



**JAGRAN INSTITUTE
OF MANAGEMENT**



Building | Professional | Competencies

ANNUAL MAGAZINE

THE



VISTA

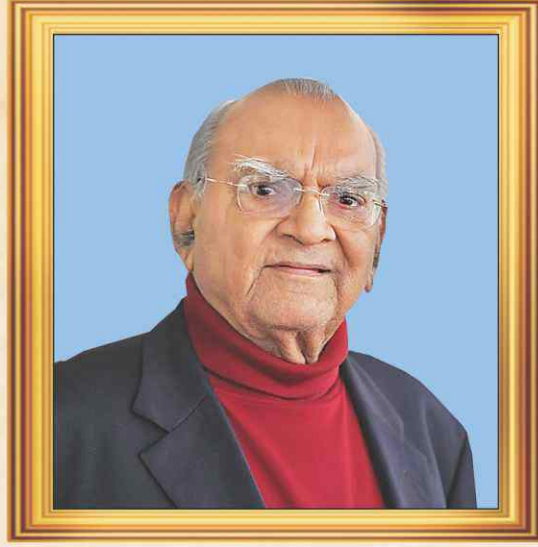
VOLUME I - ISSUE - I, 2024

VISION | INNOVATION | STRATEGY | TECHNOLOGY | ADVANCEMENT



यद्यदाचरति श्रेष्ठस्तत्तदेवेतरो जनः ।
स यत्प्रमाणं कुरुते लोकस्तदनुवर्तते ॥

भावार्थ—श्रेष्ठ पुरुष जो-जो आचरण करते हैं, अन्य पुरुष भी उसी की तरह आचरण करते हैं।
ऐसे पुरुष के आचरण को प्रमाण मानकर लोक भी वैसा आचरण-अनुकरण करता है।



21 July 1936 - 15 Oct. 2021



Jagran Family & Shri Puranchandra Gupta Smarak Trust
Pay our deepest homage and gratitude to our beloved Group Chairman

Shri Yogendra Mohan Gupta ji

A visionary leader, philanthropist and champion of literature, art and music. He was driven to inculcate moral and disciplinary values through education. With his blessings we pledge to continue his legacy through our institutions and its teachings.

•Dainik Jagran •Nai Dunia •Mid-day •Inquilab •Music Broadcast Ltd - Radio City
•Jagmini Micro Knit (P) Ltd. •Sakhi •Rave-3

•Puranchandra Vidyaniketan, Kanpur
•Jagran Public School, Noida
•Jagran Public School, Lucknow
•Jagran Public School, Varanasi
•Jagran School of Law, Dehradun

•Jagran College of Arts, Science & Commerce, Kanpur
•Jagran Institute of Management & Mass Communication, Noida & Kanpur
•Jagran Institute of Management, Kanpur
•Jagran Institute of Digital Animation, Kanpur
•Lakshmi Devi Lalit Kala Academy

Jagran Education Foundation

Jagran Public School, Basti, Jagran Public School, Kannauj (Franchisee of JEF)



Shri Yogendra Mohan Gupta
(21 July 1936 – 15 October 2021)

श्रद्धांजलि

श्री योगेंद्र मोहन गुप्ता एक उत्कृष्ट पत्रकार थे। उन्होंने पत्रकारिता और शिक्षा के क्षेत्र में अपनी विशेष छाप छोड़ी। वह अपने लेखन और अपने विश्लेषण की स्पष्टता के लिए जाने जाते थे। उनके निधन से देश ने एक अनुभवी पत्रकार और शिक्षाविद खो दिया है।

राम नाथ कोविन्द, भारत के राष्ट्रपति

श्री योगेन्द्र मोहन गुप्ता जी ने पत्रकारिता सहित शिक्षा, कला और साहित्य के क्षेत्र को अपने योगदान से समृद्ध किया। वह न सिर्फ एक कुशल प्रशासक थे, बल्कि समाज सेवा के प्रति भी समर्पित थे। उनका सहज और मिलनसार स्वभाव सबको आकर्षित करता था। उनका निधन हिन्दी पत्रकारिता के लिए एक अपूरणीय क्षति है।

