



# PRESTIGE

INSTITUTE OF MANAGEMENT & RESEARCH, GWALIOR

UGC NAAC ACCREDITED 'A' GRADE AUTONOMOUS INSTITUTE

# SRIJAN

2023-2024



## NEWS LETTER



UGC APPROVED  
**AUTONOMOUS**  
INSTITUTE



**NAAC**  
ACCREDITED  
'A' GRADE INSTITUTE



Permanent  
Affiliated to Jiwaji  
University, Gwalior



BAR COUNCIL OF INDIA

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# MESSAGE *from* THE EDITORS

It's with immense pride that we unveil the latest edition of Srajan, your annual window into the vibrant tapestry of life at Prestige Institute of Management and Research, Gwalior. As we turn the pages, we embark on a journey reliving the triumphs, the challenges and the indelible moments that shaped our college experience this past year.

This newsletter stands as a testament to the collective spirit, unwavering dedication and boundless talent that resides within our college walls.

So, dear readers, turn the page, immerse yourselves in the world of Srajan and let the memories, the emotions, and the inspiration flow. Remember, Srajan is not just a newsletter; it's a legacy we create together, year after year.

With warmest regards



**Dr. Pratiksha Saxena**

Assistant Professor,  
Editor - Srijan



**Dr. Deepshikha Chavan**

Assistant Professor,  
Editor - Srijan

## Institute's Ranking (2023-24)

1. Ranked 15th Best Commerce college in west zone by OPEN Jul 2023
2. Ranked 7th Best BBA college in west zone by OPEN Jul 2023
3. Ranked 5th Best BCA college in west zone by OPEN Jul 2023
4. Ranked 2nd Best Private Commerce college in MP by OPEN Jul 2023
5. Ranked 2nd Best Private BBA college in MP by OPEN Jul 2023
6. Ranked 2nd Best Private BCA college in MP by OPEN Jul 2023
7. Ranked 62nd in Top 100 Management Institutes in India by Times B School survey, Jul 2023
8. Ranked 45th in Top 50 Private Management Institutes in India by Times B School survey, Jul 2023
9. Ranked 71th in Top B Schools in India by The Week Nov 2023
10. Ranked 56th in Top Private B Schools in India by The Week Nov 2023
11. Ranked 30th in Top B Schools in West Zone in India by The Week Nov 2023
12. Ranked 25th in Top Private B Schools in West Zone in India by The Week Nov 2023
13. Ranked 11th in Top B Schools of Eminence in India by GHRDC-CSR Nov 2023
14. Ranked 3rd in Top B Schools Madhya Pradesh in India by GHRDC-CSR Nov 2023
15. Ranked amongst Top 10 promising Law Colleges in India by Higher Education Review Nov 2023
16. Rated in AAA+ category amongst Top MBA Colleges in India by Career 360, Nov 2023
17. Ranked 115th in Top B Schools in India by Business World Dec 2023
18. Ranked 91st in Top Private B Schools in India by Business World Dec 2023
19. Ranked 1st in Top B Schools in Central India by Business World Dec 2023
20. Ranked 53rd in Top Private B Schools in India by Outlook Nov, 2023
21. Ranked 3rd in Top Private B Schools in Central Zone in India by Outlook Nov, 2023
22. Ranked 9th in Top Private Affiliated Colleges (B School) in India by Outlook Nov, 2023
23. Ranked 2nd in the category of excellence in Top BCA colleges in India, GHRDC, Apr 2024
24. Ranked 2nd in Madhya Pradesh in Top BCA colleges in India, GHRDC, Apr 2024
25. Ranked 4th in Eastern & Central region in Top BCA colleges in India, GHRDC, Apr 2024
26. Ranked 59th in Top Management Institutes in India by Times B School survey, May 2024

