

Srijan

January - June 2017



NEWSLETTER



PRESTIGE
INSTITUTE OF MANAGEMENT, GWALIOR
Recognized under section 2 (f) & 12 (b) of the UGC ACT, 1956
UGC NAAC ACCREDITED 'A' GRADE INSTITUTE



PRESTIGE
INSTITUTE OF MANAGEMENT, GWALIOR
UGC NAAC ACCREDITED 'A' GRADE INSTITUTE
PERMANENT AFFILIATION WITH JIWAJI UNIVERSITY

VISION

To develop socially responsible global business leaders through internationally accepted best practices.

MISSION

In pursuance to our vision, the institute's mission is to provide Value based quality education by innovating and continuously improving upon the disciplines of Management, Commerce, Computer Applications, Science & Law through advanced methods of training, Meaningful research and intimate relations with industry, business and other institutions in the country and abroad.

QUALITY POLICY

- Living up to its principle of excellence in developing world class professionals.
- Fully satisfying the expectations of its students.
- Developing and implementing innovative pedagogical tools.
- Utilizing all resources optimally.
- Continuously improving processes.
- Generating continuously sustained value for all stakeholders.
- Creating an environment of Trust, Respect, Integrity and Openness.



Director's Desk

Prestige Institute of Management, Gwalior



The dedicated and untiring efforts of all the members of the PIMG family have started to bear fruits in the form of recognition of PIMG as one of the best B-Schools in Central India. Accreditation of the Institute by UGC NAAC as 'A' category Institute was one of the most important achievement of the Institute in this half of the year 2017. The Institute was awarded 3.17 score out of a maximum of 4.0. Our Institute is the only private B-School to get this distinction. UGC has approved the Institute under section 12b of UGC act 1956, implying thereby that the Institute can now submit projects for UGC funding. The Institute already had UGC recognition under section 2f of the UGC act 1956.

The Institute has applied to Jiwaji University, Gwalior for Approval of the Institute as approved research Center of the University.

The Institute has added four more programs this year including three integrated law programs (BBA Law Hons., B. Com Law Hons, and BA Law Hons.) and B. Sc (Computer Science Hons.). Thus the Institute now has four full fledged Faculty groups viz. Management, Commerce, Computer Applications and Law.

The Institute has been highly rated and ranked by various agencies of the country. Some of these rankings are: The Institute has been ranked 6th among the top Private B-Schools of the country in Outlook Money, June 2016 Issue and ranked 1st among the top Institutes in Central India in the same of the same magazine. The Institute has been ranked 20th among B-Schools running BBA program in the country in Times Magazine, 2017. The Institute is ranked 7th among Top B-Schools based on Placements and returns on Investment (Silicon India, Issue: February, 2017). The Institute is ranked 22nd among Top B-Schools in India on the basis of Returns on Investment (Business Today, Issue: January, 2017)

The faculty members of the Institute have made significant contribution to the existing knowledge base in the areas of Management and IT through publication of books, research papers and case studies in refereed national and international journals, papers presented in national and international conferences etc. The cases developed by the faculty members of the Institute are being used in some of the best Universities and Institutions across the world.

The Institute has been adding at least one innovative pedagogical tool every year to add freshness to the delivery/learning process. This year the Institute has added learning through movies. To ensure seriousness, learning through movies has also been included in the internal assessment process.

The business organizations in India have gone through very rough time in last one year starting with demonetization decision taken by Govt. of India in November, 2017. Introduction of GST in haste, without proper preparations, further dented the profitability of the business organizations, restricting the economic growth of the country to below 6.5%. The adverse events have reduced the growth prospects of Business organizations in the short run. The adverse events have spurred rather than diminish the efforts of the Institute to attract the best recruiters to the campus recruitment program of the Institute. Till December 2017, 30 organizations had visited the Institute for Campus recruitment including S&P Global, Deloitte, Kurlon, Jaro Education, HDFC Bank, Just Dial etc.

Dr. S.S. Bhakar

Director

Prestige Institute of Management, Gwalior

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RANKINGS & RATINGS

UGC-NAAC Accredited 'A' Grade Institute

Rating A++ among Top B-Schools in India

(Silicon India, Issue: February, 2017)

Rating 'A' Rating in Top B-Schools of India

(Chronicle Survey, Issue: February, 2017)

Ranked 5th among Top B-Schools in Central Zone

(Silicon India, Issue: February, 2017)

Ranked 7th among Top B-Schools in Placement

(Silicon India, Issue: February, 2017)

Ranked 7th among Top B-Schools in Return on Investment

(Silicon India, Issue: February, 2017)

**Ranked 22nd among Top B-Schools in India for
Return on Investment**

(Business Today, Issue: January, 2017)

Ranked 36th in Top B-Schools of India

(Higher Education Review, Issue: April 2017)



Certificate of
Excellence by IAO
(International Accreditation
Organization: August 2012)



Ranked among the
Top 1000 B-Schools in
the World (Eduniversal
official selection, Paris)

CLUB ACTIVITIES

FAMA CLUB

AWARENESS PROGRAMME ON DIGITAL LITERACY

An awareness programme on Digital Literacy was organised by FAMA club of



PIMG in collaboration with Punjab National Bank (PNB) at Institute's campus. The programme was scheduled on International Women's Day i.e. 08/03/17 to digitally empower the girls for making transactions. It was exclusively for girl students of PIMG. About 230 students participated in this session. The purpose of this event was to make students aware about the E-banking system and discuss the uses, benefits and various products of Digital banking. The Resource persons of this session were Mr. Bhishm Motwani, Manager (Marketing), PNB, Mr. Sushil Kumar, Senior Manager (IT), PNB and Ms. Aparajita Parihar, Manager (IT), PNB. The session was started with how to use e-banking with various accounts and how to transfer funds through online banking using M-wallet, NEFT, RGFT, etc. The session also gave insight on the various aspects of quick and safe transactions through digital banking. Ms. Aprajita also explained about banking through Mobile Apps. These mobile Apps are user friendly and safe. Session also elaborated about credit card facilities and how to take benefits of credit card. The session also included what steps should be taken by the users in case of any fraud. The benefits of cashless economy were also explained by Mr. Sushil Kumar. At last doubts and complaints were handled by team of PNB.