नरेंद्र मोदी, प्रधानमंत्री

श्री योगेंद्र मोहन ने पत्रकारिता के क्षेत्र में अतुलनीय योगदान दिया। जागरण समूह के चेयरमैन के रूप में उन्होंने इस समूह को एवं निष्पक्ष पत्रकारिता के मूल्यों को आगे बढ़ाने के भरसक प्रयास किए।

अमित शाह, केंद्रीय गृह मंत्री

योगेंद्र मोहन जी का निधन बेहद पीड़ादायक है। स्वभाव से बेहद सौम्य एवं सरल योगेंद्र जी मुद्दों की बहुत बारीक समझ रखते थे। उनका जाना हिंदी पत्रकारिता जगत की एक बड़ी क्षति है।

राजनाथ सिंह, रक्षा मंत्री

श्री योगेंद्र मोहन गुप्ता जी के निधन का समाचार सुनकर अत्यंत दुःख हुआ। दैनिक जागरण समूह के अध्यक्ष के रूप में उन्होंने पत्रकारिता के क्षेत्र को नए आयाम दिए। कला और साहित्य के क्षेत्र में भी उनका बड़ा योगदान रहा। उनके निधन से समाज और पत्रकारिता जगत को अपूरणीय क्षति हुई है।

ओम बिरला, लोकसभा अध्यक्ष

योगेंद्र मोहन जी का निधन पत्रकारिता जगत के लिए एक अपूरणीय क्षति है।

**केशव प्रसाद मौर्य,
उप मुख्यमंत्री, उत्तर प्रदेश**

दिवंगत आत्मा की शांति की कामना करते हुए मैं अपनी संवेदनाएँ, शोक – संतप्त परिजनों के साथ संबद्ध करती हूँ।

**आनंदी बेन पटेल,
राज्यपाल, उत्तर प्रदेश**

योगेंद्र मोहन जी की सहित्य एवं संगीत में गहरी अभिरुचि थी। उनका जाना पत्रकारिता जगत के लिए एक अपूरणीय क्षति है।

नीतीश कुमार, मुख्यमंत्री-बिहार

दैनिक जागरण समूह के चेयरमैन योगेन्द्र मोहन गुप्ता जी के जाने से कला, साहित्य एवं पत्रकारिता के क्षेत्र को अपूरणीय क्षति पहुँची है।

