

# SPOKE'S WHEEL

Volume 4 January 5, 2016

**HINDUSTAN INSTITUTE OF MANAGEMENT AND COMPUTER STUDIES**  
ACCREDITED BY NAAC

## E- Magazine of HiMCS



**Congratulations**  
**1st rank - AKTU**



**Ms. Ricky Oberoi**  
MBA 2014-16

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### Featured Writers:

- Mr. Sachin Singhal MBA 2009-11
- Ms. Kanchan Handa MBA 2013-15
- Ms. Ankita Sharma MBA 2006-18
- Mr. Ratan Jot Singh MBA 2016-18
- Mr. Ashutosh Verma MBA 2016-18

**Editorial Board**

**Pragati Thakur**  
MBA 2015-17



**Ratan Jot Singh**  
MBA 2016-18



**Ashutosh Verma**  
MBA 2016-18

**From the Director's Desk**

**Prof. (Dr.) Naveen Gupta**

I am happy to learn that students of HIMCS are commutating 4th volume of e-magazine "THE SPOKE'S WHEEL". I am sure that such type of initiative of the students would provide a platform for the exchange of ideas among students' community, educationist and business leaders. This initiative of students will establish itself as the vital link between academia and industry. I wish all the best for the success of the endeavors.

**From the Registrar's Desk**

**Lt. Col. ( Retd.) N.P. Singh**

I am delighted to know that group of our Management students continuing the tradition of their alumni by publishing 4th volume of "SPOKES WHEEL". I am sure this magazine would continue to build a platform for exchange of excellence and innovation in the knowledge of sphere. I wish you alls for "The Spoke's Wheel" get off to a flying start with help from academican, industrialist and students.

## Continuing the Legacy

☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆

☆☆ **Congratulations !!!** ☆☆☆

☆☆ Once again continuing the academic excellence, it is a matter of immense pride and honor to all of us that our MBA student Ms **Ricky Oberoi batch (2014-16)** has topped **Dr. Abdul Kalam Technical University** (Formerly known as UPTU). She brought laurels to HiMCS and SGI as well. We congratulate Ricky for her great achievement .

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**1st Rank in AKTU**



**Ricky Oberoi  
MBA 2014-16**

## Testimonials from Industry

*We are pleased to inform you that the student from your esteemed institute has been performing well.*

*Manojkumar Pachauri has joined JARO Education Goregaon on 6/23/2014 and since then has been consistently achieving the set targets.*

*We thank you for providing us a good staff member for the position of Career Development Manager from your esteemed institute.*

*We would like to continue our association with your institute and would like to recruit more such students in the future.*

**Sushant Malliya**

*We would like to express our views and feedback towards your 45 days of Tenure with Reliance JIO Infocom Ltd.*

*Since coming into the project Ritika and Lovesh have carried out incredible energy into ensuring that the project runs smoothly .*

*They were working with defined timelines and performed admirably , in these 45 days they were very prompt in client handling and presenting JIO LYF .*

*Please accept our sincerest gratitude for the superior project work done by them .*

**Nitin Bassi ~**

**Jio Center Manager.**

4<sup>th</sup> Floor , Major Life Style Complex . Near Galaxy Cinema.  
Mansarovar RIICO , Jaipur - 302020

To:  
Placements / Corporate Relations  
Hindustan

Sub: Congratulations for Excellent performance by your student Manojkumar Pachauri

Dear Priya Pandey,

We are pleased to inform you that Manojkumar Pachauri a student from your esteemed institute has been performing well.

Manojkumar Pachauri has joined JARO Education Goregaon on 6/23/2014 and since then has been consistently achieving the set targets.

We thank you for providing us a good staff member for the position of Career Development Manager from your esteemed institute.

We would like to continue our association with your institute and would like to recruit more such students in the future.

