:2008 Certified • 'School of Biosciences- B.Sc. (H) BT and B.Sc. (H) MB came into existence' | 2002 |
| <ul style="list-style-type: none"> • Foray into MIB & BCA Course | 2000 |
| <ul style="list-style-type: none"> • Pioneer in BBA Course | 1994 |
| <ul style="list-style-type: none"> • Established | 1990 |

28 YEARS of
EXCELLENCE

Splendid Expressions



MESSAGE FROM THE

DESK OF DIRECTOR

The world is experiencing a tectonic shift. Each one of us is going through a phase where learning, unlearning and relearning is the need of the hour for embracing changes effectively. At IMS Ghaziabad-University Courses Campus, the students strive for progress each day to be better than yesterday. Our unique heritage spanning 28 years of excellence is a reflection of worthy substantial efforts. We have been repeatedly appreciated by the stalwarts of academia and corporate for following innovative practices in the field of education and research. Our technology embedded pedagogy and state-of-the-art infrastructure is able to create ample learning platforms and diverse opportunities for all.

Our current issue is a reflection of the efforts put in by IMS family, for unleashing students' potential. Our international placements in Dubai with the highest package of Rs. 11 lakh per annum is a testimony to our way to perfection. The National Seminar organized at IMS, shaped the domain of knowledge and nailed down the pertinent management issues for attaining sustainability. The newsletter also highlights successful conduction of Film Festival & Entertainment Thunder and Annual Inter Institutional Cultural Festival. We are sure our efforts and persistence will help the students to figure out a life of purpose.

I appreciate the dedication of the Editorial team for channelling their thoughts. Their attention to detail and commitment to quality continues to attract avid readers. Hope this subsequent issue unfolds new pages of innovative educational practices and brightens your path ahead!

Dr. Sapna Rakesh
Director



EDITOR'S DESK

*“Energy and persistence
conquer all things”*

- Benjamin Franklin



Mr. Shrikant Asthana
Editor



Ms. Priyanka Sadhna
Associate Editor



Ms. Raunak Bhardwaj
Assistant Editor

Change is life. The way we deal with change, defines our ability to adapt and create a life worth living. Small steps in right direction can empower all of us with a dauntless power to face the changes positively. In this fast paced environment, the ability to ideate with unflinching commitment can open the doors of success. The need of the hour is to understand the varied skills of the students and provide them with a basket of options to equip them with a perfect blend of self-confidence, managerial excellence and integrity.

With this current issue of Pulse we intend to showcase a range of platforms for change readiness in students by minimizing their skill gap. Pulse Newsletter is a medium to showcase the range of student development initiatives, which are meticulously planned by the institute. It is designed to provide proper acknowledgment of all the efforts taken by the faculty and staff for the overall development of the students. We express our heartfelt gratitude to Shri. Rakesh Chharia- General Secretary and Patron, Dr. Sapna Rakesh, Director- IMS Ghaziabad, University Courses Campus and all the faculty and staff members who contributed to this edition. The valuable suggestions and opinions for further improvements in the coming issues will be highly solicited.

Highlights of the Issue

In this current issue, we have tried to cover a range of initiatives taken for student learning centric development. We are delighted to share National Seminar on ‘Sustainability & Growth of Business in the Digital Era’, Film Festival & Entertainment Thunder 2018, Annual & Departmental Fests, Career Enrichment Talk and Panel Discussions. The edition reflects informative details on student driven clubs and specialization based curriculum on skill development through industry academia interface.

Evoking through discussions platforms on change management and sustainability is our focus for this edition. The newsletter continues to expand its reach amongst avid readers. We hope you enjoy reading the informative pages!

Connecting Dots | National Seminar



The advent of the digital era has created a challenging environment for organizations, which is considered as a crisis rather than a new opportunity. To overcome this crisis and survive in the digital era, companies are considering an end-to-end approach for upgrading and managing business technologies. While doing so, companies face critical IT modernization issues like digitizing the customer, managing/ moving away from aging software and hardware solutions, or shifting to newer technologies such as cloud-based computing, server-less computing, and micro services for delivering software. IMS Ghaziabad, University Courses Campus firmly believes in giving students an on-the-ground feel for the industry to understand the systems and procedures. In continuation to these efforts a National seminar on 'Sustainability & Growth of Business in the Digital Era' was organized in campus on 25 November 2017, in close co-operation with experts from corporate and academia. The seminar brought together research scholars, academicians and industry practitioners to discuss the latest developments in the field of management studies, exchange views regarding key problems of the digital era and disseminate collaborative research on various critical issues.



Mr. Vinod K. Pandita, CEO - Perception Management

Ms. Alpna K. Khara, Advisor - Keolis-India



The inaugural session of the national seminar was graced by Prof (Dr.) Rakesh Kumar Khandal, President R&D and Business Development-India Glycols Ltd as the chief guest and Mr. Nitin Seth, CEO- Incedo Inc as guest of honour. The first plenary session featured Ms. Alpana K. Khara, Advisor- Keolis-India and Mr. Vinod K. Pandita, CEO- Perception Management. Various aspects of VUCA were deliberated during this session. The second plenary session was based on Social Media Analytics and Cloud Computing (SMAC) and speakers for the session were Mr. Dinesh Bhasin, Founder of Bread n Butter, Mr. Darpan Majumdar, Marketing Consultant- Dentsu Media for Carat and Mr. Puneet Gupta, Chief Operating Officer, Times Internet. The one-day seminar concluded with a Panel Discussion on 'Assessing India's Corporate Landscape: Opportunities & Challenges'. The expert panellists comprised Mr. G.P. Rao, CEO- GPR HR Consulting LLP, Dr. Amit Pareenja, Principal Consultant- Tata Communications Ltd., Mr. Neeraj Malik, Executive Vice President- APTECH and Mr. Darpan Majumdar, Digital Media Strategist and Marketing Consultant- Dentsu Media for Carat. The entire session was moderated by Dr. V.P. Singh, Advisor, Organizational Development- Patanjali Ayurved Ltd. The panel deliberated on the current corporate scenario, the opportunities and challenges faced today.

The seminar provided a platform to the management students to present their research work in various areas. The students' performance was evaluated for best paper award by the panel of jury members. Over 250 delegates from education and professional field participated in the seminar. It not only directed the students to assess the challenges of the digital world but also motivated them to become employable in the current scenario. The students expressed their gratitude to Dr. Sapna Rakesh, Director- IMS Ghaziabad, University Courses Campus and Mr. Rakesh Chharia, General Secretary- IMS Group of Institutions for this uphill task. Mr. Kapil Mohan Garg, Programme Convenor assisted all the faculty members and provided his support throughout.



Mr. Nitin Seth, CEO- Incedo Inc



Dr. V.P. Singh, Advisor, Organizational Development- Patanjali Ayurved Ltd.



Dr. Amit Pareenja
Principal Consultant- Tata Communications Ltd.



Mr. G.P. Rao, CEO- GPR HR Consulting LLP



Prof (Dr.) R. K. Khandal, President R&D and Business Development-India Glycols Ltd



Mr. Dinesh Bhasin
Founder of Bread n Butter



Mr. Neeraj Malik, Executive Vice President- APTECH



Mr. Puneet Gupta, Chief Operating Officer, Times Internet



Captured in Lens | Film Festival & Entertainment Thunder 2018

After magnificent success of FFET -2017, IMS Ghaziabad- University Course Campus came back with the most awaited festival by School of Media Studies- Film Festival and Entertainment Thunder 2018 on March 29 & 30, with a great bang.

Huge participation of students, members from film industry and the media fulfilled the objective of providing a platform to students for showcasing their creative knacks. It also purports to be an educational platform for young filmmakers who feel motivated in the presence of people from the film industry and other media formats. The event was inaugurated by Mr. Rakesh Chharia - General Secretary, IMS Group of Institutions, Dr. Sapna Rakesh, Director-IMS Ghaziabad, University Courses Campus, Mr. Dinesh Sahoo-Director, FFET 2018, and other renowned guests from media industry.

The festival opened in the presence of noted film critic Mr. Parag Chhapekar - veteran cinematographer, Mr. K. Ram Singh-creative director, Ms. Bharti Panwar- creative director, Mr. Pranay Dixit-actor & model, Mr. Nitin Kumar, actor & model and Ms. Meena Dinesh Sahoo, celebrity fitness trainer. Day one witnessed screening of 15 minute short/ documentary films. More than 70 films were received, out of which 17 shortlisted films were screened before the judges.

All the esteemed guests from the film industry shared their valuable experiences and erudition on different things like media production techniques and fundamentals of film-making to motivate and inspire the budding film-makers to accomplish their ambitions. The final day of the festival featured famous film director Mr. Avinash Das. Twelve shortlisted films (very short films category) of upto five minutes length were screened in two sessions. Parallel competitions in trick photography, digital poster making and script-writing were also flooded with more than 100 students from different colleges and universities.