27. Ranked 39th in Top 50 Private Management Institutes in India by Times B School survey, May 2024
28. Ranked 30th Best BBA College in India by India Today, Jun 2024
29. Ranked 2nd Best BBA College in Madhya Pradesh by India Today, Jun 2024
30. Ranked 28th Best BCA College in India by India Today, Jun 2024
31. Ranked 2nd Best BCA College in Madhya Pradesh by India Today, Jun 2024
32. Ranked 56th Best B Com College in India by India Today, Jun 2024
33. Ranked 1st & Best B Com College in Madhya Pradesh by India Today, Jun 2024
34. Ranked 10th Best Emerging B Com College in India by India Today, Jun 2024

# **CLUB ACTIVITIES**

## **2023-2024**



# HR CLUB EVENTS 2023-24



## Event: Campus to Corporate

Date - 16 Feb 24

The workshop "Campus to Corporate: Mastering the ABCs" focused on preparing participants for a smooth transition from campus to corporate life. It equipped them with essential professional and soft skills. The session was led by Dr. Preeya Aroraa, Founder of SAGA Speaking and Grooming Academy.

## Event : Aashayein Date : 14 Feb 2024

On February 14, 2024, during the grand wedding ceremony of 11 brides at Narayan Old Age Home on Vasant Panchami, PIMRG HR Club marked its presence. The team visited to contribute 11 pressure cookers. This gesture reflected the institute's commitment to community support and social responsibility.



## Event: Celebration of International Labour Day Date: 30/04/2024

On May 1st, 2024, the HR Club at PIMRG celebrated International Labour Day in Seminar Hall 1. The event honored the dedication of housekeeping and security staff for their invaluable contributions. It fostered appreciation, community spirit, and joy among these unsung heroes.



# FAMA CLUB EVENTS 2023-24

Event: Personal Financial Planning

Date: 1 July 2023

This comprehensive session was designed to empower students with essential personal financial management skills crucial for their professional and personal success. The workshop covered fundamental aspects of financial planning including strategic budgeting techniques, smart saving habits, investment fundamentals, and goal-oriented financial planning methodologies. Students were introduced to various financial instruments, risk assessment strategies, and the importance of starting financial planning early in their careers. Dr. Nitin Tanted, Professor at PIMR Indore, served as the expert resource person, sharing real-world insights and practical frameworks for effective financial decision-making. The interactive session included case studies, practical budgeting exercises, and personalized Q&A sessions to address individual financial concerns and career-specific planning strategies.

Outcome: Students gained comprehensive awareness about budgeting techniques and various investment instruments; excellent participation recorded across MBA/BBA batches with positive feedback on practical applicability



Event: Fancy Dress Competition

Date: 25 Aug 2023

This creative and entertaining competition challenged students to transform abstract financial concepts into visually engaging presentations through themed costumes and performances. Participants showcased their understanding of finance by embodying various financial concepts, and market phenomena through innovative costume designs and brief explanatory presentations. The event served as a unique platform for students to demonstrate their creativity while reinforcing their grasp of financial terminology, market mechanisms, and economic principles. From representing stock market bulls and bears to personifying financial instruments and economic indicators, students displayed remarkable innovation in making complex financial concepts accessible and memorable through theatrical interpretation. Outcome: Significantly enhanced student engagement and peer-to-peer learning; awards distributed for outstanding creativity, concept clarity, and innovative presentation; fostered a fun learning environment that made finance more approachable.





# CS CLUB

## Session: 2023-24



Event : Digital Art Extravaganza

The Digital Art Extravaganza was organized on 16th September 2023 at Lab 3 & 4 with the participation of 64 registered members, out of which 52 students actively took part. The event aimed to promote AI integration in design, enhance creativity through AI-powered tools, and strengthen digital proficiency among students. It also emphasized collaboration, problem-solving, and effective communication in the context of digital art and design.

### Event: Workshop On-hands On Canva Master Class

On 23rd September Workshop "Hands on Canva Master Class" was organized by CS CLUB for BCA 1st semester students. The Venue was Lab 1 in PIMRG premises. Event started at 10:00 AM in morning. Total 63 Participants were registered for the workshop out of these 37 Participants were participated in the workshop. Students enthusiastically participated and enjoyed the Workshop.