Regards,  
Sushant Malliya | +91 9869267670  
Human Resources | JARO Education

Thanks & Regards

Priya Pandey  
Head- Training & Placement

Subject: Feedback Appreciation Note for Ritika Jacob from Reliance JIO Infocom - Rajasthan .  
From: GMail  
Re: Feedback Appreciation Note for Ritika Jacob from Reliance JIO Infocom - Rajasthan .

Dear Ritika,  
I am writing this email to express my appreciation for the excellent work you have done during your tenure at Reliance JIO Infocom Ltd. Your dedication and hard work have been instrumental in the success of the project.

Appreciation Note for your Dedication and Excellent work during your tenure Working in our organization.

We would like to express our views and feedback towards your 45 days of Tenure with Reliance JIO Infocom Ltd.

Since coming into the project Ritika has carried out incredible energy into ensuring that the project runs smoothly .

He was working with defined timelines and performed admirably , in these 45 days he was very prompt in client handling and presenting JIO LYF .

Please accept our sincerest gratitude for the superior project work done by her .

Wishing her best of luck for her future and career growth.

Director  
JIO

Thanks and Regards

## Research Industry and Opportunities



**Sachin Singhal**  
MBA 2009-11

### About Sachin

Sachin is currently working as Research Manager in Kantar Public and has 5 years of professional working experience in conceptualizing and managing assignments in development sector. KANTAR PUBLIC in India is a Division of HTA Pvt. Ltd/ IMRB International. A combined entity of erstwhile Social & Rural Research Institute (SRI) of IMRB International and Political & Social unit of TNS India Pvt. Ltd. It is the global brand for social and political consultancy & research practice within Kantar.

Research is a methodical process to generate insights. The insights are used to understand consumer behavior, taking a business decision, making strategy, forming policies and designing interventions for social as well as economic development. This industry demand people who think out of the box and have desire to know who and what, when and where, why and how etc. While majority of the students with MBA degree have choices to make career in HR, Finance, IT, Sales & Marketing including Market Research; only few of them having bachelor degree in statistics, economics, mathematics, anthropology, sociology, geography or psychology have added advantage to make career in Social Research.

### No Recession (Job Hi Job)

Every company (Big or Small) manufacturing goods or providing services require researchers to generate insights for the development and growth of the organization. The digital/social industry is growing much faster pace and billions of data are generated every day from websites like Google, Facebook, Twitter, YouTube, LinkedIn, Instagram etc. as well as data generated from thousands of mobile apps.

Researchers are required to analyze this huge data and generate insights to prepare a blueprint for future development of these companies.

There are world leading companies like KPMG, PWC, Kantar Public, Kantar TNS, Kantar IMRB, A.C Nielsen, GFK, IPSOS etc., whose core business is to provide consultancy services to other organizations. Thus the requirement of the researcher is also high. Politicians are also taking the support of research to have winning idea, strategy formation and designing of the campaign.

Once may join national/ international/bilateral NGOs like UNICEF, UNDP, UNWOMEN, PSI, Pratham, Care India, Plan India, Action Aid etc. where researchers are required for evaluation and implementation of various assignments in the development sector.

### Sectors in Research (Man Mu-tabik Job)

**Automotive:** The fast-moving auto industry needs research that can keep ahead of new mobility solutions, increased environmental constraints and connected in-car experiences.

**Finance:** Insights in the field of accounting, corporate finance, investment, insurance, equity research, monetary banking, stock exchange, capital markets etc.

**FMCG:** From brand strategies through to innovation and product development, advertising evaluation to mapping the purchase journey and increasing shopper spend.

**Technology:** Breakthrough solutions in the word of digitization (digital India) to the telecom sectors, digital marketing, communication etc.

**Qualitative:** Development of communication campaign, evaluation of advertisement, pre-testing of an advertisement etc.

**Social & Political:** Behavior change and social marketing, impact assessment and evaluation of interventions made by the government, donors and companies as CSR, opinion poll, exit interview for political research etc.



Contd.

Market research jobs do not require an in-depth understanding of statistical methods while social & political jobs require extensive understanding which automatically comes during on-job training. In social research, detailed reports are made by the researcher which is published in public domain and government or donors take initiatives based on recommendations whereas in market research actions based on recommendations remain unknown most of the time.