KARVY SEAL WORKSHOP

A workshop on "Empowering Students with Financial Knowledge" was conducted by KARVY Stock Broking Company. It was 2 days "SEAL" i.e. Students Engagement and Applied Learning workshop held on April 03, 2017 and April 04, 2017. The workshop was based on financial learning about online

investment in equity, derivatives, Gold ETF, Mutual Funds, Bonds, IPO and currency derivatives.

The resource person for the workshop were Mr. Syed Hasan Jafar (Manager – Technical Research), Mr. Ankit Soni (Manager- Fundamental Research) and Mr. Sanjay K. Chourasia (Cluster Manager, Gwalior).

Firstly, Mr Soni threw light on the workshop that it will impart practical knowledge related to various topics that can be implemented in the financial market and will be helpful to get full time employment in any stock broking company. He also informed that books will be provided to all students related to workshop containing all fundamental and technical terms.



Secondly, Mr. Sanjay K. Chourasia pointed out how the workshop would help students to invest in daily business in financial market.

At last, Mr. Syed Hasan Jafar acquainted students with technical and fundamental research. This program also put light on the various options available in the financial market.

This two days' workshop was divided in several sessions in which various topics related to financial market were covered. The first session was taken by Mr. Syed Hasan Jafar on the topic “Introduction to financial market and Equity”. In this various topics like Market, Difference between fundamental and technical analysis, where to invest, Financial Market, capital Market, money market, primary and secondary market, equity trade, delivery, Intraday, BTST, Short-selling, settlement cycle were covered.



The second session was taken by Mr. Ankit Soni on the topic “Risk in Financial Market”. In this various topics like advantages of financial market, its disadvantages, risks in financial market, types of risk that affected financial

market, Corporate Action, FPO, types of corporate action etc. were covered. At last, session was completed by Mr. Sanjay K. Chourasia giving some idea about investment options in equity.

Third session was taken by Mr. Syed Hasan Jafar on the topic “Derivatives”. In this sessions on the topics such as contract cycle, future, forward, premium & discount, settlement in future, comparison between future and delivery, option contracts, In the money, at the money, out of the money in call and put option, premium in option, expiry date and contract size were covered.

Fourth session was taken by Mr. Ankit Soni on Ratio Analysis. In this session he gave idea about fundamental and technical research and top - down approach to select where to invest and also explain the practical utilization of ratios to determine the financial performance of company.

The last session of the workshop was the Valedictory Session which included feedback by the students of the event.

BUNCH OF MARKETING BELIEVERS CLUB

Brand-o-Holic

Marketing quiz titled 'Brand-o-Holic' was organized by marketing club in collaboration with Rotaract Club on 19.05.2017.

In total 33 participants participated in the quiz and 5 qualified for final set of rounds. In total there were three rounds. The judges of this event were Dr. Shilpa Sankpal, Dr. Shailja Bhakar and Prof. Pranshuman Parashar. Every round was an elimination round and students had to respond to questions related to advertisements, logos, tagline, jingles and brand origins. The winner of the quiz was Yashika Chavan from MBA II and Dhruv Singh Jadon was runner up.

PEOPLEARTH CLUB

Bridging the Gap

PeoplEarth, HR Club, PIMG organized an interactive session on 'Bridging the Gap' by Mr. Sudhir Singh Rathore on 10th April, 2017. The session was conducted for MBA II Semester students to inculcate the positive attitudes and exploring the career prospects after MBA.

The resource person shared his experience with the students and emphasised on making the right selection of career ahead. The session highlighted the prospects in medical tourism. The query round helped the students in resolving

lots of their dilemmas in regard to job prospects of management graduates and the skills required for the same. Session ended with Vote of thanks by Dr. Garima Mathur, Coordinator, HR.

HR Skit

HR Club, PeopleEarth organized 'HR SKIT' event on 20th April, 2017 in PIMG. It was a team activity to perform an act on any of the HR issues as well as suggesting its solution.



Seven groups were finalized for the event after screening. The main motive of this event was to provide a platform to all the students to display their problem solving skills. Team of Deeksha Khatri, Garima Chaubey, Neha Seth, Pooja Chauhan, Priya Chauhan of MBA IV Sem was the first Runner up and Team of Shivani Saxena, Mohini Sharma, Anmol Gupta, Harshika Yadav, Anvy Alex, Deeksha Rai, Amrita Tiwari MBA II Sem was the second runner up.

First prize was bagged by winning team of Swaril Mathur, Dhruv Singh Jadon, Simran Rohira, Piyush Khandelwal, Kajal Sharma, Akshay Bhargava and Vivek Sighal. prize was bagged by winning team of Swaril Mathur, Dhruv Singh Jadon, Simran Rohira, Piyush Khandelwal, Kajal Sharma, Akshay Bhargava and Vivek Sighal. Prize distribution was done by Dr. S.S. Bhakar (Director of Prestige Institute of Management, Gwalior). The event was organized by the students of HR Club (Aman Chaurasia, Neha Seth, Pooja Chauhan and Rakhi Bhatnagar).