### Event: Aptiquet

On 30 September event "APTQUEST - An Aptitude and Reasoning Buzzer Competition" was organized by CS CLUB. Venue was Room Number T-2 in PIMRG premises. Event started 11:00 AM in morning. Total 26 Teams of Students were registered for the event out of these 25 Teams of Students were participated in the event. Students enthusiastically participated and enjoyed the activities.



## Event: Vermicomposting

On April 22, 2024, a Vermicompost event was successfully organized at the backside of Vikramshila Building. Led by faculty coordinators Ms. Smrita Bhadouria and Ms. Simran Rohira, students learned about sustainable waste management. Student coordinators Vidhi Dixit and Palak Pawaiya played a key role in the event.

# ENVIRONMENT SUSTAINABILITY CLUB 2023-2024



## Event: Poster Making Competition

On April 20, 2024, a Poster Making Competition was held in T-15 & T-16, showcasing students' creativity. Faculty coordinators Ms. Smrita Bhadouria and Ms. Simran Rohira oversaw the event. Student coordinators Krish Rathi, Kriti Sharma, and Vinayak Maheshwari played a key role in organizing the competition.





# Rotaract Club of Prestige, Gwalior 2023-24

S.No.	Name of the Event	Objective of the Event	Date of the event
1	Food Distribution Drive	Provide One Meal to Needy One	01-07-2023
2	Project Fun With Brunch	Connecting with Other	01-07-2023
3	Project Gauseva	Animal Welfare	01-07-2023
4	Project Jeevan	Distributing Water	01-07-2023
5	Project Kala	Appreciating Talent	01-07-2023
6	Project Khushi	Distribution	01-07-2023
7	Project Muskan	Bring Smile on Faces	01-07-2023
8	Stationary And Cloth Distribution	Distribution in Slub Area	01-07-2023
9	Stationary Kit Distribution	Distribution of books	01-07-2023
10	Session On Child Labour	Awareness Session	01-07-2023
11	Session on Good and Bad Touch	Awareness Session	01-07-2023
12	Session On Save Environment	Importance of Environment	01-07-2023
13	Project Happy Hour	Connecting with Other	02-07-2023
14	Guru Purnima	Felicitation of Teacher	03-07-2023
15	Animal Feeding	Animal Welfare	15-07-2023
16	Food Distribution Drive	Distribution of food	15-07-2023
17	Refreshment Drive	Distribution of beverage	15-07-2023
18	Project Suraksha	Awareness of Privacy/Fraud	22-08-2023
19	Project Lado	Girls Safety	24-08-2023
20	Project Swachta	Importance of Hygiene	24-08-2023
21	Project Khel Kood	Interacting with children	29-08-2023
22	Rakshabandhan	cultural and women safety	31-08-2023
23	Eye Camp	social	08-09-2023
24	Ganesh Chaturthi	cultural	19-09-2023
25	Hygine and Self Care	Awareness	07-10-2023
26	Project Fun	Playing with slub area children	14-10-2023
27	Pre Prayas	Preparation of Prayas on small level	19-10-2023
28	Project Gauseva	Animal Welfare	19-10-2023
29	Ayushman Health Card	Helping People to get Government Help	28-11-2023
30	Project Seva	Giving Back to Society	30-11-2023
31	Project Shukriya	social	30-11-2023
32	Prayas 10.0	Woollen Clothes Distribution	15-12-2023
33	International Yoga Day	Social and Awareness	21-06-2024
34	Purecare Initiative	Women Safety And Hygiene	11-10-23 to 02-11-23
35	Chahak	Awareness for Birds safety by taking action	17-05-24 to 18-06-24