Market research may provide greater satisfaction in terms of monetary benefit as Social researchers are paid somewhat less as compared to market researchers but social may provide greater satisfaction in terms of learning various research methods from end to end as it involves critical sampling, questionnaire preparation, pre-testing, pilot, tabulation plan, training of trainers, data cleaning, quantitative & qualitative statistical analysis, bidding process for business development, client servicing (government, corporate) roles, secondary research, report writing and data presentation etc. whereas only few learnings one may get in case of market research.

### ***Career Growth (Future kyahoga)***

Research is interesting and one can apply skill and knowledge in the best way. The researchers are being respected everywhere while positions in research provide stability and good benefit packages. Higher the number of years one spend in research, broader the knowledge and higher the services been paid. A fresher may get between 3.5 to 6.5 lakh depending on the company and sector.

Due to the involvement of different and challenging tasks in research at every stage, people do not get bored easily. Market and social research has low awareness among students and thus it is a good opportunity to become a researcher.

One can work in any big research company and after getting enough experience may join client side. It is easy to come back and join research again. Client side role is alluring as people work directly with the brands and get a chance to understand the effects of their research. People in their old-age provide consultancy services and earn a good payout in return. Basic hierarchy example in research is as follows:

### ***Entry in Research (Kaise Join Karun)***

Entry in research is easy and requires a basic understanding of research processes (qualitative and quantitative). Analytical knowledge and operation knowledge of tools like Excel, CS-Pro, SPSS or STATA provides extra benefits and the candidate with such skills are preferred for selection.

Market research is good for the people who have MBA degree but Social research fits for the people graduate in statistics, economics, mathematics, anthropology, sociology, geography etc. or have any Ph.D. degree with post graduate degree of MBA or any post graduate degree similar to graduate.

Referral mode works to enter in research industry as only a few companies go for campus placement. One can initially start an internship or may choose to work as consultant/retainer role for at least 3 months in any reputed research company to understand all process and business needs. After completion of 3 months with the help of referral or job portal services, one may apply for the permanent position. After 2-3 years, the role will be broader and require direct communication with client on a project basis. Work load may sometime heavy as per client demand.

### ***Travel (Sair-Sapata)***

As research require frequent travel in the field for pre-testing of tools, training of data collectors, field monitoring visits, gathering insights from field etc., one may require traveling pan India and abroad on a project basis. People get a chance to meet general public in remote areas, hidden population like HRG/Tribals, Public officers at a high level, Bollywood celebrities, companies chairman or chief etc. If one likes frequent travel and making contacts with people, do not wait and go for it.

## How to Control your nerves during Interview



**Kanchan Handa**

MBA 2013-15

### About Kanchan

Kanchan is working as Asst. Manager at Jindal Steel Private Ltd .

Nerves can make you forget to do things as simple as listening. This can result in you being thought of as unfriendly or inattentive during an interview. Here I am, sharing my ideas for combating nerves. They include:

- Being aware of the interview's structure, and the fact that they often begin with easier questions such as 'tell us about your time at university'.
- Exercising before your interview, as this burns off negative energy and creates feelings of well being.
- Pausing before answering a difficult question to give yourself thinking time, or asking for clarification if, at first, you're unsure what the question means.
- Putting everything into perspective, reminding yourself that the worst thing that can happen is you not getting the job.
- Taking a toilet break before the interview.
- Taking deep breaths and not speaking too quickly.
- Taking notes with you, writing down clues to highlight examples that you want to draw upon.
- Thinking about positive and happy experiences before the interview starts, and visualising yourself in complete control during the interview.