Mr. Jay Shankar Gupta
Veteran Hindi Journalist

Mr. Sahil Vaid

Supporting Actor of Movie Badri Ki Dulhania

RJ Naved @ IMS

Mr. Saleem Zaidi, actor in TV serial 'Bhabhi ji Ghar Par Hain'

The last and the grandest session of the festival started in the evening as the 'Red Carpet & Awards Night' which was no less than any Bollywood award ceremony. Nicely decorated campus reflected the vibrancy of the event which mesmerized the audience. Chief Guest of the event was Mr. Sharang Sharma, Head- Filmed Content Acquisition at Reliance Jio Info Communication Ltd., while Ms. Twinkle Sehgal- Miss India Asia Pacific Second Runner-Up was the co-chief guest. Guests of honour on the occasion were Mr. Sanjeev Sharma- renowned actor, Mr. K. Ram Singh -cinematographer, Ms. Bharti Panwar -creative director, Mr. Pranay Dixit- actor and an IMS alumnus, Mr. Nitin Kumar – famous model and actor and Ms. Meena Dinesh Sahoo- celebrity fitness trainer. The crowd was excited to see RJ Naved from Radio Mirchi. He won the hearts of many with his wit and great sense of humour. These esteemed guests and the members of the IMS management gave away awards to the following achievers in different categories of media and film-

Mr. Jay Shankar Gupta- veteran Hindi journalist, Mr. Pankaj Shrivastava- the founding editor of news portal MediaVigil, Mr. Arvind Singh- editor, Rajya Sabha TV, Mr. Ravi Batra- Photo Journalist, Mr. Avinash Das- film director, Mr. Sahil Vaid- supporting actor of movie Badri ki Dulhania, Mr. O.P Rathore- RJ & Voice Over Artist, Mr. Saleem Zaidi, actor in TV serial 'Bhabhi ji Ghar Par Hain' and Mr. Dileep Singh- renowned actor were honoured for their distinguished contribution in their respective fields.

RJ Naved and RJ Zareen Naaz from AIR, hosted the show and were successful in keeping the audience, totally engrossed. Mr. Srikant Asthana, Chairperson BJMC extended his note of gratitude to all guests, faculty, students and staff members for making the programme successful.



Mr. Parag Chhapekar - Veteran Cinematographer



Mr. O.P Rathore- RJ & Voice Over Artist



Mr. Dinesh Sahoo- Director, FFET 2018



Ms. Twinkle Sehgal
Miss India Asia Pacific Second Runner-Up

Pulse 2018 **Annual Inter Institutional Fest**

IMS certainly believes that the will to win, the desire to succeed and the urge to reach are the keys to unlock the doors of personal excellence. Keeping this thought in mind, IMS Ghaziabad, University Courses Campus organizes inter institutional festival every year to foster team spirit, leadership and positive attitude in students. The event took place on 15 and 16 March 2018 with more than 500 registrations from various colleges of repute.

The inaugural programme of Pulse 2018 was graced by eminent personalities from corporate including Mr. Vikramdev Mahapatra, , Entrepreneur- Silver Bells and Infiniti, Mr. Abhinav Saran, Head BTL-Panasonic India, Mr. Sumit Mishra, Group Manager- Evalve Serve and Mr. Haresh Bhanot, Regional Marketing Manager- Panasonic India. Dr. Sapna Rakesh, Director gave the welcome address to all the eminent dignitaries. She mentioned some of the gems at IMS who have been awarded on national and international levels in various genres.





Plethora of events were organized for the participating teams in Pulse 2018 such as fashion show, singing & dancing competitions, street plays, IT gaming, business plan, along with other platforms such as photography, poster making, face painting, collage making and rangoli. The winners of all the events were awarded with trophies, certificate, gift coupons & cash prizes. A spectacular DJ night by Tatva K, who is known in India for his rhythm by transmitting emotions to music was also organized on 16 March 2018. The sponsors of event were Netedge Technology, Raymonds, Parle Agro, S.R. Book Distributors, Panasonic, SF Food Destination, Rolling Ice and Your's Pizza. Special group of kids from Shri Advait Parivar Foundation showed the real mirror of life through their magical performances. The Investiture Ceremony was also conducted, wherein batches were conferred to the president, vice president, secretary and joint secretary of 19 student driven clubs at IMS. Dr. Geeti Sharma, Programme Convenor along with faculty and staff members coordinated the fest and ensured smooth conduction of the festival. The master of the ceremonies namely Meenal Giri, Anmol Gupta, Akshit Pundir & Batool Zehra Ali were able to extract the relevant information, whilst entertaining the audience and comfortably keeping events flowing.



Incredible Energizers | Departmental Annual Fests

Markfest 2017 | School of Management Studies



Mr. Yuvraj Sharma, Regional Field Sales Director- GEODIS



Mr. Sunil Sharma, Brand Activation Head- Dabur India Ltd.



Marketing Carnival Markfest 2017 was organized on 17 & 18 November 2017 at IMS Ghaziabad, University Courses Campus by a panel of creative and enthusiastic experts in the field of marketing. Mr. Yuvraj Sharma, Regional Field Sales Director- GEODIS and Mr. Sunil Sharma, Brand Activation Head- Dabur India Limited were invited for the inaugural programme. The festival encompassed various events such as Digimania, Design It, Close The Deal, Business Haat, Brain Teaser and Get Set Go wherein the participants were provided with plethora of opportunities to channelize their effervescent energy. Participants were given their own space (stall) to sell their products or services for the two consecutive days. Market replica was created in the campus. On this grand day, the first monthly marketing E-magazine 'Vault' was also launched. Students from various institutes like AKGIM, RKGIT, HRIT, amalgamated and joined the IMS family with warm hands, and the healthy competition was embossed on the competitive page.

The continuous efforts and kind support of the main sponsor - TVS , Food Partner- Yours Pizza, Digital Partner - EWL, Gift Partner- Customized Gifts and Media Partner- GTH made the event worth enjoying & watching for. The students enjoyed themselves in the IMS Pavilion including RJ Corner, Fun Gaming Zone and Food Court. The winners were motivated and acknowledged with trophies, cash prizes and medals. The participants set the benchmark of a go-getter attitude of true businessmen and good managers. Markfest 2017 became a great success under guidance of Dr. Geeti Sharma, Chairperson BBA and Dr. Kumar Saurav.

Hackathon 2017

School of Information Technology



Mr. Sanjay Kumar, Joint Director – STPI



Mr. Rishi Rajpal, Global Director- Concentrix

An inter institutional two day festival 'Hackathon' was organized by School of IT at IMS Ghaziabad University Courses Campus on 31 October & 1 November 2017. It emerged as a befitting platform to stimulate, enhance and reciprocate cooperation diplomacy and refine IT skill set of students. The objective was to empower the young minds by providing them with an opportunity to display their genius and innovation.

It totally gave new experience of real time implementations and hands on experience. Mr. Sanjay Kumar, Joint Director – STPI Noida was the chief guest of the programme. Mr. Anurag Dubey, Head Recruitment-CEBS and Mr. Rishi Rajpal, Global Director- Concentrix graced the event as guest of honour.

The festival witnessed various events namely Blind Coding, Module Development, Web-a-Thon and Breach the Firewall. The winners were motivated and acknowledged with trophies, cash prizes and medals. Dr. Gagan Varshney, Chairperson BCA executed all the activities along with faculty members.



Genesis | School of Biosciences

School of Biosciences organized Genesis 2017- An Inter Institutional Science Festival on 2 November 2017 for senior secondary, graduate & post graduate students from science background. The objective of this festival is to showcase the cutting edge technology and reveal the science's pivotal role in ameliorating the current scenario of humanity. Dr. Sapna Rakesh, Director, IMS Ghaziabad University Courses Campus inaugurated the event and motivated students to take on emerging roles in the growing scientific enterprise and raised awareness about alternative career options. Dr. Himani Pandey, Research Scientist- Kyoto Institute of Technology, Japan and Dr. Madhu Yashpal, Professor-Gargi College, Delhi University were the guests of the event. This fest had various competitive events like Knock Down, Bipost, Biosplash, SciQuiz, Instathink and Poster Presentation. Dr. Abha Vashistha, Chairperson Biosciences coordinated the inaugural programme and all the competitions with the unflinching support of her team members.



02.11.2017 21:00



02.11.2017 18:36



02.11.2017 15:00

Dr. Himani Pandey, Research Scientist-
Kyoto Institute of Technology, Japan





Career Enrichment Talk

Career Development Centre

Career Development Centre organized 'Career Enrichment Talk' on the topic - Career Myths on 15 November 2017. This Talk acted as a catalyst to help the students further clarify and evaluate their current positions regarding effective future planning. The Talk accentuated on career information for having better apprehensions, as today's youth is having a baffled state of mind due to tidal rise in options these days. The panellist of the Talk were Mr. Sanjay Kathuria-Cloud Channel Leader, IBM, India Pvt. Ltd and Mr. Ravi Bansal-Delivery Head, Lifesciences & Healthcare, HCL Technologies. More than 30 questions were answered by the panellists for the students of BBA and BCA. Dr. Sapna Rakesh, Director- IMS Ghaziabad, University Courses Campus appreciated the modus operandi and emphasized on the relevance of identification of career paths and learning from experiences.