गंगा प्रसाद, राज्यपाल-सिक्किम

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EDITORIAL

Editor

Dr. Divya Chowdhry

Sub Editor

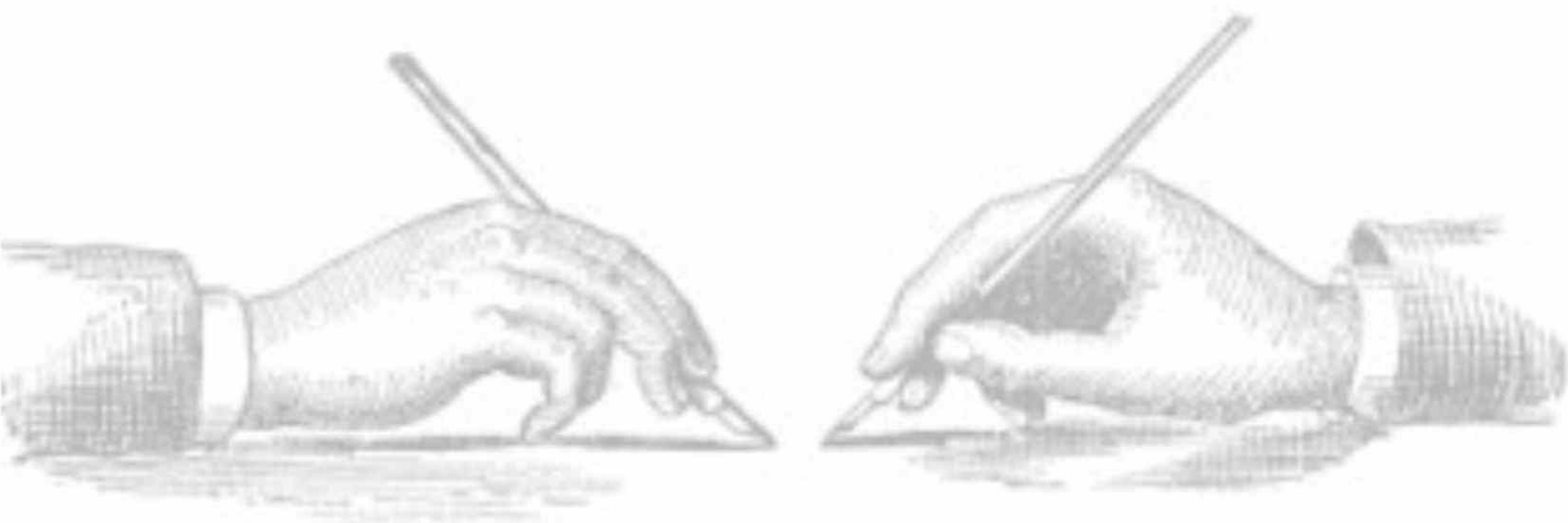
Mr. Prateek Dubey

Faculties Editorial Team

Dr. Anand Dixit
Mr. Aman Kesharwani
Mr. Pawan Omer
Ms. Priya Chopra Arora

Students Editorial Team

Shreya Pandey
Swasti Mishra
Anshika Agnihotri
Varsha Agarwal





MESSAGE FROM CHAIRMAN

DR. MAHENDRA MOHAN GUPTA
CHAIRMAN

Dear Students,

It gives me immense pride to connect with the bright and ambitious minds of Jagran Institute of Management. You stand at the threshold of a future filled with opportunities, challenges, and limitless possibilities. As you navigate this crucial phase of your academic and professional journey, I urge you to embrace three timeless values: curiosity, resilience, and purpose.

Curiosity fuels innovation. In today's fast-evolving world, staying ahead requires an insatiable hunger for knowledge. Ask questions, challenge the status quo, and never stop learning. Every discovery—no matter how small—shapes your unique perspective and potential.

Resilience is your strength in adversity. The path to success is rarely linear; it is marked by challenges and setbacks. Remember, failures are not roadblocks but stepping stones. Your ability to adapt, learn, and rise stronger after every fall will define your journey.

Purpose gives meaning to your efforts. In the pursuit of achievements, never lose sight of the bigger picture. Strive not only for personal success but also for impact—on your community, your industry, and society at large. You are the architects of a better tomorrow, and your contributions will shape the future.

I also take this opportunity to extend my heartfelt appreciation to our esteemed faculty members, whose dedication and mentorship continue to inspire and guide our students toward excellence. The success of this magazine is a reflection of the hard work, creativity, and commitment of both our students and faculty. Their insightful articles, innovative research, and collaborative efforts showcase the intellectual vibrancy that defines JIM.

May this magazine serve as a source of inspiration, knowledge, and cherished memories for all. I encourage each of you to keep pushing boundaries, embracing challenges, and striving for excellence in all that you do.

Wishing you success, wisdom, and the courage to create a meaningful future.



MESSAGE FROM VICE CHAIRPERSON

MS. RITU GUPTA
VICE CHAIRPERSON

Dear Students,

Every time I step onto our campus, I am filled with pride and excitement, knowing that JIM is home to some of the brightest minds and most passionate individuals. Your energy, creativity, and curiosity are what make this institution truly special.

As you navigate your academic journey, remember that education is not just about grades or exams—it's about discovering yourself. Push your boundaries, embrace new experiences, and never hesitate to take risks. Join that club you've been considering, speak up in class even if your voice shakes, and don't fear making mistakes. Mistakes are proof that you are trying, and trying is the first step toward greatness.

Believe in yourself, stay resilient, and make the most of every opportunity. The future belongs to those who dare to dream and work relentlessly to achieve them.

With my warmest wishes and unwavering faith in your potential.

MESSAGE FROM CEO

DR. J.N.GUPTA
CEO



Dear Students,

As the CEO of Jagran Education Foundation, I take immense pride in being part of an institution dedicated to shaping India's future. JIM is more than just a college—it is a vibrant community of learners, innovators, and leaders in the making.