**Ratan Jot Singh**  
**MBA 2016-18**

## **Demonetisation**

It is just that when we all started believing and confronting that nation will not witness things that might lead to glory for the state 8<sup>th</sup> November 2016 brought with itself the scenario that many of us still are not ready to accept or perhaps not able to understand. Discontinuation of the existing old currency in the form of 500 and 1000 rupees notes troubled the masses both on practical and illusionary terms. But later or sooner this was bound to happen. The first attempt to regain what the nation is righteous too has now started flowing back to the country reserves. People are being forced to stand in queue for hours to withdraw and deposit their own money but this not at all proves their dissatisfaction towards the decision. A whole lot of people believe that this will probably bring uniformity in the country, a dawn of betterment will arrive with a flash of infinite hopes. Not only sentences but facts and previous statistics also prove that this action will resultantly lead to a defined uniformity with economic balance and core consolidation of what we call a developing state.

Finally the Country as per RBI will have enough of funds to meet the fiscal and contingency requirements. The other countries undertaking demonetization have shown and demonstrated positive impacts from Egypt to Italy followed by India. People themselves believe that this chaos of money shortage will finally end. No matter how hard we try criticizing the action to demonetize but the hard core fact is that it has actually brought an Adrenaline rush into identities who preferred storing too much reserves and finally it is time for them to reveal what they have in the store. On the contrary the microeconomic factors seem to be beneficial. There have long been concerns about terror financing through forged notes. There is quite obviously substantial tax revenue going uncollected and perhaps the biggest reason is that large portion of population feels that the basic system is unfair, they are locked out of that easier world where matters are settled in large amounts of cash , where tax is not paid and where favors are bought.



**Ms. Ankita Sharma**  
**MBA 2016-18**

## THE IRONY OF A WOMAN

### What is Feminism?

Feminism, by definition is the belief that men and women should have equal rights and opportunities. It is the theory of physical, economical, and social equality of the sexes - to be equally treated, to be free and to be able to take their own decisions.

The right to equality has been issued to us in our constitution; therefore, every single individual has the right to be treated equally, irrespective of the gender.

Feminism has become less of a popular word. A lot of people say, "You want equality? You should call yourself an 'Equalist' or 'Humanist', Why Feminist?" The problem with the issue is that we do not JUST have "misogynistic men", but we all over are a "misogynistic nation". This article is NOT about how "male chauvinistic" this nation is, it is about how equally, males and females themselves, are the reason of this patriarchy.

I have been observing since a while now, the false meaning of Feminism that has been set by a lot of people today.

For (some) men, only the women are Feminists, and they keep fighting for more freedom and liberty, which obviously piss off a lot of men. And that these Feminists are anti-men, and hate the entire male lot.

For (some) women, Feminism is about hating men, which they say they don't, therefore they are not Feminists.

And there are these special ladies too, who actually want equality, to be able to go the night clubs and paid equally, and on the other side will ask a man to stand up and empty the seat for them on a public transport, as they are "women". The same girls that won't hesitate in judging a girl smoking, ironically, love spending time at a night club, or even better, dream about going to one.

Yes, this is what exactly False Feminism is. But, if you ask me then, I would say, I have friends who are Feminists and they are males. They believe in the idea of Feminism, not the word.

And I never ask anyone to stand up and empty the seat for me so that I can sit. You know why? Because, I believe that even men have equal rights to sit on that seat, and also because it will make the notion 'females are weaker than males' true, which a Feminist would never agree to. If you are physically fit, then you can stand for 10 to 15 minutes, I suppose? No issues! In fact, I, being a woman, have emptied my seat for men. It is not about a man or a woman; it is about, who needs it more. And I would never judge a girl smoking or anything else. Do you know why? That's because, I have never judged a boy for smoking.

That is how equality works.

We have actually stereotyped the concept of a girl and a boy, blue color for boys, pink for girls. What if the boy likes Pink? Will you say he is not a boy? Does that challenges his man-hood?

A kitchen set is the gift that is given to a baby girl when she is just 2 or 3 years old, why? Is it to make up her mind from the beginning? What if she wants a cricket kit?

Men are supposed to be strong and women sensitive. Why? Why can't men cry? Why do they fear to be judged? Why a girl, who plays a sport and has rough hands, is considered to be manly? Why?