STUDENTS' CLUB

In order to augment the creativity and scientific temper amongst the learners, the students of the Institute are provided various platforms to showcase and nurture their creative and analytical skills. Institute has a student's club which also ensures awareness and promotion of the value added programs offered by the other Institutions. The students are sponsored to participate in value

added programs and contests organized by other Institutes of national importance. The Institute follows a transparent system where all students are informed about extra-curricular activities organized by Institute's student's club, Major objective of the Student's club of Prestige Institute of Management, Gwalior are as follows:

1. To Develop social intelligence among the students
2. To display skills of students at national and international level by ensuring their participation in events being organized by top institutions of the country.
3. To teach skills of event management.
4. To teach managerial skills to the students.

Rules for participation of students of the Institute in activities organized by other Institutions

1. Expenses of to and fro will be borne by the Institution
2. Registration fees for the participation in the events will be paid by the Institute
3. Accommodation for the team participating in the event will be paid by the institute
4. In addition to above, if student wins any cash prize then it is given to the student only. The Institute doesn't claim any part of it.
5. There is no bar on the participation in any event by the students, if they maintain 75% classroom attendance.

Participation of students in activities organized by other Institutions:

As a result of the above policies, we are glad to inform you that in previous academic session i.e. 2016-17, 843 students of this Institution participated in 82 events of different Institutions. In the current year also till now 486 students have participated in these events. Prestigians have participated in 33 different events organized by best Institutions in the country including IIT Roorke, IIT Madras, IIM Trichy, IIM Locknow, IIM Kanpur, IIT Mumbai, IIT Hyderabad, IIT Kharagpur, IIM Kerala , Colours of youth hosted by MTV, SHIM Bhopal and IPER Bhopal, IIM Kerala, St. Xavier's College Jaipur, Jaipuria Institute Lucknow, Student's Parliament at MIT Pune, MNIT Bhopal, Sagar Institute of Research and Technology Excellence, Pacific University Udaipur, Gittaratan Institute of Business Studies, Jaipuria Institute Indore, Prestige Institute of Management and Research Indore, Indian Institute of Travel and Tourism Management, Noida, ABV-IIITM, Gwalior to names a few. The students won following prizes in these events:

S. No.	Name of the Event	Student winner	Prize / Position
1.	Cultural Fest of IIT Roorkee	Dheeraj Sharma BBA III	21000.00 Cash Prize 3 rd Position
2.	Cultural Fest of IIT Roorkee	Kapil Singh Tomar	31000.00 Cash prize, 2 nd position
3.	Infotsav at ABV IITM	Kaushal Sahu BBA 3 rd	2100.00 Cash prize 2 nd position
4.	Young India Challenge by Career Launcher	Tanmay Jain and Soumya Sharma	2 nd Runner Up Scholarship of Rs. 25000 for both and research project with CL
5.	IIT Mumbai Cultural fest	Dheeraj Sharma	Cash prize of Rs. 3100 2 nd runner up
6.	Face of Gwalior challenge by JCI	Rahul Goswami, BCA 5 th	1 st Position

Excursion tour Report UG and PG for Academic Session 2017

Institute Organizes education cum excursion tour for Post graduate and undergraduate students every year under the banner of Student's club. In 2017 Institute has organized 7 days trip for PG and UG students separately in month of March to Delhi, Chandigarh, Shimla, Manali, Kufri and Rohtang Pass. Students have also visited Industries in Badi Industrial area during their tour. Total 33 students from MBA 1st Semester and 37 students from UG first year went on trip this year. Trip of Students comprises of various activities such as, Adventure sports, Industrial Visits, Rafting, visits to historical monuments and local markets and DJ night.

ROTARACT CLUB

Activities from January to June 2017

Institute have various platforms for the students to develop social intelligence and serve society. Rotaract club of Prestige Institute of Management, Gwalior is one of them. It is a totally student driven club under the aegis of Rotary International. This club has conducted so many activities for the underprivileged sections of the



society. Members of Rotaract Club of PIMG are continuously working towards achieving 100% adult literacy in Chinor village. Rotaractors have celebrated a “Rotaract services Month” in the month of March 2017 under which they have organized 31 activities starting from 1st of December 2017 to 31st of December 2017. In this service month they have organized, Session on Cyber crime by MP Police, Session on Time management and Rights of Women by JCI, Session on Human rights by International Human rights Organization in association with Giants group of Gwalior, Service by Team Rotaractors in Orphanage house, Multi Specialty medical camp, Seminar on Environment safety by PF Commissioner Gwalior, Inter college painting competition, EML on Insurance Industry by Santwani Associates, Inter school quiz competition in association with Raj Express Gwalior wherein 40 schools have participated, Service by team Rotaractors for Swachhata Mission, Industrial visit for Rotaractors at Kurl on Malanpur, Career Guidance Seminar by Director Dr. S.S. Bhakar for UG final year students, 2 days computer literacy program for senior citizens, Intra college Debate competition on Demonetization, Best out of Waste activity where 64 teams have participated, Christmas celebration by Rotaractors, one day Workshop on digital marketing, Traffic awareness seminar by Addl. S.P. Traffic Ajay Tripathi, are the names to few.

NSS REPORT

Purpose	Venue	Date
Red Ribbon Activity	College Campus	16.01.2017
Digital India Seminar	Jiwaji University	01.02.2017
Voting Awareness Camp	Jiwaji University	17.04.2017
International Environment Day	Jiwaji University	21.06.2017

COMPUTER SCIENCE CLUB

Kaun Banega C Programmer (KBCP)

In order to check the subjective knowledge of the students and to make them learn while playing, Computer Science club of Prestige Institute of Management organized an event named Kaun Banega C Programmer on 16th May, 2017. Event was coordinated by Prof. Nitin Paharia and Prof. Vani Agrawal.