Rotaract  
Rotaract Club of Prestige, Gwalior



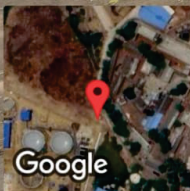
# ROTARACT CLUB OF PRESTIGE

## 30 DAYS- 30 EVENTS

21st Sept, 2024- 20th October, 2024



GPS Map Camera



Gwalior, Madhya Pradesh, India  
66VP+MGX गार्डन डेवलपर, Gwalior, Madhya Pradesh 474006, India  
Lat 26.244779°  
Long 78.235896°  
05/10/24 11:09 AM GMT +05:30



# Marketing Club 2023-2024

## Career Awareness Program

Date - 20.11.2024

The Career Awareness Program aims to guide students in understanding diverse career opportunities and the skills required to achieve them. It helps in bridging the gap between academic learning and professional goals, empowering students to make informed career choices.



## Event: Facebook Marketing

Date - 30.09.2023

Marketing Club organized a workshop on Facebook marketing which was held on 30.09.2023. It was a three hours Workshop where Mr. Akash rai discussed about various tools of Facebook marketing. The aims of the workshop were to provide hands on training through practical learning to the participants. The supplementary aims were to let all participants learn how to use social media as marketing tools to targeting audience. Resource Person Mr. Akash Rai sir is an expert in digital marketing. He had an experience of more than 7 years.



## EML AND PERSONALITY DEVELOPMENT (2023-2024)

S.No.	Name of the Workshop	Date (From - To)
1	Workshop on Intellectual Property Rights	29-07-2023
2	Python Hands On Workshop	21-22/12/23
3	Navigating the Intellectual Property landscape	16-06-2024
4	Innovation Business Model	06-10-2023
5	Campus to corporate – Workshop	16-02-2024
6	Industry Academia Conclave	14-12-2024
7	The Need and Benefits of Future Trading (MCX) & SEBI	09-02-2024
8	One Day Workshop on PMFME	03-05-2024
9	Technology Trends for career growth in the IT Industry	27-04-2024
10	Generative AI and Cloud Computing	14-10-2023
11	Career upliftment with technology	03-05-2024
12	Career Counselling and Opportunities	15-04-2024
13	Exploring Career Opportunities in Manufacturing	04-05-2024
14	Investment Awareness	10-10-2023
15	Skills needed to be successful in next decade	08-02-2024
16	FIN-QUIZ	21-12-2023
17	Machine Learning Workshop	09-07-2023
18	Investor Awareness Programme by BSE	23-02-2024
19	Shaping Careers, Strengthening Futures	20-11-2024
20	PD Workshops on Mock PI and GD	11 to 13-03-2024
21	Digital 101 in association with NASSCOM	07 to 12-12-24
22	Session on Current Affairs for GD for BBA	23-04-2024
23	Session on Current Affairs for GD for MBA	06-04-2024
24	PD Workshop on Professional Dressing and Business Etiquette	06 and 20/04/24
25	PD Workshop on Professional Dressing and Business Etiquette	04-05-2024





# Industrial Visit 2023-2024

S.No.	Course Name	Semester	Section	Date	Company Name
1	BBA	I	A	01.12.202	Precision Industrial Systems Malanpur
2	BBA	I	A	13.12.202	SRF Limited Malanpur
3	BBA	I	C	30.12.202	Davrash Food Industry
4	BBA	I	C	29.12.202	Sanchi Industry
5	BBA	I	D	06.01.202	JB Mangharam, Gole Ka Mandir
6	BBA	I	D	07.02.202	Sanchi Bamore
7	MBA(Inte.)	III	A	07.12.202	Akzonobel Dulux Paints Malanpur
8	MBA FT	III	A,B,C	11.02.202	Sanchi Bamore
9	MBA (Integrated)	III,V	A	22.11.202	Precision Industrial Systems Malanpur
10	B.COM	V	A	02.12.202	Supreme







# Spandan

## 4th to 07th November, 2023

### INTRODUCTION

Spandan, meaning "The Rhythm of Heart", is the annual festival of the Prestige Institute of Management & Research, Gwalior. The festival was previously known as 'Interface' until 2003, and was renamed "Spandan" in 2004 as a three-day National Management and IT Festival. Spandan - 2023 was a four-day program focusing on events in the fields of Management, IT, and Law. The event was graced by Hon'ble Chief Guest Dr. A.K. Nigam, Dean and Head, Gajraraja Medical College, Gwalior, and Guest of Honour Mr. Ankur Maheshwari, Managing Director, Modern Group, Gwalior.