The discussion raised pertinent points regarding identification of gaps, technology of tomorrow, importance of people management skills and the concept of ideation. Panellists shared the best practices for taking charge of one's career and touched on several key topics like higher education, start ups, specializations and industry requirements. They also spoke about the relevance of adapting to changes in this dynamic environment. The discussion was an eye opener for all the members present as it raised significant techniques on self introspection, career trajectory and long term planning.

CDC Team extended a note of gratitude to the student coordinators team of the programme from BBA and BCA, namely Ansheka, Meenal, Bhavya, Achal, Chinmay, Varsha, Rishabh & Mandhav. The EWL students' team members - Abhishek Mishra, Kshitij Singh Rathore, Ayush Dave, Raghav Mishra, Rohit Kumar Sah, Ankur & Kaushal Kishore managed the entire videography and live streaming. IT and Administration Team coordinated the programme well with unwavering attention. Career Enrichment Talk ended with a vote of thanks by Ms. Priyanka Sadhna, Chairperson CDC. CDC team members- Dr. Deepa Goel and Ms. Raunak Bhardwaj executed the programme effectively.



Mr. Sanjay Kathuria-Cloud Channel Leader, IBM India Pvt. Ltd



Mr. Ravi Bansal - Delivery Head,
Lifesciences & Healthcare, HCL Technologies



Growth Impetus

Staff Development Programme

CDC organized Staff Development Programme (SDP) on the topic 'The Efficacy of Behaviour Management' on 3 February 2018. This training programme gave participants an understanding of factors that contribute to effective interpersonal skills in variety of contexts and situations, especially within a workplace environment. The facilitator led discussions and modelling exercises helped the members to draw a fine analogy between existing and anticipated behavior.

The programme started with the welcome address by Dr. Sapna Rakesh, Director- IMS Ghaziabad, University Courses Campus. She emphasized on employee development at regular intervals for enriching the staff members with updated knowledge and skills. Her inspirational words of experience motivated all the members to take small steps each day for being better than before.



SDP was conducted by Ms. Priyanka Sadhna, Chairperson CDC along with her dynamic team members Dr. Deepa Goel and Ms. Raunak Bhardwaj. They helped the participants to introspect their interpersonal skills, attitude, assertive behaviour, effective listening, verbal and non verbal communication skills. Innovative pedagogy tools were used during the session including mind mapping, questionnaires, case studies, simulation exercises and games. The participants were also sensitized about the relevance of adapting to changes in this competitive environment. The discussion was an eye opener for all the members present as it raised significant techniques on self introspection, conflict management and empathy. All the activities accentuated on information for having better results at workplace. Staff members appreciated the modus operandi and emphasized on the relevance of conducting such training sessions for their constant development. Mr. Rakesh Chharia, General Secretary – IMS Group of Institutions congratulated all the members for their active participation.

Motivational Mentoring

Dr. Aruna Broota's Session

Career Counseling Session by renowned psychologist and hypnotherapist- Dr. Aruna Broota was organized at IMS Ghaziabad, University Courses Campus on 11 November 2017 for the students of grade XII. The programme provided a platform to the students to know stress management techniques, biological clock, diet considerations, sleeping patterns and effective learning skills. The objective of the session was to sensitize the students for making the most suitable career choice, enhancing concentration and achieving the pre defined goals. Dr. Sapna Rakesh, Director accentuated the importance of taking right career decisions and extended a note of gratitude to Mr. Rakesh Chharia, General Secretary-IMS Group of Institutions, for this valuable initiative. Dr. Deepa Goel coordinated the programme along with staff members.



Euphoric Moment Fresher's Party

RJ Rocky @ IMS

Fun, frolic, smiles and rejuvenated spirits marked the beginning of Fresher's Party at IMS Ghaziabad, University Courses Campus. Apart from departmental Fresher's Party, 'Fresher Grand Finale' for the students of MIB, M.Sc. (Biotechnology), BBA, BCA, BJMC, B.Sc. (Biotechnology) and B.Sc. (Microbiology) was also organized on 6 October 2017. Favourite bollywood duo- DJ Tejas and RJ Rocky rocked the audience with their latest tracks. Students of second year enthralled everybody with their energizing dance performances, melodious songs and games. All the young faces glittered with the titles given to them. The mesmerizing music, flash freezing lights, dance floor and the exuberant expressions were the defining moments of the party.



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Spardha 2018 Annual Sports Festival

As an integral part of academic system, sports are generally recognised as system of activities, which serves to ensure fair competition with great zeal and full of enthusiasm. Keeping up the same tradition, IMS Ghaziabad, University Courses Campus organised its Annual Sports Festival Spardha on 26 & 27 February 2018.

The inaugural programme was graced by a panel of guests- Mr. Aditya Mahajan, IMS alumnus, Entrepreneur- BDM Group and Mr. Arjun Singh, National Kabbadi Coach. Dr. Sapna Rakesh addressed the students and shared the true meaning of sportsmanship.

This year the festival witnessed huge participation of students from all programs in various games like volley ball, cricket, basket ball, tug of war and athletics (100 m, 200 m, 400 m, 400 m relay, shotput and high jump). The event was coordinated by Sports Club headed by Dr. Shilpi Sarna and Mr. Santosh Shah along with Mr. Uday Singhta, Sports Officer -IMS Group of Institutions.



Mr. Arjun Singh, National Kabbadi Coach



Driving Results

Felicitation Ceremony of Specializations Module 1

IMS Ghaziabad, University Courses Campus is a pioneer in the region to initiate specializations module to enhance the employability of students in various sectors. To reduce the gap between the classroom teaching and corporate, students were introduced to four specializations which helped them follow their dreams with a zest to excel in every sphere. The felicitation ceremony for Module 1 was conducted on 15 February 2018 to provide certifications to the students.

The four specializations include Retail and Marketing, Data Sciences, Banking and Finance and Family Managed Business and Entrepreneurship. Various trips to Kingdom of Dreams, NSIC, SEBI and Select City Walk were also organized for practical exposure. The top five students in academics and top two students in terms of highest attendance were also acknowledged. The event ended successfully with the students feeling enthusiastic as well as motivated for the subsequent Module 2 of all the specializations.



CHOOSE
TO SEE
THE POSITIVE

Learning by Doing | Club Activities

Workshop on Sales, Negotiation Skills & Quiz Buzz | Marcadeo Club

Marcadeo - The Marketing Club organized workshop on 'Sales and Negotiation Skills' for second and third year students of BBA on 7 March 2018. The workshop was organized in association with Ignite Business and Consultancy by Mr. Aman Kapoor, Deputy General Manager. He focused on strategic and tactical sales, USP, value proposition, prospecting fundamentals, active and passive prospect, relationship selling, goal setting, grooming and professional attitude. The workshop was coordinated by Mr. Abhinav Kataria and Mr. Santosh Shah.

The club also organized its ever-enthusiastic event 'Quiz Buzz' on 16 February 2018. The event got huge participation as well as energy to witness. Four rounds namely -Jingle Bells, Stardom, Godfather and The Tycoons were conducted. The well renowned jingles of advertisements and the branded faces of Bollywood were taxing for the participants. Dr. Kumar Saurav handled all the activities along with student representatives Kshitiz Singh Rathore, Urvashi Mittal and Meenal Giri.



Panel Discussion, Fin Q, SEBI Sponsored Workshop, Clip O Click | Finance Club

A Panel Discussion on Union Budget 2018-19 took place on 13 February 2018. The objective of conducting the discussion was to gain clarity of Union Budget announced by Finance Minister Mr. Arun Jaitley. The panelists were outstanding in giving facts and answering all the queries of audiences. The audiences were also very enthusiastic and took active part in the discussion. The panelists for the panel discussion were: Bhavya Tyagi, Riya Agarwal, Tanya Dwivedi and Anuvrat Verma. The moderator for the day was Meenal Giri who made the panel discussion a great success.

FinQ- Finance Quiz for enhancing finance acumen of students was conducted on 30 November 2017. The quiz contained five rounds namely- Test Your Knowledge, Identify The Logo, Identify the Personality, Buzzer/Video round and Rapid Fire Round. Finally, three teams grabbed the winning positions because of their knowledge and presence of mind. It was a great learning experience for everyone. Dr. Pradeep Bhardwaj coordinated the quiz with the student club members' namely Prince Garg, Sanchit Jain and Prakhar Goel.

The club also organized SEBI Sponsored workshop for MIB and BBA students on 7 November 2017. The objective behind the workshop was to elucidate the role of SEBI in regulating financial markets to the students. Mr. Santosh Parashar, Joint Director and Head, Corporate Affairs & Capital Market Division –ASSOCHAM was the speaker of the event. The event was intended to impart financial literacy among young management trainees to provide domain knowledge of stock pricing and risk management. The workshop was organized under the guidance of Mr. Abhinav Kataria.

'Clip O Click' was conducted on 3 November 2017, wherein the students were given various topics related to finance, and were required to make a collage on the topic of their preference. The teams were evaluated on the basis of their creativity, confidence, coordination, presentation and communication skills. Dr. Pradeep Bhardwaj guided the students' team of Prince Garg, Sanchit Jain and Prakhar Goel for effective outcome.