There were 45 students who participated in the event. First round was fastest finger where the participants quick reaction, both mental and physical came into play. In this round, the maximum time given was 30 seconds and the student who solved the question in the least time was called on the stage to finally play the game. The contestant (student) on the stage was facilitated by 4 lifelines. There were 5 numbers of padavs in the game. Playing contestant crossing a padav meant that he/she had fixed his/her one prize but still there

were more to be crossed to get the final prize. Total 10 no. of students came up on the stage to play the final game. Praveen Kumar (BCA VI semester) and Naman Awasthi (BCA IV semester) were able to answer the questions and crossed padavs and finally won the award prize.

PRESTIGE CENTER FOR ENVIRONMENTAL SUSTAINABILITY

Earth Day Celebration

Earth Day is an annual event, celebrated on April 22. It was first celebrated in 1970, and is now coordinated globally by the Earth-Day-Network and being celebrated in more than 193 countries each year. In India Ministry of Earth Sciences and its Institutes are celebrating Earth Day on 22nd April every year. The Theme of this Earth Day during 2017 was “Environmental and Climate Literacy”. This year the Earth Day event was organized by the “Prestige Centre for Environmental Sustainability”. Under this, “Best out of Waste” competition was held; the students from different courses participated in it and brought mindboggling items made from waste. The Under Graduate as well as Post Graduate students were encouraged to volunteer and to participate in this event. The promotion of the same has been done by the student volunteers in the Institute. Mrs. Pratima S. Mathew, Deputy Commandant, 13th battalion SAF, Gwalior, was invited as the Chief Guest in the event. A documentary was also shown to students on the “Forest Man of India”.

The event started with the arrival of the Chief Guest Mrs. Pratima S. Mathew who is presently posted as Deputy Commandant, 13th battalion SAF, Gwalior. Director of the Institute Dr. S.S. Bhakar accompanied her in the event. Maa Saraswati blessings were taken by everyone in the hall before the starting of the event. Flowers bring out the beauty of the nature but once plucked, those are of no use, therefore, the chief guest was welcomed with the basket of fruits. After that, the coordinator of the event Prof. Vani Agrawal introduced everyone with the process of the event and promised all about the great day as it will showcase environmental education, highlight efforts to green the environment and engage the whole student community in making a difference. A competition was held among the students to make the best use of waste materials and students were not allowed to purchase anything from the market. A documentary was also shown to the students to spread the awareness for the environment. Furthermore, the faculty members of the institute arranged carpooling to save the fuel and to show their concerns for the rising level of pollution. The effort made was not just for a single day but it will be practised in the coming days too. Along with that, a pledge was also taken by all the faculty members and students of the institute that they will at least adopt a habit in their day to day life which is to work effectively in cleaning environment and saving our Mother Earth from the pollution. Moreover, tree plantation also took place in the campus premises and lectures were delivered

to generate awareness among the students to switch off the electronic appliances when not in use and Mr. Rizwan Qureshi spoke about the benefits of using bicycle instead of automobiles. At last, the co-coordinator of the cell Prof. Devendra Sharma proposed the vote of thanks.

In this manner, Prestige Institute of Management, Gwalior, took a step ahead in saving our Earth and Environment which not only gives us oxygen, water and food but also helps us in living our life effortlessly by providing us fossil fuels and the proper life cycle.

PLACEMENT DETAILS

Placement Details from January to June 2017

Prestige Institute of Management, Gwalior completed its placement season of 2017 batch in May 2017. This year we have added More than 15 new Brands in the recruiter list of PIMG which include, Pidilite, Wakefeild, Safari, Allied Analytics, Travel Triangle, UAS International, Varthana Microfinance, Deloitte, Tata Class Edge, Exito Media, Cox n' Kings, Furthermore, 72 Organizations visited during this placement season for all the courses i.e MBA, BBA, BCA, B.com and BTM. This year for MBA we have received the highest Package of 9.5 LPA with average package of 4.28 LPA; whereas for BBA highest Package was 4.44 LPA and average was 3.12 LPA; for BCA organizations like Deloitte, Wipro, Infosys and TCS visited Institution with the highest package of 3.50 LPA and Average of 2.4 LPA; Pilot Batch of BTM got 100% placement in well known MNC in Tourism i.e Cox n Kings. Following are the names of Organizations that Visited for Final Placement of 2017 batch.

Name of the organization	Name of the Organization
Airtel	1985 Company
Allied Analytics	Aurum Financial Research
Aon Hewitt	Capital heights
ACH	Easy Policy
Axis Bank	Effectual Services
Bejobbed	JSPL
Capegemini	Just Dial
Capital Via	Nagarro
Cox N' Kings	Dainik Jagran
Darashaw	Pidilite
Decimal	Quik Stay
Deloitte	Richs
Digital Solution	Satyam Infotech
Emami	Sharekhan
Exito Media	Sheild Research
Face Academy	Talent Corner
FIS Global	Tata Class Edge

Getz Holiday	TCS Ignite
ICICI Bank	Tech Mahindra
Infosys	Trading Bells
Janalakshmi Financial Services	Transform
Jaro Education	Travel Triangle
JK Tyres	UAS International
KIPS	VIVO Mobiles
Kurl On	Vodafone
Muthoot Fincorp	Voice Tree
Wakefeild	Ways2 Capital
Sharpen UP	Emphasis
Global	Safari
ACH	Splash Suncity
Davars	Muskaan Foundation
Jamna Auto	Godfrey Philips
Finkart	Credible Professional Services Pvt. Ltd.
Pulse Event Management Pvt. Ltd.	Reliance Retail Ltd.
Dynogen Power	Patanjali
Indore Interio	India Infoline

BOOT CAMP - 2017

Boot Camp was organized on January 06, 2017 at hotel Adityaz. It was a one day training program for the students of UG & PG. Theme of the workshop was “Enhancing Leadership –Inside-out” and the resource person was Dr. Sunita Didi Chandak. The entire workshop was divided into four sessions which were as follows:



Session 1: Being Proactive and a Responsible Leader

Session 2: Transforming Anger into Positive Self Talk

Session 3: Harnessing Intellect & Decision Making Skills

Session 4: Being Positive ...No Matter What!