Both men and women should feel free to be sensitive, both men and women should feel free to be strong.

Men and women are choosing not to be identified as Feminists. It is not the word, which is important. It is the idea and the ambition behind it.

Embrace Feminism and let the light in.

Ankita Sharma  
(A Proud Feminist)

**P.S. Smoking is injurious to health and I don't promote or support smoking.**





**Mr. Ashutosh Verma**  
**MBA 2016-18**

## GENERATION GAP

GENERATION GAP nowadays the older people and the younger population complain of generation gap and of breaking down the communication between these two. But who is to be blamed? Nobody amongst us. Is generation gap destroying?????..... I think it's the biggest debate today. Probably the biggest advantage of generation gap is diversified knowledge, which makes a huge difference. Can you imagine having a team, where all generations are combined together? Every teammate would possess different and time-tested tips and tricks. It is beneficial because it enables people belonging to different generations to look at the same thing with different perspectives. It also cultivates within people, an attitude of assimilation and tolerance. But this is good only for an organization. Now the question arises what about in family life???...

PARENTS CALL IT "TALKING BACK" AND WE CALL IT "EXPLAINING".... Here the difference comes between the generations. We very well know nowadays children have less interaction with their parents and the reason behind this is children are not sharing anything with parents. They prefer sharing everything with their friends of same generations rather than their parents. Some children perceive if they share anything with their parents they start questioning about it again and again and if children answer them, parents call it argument but it's a part of explaining for children. Children don't have any idea that parents questioning again and again because parents love them, care for them and want to understand them as children grows up they start hide most of the things with their parents and it became difficult for parents to understand their behavior, attitude, situations etc.

"When you are as old as me now, you will have the same opinions as me" - said my mother when we had a sensational discussion. I can't understand what she said. I thought much about it and I realized that we have many differences. So what is its cause? I think the main cause is the generation gap. If a girl have a boyfriend, she broke up with him and she is upset and when parents ask her again and again she get irritated as it won't be an appropriate answer and if she tell them about her situation they won't be able to digest it. This is the reason why children do not want to share anything to parents.

How can we reduce that generation gap? Talking it out calmly and coolly, with the idea of sorting things out, changing for each other and changing for better can be the most helpful instrument in bridging the generation gap. Watching movie and discussing them, putting forth the different viewpoints, such petty things can help each other to initiating a healthy family atmosphere and reduce the gap between the generations.

### 7th Doctoral Conference on "Current Trends in Management and Information Technology" on 29<sup>th</sup> & 30<sup>th</sup> July 2016.



HIMCS is known for the continuous knowledge creation and providing constructive research environments to academicians, research scholars and industry experts. In this reference, HiMCS organized 7th Doctoral Conference on 29th & 30th July 2016. The conference was the perfect platform for presenting and sharing on-going research work in front of the domain experts from different universities of the country.



More than 20 research scholars presented their work before the panel, which had some eminent academicians and industry experts like Prof. (Dr.) Sanjeev Swami (HoD Dept. of Mgmt-DEI), Dr. Rakesh Jain ( Chief Clinical Psychologist- Mental Institute), Prof (Dr.) V.L. Gangal (DEI), Prof. (Dr.) S.K. Sharma (DEI), Dr. Anju Jain (R.B.S Agra), Dr. Avinash Pokhariyal (Dean FMCA), Dr. Ipsita Bansal , Dr. Pratima gupta (R.B.S. Agra) and Mr Sudipta Choudhury (Director T&P -SGI)

Faculty Coordinator : Mr. Akhilesh Chandra, Ms. Tanu Marwah

### Workshop on Positive Parenting – For Happiness and better future



We live in an era of insecure parents, who frantically try to provide their children with "nest of everything". They have high expectations that are a big drain on the mental and physical health of the child. Thus, the majority of them are troubled, tensed and depressed when the child is unable to meet their expectations.