Our mission goes beyond academic excellence. We aim to nurture professionals who are not only skilled but also ethical and socially responsible. Education has the power to transform lives, and at JIM, we are committed to providing opportunities that empower students from all backgrounds.

Jagran Education Foundation has been at the forefront of educational and social initiatives for decades. Our strong industry partnerships open doors to valuable internships and career opportunities, while our thriving alumni network stands as a testament to the quality of education we offer.

As you embark on this journey, embrace learning with passion, integrity, and purpose. The future belongs to those who innovate, lead, and make a difference.

Wishing you success and growth in all your endeavors.

EDITORIAL COLUMN



Dr. Divya Chowdhry
Editor & Director
Jagran Institute of Management

Dear Students,

It is truly inspiring to witness the academic and personal growth each of you has made during your time at JIM. Our MBA and MCA programs are not simply designed to equip you with technical and managerial expertise but to shape you into well-rounded, forward-thinking professionals. This journey is guided by our dedicated faculty and strengthened by our robust industry partnerships, which provide real-world insights and endless opportunities.

Remember, success is not a destination—it's an ongoing journey. Stay curious, confident, and fearless as you pursue your aspirations. When challenges arise, know that your mentors and support system are always here for you. Beyond the classroom, we encourage you to engage in extracurricular activities, workshops, and seminars that broaden your horizons and help develop invaluable skills that will serve you well throughout your careers.

As we embark on another academic year, let's take a moment to reflect on all that we've achieved while eagerly embracing the changes ahead. In today's rapidly evolving world, the ability to adapt and innovate is paramount. At JIM, we create an environment where creativity flourishes and ideas are nurtured. This magazine is a testament to your hard work, featuring groundbreaking research, inspiring collaborations, and a collective commitment to excellence.

I encourage you to build a strong sense of community—support one another, share your experiences, and forge connections that will last a lifetime. Every conversation and interaction offers a chance to learn and grow. To our esteemed faculty, we extend our heartfelt gratitude for your unwavering dedication in guiding and shaping the leaders of tomorrow.

As we look to the future, let's continue to embrace change, harness technology, and drive innovation in education. Together, we are nurturing future-ready leaders who will lead with integrity, vision, and purpose.

Happy Reading!

FACULTY'S LIFE

EDGE OVER EDUCATION

PHOTO HIGHLIGHTS



RESEARCH/PUBLICATION'S

Dr. Divya Chowdhry Professor & Director

Dr. Divya, a seasoned Professor and Director in the field of Management and Research, has made significant contributions through her research and academic endeavors. Since 2023, she has published two patents and authored the book *Marketing and Social Media* (First Edition). Additionally, she has co-edited a peer-reviewed book on *Multidisciplinary Approaches in Social Sciences, Education & Languages*. Under her distinguished research initiatives, one of her research scholars was awarded a Ph.D. degree from Mewar University.



She serves as the editor of the Publication Committee's Monthly E-Newsletter *Ascent* and oversees the annual peer-reviewed *Jagran Journal of Management & Technology*. In December 2023, she successfully convened the 6th International Conference on Empowering Entrepreneurs – Information Technology & Effective Management, which resulted in a special issue in an international journal under her editorial guidance. Furthering faculty development, she coordinated and conducted two one-week Faculty Development Programs (FDPs) in 2024: one focused on Enhancing Quality in HEIs with a Special Emphasis on NAAC Accreditation and Educational Excellence, and another on Skilling AI Tools for Research, Productivity & Quality.

Her contributions to entrepreneurship and economic discourse include coordinating the Entrepreneurship and Startup Summit 2023 on the theme *Entrepreneurs – Building India @2047*, a symposium on Budgetary Outreach – Vision 2047, and a one-day symposium on *Exploring Frontiers: Business, Research & Startup Ecosystems*. She has actively guided and participated in six research paper presentations and publications at various institutes and prominent international conferences. Notably, her research work was presented in person at Loughborough University, London, by her co-author.

Committed to continuous learning, she has further enhanced her expertise by attending training at IIT- Kanpur and participating in an FDP on *Smart Manufacturing and Industry 4.0: The Future of Production*, organized by the Asian Business School.