Holi ki Toli | Big Ideas Club

With the advent of the Holi festival, the Big Ideas Club made a comeback with pre-Holi celebration to spread colors of joy and happiness in the campus. On 22 February 2018 the club organized 'Holi ki Toli' which included four activities namely Sponge Race, Identify the Character, Serial Killer and Find the Coin. These co-scholastic activities helped all in unwinding, de-stressing and rejuvenating themselves. Dr. Geeti Sharma and Dr. Indrani Bhattacharjee guided the students along with club members- Tezan Rastogi, Heena Malhotra and Shubham Agarwal.

Indoor Battle | Sports Club

Sports are a great way to stay healthy and balanced as it relieves stress and enhances team management. Sports Club organized 'Indoor Battle' which included carrom, table tennis and chess on 3 November 2017, under the guidance of Dr. Shilpi Sarna and Mr. Santosh Shah. The competition was managed effectively by Mr. Uday Singhta, Sports Officer at IMS.

Spark Your Muse | Anaphora Club

Anaphora - The Literary Club organized an event 'Spark Your Muse' on 21 February 2018. Students from all programs participated enthusiastically and displayed their passion for expressing emotions through poems, shayari and stand-up comedy. It was a great platform for all the students where they explored their knack of oratorship. The audience witnessed spectacular performances and enjoyed a lot. Ms. Akansha Tyagi organized this innovative activity with students' team of Akshit Pundir and Dhruv Dixit.

Portrayal Galleria & Crafting Busy Bee | Splash Club

Splash - The Art and Craft Club organized 'Portrayal Galleria' on 7 November 2017. The participants were supposed to make a collage based on the name of brand shared with them. The club also organized an Origami Competition 'Crafting Busy Bee' on 23 February 2018. In this competition, students were required to make some hanging DIYs with the help of paper. The students displayed great enthusiasm blended with innovation and out of the box thinking. It was a fervent and euphoric experience for all the participants. The students' representatives namely Sonika, Twinkle Goyal and Himanshu Bhardwaj conducted both the events under the guidance of Ms. Nidhi Srivastava.



Workshop on Computer Graphics, C Programming & Python I Desktop App Club

A Workshop on 'Computer Graphics- Introduction to Graphics Programming' was held on 14th March, 2018. The workshop helped students in understanding the concepts of computer graphics and its implementation in C programming language. Workshop was very well coordinated by Dr. Alok Singh Chauhan.

The club also organized 'Workshop on C Programming' for first year students of BCA on 6 December 2017. This event focused on peer teaching pedagogy where students explored in details about C programming language especially loops, function and recursion with practical demonstration in lab. Workshop was well coordinated by Dr. Alok Singh Chauhan along with student volunteers- Kajal, Manish, Antriksh, Abhishek, Shaina, Shan Mohammad and Archana Jha.

Desktop App Club in collaboration with an industry expert Mr. Amir Khan from Aptara, Noida organized a fun learning workshop on 'Python' on 9 November 2017. He explained the language, application and its scope in today's epoch.

Workshop was well coordinated by Dr. Gagan Varshney, Chairperson BCA. Three students got certificate of excellence along with an opportunity to attend future workshops in any one of the IIT's all over the country.



Dr. Anu Chaudhary, HOD IT
Ajay Kumar Garg Engineering College

Quizlet, Cloud Computing, Nexus, Linux & Alumni Talk Series I Network

Network Club organized 'Quizlet' on 7 March 2018. Pre Screening was already conducted on 6 March 2018, wherein 5 teams out of 28 eligible teams were shortlisted for the final event. The event consisted of four rounds including technical jargons, famous IT personalities and social networking tools. The event was successfully coordinated by Network Club team mentored by Mr. Ashutosh Sharma.

An interactive workshop on 'IOT/Cloud Computing' was organized on 21 February 2018. Mr. Ashutosh Taiwal, System Manager- AP2V and Mr. Vishal Saini, Technical Leader- AP2V gave an opportunity to students to learn Amazon Web Services and have hands on experience on cloud computing. The speakers also briefed the students about the trending technologies in the field of IT.

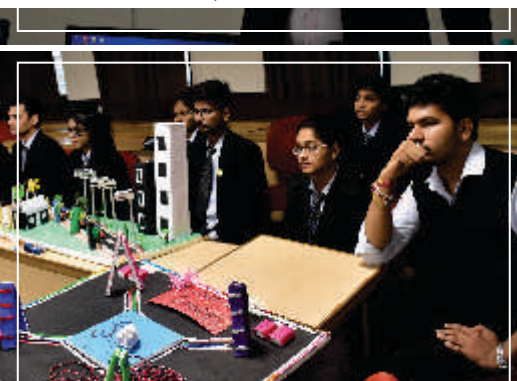
'NEXUS' was also organized on 29 November 2017 for students to present their working model on different networking concept used in smart auditorium, smart city, network topologies, internet connectivity etc. Dr. Anu Chaudhary, HOD IT-Ajay Kumar Garg Engineering College, Ghaziabad having experience of 16 years graced the event with his presence. He appreciated the efforts of the participants in terms of their technical acumen. The event was well organized and coordinated by Network Club under the guidance of Mr. Ashutosh Sharma.

A workshop on 'Linux' in collaboration with Red Hat Academy was also conducted on 20 November 2017. Linux specialists Mr. Alok Srivastava, Mr. Jitendra Sisodia and Ms. Menta from AP2V Solutions Pvt. Ltd. carried out the session. Mr. Alok told the exact norms and requisites of recruitment which the industry demands. He successfully explained the technical aspects of the software and its application.

'Alumni Talk' took place on 16 November 2017, wherein Mr. Gaurav Chaudhary, the alumni of BCA batch (2006-09) addressed the students about latest networking technology and professional outlook. The session was really interactive; students were inquisitive to know about the trends in the industry, career options and streams that they could choose in future. Mr. Ashutosh Sharma successfully coordinated the event and thanked Mr. Gaurav for sparing his valuable time.



Mr. Vishal Saini, Technical Leader- AP2V



App Development, MySQL & Microsoft Expression I Web App Club

On 13 March 2018 'Android App Development Workshop' was held to make the students learn the usage of Android OS for building own Android Application. The workshop was taken up by Mr. Rakesh Roshan, faculty-IMS Lal Kuan, Ghaziabad. The students got to know simple tools and basic knowledge of programming used in Android App Development.

A Workshop on 'MySQL - Introduction to Database' was also conducted on 21 February 2018. This event focused on peer teaching pedagogy in which students learned how to access and manipulate database. Mr. Gaurav Kaushik provided his great guidance throughout the event.

'Workshop on Microsoft Expression' organized on 13 February 2018 proved out to be helpful for budding young minds. The main objective was to learn the usage of tools in Microsoft Expression while making a website. Mr. Gaurav Kaushik coordinated the workshop along with students' representatives.

In this era of hybrid cross functional mobile platform market, Web App Club in collaboration with KVCH, business partner IBM organized a one day workshop on App Development using hybrid tools on 4 October 2017 with an objective of enhancing the knowledge of hybrid tools among the students. The contents of the workshop were crafted to help the participants in giving kick-start for initiating their career in the promising direction of android mobile application development.



Journalism and Mass Communication Club



Federation of Indian Chambers of Commerce & Industry (FICCI) PubliCon 2017

Students of BJMC participated in PubliCon 2017, organized by the Federation of Indian Chambers of Commerce & Industry (FICCI) on 1 December 2017. The talk focused on enabling the publishing sector by facilitating effective dialogue and debate over policy issues, addressing the copyright issues, strategies for content monetization through various platforms, presenting possible international business tie ups and emerging marketing trends. It was about the progress made by the FICCI publishing committee in terms of its contribution in creation of the knowledge economy. Students got to know how about copyright issues and changed tax regime after implementation of GST on the publishing value chain. Industry urged all the stakeholders to come forward and create value for publishing industry and society by using FICCI platform. Overall it was a great learning experience for the students wants to join publishing sector. Mr. Srikant Asthana, Chairperson BJMC motivated the students towards publishing sector. He thanked Mr. Khursheed Alam for accompanying the students during the program.