One hundred and ninety-nine students registered for the event. The workshop began in the morning at 10:00 a.m. and lasted till 5:30 p.m. The coordinator of this event was Prof. Devendra Sharma.

INTERNATIONAL CONFERENCE

8th International Conference on Strengthening strategies, Shaping Policies and Empowering Personnel: Key to Organizational Competitiveness

Inaugural Ceremony (07/01/17)

Dais Sharing



Chief guest of the occasion: Prof. Sangeeta Shukla (Vice Chancellor Jiwaji University Gwalior and Conference Presiding Officer), Guest of Honor: Prof. Karuna Jain (Director, Nitie Mumbai), Special Guest: Prof. Filiz Angay from Akdeniz University Turkey, Keynote Speaker: BK Dr. Sunita Didi Chandak (CEO, Spiritual Quotient Consulting Centre, Surat.) Keynote Speaker : Prof. Ravindra Rena (Professor, North West University- Mafikeng Campus Mmbatho, South Africa), Dr. Davish Jain (Chairman Governing Body), Dr. S.S. Bhakar (Conference Chairman), Dr. Sneha Rajput (Organizing Secretary), Dr. RPS Kaurav (Organizing Secretary- XIC 2019)

Ceremony Brief

The Ceremony commenced with the illumination of Holy lamp and Prayer of Maa Saraswati, followed by Floral Welcome of Dignitaries on the Dias.

Dr. S.S. Bhakar delivered the welcome address, followed by the Conference detailing by Dr. Sneha Rajput (Organizing Secretary).

The Institute Conferred Management excellence award on Prof. Karuna Jain, Director NITIE, Mumbai for her contribution to Management Education in the inaugural session of the conference. The institute felicitated Dr. Tarika Singh and Dr. Shilpa Sankpal for completing 10 years in the institute, and Dr. P.K. Singh for completing his PhD in the year 2016.

Dignitaries on the dais unveiled 7th and 8th International Conference Edited Book (Volume II & Volume I resp.), Souvenir of the 8th Int. Conference, Release of Ninth International conference, Brochure, National Case Writing Workshop Brochure, National RMW Brochure and Spandan 2017 Brochure. The ceremony ended with the Vote of Thanks presented by Dr. RPS Kaurav. A Photo session was conducted to capture the memories of the conference followed by lunch and a Cultural Show.

Overall 220 abstracts and more than 200 research papers were scheduled. Overall **21** International delegates registered themselves from South Africa, Bangladesh, Turkey, Tanzania, Australia, Nepal, Eithopia and Bhutan and more than 100 delegates registered for the conference across the country.

Day I- January 7, 2017: After Inaugural ceremony in all six technical sessions were scheduled

Technical session I, II and III were scheduled from 2:00 pm to 4: 00pm

The First Technical Session (07/01/17) of 8th International Conference was held on January 7, 2017 at 2 - 4 p.m. in the Seminar Hall. The Session Chair was Dr. S G Deshmukh, and the other panellists were Prof. Suvijna Awasthi, Prof. Raghuveer Singh, Prof. J L Gupta and Shri Subhash Joshi. Total 10 theses were lined up for presentation out of which 6 were presented.

The theses that were presented were "Portrayal of Women in Indian Television Advertisements: An Exploratory Study" (Madhusmita Das); "Employee Relationship Management in Public Sector Banks - A Study with Reference to Chennai City" (V. Chitra); Social Responsibility Reporting in Indian Corporate Sector: An Empirical Study" (A N Shankar); "A Study on Training and Development Methodologies and Evaluation of Training Methodologies in Some Industries" (Rekha Mewafarosh); "Seasonality in Stock Markets: A Case Study of BSE and NSE Indices" (Shilpa Lodha) and "A Study on Effect of Conjunction between the Planets and Zodiac Signs on Price Movements in Indian Equity Market" (Pinkal Shah). The rapporteur of the session was Dr. Shilpa Sankpal and co-rapporteur was Mr. Pranshuman Parashar.

Technical Session II: Information Technology (07/01/17)

Venue: Board Room, Timing: 2:00 pm -4:00 pm

Session Chair was: Prof. RS Jadon from MITS Gwalior

Co session Chair: Prof. Joydip Dhar from ABV IITM Gwalior

Keynote Speaker was: Dr. Saurabh Mukherjee from Vanasthali Vidya Peeth Jaipur

Rapporteur: Prof. Vani Agrawal

Total 11 Papers were received and out of which total 09 papers were presented.

Technical Session III: Human Resource Management (07/01/17)

Venue: Room No. 15

Timing: 2:00 pm -4:00 pm

Timing: 2:00 pm -4:00 pm

Session Chair was: Prof. PK Chaubey

Co session Chair: Prof. Sumat Agrawal,

Keynote Speaker was: Prof. Monica Prakash,

Rapporteur: Dr. Gaurav Jaiswal

Total 15 Papers were received and out of which total 09 papers were presented.