Dr. Anil Kumar Singh Dean Academics

Anil Kumar Singh has contributed significantly to various domains of research. In December 2023, his work titled *Max Product Composition in Fuzzy Logic - A Decision-Making Approach for College Selection* was published in the *VSRD International Journal of Technical & Non-Technical Research* (ISSN: 0976-7967, Special Issue Volume XIV, pp. 27-81). Earlier, in August 2023, he authored the paper *Normalization in Database Design: Minimizing Redundancy, Eliminating Anomalies, and Ensuring Data Integrity* which was published in the *Jagran Journal of Management & Technology* (ISSN: 2583293X, pp. 1-8). In December 2024, his work *Inference Techniques in Artificial Intelligence: A Comparative Analysis of Forward Chaining and Backward Chaining* was published in the *VSRD International Journal of Technical & Non-Technical Research* (ISSN: 0976-7967, Special Issue Volume XV, pp. 25-37).



RESEARCH/PUBLICATION'S

Additionally, in collaboration with Mr. Rohitashwa Pandey, he co-authored the paper Exploring Visible Light Communication for Real-Time Indoor Metaverse Connectivity which has been accepted for publication in the Journal of Optical Communications (SCOPUS Unpaid Indexed).

Dr. Anil Kumar Singh attended a one-week FDP on Network Science using Python, conducted by the Computer Science and Engineering Department at NITTTR, Chandigarh, from May 13-17, 2024. Prior to this, he participated in the Data Science using R FDP, also organized by NITTTR, Chandigarh, from July 17-21, 2023. Additionally, he completed a one-week training on AI/ML and Data Science for Industry 4.0 (Basic Level) held from August 21-25, 2023, by the Computer Science and Engineering Department at NITTTR, Chandigarh. Dr. Singh further expanded his knowledge by attending an FDP on Theory of Computation, organized by the IIT Madras in September 2023.

Dr. Anand Kumar Dixit **Assistant Professor (MCA Department)**

Dr. Anand Kumar Dixit, Assistant Professor, have contributed to the field of computer science and information technology through several research publications and conference presentations. His paper, "Cognitive Computing: Transforming Cybersecurity through Advanced Threat Detection and Response," published in Jagran Journal of Management and Technology (ISSN-2583-293X), August 2023 (Vol. 5, pp. 17-20). Additionally, his research on "Normalization in Database Design: Minimizing Redundancy, Eliminating Anomalies, and Ensuring Data Integrity" published in the same journal (Vol. 5, pp. 1-8). Furthermore, titled "Review on Heat Mitigation Strategies in Contemporary Data Center Design" was published in VSRD International Journal of Technical and Non-Technical Research (e-ISSN 0976-7967), Volume XIV, December 2023 (pp. 1-6). In addition to these publications, he presented paper on "Cascadability Analysis of Free Space Optical Wireless Data Centers" at the International Conference on Advances in Emerging Trends in Computer Applications (ICAETC-2023) in December 2023, organized by Babu Banarasi Das Institute of Technology and Management, Lucknow.



He completed the FDP on "Advanced Excel with Data Visualization" from 30th July 2024 to 10th August 2024, organized by E & ICT Academy, IIT Kanpur (a joint initiative of MeitY & IIT Kanpur), equipping himself with advanced skills in data management and visualization.

Mr. Aman Kesharwani **Assistant Professor (MCA Department)**

Mr. Aman Kesharwani, Assistant Professor, has actively participated in various Faculty Development Programs (FDPs) to enhance his knowledge and pedagogical skills. He attended a 3-day Face-to-Face FDP on "Inculcating Universal Human Values in Technical Education" organized by AICTE from August 16-18, 2023. Additionally, he took part in a 5-day FDP on "NEP 2020: Implementation and Challenges", organized by Manipal University, Jaipur, from October 9-13, 2023. Further demonstrating his commitment to inclusive education, he is set to participate in a One-Week FDP on "Assistive Technologies for Equitable and Inclusive Education", scheduled for July 23-27, 2024, organized by Dr. Ambedkar Institute of Technology for Divyangjan, UP, Kanpur.