# Placement 2023-2024

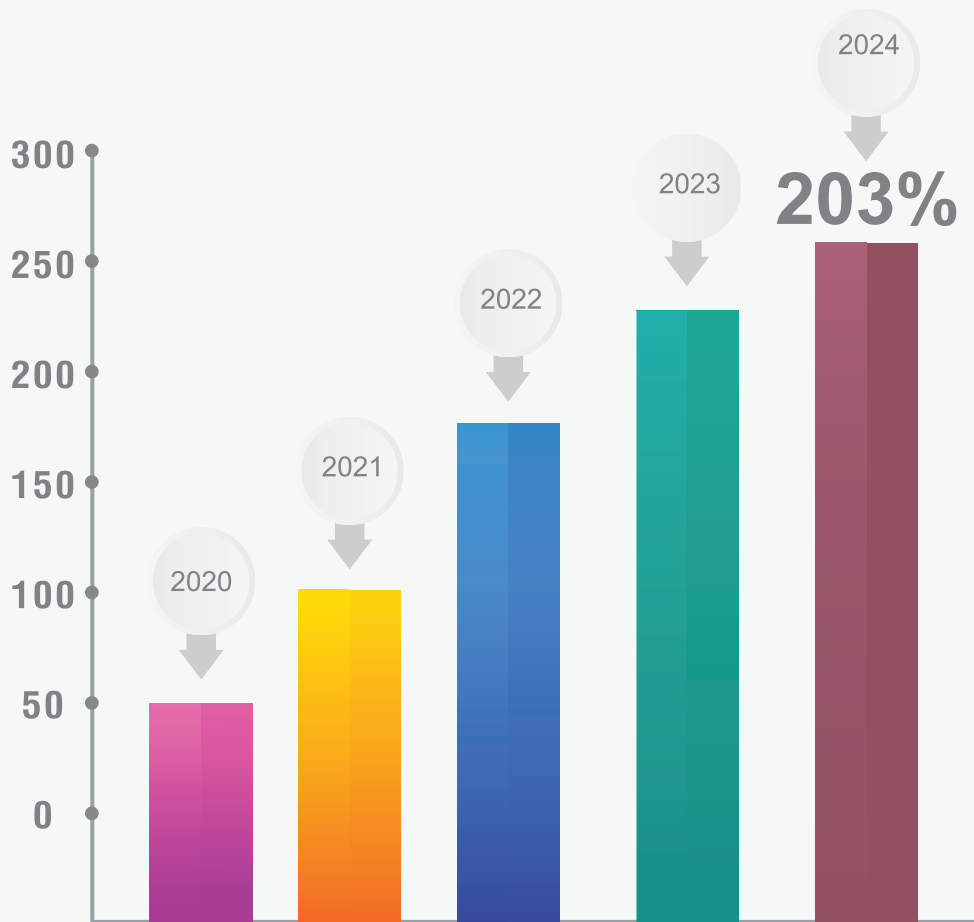
The placement year 2023-24 was one of the most challenging years for the Institution and students. COVID-19, the MNC layoffs, and ongoing wars, globally ensured that the economic engines worldwide were put on hold for both developed and developing economies. The job market is under the ongoing earthquake of the global economic slowdown, tsunami of layoffs, and volcano of artificial intelligence which has made many MNCs calm if not halt their new hirings. There is a conspicuous saying, speaking economically, that "If the American dollar sneezes, the world catches an economic cold" and America has been sneezing very-very hard lately. I feel an implicit sense of wow in stating that Prestige Institute of Management and Research, Gwalior not only performed but came out as a champion. We placed nearly all our PG final-year students and ensured a befitting placement for the aspirants of the UG courses.