In the session

Technical session 4, 5 and 6th were scheduled from 4:15 pm to 5:45 pm

Technical session IV Finance (07/01/17)

Technical Session IV: Financial Management

Venue: Room No. Board Room

Timing: 4:15 pm – 5: 45 pm

Session Chair was Prof. DD Agarwal

Co session Chair: Dr. Amitabha Joshi

Keynote Speaker was: DR. Gaurav Agrawal

Rapporteur was Prof. Himani Saxena

Total 15 Papers were received and out of which total 10 papers were presented

In the session

Technical Session V: General Management

Venue: Room No. 16

Timing: 4:15 pm – 5: 45 pm

Session Chair was Prof. SK Shukla

Keynote Speaker was: Prof. Gunmala Suri

Rapporteur was Prof. Nischay Upmannyu

Total 18 papers were scheduled and In all 12 papers were presented in the session.

Technical Session VI: Marketing Management

Venue: Room No. 15

Date: 07/01/16

Timing: 4:15 pm - 5:45 pm

Session Chair : Prof. Yogesh Upadhyay

Co- Session Chair: Prof. Ajay Prasher,

Keynote Speaker was: Prof. Puja Chhabra Sharma

Rapporteur: Dr .Ruturaj Baber

Co- Rapporteur: Prof. Gunjan Awasthi

Out of 17 papers in total, 10 papers were presented.

DAY II i.e. January 8, 2017 in all 5 sessions were scheduled

Technical Session 7, 8 and 9 were scheduled from 10:30am to 12:30 pm

Technical Session VII was on Financial Management

Venue: Room No. 15

Timing: 10:30 am -12:30 pm

Session Chair: Prof. Jagdish Narayan

Co Session Chair: Prof. Kailash Gupta and Prof. Prakash Sharma Sir

Keynote Speaker: DR. Filiz Angay

Rapporteur was Dr. Vinod Bhatnagar

In all 11 papers were presented in the session out of 16 papers.

Technical Session VIII was Human Resource Management

Venue: Room No. 16

Timing: 10:30 am -12:30 pm

Session Chair: Prof. K S Thakur

Co Session Chair: Prof Indu Varshney , and Prof. Mahesh Sharma

Keynote Speaker: DR. Manoj Patwardhar

Rapporteur : : Dr. Ravindra Pathak

Co-Rapporteur: Prof. Alka Chaturvedi

In all 14 papers were presented in the session out of 20 papers.

Technical Session IX: General Management

Venue: Seminar Hall

Date: 08/01/16

Timing: 10:30 am -12:30 pm

Session Chair: Prof. Nd Mathur

Co Session Chair: Prof. CP Gupta

Keynote Speaker: Prof. Kevin Walsh

Rapporteur: Dr. Amitabha Maheshwari

Co- Rapporteur : Prof. Unnati Gupta

In all 13 papers were presented out of 19 papers.

Technical Session X and XI were scheduled from 2:00 pm to 4:00 pm

Technical Session X was on General Management

Venue: Room No. 16

Timing: 2:00 pm -4:00 pm

Session chair was Prof. R A Sharma

Co Session Chair was Mr. Dilip Pithadia

Keynote Speaker was Dr. Sangeeta Sharma and Prof. Sabah Walsh

Rapporteur: Dr. Nandan Velankar

In all 14 papers were presented out of 21 papers scheduled for presentation.

Technical Session XI: Marketing Management

Venue: Room No. 15

Date: 08/01/16

Timing: 2:00 pm -4:00 pm.

Session chair was Prof. Pankaj Attri

Co Session Chair was Prof. SK Singh

Keynote Speaker was Prof. Timira Shukla

Rapporteur: Dr. P.K. Singh

In all, 11 papers were presented out of 20 papers

Valedictory Ceremony: 8/1/17

Dais Sharing

Hon'ble Chief guest of the occasion was Prof. DK Dureha (Vice Chancellor Lakshmibai National University of Physical Education, Gwalior , Guest of Hon'ble Prof. Pankaj Attri (Dean Bundelkhand University, Jhansi Special Guest Mr. Dilip Pithadia (Chairman , Pithadia Foundation, F. Hills, Michigan/Lubbock, Texas USA) and Prof AKM Tafzal Houque, Professor University of Chittagong Bangladesh.

Conference Chairman Dr S.S. Bhakar, Director PIMG, Dr. Sneha Rajput (Organizing Secretary- VIII IC 2017), Prof. Chanda Gulati (Organizing Secretary- IX IC 2018).

Ceremony Brief

The Ceremony commenced with Floral Welcome of Dignitaries on the Dias. The Organizing Secretary- VIII IC 2017 Dr. Sneha Rajput presented the report of the Conference; Feedback was presented by few Delegates from Bangladesh followed by concluding remarks by Dr S.S. Bhakar. Best PhD Award was presented to Prof. V. Chitra by the Guests on the dias. A small presentation was delivered by the students of ABV IITM. The Dignitaries on the dias shared their valuable thoughts followed by Memento Presentation and Vote of Thanks was presented by Prof. Chanda Gualti.

Agra Tour 9/1/17

The institute organized Full day Agra Excursion tour wherein all registered faculty delegates and guest accompanied. The tour was coordinated by Prof. CK Dantre. Along with Core Committee Prof. Ruturaj, Prof. Brahmanand, Prof. Vaibhav escorted the trip.

16th NATIONAL CASE WRITING WORKSHOP

Prestige Institute of Management, Gwalior organized Sixteenth National Case Writing Workshop during April 29th to May 1st, 2017 in the institute. The workshop was inaugurated on 29th April, 2017 by chief guest of the function Dr. Satendra Singh MD IIDC, Gwalior and Guest of Honour, Mr. Lokendra Singh Chauhan, General Manager JB Mangharam Gwalior.