HiMCS organized one day workshop on positive parenting for parents so that they can learn how to work towards inspiring their children to live their life and to reach their highest potential. Total 30 parents from various places like Agra, Jaipur, and NCR region participated in this workshop. Dr. Naveen Gupta used case and story-based approach to discuss the issues with parents. Through this workshop, parents were able to understand the psychology and behavioral pattern of children, which would help them to understand their child in a better way. The workshop, which was highly appreciated by the participants, was coordinated by Dr. Yogita Narang and Ms. Tanu Marwah .

**Venue:** SGI Tower Agra

**Coordinator:** Dr. Yogita Narang,  
Ms. Tanu Marwah

**Resource Person:** Dr. Naveen  
Gupta

### FDP on Counseling-" lessons from Dear Zindagi"s 2016

An FDP on counseling was organized on 7th December 2016 by showing movie " Dear Zindagi". Learning from the movie can be applied in counseling of students in their development.

### Workshop on "Waste Management"

To give voice to the ideas and opinions of the young citizens on environmental issues, MCA Department of HIMCS in association with SWAYAM (An initiative to create awareness regarding Waste Management) organized a workshop on **Monday 2<sup>nd</sup> MAY 2016** with the aim to act as a forum for dialogue, participation and discussion about environmental issues among the student and others. The theme of the workshop was management of organic and inorganic waste with special emphasis on manure making and recycling with the Mantra "**Let us think globally and act locally**".

## Project SOS



Agra, a city of Taj Mahal, is the most popular tourist destination in India, attracts over 3 million visitors per year. But According to Federation of Travel Association of Agra, the number of tourists coming to Agra has been falling, and many are not interested in buying things from here. WHY ??? Many tourists, both Indian and foreign, who arrive in Agra to see the Taj Mahal, go back home feeling cheated, threatened and abused.

HiMCS initiated a unique project called SOS (Soldiers of Society), which is designed to train auto drivers and bring a change in their attitude through behavioral training. The initiative has helped to enhance the quality of life of auto drivers (from Agra Cantt, Raja Ki Mandi and Agra Fort), has made them socially responsible, has enhanced their hospitality towards visitors to the city of Taj and thus has contributed towards building a positive image of the city. The project is being implemented in an unconfencing approach using "Madari Technique" where Dr. Naveen Gupta along with Mr. Shantanu Sahu (Faculty Coordinator) and students of HiMCS provides regular training for auto drivers on every Friday. The Project is being highly appreciated by the tourists and administrative authorities

### Team SOS

#### Lead Trainer

Dr. Naveen Gupta – A well known behavioral scientist having experience of conducting more than 100 training programs in various MNCs.

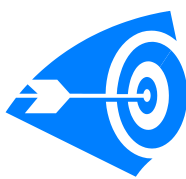
#### Team Members

Dr. Anju Jain – Professor, RBS College Agra

Dr. Abhilasha Singh – HoD (MBA), HiMCS

Mr. Shantanu Sahu – Dy. HoD(MBA) . HiMCS

Impact



## Saturday Project



Being a leading management and a computer application institute, HiMCS regularly introduces innovations in its teaching- learning system so that the students can understand the market problems in a better way and provide meaningful solutions. Students of HiMCS have undertaken various projects in which they come out from regular classroom studies on every Saturday to study and analyse the market challenges.

### AIMA's 43rd National Management Convention "India in the Asian Century : Cleaner, Smarter, Faster": 21 - 22 September, 2016: New Delhi.



MBA Students at AIMA Convention

Students of HiMCS had an interaction with the key policy makers of Govt. of India like **Mr. M Venkaiah Naidu**, Minister of Information and Broadcasting, Urban Development, Housing & Urban Poverty Alleviation, Government of India, **Mr. Manohar Parrikar**, Minister for Defence, Government of India, **Mr. Suresh Prabhu**, Minister of Railways, Government of India, **Mr. Ravi Shankar Prasad**, Minister of Law & Justice, Electronics & Information Technology, Government of India, **Mr. Rajiv Pratap Rudy**, Minister of State (I/C) of Skill Development and Entrepreneurship, Government of India, **Mr. Rajyavardhan Singh Rathore**, Minister of State of Information & Broadcasting, Government of India, **Mr. Amitabh Kant**, Chief Executive Officer, NITI Aayog and leading industrialist of India like **Sunil Kant Munjal**, Chairman, Hero Corporate Service Pvt Ltd, **Rajeev Talwar**, CEO, DLF Ltd, **Sanjeev Bikhchandani**, Founder and Vice Chairman, Naukri.com, **Mangu Singh**, Managing Director, Delhi Metro Rail Corporation Ltd.