Though we could manage the last placement session quite successfully due to the unbridled support of the stakeholders and the faith of employers, the challenge is still not over and we are geared up to take it head on for the coming session 2024-25. Our Diverse pool of students best in the best-in-class syllabus, competent faculties, and world-class infrastructure will certainly help us to have a better share of the pie.

Congratulating the team CRC and extending my gratitude to all the recruiters who have made a special effort to conduct the recruitment drives in the institute and urge them to continue the patronage



# Placement - ROI



RETURN ON INVESTMENT

## TOP RECRUITERS

### BANKING & BFSI



### IT/BUSINESS ANALYTICS



### EDUTECH SECTOR





# Faculty Publications 2023-2024

S.No.	Title of paper	Name of the author/s	Department of the teacher	Name of journal
1	Antecedents of Customer Loyalty and Word of Mouth: A Study on Consumer Durables in Emerging Economies	Nischay Ku. Upamannyu	Management	FIIB Business Review
2	Antecedents of Customer Loyalty and Word of Mouth: A Study on Consumer Durables in Emerging Economies	Sneha Rajput	Management	FIIB Business Review
3	Antecedents of Customer Loyalty and Word of Mouth: A Study on Consumer Durables in Emerging Economies	S.S Bhakar	Management	FIIB Business Review
4	Analysis of Impulse Buying Behaviour of Consumer During COVID-19: An Empirical Study	Richa Banerjee	Management	Millennial Asia
5	Optimization of convolutional neural network hyperparameters using improved competitive gray wolf optimizer for recognition of static signs of Indian Sign Language	Saifali Chuahan	Management	Millennial Asia
6	Deterioration Control Decision Support System for the Retailer during Availability of Trade Credit and Shortages	Nitin Paharia	Management	Journal of Electronic Imaging
7	Operational risk and regulatory capital: do public and private banks differ?	Amrita Bhadoriya	Management	Mathematics
8	Operational risk and regulatory capital: do public and private banks differ?	Tarika Singh Sikarwar	Management	Journal of Operational Risk

# Faculty Publications 2023-2024

S.No.	Title of paper	Name of the author/s	Department of the teacher	Name of journal
9	Operational risk and regulatory capital: do public and private banks differ?	Harshita Mathur	Management	Journal of Operational Risk
10	Exploring the Effectiveness of Natural Language Processing in Customer Service	Brahmmanad Sharma	Management	2023 3rd International Conference on Advance Computing and Innovative Technologies in Engineering, ICACITE
11	Classification of ultrasound breast cancer image using tuning up the hyper-parameter of convolutional neural network	Satish Bansal	Management	OnkologiaiRadioterapia
12	Stock Price Prediction using Modified BPSO for Feature Selection with RNN Variants on Top Tech Companies	Nitin Paharia	IT	2023 World Conference on Communication and Computing, WCONF 2023
13	Role of Online Shopping Websites in Consumer Satisfaction Based Statistical Analysis	Saifali Chuahan	Management	Proceedings - 2023 12th IEEE
14	Encouraging employee voice behaviour through organisational support and felt obligation for constructive change	Abhijeet singh Chauhan	Management	International Conference on Communication Systems and Network Technologies, CSNT 2023
15	Encouraging employee voice behaviour through organisational support and felt obligation for constructive change	Garima Mathur	Management	International Journal of Trade and Global Markets
16	Association of investors' investment decision, informational heuristics and demography: Indian evidence	Navita Nathani	Management	International Journal of Trade and Global Markets