RJ Hunt

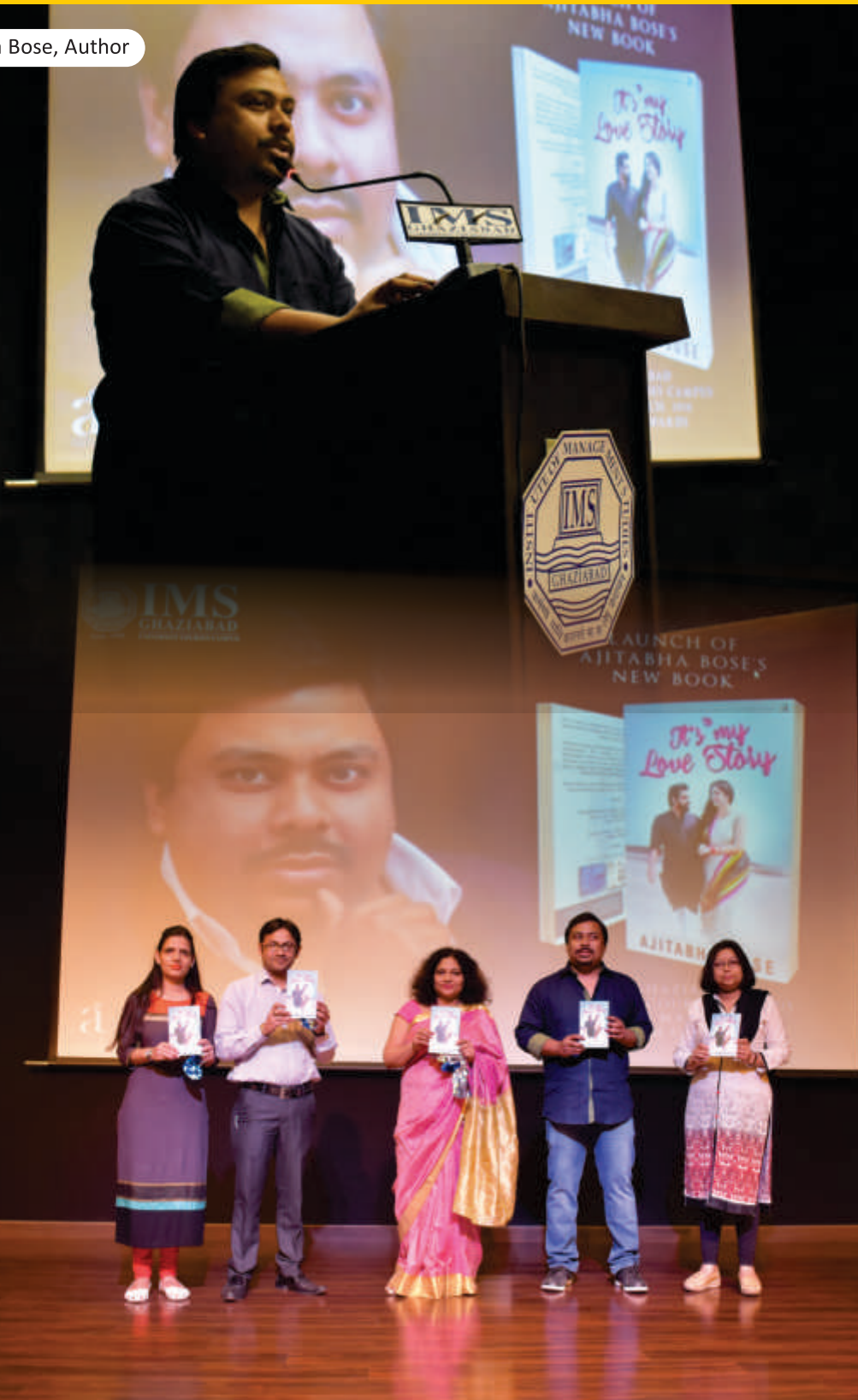
Journalism and Mass Communication Club organized an Intra college RJ Hunt 'Ruling the Air Waves' on 20 November 2017 in Expression Studio at IMS Ghaziabad, University Courses Campus. 149 students from various department participated with great zeal to be the next radio star. Students gave two minutes presentation followed by unpremeditated Hindi and English script performance to gauge the spontaneity, which is the foremost requisite skill of a radio jockey. Students showcased their confidence, brilliant sense of humour, passion for music and impressive voice quality with command over pace, pitch and tone. 16 students were shortlisted in the first round out of which three best RJ's of IMS Radio were finally selected. Faculty members- Mr. Khursheed Alam (RJ FM Rainbow), Mr. Anurag Singh and Ms. Sandhya Sharma coordinated the event along with student volunteers- Archit Mathur, Pradeep, Prashant and Surbhi Srivastava. It was an exceptional initiative in the campus to provide in-house platform to the students to hone their artistry under great guidance of the experienced faculty.



Book Launch

BJMC alumnus Mr. Ajitabha Bose launched his book 'It's my love story' on 7 March 2018 at IMS Ghaziabad, University Courses Campus. His book is about a story inspired from real life incidents. Mr. Ajitabha interacted with book lovers and gave them tips on writing novels. He said his father Mr. Amitava Bose, encouraged him to pursue a career in writing and film making. His interaction helped the students who are willing to make a career in fiction writing.

Mr. Ajitabha Bose, Author



Bionics Club

Educational Tour

An educational tour for students of School of Biosciences was planned to GB Pant National Institute of Himalayan Environment & Sustainable Development, Almora from 10 October to 13 October 2017. The students were given an overview of laboratories under the institutes' theme Biodiversity Conservation & Management (BCM) and Biotechnological Applications (BTA) and Environmental Physiology (EP). Besides this a fiber exhibition in the institute was also visited by the students where various items made from several natural fibers from different plants and trees were shown. Apart from visit to institute, students were taken to a small trek to Katarmal Sun Temple, Ranikhet, Kainchi Dham and Nainital. Overall, this educational tour provided an opportunity to acquire scientific temperament and develop research & scientific vision for future scientific career. The tour arrangements were executed by Dr. Abha Vashistha, Dr. Rahul Jain and Ms. Saumya Arora.



WWDR 2018 and Industrial Water Index

On the occasion of 25th World Water Day, it was indeed a pleasure to be invited for World Water Development Report and Industrial Water Index at ONGC Limited, Pandit Deendayal Upadhyaya Urja Bhawan, New Delhi on 22 March 2018. Dr. Abha Vashistha along with the students of Biosciences attended the event. The event started with the welcome address of Mr. D. D. Misra, Director (HR), ONGC Ltd. & Chair - Asia Pacific Resource Centre (APRC) - UN Global Compact Network India (GCNI). Mr. Sundeep Singh, Senior Principal-Accenture Strategy told about water related development goals, sustainable development goals (SDG) framework and key findings of phase I and II reports. The program was presided by Dr. Ram Boojh, National Programme Officer, Ecological Sciences- UNESCO. In the special address Mr. Shigeru Aoyagi, Director - UNESCO Representative to India, Bhutan, Maldives and Sri Lanka expressed his concern on water usage pattern and identified mitigative measures to address the growing water concern. Mr. Kamal Singh, Executive Director- UN GCNI proposed vote of thanks to all the stakeholders. With this program students acknowledged the insights and perspectives of the study regarding looming water crisis that we are facing in India.

Workshop on 'Advanced Molecular Techniques'

Bionic Club in collaboration with Hi-Media organized a workshop on 'Advanced Molecular Techniques' from 12-13 February 2018. The inaugural session of the workshop had the august presence of Mr. Rajender Thakur- Area Sales Manager, Mr. Sachit Chopra- Molecular Biology Product Specialist and Mr. Arun Singh, Senior Marketing Officer. After the interactive inaugural session, the participants were provided hands on training on isolation of genomic DNA from bacteria, agarose gel electrophoresis, polymerase chain reaction and restriction mapping. There were very interesting discussions during the workshop on use of instruments and getting the desired results. This two-day workshop covered both theoretical and practical aspects of advanced molecular techniques. Dr. Abha Vashistha, Chairperson- School of Biosciences appreciated the efforts of Ms. Anjula Chaudhary for organizing this workshop. Dr. Sapna Rakesh, congratulated the team for collaboration and motivated students for the upcoming sessions.

Fast and Furious

Intra college sciences relay competition 'Fast and Furious' was organized on 15 November 2017. Science Relay is one of the academic activities that provide a platform for students to judge their intelligence. The length and breadth of knowledge that they gain through this is simply unparalleled. The teams were well prepared and showed extraordinary skills and intelligence. Total 22 teams participated in relay, the winners were declared on the basis of score they obtained.



Tambola & Hand Painting Competition

Art and designs stimulates creativity and imagination. It provides visual, tactile and sensory experiences and special way of understanding and responding the world. Hand painting competition was organized by Bionics Club on 5 December 2017. Total 7 teams participated in competition. The winners were declared on the basis of creativity, presentation and art.

Tambola competition was also organized on 13 March 2018 to encourage the students to pursue their innate curiosity and refining their knowledge. Ms. Neha Anttal along with the student coordinators Manisha Sirohi, Shivani Sharma, Farman Khan and Archita Singh managed the activities effectively.



Performing Good Deeds | CSR Initiatives

IMS believes in fulfilling its social responsibility and moral obligation to help the society at large. The institute apart from professional development also believes in shaping the adults of tomorrow, who are able to make a difference in life of others. Eminent personalities from private and government bodies are invited to share their good deeds and the existing practices in the campus. Various events are organized to bring in an element of goodness in the students, thereby leading to development in society.

SEMINAR ON WOMEN SAFETY

7.12.2017

POLICE AND INDUSTRY MEET

16.2.2018



SWACH BHARAT MISSION CONCLAVE

10.11.2017



VOTER'S DAY

25.1.18



Patriotic Beat Republic Day

The Republic Day was celebrated in the campus with great zeal and patriotism on 26 January 2018.

To commemorate the sovereignty of our nation the faculty and staff members unfurled the tricolour flag. All in unison sang the National Anthem. Assemblage of events took place ranging from patriotic songs to dances.