After inaugural function, Dr. Bhakar conducted the first session on 'Data Collection for cases and Writing the Opening Paragraph'. In the latter half all 14 groups moved to different organizations such as Akzonobel, Malanpur; SRF Limited, Supreme Industry, Malanpur, Bajaj Finserv, Bajaj Allianz, Yellow Chilli, My FM, Angel Heights, Sun Valley Infratech, Sharpen UP, Live Tips, NJ Investments, Central Park, Nai Duniya, Times of India, Dainik Bhaskar etc.

On day two, there was an illuminative session by Dr. Bhakar on 'How to write Teaching notes, Learning Objectives' etc. The remaining day was dedicated to the respective teams streaming in their inputs into developing their cases.

On day third, all the fourteen case writing teams presented their cases, positive suggestions were given to all the teams for further improvement in the cases. The workshop was completed by a valedictory session on 1st May, 2017 by the speeches of Chief Guest Mr. Jai Bhan Singh Pawaiya ji, cabinet minister of higher education in M.P. Government and Guest of Honour Mr. Sameer Seth, HR manger Mondelex India foods Pvt. Ltd. The workshop was well received by the academicians of different colleges of the country. The workshop resulted into the development of 25 Management & IT case studies which institute will send to the Case Centre, United Kingdom for further accreditation & worldwide release.

GLOBAL CASE COMPETITION

Prestige Institute of Management organised and hosted the very first Global Case Competition sponsored by The Case Centre, UK on 10th June 2017. The coordinator of the Competition was Dr. Tarika Singh Sikarwar and the co-coordinator was Dr. Raturaj Baber. The competition was one day event which started at 10 am with inaugural function. Mr. Shri Mr. S C Mohrana, GM, The



Supreme Industries Malanpur was the chief Guest, Avinash Mishra, GM Hr and Admin Godrej Consumer Products Ltd. Godrej Malanpur was the guest of honour and Prof. Prashant Mishra, Professor, IIM Calcutta was the special guest of the function.

There were two case presentation sessions post inaugural, one before lunch and one after lunch. Prof. Prashant Mishra, Professor, IIM Calcutta, Mr Vijendra Niranjana, Principal Consultant PwC Chennai and, Prof. Dheeraj Sharma, Professor, IMS Gaziabad were the evaluators for both the case presentation sessions.

The event attracted more than fifty case studies from world over which included case studies like from S P Jain School of Global Management, Dubai, Institut d'Enseignement Supérieur de Ruhengeri Musanze, Annamalai University, Tamil Nadu; Kohinoor Business School, Kurla Mumbai; University of KwaZulu-Natal, Durban- South Africa; XLRI Jamshedpur; Akdeniz University, Turkey, Osmania University Hyderabad; Symbiosis Institute of International Business, Pune to name a few. Apart from this many executives and trainers have also submitted their case studies for the competition.

In the valedictory session, Mr Rajesh Chandra, AVP, Godrej Consumer Products Ltd. Godrej Malanpur, was the Chief Guest, Mr Vijendra Niranjana, Principal Consultant PwC Chennai was guest of honour and Prof. Dheeraj Sharma, from

IMS Ghaziabad was present as special guest.

The first prize of Rs 10,000/- cash for the event was begged by Dr. Rajesh Kumar Pandey, Asst. Professor SSR IMR, Silvassa, UT of DNH Savitribai Phule Pune University, Pune for his case naming: A Case study on an Inspiring Beverage Company Beverage of Choice Silvassa Bottling Company, Dapada, UT of DNH. 2nd Prize of Rs 7000/- was won by a case naming: Webtalkies: An Online Movie Theatre, jointly written by Dr. Rajendra M. Inamdar, Professor and Director, Department of MBA at Angadi Institute of Technology and Management, Belagavi-590009, Karnataka and Shri. Ajinkya S. Damle, Assistant Professor, Department of MBA at Angadi Institute of Technology and Management, Belagavi-590009, Karnataka.

The 3rd prize of Rs. 5000/- was won by Anshul GARG, Assistant Professor of Technology Management at SVKM's NMIMS Shobhaben Pratapbhai Patel School of Pharmacy & Technology Management Mumbai, India).

The title of the case was: Forest Essentials: A Quintessential Indian Ayurvedic Beauty Brand

The Sponsors of the event were: The Case Centre, UK and associate publishing sponsor, was The Emerald Emerging Market Case Study Collection.

SECOND NATIONAL FINANCE SEMINAR

Second National Finance Seminar on the Theme – Contemporary Issues in Finance, Economics and Accounting was held at PIMG on April 8, 2017. The coordinator of the Seminar was Dr. Vinod Bhatnagar and co-coordinator was Prof. Pooja Jain.



Total 58 papers were received for the Seminar out of which 32 were presented. The Seminar had two technical sessions besides the Inaugural Valedictory Session.

PRAGATI PATH

Public Speaking



A Public Speaking Contest was organized. The theme was " Women Empowerment". Total 42 students registered and 13 students steered for the finals. Prashant Nagarch said that women empowerment is necessary for social equality. He questioned why tiger is national animal not tigress and added that there is no substitute to women empowerment Mandeep Kaur spoke "if women are unhappy, individual homes, society and the nation will not prosper .She added women in past are more empowered than women in present times. She cited examples of mother of Bhagat Singh sacrificed her son for nation. The winners were Nishi Sharma (First), Mandeep Kaur (second) and Prashant Nagarch (third).