# Faculty Publications 2023-2024

S.No.	Title of paper	Name of the author/s	Department of the teacher	Name of journal
17	Association of investors' investment decision, informational heuristics and demography: Indian evidence	Garima Mathur	Management	International Journal of Trade and Global Markets
18	Association of investors' investment decision, informational heuristics and demography: Indian evidence	Simran Rohira	Management	International Journal of Trade and Global Markets
19	Recommendation System Based on Double Ensemble Models using KNN-MF	Krishan Kant Yadav	IT	
20	Novelty Vs Familiarity: Identification of Satisfaction and Loyalty in Context of Visitor's Perception	Garima Mathur	Management	International Journal of Trade and Global Markets
21	Novelty Vs Familiarity: Identification of Satisfaction and Loyalty in Context of Visitor's Perception	Richa Banerjee	Management	International Journal of Trade and Global Markets
22	Coping Strategies for Employee Turnover: Testing Emotion-Focused & Problem-Focused Dimensions	Garima Mathur	Management	Employee Responsibilities and Rights Journal
23	Coping Strategies for Employee Turnover: Testing Emotion-Focused & Problem-Focused Dimensions	Abhijeet singh Chauhan	Management	Employee Responsibilities and Rights Journal
24	Coping Strategies for Employee Turnover: Testing Emotion-Focused & Problem-Focused Dimensions	Chanda Gulati	Management	Employee Responsibilities and Rights Journal

# Faculty Publications 2023-2024

S.No.	Title of paper	Name of the author/s	Department of the teacher	Name of journal
25	Lips and Tongue Cancer Classification Using Deep Learning Neural Network	Chanda Gulati	Management	2023 6th International Conference on Information Systems and Computer Networks, ISCON 2023
26	Analysis and Interpretation of Adolescent Multi Relationship and Privacy during COVID-19 Pandemic	Satish Bansal	IT	International Journal of Trade and Global Markets
27	Digital branding adoption by specialty eatery start-ups in the post-pandemic environment in India	Nitin Paharia	IT	Cogent Business and Management
28	Internal Branding: Connecting Links to Establish Employees' Brand Behaviour in Hospitality Sector	Sneha Rajput	Management	Cogent Business and Management
29	Internal Branding: Connecting Links to Establish Employees' Brand Behaviour in Hospitality Sector	Chanda Gulati	Management	FIIB Business Review
30	A generalized payment policy for deteriorating items when demand depends on price, stock, and advertisement under carbon tax regulations	Garima Mathur	Management	FIIB Business Review
31	Collaborative Filtering Based Hybrid Recommendation System Using Neural Network and Matrix Factorization Techniques	Amrita Bhadoriya	IT	Mathematics and computers in simulation
32	A deterministic model for perishable inventory with variable demand under demand dependent production rate, inflation, and customer returns.	Krishan Kant Yadav	IT	Employee Responsibilities and Rights Journal

# Conference Report: 15th PIMRG International Conference

The 15th PIMRG International Conference, themed "Fostering Industry Academia Partnership for Driving Innovation and Strategizing trade and Industry," took place from January 06-07, 2024.

The Inaugural Session was held on 06.01.2023 which set a positive and collaborative tone for the conference. Distinguished speakers from different domain shared their insights, emphasizing the importance of industry-academia partnerships.

The conference honored individuals for their exceptional contributions to the fields of management, academia, and industry. Dr. Manoranjan Sharma received the Management Excellence Award, Mr. Anil Bhasin was conferred with the Lifetime Achievement Award, and Dr. Kshamendra Sharma was recognized with the Outstanding Alumni Award.

Two Panel Discussions were conducted on 06.01.2023 and 07.01.2024 respectively details of the same are as follows:

Panel Discussion 1 was conducted on 06.01.2024 on Structures and Mechanisms Supporting University-Industry Relationship. Panel Discussion 2 was conducted on 07.01.2024 Strategizing Future of Higher Education through Industry Academia Partnership in HEI's.

The conference featured a diverse range of technical sessions, including offline and online formats, providing a platform for researchers, academicians, and industry professionals to share and discuss their work. The Best Ph.D. Session and Entrepreneurship Summit added a special focus on recognizing outstanding research and fostering entrepreneurial spirit.

- Offline Technical Sessions: 08
- Online Technical Sessions: 05
- Best Ph.D. Session: 01
- Entrepreneurship Summit: 01

The conference witnessed a wealth of knowledge sharing with a total of 136 presentations, including 10 Ph.D. presentations and 126 research papers.