### Advancements in tools and technologies of CRM by Mr Ashish Chandiok

An eminent researcher in the upcoming field of Cognitive systems, Neural Network and Artificial intelligence, Mr. Ashish Chandiok, interacted with students of HiMCS on 26<sup>th</sup> April, 2016

### Workshop and Training Session on JAVA Framework by Apron Technologies



JAVA is used as one of the most used programming language in software companies. A workshop on JAVA Framework was organized by Apron Technologies for students where students learned latest technologies.

### Digital Marketing Issues and Scope

Mr. Manoj Pachori – Marketing Manager, Amity Global on 24<sup>th</sup> September 2016 had a session with students on latest Digital Marketing Practices followed by industry.

### HR Challenges in Corporate by Ms. Nitya Chawla, Sr. Manager-Corporate HR, JK Cement Ltd. On 5<sup>th</sup> November 2016.



Ms. Nitya Chawla, Sr Manager—Corporate HR, JK Cement had a session with students where she discussed current HR practices being implemented in industry and its challenges.

### Meet at Agra organized by AFMEC(Agra Footwear Manufacturers & Exporters Chamber) on 12<sup>th</sup> – 14<sup>th</sup> November 2016.



Students of HiMCS had a chance to interact with key policy makers and leading industrialist of shoe and leather manufacturing sector.

### Webinar by TCS on "Assurance and Testimony " by Ms. Farida Mohiuddin, TCS

A webinar was held on Assurance and Testimony by TCS. Mr. Yash Bhardwaj ( Brand Ambassador TCS and MCA student) coordinated this event. Students learned basics of these skills.



April

**Magnifest 2k16 - the Techno-Cultural-Management Fest**

**Magnifest** is one of the biggest management-technical-cultural fest of Northern India organized by students of HIMCS. This year, more than 3000 participants of 30 colleges from across the India participated in 25 various events like B-Plan Competition, Case Study, Ad Making Competition, Best Manager –tycoon, Fashion Show, Rock Band Competition, Singing & dancing event, Programming Competition, Debugging and Software Development Competition etc. Prize money worth rs. 2 lakh was given to winners.

**Student coordinator :** Ms. Ritika Rachel Jacob, Ms. Nitasha Singh, Ms. Mamta Rawat, Mr. Lovesh Bhatia, Mr. Gaurav Shailaney



May

**Achievers Awards 2k16**

To acknowledge academic and extra-curricular achievements of students of their 2 year learning at HIMCS, Achievers Award was organized where students of MBA and MCA final year were awarded in various categories like Gold Medalist & Rank Holder in AKTU, Gold and Silver Medalist in academic excellence, Budding Entrepreneur, Excellence in Extension Activities, Excellence in Extra Curricular Activities, Excellence in interpersonal skills, most regular student in classes, Excellence in Communication



**August****Orientation Program**

To welcome new students and make them familiar about their 2 year journey at HiMCS, a orientation program was organized on 12th August 2016. Dr. Naveen Gupta (Director HIMCS), Mr. Pradeep Mahtata (EVP- SGI), Prof. V.K. Sharma (Executive Director -SGI), Mr. S. Choudhary (Director T&P SGI) , Dr. D.G Roychoudhary (Corporate Advisor R&D SGI) and Dr. R. Upadhyay (Director-HCST) shared their view with students and guide them for their bright future.

**September****Talent Hunt 2016**

We at HiMCS believe that every person has some talent. To identify their hidden talent and further nurturing it, a Talent Hunt Program is being organized every year.