Debate competition

A debate competition on "Peer Pressure is Always Harmful" on the aegis of Pragati Path on March 8, 2017 where 29 students registered and 9 students were shortlisted for the finals .The judges were Dr. Shilpa Sankpal, Dr. Sneha Rajput and Dr. Shailja Bhakar. Prashant Nagarch quoted "Your peers, their choices and ways of life gives you a glimpse of the world outside the four walls of the house .and Peers can influence the shaping of your personality in a positive way." Irshita Jain cited that certain peers can negatively affect someone and one can develop bad attitude and negative thinking as pressure cannot be helpful in anyway. The winners were Prashant Nagarch(for) and Irshita Jain(against). Finally, Director Dr. S.S.Bhakar addressed the audience and asked them to involve themselves more and more in such competitions as these helps in developing their communication skills, confidence and positive attitude.

PRESTIGE 20x20

On April 26, 2017, to develop Speaking and Presentation Skills of the students, **Team Pragati Path organized PRESTIGE 20x20.** In this 25 registrations were made and 9 participants were shortlisted after screening. The students participated with full enthusiasm and created a wonderful aura by expressing, showcasing, narrating and presenting Slide show presentations on topics related to Business Tycoons, Entrepreneur and Motivational topics. The winners were: first was Naman Awasthi -Steve Jobs-Second was Anvesh Sharma Find Your Life's purpose and third was Harsh Jain-Nick Vujicic.

Exhibit Your Bit

The next competition was **Exhibit your bit** in which students in teams had to advertise a product through role play. Time allocated was 10 minutes. 7 Teams were registered and 4 were short listed. The winners were Team 2 (Harsh Jain, Archna Sharma, Rashika Jain, Titiksha Pandey, Shilpi Bhadouria, and Anvesh Sharma) and Runners up was Team 4 (Abhishek Sharma, Mayank Singh Chauhan, Anuj Gupta, Sheetal Gupta, Rohini Samadhiya, Shefali Jha).

Honourable Director Dr. S.S. Bhakar congratulated the winners and rewarded them with certificates and prizes. He expressed that the participation will help in improving confidence, public speaking skills, gaining knowledge, developing team spirit and leadership skills. By developing such skills, students are being prepared to face the challenging world.

Zip Your Lip

Zip Your Lip was held on May 13, 2017. Life is a cycle, and mime is particularly suitable for showing fluidity, transformation, metamorphosis. Each team consisted of 2 to 6 members. Presentation time 8-10 minutes, Negative points for exceeding the time. Criteria for judgment were Innovation, Team work and Expressions, Cohesion and Overall presentation. The judges were Dr.Rahul Pratap Singh Kaurav, Prof. Pranshuman



Parashar and Prof Smrita Bhadouria. Time given to each team was 8-10 minutes. Theme was social issues or corporate life. Teams came up working on Save girl child, plight of girls, female feticide, save water, mobile phones

menace in society and girl child trafficking. The winners were Team 3 who gave their mime presentation on Menace of Mobiles in Society - Deepak Joshi, Priyanshu Rajput, Yash Shrivastava, Rahul Rajak, Ravi Pal. The Runner up team was from BBA II on Save Water - Osheen Bhatnagar, Jyoti Bhadoria, Muskan Nagaria, Neha Sakhwar, Nisha Chaudhary, Ruchita Bhadoria. Our honourable director rewarded the winners and motivated the participants. He added that mime (non verbal communication) is an area that needs a lot of efforts, integrity and creativity. The student coordinators were Anurag Dingliwal, Deepak Joshi and Harish Shrivastava. The program was anchored by Pratyasha Gautam of B.com.

ALUMNI MEET 2017

Institute celebrated 2nd Alumni meet on 11th March 2017 for all the courses starting from the pilot batch of PIMG i.e 1999. The event began with 'the lighting of the lamp' by the Director and other dignitaries marking the beginning of the event. The total participation from the different batches was around 200. The chief guest for the event was Dr. Yogesh Upadhyay and guest of Honor was Dr. Manoj Patwardhan.



Mr. Shailesh Kukreja was recognised for his contribution to the institute in terms of placement from three consecutive years. After the inaugural ceremony the batch-wise introduction was given by the Alumni followed by lunch.

Mr. Kukreja said that it gives him a great pleasure to address the alumni on the occasion of the alumni reunion. Director, Dr. S S Bhakar also requested to fix a date for annual alumni meet probably in the month of December and make this body strong by electing a body for alumni. He emphasized that the greatest asset of any institute is the people – the students, the faculty, the administration and the Alumnus.

Prof Abhay Dubey tender his gratitude to each and every one present for finding time to be a part of the event. Prof. Megha Yadav, Coordinator Alumni Meet welcomed all the Alumni and thanked them for their presence. She noted that Alumni are the brand ambassadors of an institution and a very vibrant relationship must be established and nurtured. On this occasion the batchwise Executive council of Alumni was formed.

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FACULTY ACHIEVEMENT

Dr. Sneha Rajput



- Best Paper in Marketing Session Entitled “Dominancy of Receptiveness Quality during Recreational Visits: A Study on M.P. Tourism Resorts” in 7th COMIT, International Conference on “Global Information and Business Strategies Organized by Gitarattan International Business School, Rohini, Delhi Held during December 16-17, 2016.
- Second Position in 'Jigyasa' 13th National Student Research Contest Organized by Prestige Institute of Management and Research Centre Indore for Published Paper entitled “ Effect of Mall Ambiance on Shopping Response: A Study in Gwalior Region” held on February 05, 2017. (Presented by and Certificate Issued to Co Authors Tanmay Jain and Somya Sharma along with Cash Prize Rs. 3000)



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