This showcased the depth and breadth of research and academic contributions made by participants from various disciplines.

The conference statistics showcase the event's global reach and diverse participation. With a total of 80 guests and speakers, the conference attracted a substantial pool of expertise. The extensive engagement was further evident in the registration, with 214 participants actively contributing to the discussions. Representing a true international collaboration, participants and speakers hailed from 13 different countries, reflecting a broad spectrum of perspectives and insights.

The active involvement of 12 industry representatives underscored the conference's relevance in the professional sphere. Additionally, the robust presence of 87 institutions from India highlighted strong domestic participation, contributing to the conference's comprehensive and inclusive nature.

The conference attracted a diverse and international audience, with participants and speakers representing a wide range of countries. The significant number of research papers and the active participation of industry professionals and institutions underscored the success and global impact of the event.

In conclusion, the 15th PIMRG International Conference proved to be a dynamic platform for exchanging ideas, fostering collaborations, and strategizing the future of industry-academia partnerships. The rich variety of sessions, the recognition of outstanding individuals, and the active involvement of participants from around the world contributed to the success of the event.

Thanks you all for being a part of this conference.



# Entrepreneurship Development Cell- 2023-2024



Entrepreneurs fuel the economic growth of the country by boosting the GDP as well as creating employment opportunities. Entrepreneurs often introduce innovative products, services, and business models that disrupt existing markets and solve problems in new ways. At Prestige Institute of Management and Research, Gwalior, the Entrepreneurship Development cell strives to motivate students to start their own ventures. Entrepreneurship Development Programs and Hackathons are conducted regularly. On 01 September 2023, Idea Hackathon 3.0 was organised. On 3 May 2024, Seminar was organised on PMFME for educating students on available entrepreneurial avenues.





# The Equal Opportunity Cell (EOC)

The Equal Opportunity Cell (EOC), Prestige Institute of Management and Research, Gwalior in collaboration with Cancer Hospital and Research Centre, Gwalior organized a Cancer Awareness Program on September 14, 2023, at 11:00 am to educate and raise awareness among the community about cancer prevention, early detection, and available support services. The program aimed to reduce cancer-related stigma, promote healthy lifestyles, and empower individuals to take proactive steps in managing their health.

The Equal Opportunity Cell organized Women's Day Celebration on March 6th, 2024, to commemorate International Women's Day. The event aimed to celebrate the achievements of women and promote gender equality and inclusivity within the institution. The event also focused on discussion about the importance of supporting women's rights

The training session on Women's Rights and sexual harassment was conducted by internal complain committee on 26/06/2024 from 11:20 AM to 3:30 PM. The resource person of this session was Ms. Divya Kushwah ( Coach: Khelo India University Gold Medalist). The session served a critical purpose in fostering a space for open dialogue and education. By delving into these intertwined issues, participants gained valuable knowledge and tools to navigate the complexities of gender dynamics and create safer environment. The session aimed to educate participants about women's rights and sexual harassment through open dialogue. Additionally, the session focused on teaching students essential self-defence techniques against physical attacks like punches and kicks, as well as strategies to escape from dangerous situations such as being grabbed from behind.



Gwalior, MP, India  
Bhind Road, Aditya Puram, Gwalior,  
MP, India  
Lat 26.260565, Long 78.217632  
03/06/2024 01:31 PM GMT+05:30  
Note : Captured by GPS Map Camera



Gwalior, Madhya Pradesh, India  
26, Bhind Rd, near prestige college, D.D. Nagar, Maharajpura, Gwalior  
Madhya Pradesh 475110, India  
Lat 26.260556°  
Long 78.217745°  
14/09/23 01:04 PM GMT +05:30

Thank  
you



**PRESTIGE**

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UGC NAAC ACCREDITED 'A' GRADE AUTONOMOUS INSTITUTE



Airport Road, Opp. DD Nagar, Gwalior-474020, Ph. 0751-4097000  
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