Supporting Great Cause

Mr. Akshay Kumar's Initiative

IMS Ghaziabad, University Courses Campus sponsored 'DUSU Skytech Women Marathon Season 4' held at Faculty of Arts, North Campus-Delhi University on 22 January 2018. Students participated in 'A run for tax free wings and women empowerment' under the banner of latest Bollywood movie- Padman. Mr. Akshay Kumar, Bollywood star addressed the audience and shared his deep concern for providing basic amenities to women in India. It further bolstered the idea of 'Beti Bachao Beti Pado' and 'Swachh Bharat'.




PROD. FUNNYBONES MOVIES, SPS FILMS (INDIA) AND KRMAJ ENTERTAINMENT PRESENT
SUPERHERO HAI YEH PAGLA
MEET THE
PADMAN
This Sponsor
IMS
GHAZIABAD
UNIVERSITY COURSES CAMPUS
D U S U S K Y T O U C H
WOMEN MARATHON
S E A S O N - 4
A RUN FOR TAX FREE WINGS & WOMEN EMPOWERMENT
POWERED BY
Catch
AND IN CINEMAS NEAR YOU
THIS REPUBLIC WEEK **25.01.2018**
PRODUCED BY: MISS FUNNYBONES MOVIES, SONY PICTURES ENTERTAINMENT (INDIA),
KRMAJ ENTERTAINMENT, CAPE OF GOOD FILMS, HOPE PRODUCTIONS
22.01.2018 | 2 PM | ARTS FACULTY NORTH CAMPUS, DU
hope



Knowledge Treasure | IMS Super Student

IMS Ghaziabad, University Courses Campus organized the final round of IMS Super Student competition in association with leading Hindi newspaper Amar Ujala on 16 December 2017. Around 800 students from various places in Hapur, Meerut, Moradabad, Noida, Greater Noida, Ghaziabad, Bulandshahar, Agra, Aligarh, Kanpur and Lucknow arrived at the IMS Ghaziabad, University Courses campus. Students getting chance to participate in the final round had stood among top 10 in their schools in the first round of the competition. The competition was designed to promote competitiveness amongst the XIth and XIIth standard students. More than 55,000 students of 150 schools in West and Central UP participated in the first round.



Dr. Sapna Rakesh, outlined the framework of the competition while welcoming the guests in Awards Ceremony. Mrs. Asha Sharma- Mayor Ghaziabad, Mr. Abhigyan Prakash- famous TV anchor, Mr. Vinod Agnihotri- Senior Editor, Amar Ujala, Prof. (Dr.) RBL Goswami, the first Vice Chancellor of Chaudhry Charan Singh University, Meerut graced the event along with management members of IMS Group of Institutions- Mr. Pramod Agrawal, Mr. Ramesh Chaudhry and Mr. Rakesh Chharia. Cash awards worth more than Rs. One Lakh were given to the students by the esteemed guests.

While announcing names of the winners, Mr. Rakesh Chharia, General Secretary of IMS Group of Institutions said that the objective of the institution behind organizing the competition is to promote meritorious students by challenging their limits.



Panoramic Views Experts' Speak



"A premier institute with decent infrastructure and very sincere staff and students. I wish very good luck to IMS."

O.P. Rathore
Voice Over Artist & TV Actor



"It is a great institution led by dedicated faculty, director and staff members."

Sanjay Sethi
Director Sustainability
Phoenix Group, Dubai, UAE



"Wonderful steps are taken at IMS. Great place for students. Keep doing your best."

Abhigyan Prakash
Editor, NDTV



"A delightful visit to a dynamic institute bubbling with energy and learning orientation."

G.P. Rao
CEO- GPR HR Consulting LLP

Testimony Time Awards & Accolades

The constant endeavour to achieve excellence in all fields is one of the prime virtues that sets apart IMS from other institutes in the similar category. This outstanding work can be witnessed in the form of various awards and accolades, conferred to the institute on the basis of overall performance, innovative pedagogy, placements and the new initiatives taken for overall holistic development of the students. The awards received are as follows:

- 'Best Industry Exposure in Post Graduate- MIB 2018'
- 'Ranked 1st in U.P. and Uttrakhand 2018'
- 'Best BCA College in North India 2018'
- 'Best Journalism and Mass Communication College in North India-2017'



Placement Highlights | Corporate Resource Centre

In-house Placements

IMS Ghaziabad, University Courses Campus recruits its students in Digital Marketing Division. The students of Batch 2015-2018- Kshitij Singh Rathore, Tarushi Jindal and Urvashi Mittal are recruited as full time employees after various rounds of interview. They were initially a part of Club-Earn While You Learn (EWL), where they developed multifaceted skills and gained hands on experience. Their selection is a result of their dedication, persistence and management acumen.

Final Placement Companies

UAE Exchange (Dubai), Hawkins Cookers Ltd., Sundaram Finance Ltd., Just Dial, Testprekart, Godrej & Boyce Mfg. Co. Ltd., Genesis Group, Wipro Limited, Droom Technology Pvt. Ltd., Amazon.com, Restolabs, Tommy Hilfiger, My Operator, Da Milano, Yes Bank Ltd., KPL International Ltd., Jindal Intellicom Ltd., Miniso (Fashion Brand), Future Group, Infosys Technologies Ltd., Capgemini India, India TV, Phoenix Infomedia Pvt. Ltd., Cyrus Infotech IT Solutions Pvt. Ltd., Indian Express Group, Arya Omnitalk, Time Trailblazer Pvt. Ltd., Velocity Software Solutions Pvt. Ltd., Aptara, Policybazaar, Educational Initiatives Pvt. Ltd., Aditya Birla Life Insurance, Cvent, TCS, Reliance Nippon Life Insurance, Learning Routes Pvt. Ltd., Le Passage To India, Xceedance, Grofers, HDB Financial Services, Glocal View Infotech Pvt. Ltd., ICICI Bank, iEnergizer & Gold VIP Technology Solutions Pvt. Ltd.

Foreign Internship Companies

Landmark Group, Unitech Movers, Benchmark Group, Hotwheels Luxury, Oppo Dubai, Transnational Computer LLC, Da Milano & CEBS Worldwide.

Summer Internship Companies

Xanthippe Creations (Mysuperkid), Nestle India Ltd., WNS Global Services Private Ltd., Yaantra Gadget Wood Eservices Pvt. Ltd., Radical Books Pvt. Ltd., CCL International Ltd., ORIX Auto Infrastructure Service Ltd., NTPC Ltd., TimesJobs.com, Varun Beverages Ltd., NKG Infrastructure, Franolaxy Consulting, Sampoorana Portfolio Ltd., B.L. International Pvt. Ltd., Time Trail Blazer Pvt. Ltd., Velocity Software Solution Pvt. Ltd., Paper Boat, Indian Express Group, Omron Healthcare Inc., Tata Communications Ltd., Jagran Prakashan Ltd., Brand Visage Communication, HPL, SGRL, Parag Dairy, Vallabhbhai Patel Chest Institute, Fortis Hospital & SRL Lab

Winter Internship Companies

IMCI, NAM Securities Ltd., SR Asia, Bonn Nutrients Pvt. Ltd., Reliance Retail, Super99, Dabur India Ltd., TimesJobs.com, Deki Electronics Ltd. & Brand Visage

Live Projects

DS Group, Bajaj Corp, Jagran Prakashan Ltd., Big Bazaar, WNS Global Services Private Ltd., Tata Communications Ltd., Omron Health Care, Paper Boat, Future Group & CEBS World Wide

Industry Visits

SEBI Northern Regional Office, National Small Industries Corporations (NSIC), Intex Technologies Ltd., Coca Cola, Yakult, Doordarshan, Aaj Tak, Gyan Darshan Channel, FM 105.6 & Jubilant Life Sciences.



Vikrant Varshaney
Aptara



Aanchal Gupta
Capgemini India



Prajwaldeep Singh
Capgemini India



Shubham Gairola
Godrej & Boyce
Mfg. Co. Ltd



Kajal Rana
Infosys
Technologies Ltd



Shreya Chawla
Learning Routes
Pvt. Ltd



Khadeeja Nahees
Da Milano



Lahar Garg
Da Milano



Neelam Pachori
Miniso



Arti Tiwari
Miniso



Shivam Tyagi
Miniso



Urvashi Mittal
IMS



Arti Tiwari
Amazon



Madhav Garg
Wipro Ltd



Danish
Genesis Group



Tejashiwini
Genesis Group



Kshitij Singh Rathore
IMS



Tarushi Jindal
IMS



Hardik Sethi
Just Dial



Harshit Jain
Just Dial



Kawaljeet
Just Dial



Mukesh Shisodia
Just Dial



Henna Malhotra
Tommy Hilfiger



Rajat Sharma
Tommy Hilfiger

Corporate Connect

**100%
Placement
Assistance**

**Average
Package
3.5 Lakhs P.A.**

**Highest
Package
11 Lakhs P.A.**

MIB



BBA



BCA



BJMC



Bioscience



Enhancing Capacities Learning And Development

The faculty at IMS Ghaziabad, University Courses Campus is actively involved in making a significant addition in the pool of knowledge. Their inclination towards research and development further improves student learning. As a consequence, our students are able to harness an amalgam of state-of-the-art academic research and best practices from industry. The contribution made by the faculty members to the pool of knowledge from October 2017 to March 2018 is as follows:

| S.No. | Name of Faculty Member | Publication/ Title | Conference/Workshop/ Seminar/ Journal |
|-------|------------------------|---|---|
| 1 | Mr. Abhinav Kataria | Analytical study of Patanjali Ayurveda Limited in India | International Journal of Latest Technology in Engineering, Management and Applied Science, Vol. 7, Issue. 1, pp. 167-171, January 2018 |
| 2 | | - | IMA Conference Special Guest Session on 'Future of Accounting Profession', New Delhi on 24 January 2018 |
| 3 | | - | "New India- Confluence for Public & Private Enterprises' organized by Assocham India, New Delhi on 15 December 2017." |
| 4 | Dr. Alok Singh Chauhan | - | National workshop on 'Research and Project Development using Machine Learning Techniques' at IMS Engineering College, Ghaziabad on 24 & 25 January 2018 |
| 5 | | Data mining techniques for predicting students' academic performance in higher educational institutes | International Journal of Technology and Science, Vol. 5, Issue. 1, pp. 6-10, Feb. 2018 |
| 6 | Dr. Anagha Shukre | Learning appropriate advertising objectives from selected campaigns of automobile industry | European Case Centre, Product reference No.: 518-0014-1, publication date-9 March 2018 |
| 7 | | - | Two days' Faculty Development Programme on Partial Least Squares 'Structural Equation Modeling', conducted at IMI, Delhi on 8 & 9 December 2017 |
| 8 | Ms. Anjula Chaudhary | Cyanobacteria: A new horizon for organic fertilizers in rice fields | International Journal of Trends in Biosciences. 10 (38) 7823-7826, 2017 |
| 9 | | Effect of salinity stress on early growth stages of Desi Chickpea (Cicer arietinum L.) cultivars | National Conference on 'Recent Advancements in Biotechnology & Bio-Engineering' at Sharda University, Greater Noida on 3 November 2017 |
| 10 | Mr. Ashutosh Sharma | Sentiment analysis of twitter data | National Conference on Information Technology for Business Transformation at AKG, Ghaziabad on 9 & 10 March 2018 |
| 11 | Mr. Gaurav Kaushik | - | Faculty Development Program on 'Data Science and Big Data Analytics' at ABES Engineering College, Ghaziabad from 8 January -12 January 2018 |
| 12 | | - | Certification Academic Associate by Dell EMC, Data Sciences & Big Data Analytics, January 2018 |
| 13 | | - | 'BRIDGE 2018' by ICT, New Delhi on 21 January 2018. |

| S.No. | Name of Faculty Member | Publication/ Title | Conference/Workshop/ Seminar/ Journal |
|-------|------------------------|---|--|
| 14 | Ms. Nidhi Srivastava | Best HR practices for shift from individual to team work on 1 arch 2018 | International Peer Review Journal for Engineering Research & Technology' WJERT 2018, Vol.5, Issue 2 , pp 302-313, March 2018 |
| 15 | | "The impact of HR practices on organizational performance in banking sector" | International Peer Review Journal for Engineering Research & Technology' WJERT 2018, Vol.4, Issue 2 , pp 295-301, March 2018 |
| 16 | | "Impact of CSR on business performance" | National Seminar on 'Managing Business with Human Values :Challenges & Measure' at IPKM, Ghaziabad on 24 March 2018 |
| 17 | Dr. Rahul Jain | Diauxic growth pattern in Thermophilic Bacillus spp. with respect to production of Thermostable Amylase | Journal of Current Microbiology |
| 18 | | Optimization and characterization of the orange pigment produced by a cold adapted strain of Penicillium sp. (GBPI_P155) isolated from mountain ecosystem | Mycology (Taylor and Francis) |
| 19 | | Phosphate solubilizing psychrotolerant Pseudomonas spp. from Indian Himalayan Region | Association of Microbiologist of India (AMI) 2017 |
| 20 | Dr. Geeti Sharma | Factors affecting the implementation of G2B initiatives: An emperical study in light of India's Digital Engagement | International Conference on 'Research and Business Sustainability, 2017' at IIT Roorkee on 16 & 17 December 2017 |
| 21 | | Modeling the Influence of corporate sustainability on economic performance with respect to Indian banking industry | International Conference on 'Sustainability and Business, IIM 2018' at IIM Calcutta on 13 & 14 January 2018 |
| 22 | Ms. Neha Anttal | - | National Workshop on 'Protein Sequencing Techniques, 2018' at Biotechnika Info Labs Ltd, Bangalore on 23 Januray 2018 |

Peer Enrichment and Book Review Series

School of Information Technology organized Peer Enrichment and Book Review Series I on 9 November 2017. Dr. Alok Singh Chauhan shared his views on 'Big Data and Hadoop' and discussed its relationship with Data Mining. He stressed on various critical points like Applications of Big Data, Hadoop Distributed File System (HDFS), Map Reduce Technique, Hadoop Echo System such as Pig, Hive, HBase and Sqoop. Prof. Hansraj Singh was the speaker of Peer Enrichment and Book Review Series II on 16 November 2017. He shared his views on 'Aptitude Problems of Calendar'. The objective was to teach the ability to solve the aptitude problems , while managing time effectively. School of Management Studies also organized its Peer Enrichment and Book Review Series II on 23 February 2018. Mr. Subhro Sen Gupta shared his cognizance on 'Time Value of Money through MS Excel'. He substantiated the fact that 'money you save is the money you earn'. He was successful in providing new insight to the participants.

Faculty Development Programme

The Institute organized Faculty Development Programme on 21 & 22 December 2017 on 'Case Writing & Development Workshop'. The session was inaugurated by Dr. Sapna Rakesh, Director. She explained the relevance of case study as effective classroom teaching technique. Prof. Harsh V. Verma and Dr. Ekta Duggal from FMS, Delhi University focused on current and emerging teaching learning methodology/ technologies to motivate the faculty towards professional excellence and satisfaction. The training motivated participants to move towards learning centric approach rather than teaching centric approach . Cases on Patanjali, Veet and KidoCare were discussed in details to drill down the mechanics of case writing.

Epitomizing Success | The Proud Achievers

FFET 2018

29 & 30 March 2018

Digital Poster Making

Competition

1st Rank

Abhishek Kumar Singh & Kshitij Singh Rathore

College: IMS Ghaziabad, University Courses Campus

Script Writing Competition

1st Rank

Vijay Kumar

College: State Institute of Film & TV

Short Film Competition

1st Rank

Abdul Rehmaan & Vijay Kumar

College: State Institute of Film & TV

Trick Photography Competition

1st Rank

Nishant Singh & Shreya Agnihotri

College: IMS Ghaziabad, University Courses Campus

Very Short Film Competition

1st Rank

Abhishek Singh, Kajal Goswami & Shivendra Singh

College: IMS Ghaziabad, University Courses Campus

Pulse 2018

15 & 16 March 2018

Antakshari

1st Rank

Rohit & Meghna

College: IMS Ghaziabad

Business Plan

1st Rank

Harshit Mishra & Team

College: ABES

Capture the Event

1st Rank

Silpsen & Pramod Kumar

College: Monad University

Collage Making

1st Rank

Tanya & Akanshadeep

College: IMS Ghaziabad, University Courses Campus

Digital Poster Making

1st Rank

Tarushi Jindal

College: IMS Ghaziabad, University Courses Campus

Duet Singing

1st Rank

Anil & Madhav

College: R.D. Engineering College

Extempore

1st Rank

Nishta Dubey

College: Vivekananda College, DU

Face Painting

1st Rank

Kirti & Anupam

College: ITS & IMS Ghaziabad, University Courses Campus

Fashion Show

Best Female Model (Nature Theme)

Aditi Bharadwaj

College: IMS Ghaziabad, University Courses Campus

Best Male Model (Nature Theme)

Uday Raj Singh & Vansh

College: IMS Ghaziabad, University Courses Campus

Best Female Model (Wildlife Theme)

Saumya Sharma

College: IMS Ghaziabad, University Courses Campus

Best Male Model (Wildlife Theme)

Pushpankar

College: IMS Ghaziabad, University Courses Campus

Group Dance

1st Rank

Nritya & Group

College: Janki Devi Memorial College

Quiz

1st Rank

Aman Kumar Singh & Akhil Sharma

College: IMS Engineering College

Rangoli

1st Rank

Pallak & Team

College: IMS Ghaziabad, University Courses Campus

Solo Dance

1st Rank

Mukesh Shishodia

College: IMS Ghaziabad, University Courses Campus

Solo Singing

1st Rank

Shivam Som

College: IMS Ghaziabad, University Courses Campus

Street Play

1st Rank

Meghana Mudgal & Team

College: IMS Ghaziabad, University Courses Campus

Tambola I Bionics Club

13 March 2018

1st Rank

Astha Pandey , Deepak Tripathi , Mehfooz Alam,Sanchit Jain & Ruchi Choudhary

Quiz Buzz I Marcadeo Club

7 March 2018

1st Rank

Mohd. Sahir & Mohit Singh

Quizlet I Network Club

7 March 2018

1st Rank

Manish Kumar Jha & Pallak Garg

Spardha 2018

26 & 27 February 2018

100 m Race (Girls)