Winners of the Talent Hunt 2016

Best Performer – Mr. Ratan Jot Singh

Best Orator – Ms. Ankita Sharma

Best Innovator – Ms. Bhoomika Jain

Best Intellect – Ms. Ritika Srivastav

Best Personality –Ms. Diksha Malhotra

**October****Sports Fest**

Faculty Coordinator : Dr. Siddharth Vema

Student Coordinator : Vinay Kumar, Vimal Singh, Sharad Singh, Neeru Gandhi, Chetan Gautam

Various indoor and outdoor sporting events like Badminton, Table Tennis, Volleyball, Athletics were organized to develop a sportsman spirit among them.



October

**Group Discussion Competition on “ After effects of Surgical Strike”**

A group discussion “After effects of Surgical Strike” was organized in which students had a discussion over the impact of the recent surgical strike done by the Indian Army. Mr. Ratan Jot Singh, MBA 2016, won the competition. Ms. Tanu Marwah coordinated the event.

November

**Essay Competition on Demonetization**

The decision which has shaken the country as a whole, some say it is a bold step while some call it a disaster. Analysts are divided in their thoughts, either it is a bitter pill for bright future or a bullet in a speeding formula one car. An essay competition was organized on 10th November 2016 in which students mentioned their thoughts on Demonetization. Dr. Yogita Narang coordinated the event.

November

**Summer Internship Project Competition**

After second semester every student has to go through 6-8 weeks internship in which he/ her works with a company and get real time industry experience. Here at HiMCS students take up this opportunity very sincerely and experience the working environment. To acknowledge their dedication , HiMCS organized “**Summer Internship Project Competition**”. Students presented their work in front of a panel and top three works were awarded. Dr. Sheetal Sachdeva & Ms. Tanu Marwah coordinated the event.

### Innovation in Learning Methodology



Being a leading institute, HiMCS always believes in innovating its teaching-learning methodology to prepare its students for global business scenario. We at HiMCS, strongly believe the fact that to work effectively in fast changing global business scenario, students must learn problems and requirements of the market and accordingly develop a proper strategy to manage it. Once again in 2016, an unique concept was introduced known as "Market Based Project". Under this concept, various teams of students were formed and every team was allotted a mentor whose primarily responsibility was to guide them. Students of HiMCS have undertaken various projects in which they come out from regular classroom studies on every Saturday and study and analyse the market challenges.

The teams visit different market on every Saturday and collect meaningful data related to market requirements and further develop an action plan to manage it. They present the status report every week in front of a expert panel which review it and provide constructive feedback. The concept has been highly appreciated by the companies and the society as they are the beneficiaries of these projects. Working in a team, leadership quality, communication and negotiations were few of the soft skills learned by the students.

### CSR Initiatives in 2016

Students of HiMCS initiated various social initiatives under the Corporate Social Responsibility Program in 2016, including RED-P (Rural Education Development Program), Waste Management, my kitchen my health, SOS Bazar for unprivileged people, Say no to polethene , No Vehicle Day to curb pollution , Sharda Haat at Pingri village. The national and local media have acknowledged and appreciated the efforts made by the students.



### Spoke's Wheel

Spoke's wheel, the e-magazine of HiMCS, is edited and published by the students of HiMCS. It gives an opportunity to students to express their views and connect with their alumni. With this magazine we try to showcase our life @HiMCS to the outer world.

**We're on Web !**  
**[www.himcs.edu.in](http://www.himcs.edu.in)**

### About HiMCS



Hindustan Institute of management  
and Computer Studies

**Hindustan Institute of Management & Computer Studies** is a NAAC accredited institute established in 1997 has been a pioneer in the field of professional education for long. The college provides an array of courses including management and computer studies programs. It is a unit of the North India's largest educational group SGI, with 4 campuses, 16 colleges, 18,000+ alumni, 25000+ Students and 1250+ faculties drawn from distinguished and highly accomplished background.

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