1st Rank

Varsha Chaudhary

100 m Race (Boys)

1st Rank

Faisal Ali

200 m Race (Girls)

1st Rank

Reetika Agarwal

200 m Race (Boys)

1st Rank

Faisal Ali

Basketball (Girls)

1st Rank

Varsha Chaudhary & Team

Basketball (Boys)

1st Rank

Chandan Kumar & Team

Carrom (Girls)

1st Rank

Simran Verma

Carrom (Boys)

1st Rank

Abhishek Bhattaacharjee

Chess (Girls)

1st Rank

Preeti Verma

Chess (Boys)

1st Rank

Ankit Panday

Cricket (Girls)

1st Rank

Varsha Chaudhary & Team

Cricket (Boys)

1st Rank

Vivek & Team

Football (Girls)

1st Rank

Dazy Chaudhary & Team

Football (Boys)

1st Rank

Abhishek Tyagi & Team

High Jump (Girls)

1st Rank

Sweta Kain

High Jump (Boys)

1st Rank

Surendra Pratap

Relay 400 m (Girls)

1st Rank

Ayushi Bajheria, Dazy Chaudhary , Priya Sharma & Varsha Chaudhary

Relay 400 m (Boys)

1st Rank

Nishant Yadav, Faisal Ali, Umakant Pandit & Vivek Tyagi

Epitomizing Success | The Proud Achievers

Shot put (Girls)

1st Rank
Richa Chaudhary

Shot put (Boys)

1st Rank
Amit Thakur

Table Tennis Doubles (Boys)

1st Rank
Tushar & Shubham Garg

Table Tennis Single (Boys)

1st Rank
Shubham Garg

Tug of War (Girls)

1st Rank
Riya Sinha & Team

Tug of War (Boys)

1st Rank
Saif Ali Khan & Team

Volleyball (Girls)

1st Rank
Varsha Chaudhary & Team

Volleyball (Boys)

1st Rank
Arpit Sharma & Team

Spardha- MIB Sports Events

For Students, Faculty & Staff
26 & 27 February 2018

Badminton (Singles -Girls)

1st Rank
Shivangi Yadav

Badminton (Singles -Boys)

1st Rank
Mr. Naresh Chaudhary

Badminton (Doubles -Girls)

1st Rank
Dr. Deepa Goel & Shivangi
Yadav

Badminton (Doubles -Boys)

1st Rank
Mr. Naresh Chaudhary & Ankur
Chauhan

Volleyball (Boys)

1st Rank
Appurv Goel & Team

Tug of War

1st Rank
Mohak Gupta & Team

Cricket

1st Rank
Ankur Chauhan & Team

Kho-Kho

1st Rank
Ankur Chauhan & Team

Crafting Busy Bee Splash I Art & Craft Club

23 February 2018
1st Rank
Ishita Bansal & Varnita Goyal

Spark Your Muse I Anaphora Club

21 February 2018
1st Rank
Mitansh

IMS Super Student

16 December 2017
1st Rank
Ritvik Johri
School: St. Teresa School,
Ghaziabad

Hand Painting I Bionics Club

5 December 2017
1st Rank
Archika Gupta & Simran Kaur

Fin Q I Finance Club

30 November 2017
1st Rank
Muzammil Ansari & Nikita Garg

Nexus I Network Club

29 November 2017
1st Rank
Anamika Johri, Pushpankar
Sharma & Prateek Kumar
Sharma

National Seminar

25 November 2017

Research Paper Presentation

(Assessing India's Corporate
Landscape)
1st Rank
Kundan Rai
College: IPEM

Research Paper Presentation (SMAC)

1st Rank
Apurv Goel, Kaushal Upadhyay,
Jitendra & Vikrant
College: IMS Ghaziabad,
University Courses Campus

Research Paper Presentation (VUCA)

1st Rank
Kshama Gupta
College: IMS Ghaziabad,
University Courses Campus

RJ Hunt

Journalism & Mass Communication Club

20 November 2017
1st Rank
Meenal Giri

Markfest 2017

17 & 18 November 2017

Brain Teazer

1st Rank
Arpit Jain & Vishaka Gupta
College: IMS Ghaziabad,
University Courses Campus

Business Haat

1st Rank
Yesh Malhotra & Team
College: IMS Ghaziabad,
University Courses Campus

Design It

1st Rank
Meenal & Team
College: IMS Ghaziabad,
University Courses Campus

Digimania

1st Rank
Ekta Sabbarwal, Purnima
Goswami, Surabh Chaudhary &
Tushar Garg
College: AKGIM

Get Set Go

1st Rank
Shivang Kumar Jindal & Team
College: IMS Noida

Fast and Furious I Bionics Club

15 November 2017
1st Rank
Gyana Kumari, Maithly
Kejariwal, Shivalika Sharma &
Shivangi

Portayal Galleria I Splash- Art & Craft Club

7 November 2017
1st Rank
Pallavi & Shaina

Clip O Click I Finance Club

3 November 2017
1st Rank
Pooja Dhingra & Stuti Agarwal

Indoor Battle I Sports Club

3 November 2017

Carrom (Girls)

1st Rank
Simran Verma

Carrom (Boys)

1st Rank
Abhishek

Chess (Girls)

1st Rank
Preeti

Chess (Boys)

1st Rank
Ankit Pandey

Table Tennis Single (Boys)

1st Rank
Shubham Goel

Table Tennis Doubles (Boys)

1st Rank
Shubham & Tushar

Hackathon 2017

31 October & 1 November 2017

Blind Coding

1st Rank
Aman Aggarwal
College: AKGEC

Breach the Firewall

1st Rank
Akarshan
School: Delhi Public School

IT Gaming

1st Rank
Sanyam & Team
College: IMSEC & IMS
Ghaziabad, University Courses
Campus

Module Development

1st Rank
Aman Garg & Aakash Khurana
College: RDEC

Web-a-Thon

1st Rank
Kartik Jain & Aman Aggarwal
College: AKGEC

Scaling Skills | Industry Academia Interface

The institute gives utmost importance to practical exposure and interaction of its budding managers with real leaders of the corporate world. With this perspective all the departments organized various guest lectures, covering wide range of relevant topics and research. The following interactions were conducted from October, 2017 to March, 2018.

MIB

- Address by Mr. Sanjay Sethi, Director, Phoenix Group, Dubai on 'Cross-Cultural Business Growth and Scope'.
- Guest Lecture by Mr. Pratik Kumar Yadav, Strategy Consultant, KPMG on 'Recent Trends, Scope and Opportunities in Financial Sectors'.
- Interactive session by Mr. Jialal Kondal, Trade Marketing Head, Panasonic India on 'Scope & Opportunity in Consumer Durable Sector'.
- Analytical lecture by Mr. Mahim Singh Sisodiya, Key Account Manager, Milward Brown on 'Real Time Case Studies'.
- Guest Lecture by Mr. Achal Rangaswamy, CEO, The Coach, on 'Time Management'.
- Thought provoking session by Ms. Jyoti Kamaal, CXO, Pan Asia Marketing Solutions Pvt. Ltd. on 'Perception and Reality in UAE Market'.
- Guest Lecture by Mr. Rishab Gaur, Strategic Advisor, on 'Synergy of Partnership'.
- Interactive session by Mr. Vipin Sharma, CEO of VR Solutions Pvt. Ltd. on 'Effective Logistic'.
- Insights by Mr. Jai Kishan, Key Account Manager - PAN India, Dabur India Ltd. on 'Process of Current Trends in Social Media/Digital Marketing'.

- Interactive workshop on 'Excel & Financial Modeling' by Mr. Sumeet Rai Singhani, Senior V.P., M Cube Financial.
- Analytical session by Mr. Divakar Rajasekaran, Associate Wealth Consultant, Devere Group India on 'Investment In International Market'.

BBA

- Guest lecture by Mr. Gulshan Sethi, Divisional Manager, Essar Oil Limited on 'Consumer Behavior'.
- Interactive session by Mr. Satyavart Nirala, CEO & Co-Founder-Trainings for You on 'Agile Marketing'.
- Guest Lecture on 'Post GST Scenario' by Mr. Bimal Jain (CFA), Chairman of Indirect Tax Committee of PHD Chamber of Commerce.
- Informative lecture on 'Product Launch and Product Testing' by Mr. Nikhil, Research Executive, Bonn Nutrition Pvt. Ltd.

BJMC

- Informative lecture on 'Qualities of Presenter/RJ and Voice Modulation' by Mr. O.P. Rathore, RJ and Voice Over Artist.
- Guest lecture on 'Preparation of Conceptual Writing for Media Organizations' by Mr. Shambhu Nath Shukla, Renowned Journalist.
- Informative session by Mr. Bhuvan Bhaskar, Senior Economic Journalist on 'Challenges of Economic Journalism and/or Related Issues'.
- Skill development session on 'Photoshop' by Mr. Sushil Rana, Founder, Picturistiq.



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