RESEARCH/PUBLICATION'S

Mr. Ashish Mishra
Assistant Professor (MCA Department)



Mr. Ashish Mishra has successfully published multiple research papers in reputed journals and conferences. His paper, "Decoding Sentiments: A Machine Learning Approach to Product Review Analysis," was published in the 6th International Conference on "Empowering Entrepreneurs -Information Technology & Effective Management (IC-EEITEM 2023)" and featured in the VSRD International Journal of Technical & Non-Technical Research (E-ISSN: 0976-7967, P-ISSN: 2319-2216), Special Issue, Volume XIV, December 2023. The same paper was also included in the journal on pages 116-119 of the special issue. Additionally, his research on "3D Password Technology: Enhancing Authentication and Security in the Digital Era" was published in the Jagran Journal of Management and Technology (ISSN-2583-293X), August 2023, Volume 5, Page 33. Furthermore, his work titled "Significance of White Box Testing and Its Approach" was also featured in the Jagran Journal of Management and Technology (ISSN-2583-293X), August 2023, Volume 5, Page 58. His contributions reflect his expertise in machine learning, cybersecurity, and software testing.

Mr. Ashish Mishra actively participated in the One-Day Symposium on Exploring Frontiers: Business, Research & Startup Ecosystems held on 30th April 2024 at Jagran Institute of Management, Kanpur.

Mr. Pawan Omer
Assistant Professor (MBA Department)



Mr. Pawan Omer has made significant contributions to research and academia through his extensive work in business strategy, entrepreneurship, and financial analysis. He received a certificate for presenting his research paper, titled "Exploring Core Competency Strategies for Achieving Sustainable Competitive Advantage in Startup Ecosystems with AI-driven Mechanism," at the PRISM International Conference, themed "Workplace Disruptions: Leadership Challenges and Organizational Sustainability", organized by Manav Rachna University, Faridabad, from 19th to 21st November 2024. His research paper, "Integrating Sustainability into Startup Strategies: An Analysis of Challenges and Opportunities," published in the Jagran Journal of Management and Technology (ISSN-2583-293X), August 2024, Vol.6. Additionally, he actively participated in the One-day Symposium on Exploring Frontiers: Business, Research & Startup Ecosystems on 30th April 2024 at JIM Kanpur.

Furthermore, he has contributed to the 6th International Conference organized by Jagran Institute of Management, Kanpur, with two research papers. The first, "Navigating the Innovation Landscape: Strategies for Entrepreneurial Success in the Startup Ecosystem" (published in VSRD International Journal of Technical and Non-Technical Research, Volume XIV, December 2023, Page No. 46-48). The second, "The Study of Taxation Strategy on Betting Games in India" (published in the same journal, Page No. 49-51). His research also includes "Mega Reverse Merger of HDFC Bank and HDFC Ltd: A Strategic Analysis and Implications", published in the Jagran Journal of Management and Technology (ISSN-2583- 293X), August 2023, Vol.5. Additionally, his paper, "The Study of Artificial Intelligence its Practice in Management," published in the same journal in August 2023.

RESEARCH/PUBLICATION'S

He completed the FDP on "Advanced Excel with Data Visualization" from 30th July 2024 to 10th August 2024, organized by E & ICT Academy, IIT Kanpur (a joint initiative of MeitY & IIT Kanpur), equipping himself with advanced skills in data management and visualization.

Mr. Omer participated in the Online Short-Term Training Course on Interaction Programme for Ph.D. Scholars from 3rd February 2025 to 9th February 2025, organized by UGC - Malaviya Mission Training Centre & Sardar Patel University. Additionally, he completed the Facilitator Training Programme organized by Microsoft-RISE, in collaboration with AISECT & NSDC, on 29th October 2024. Further expanding his knowledge in the startup ecosystem, he took part in the 3rd Global Entrepreneurship Educators Symposium 2024 on "Digitalization Era for Next Gen of Global Startups" organized by LNMIIT Centre for Entrepreneurship & CGM South Africa.

Ms. Priya Chopra Arora
Assistant Professor (MBA Department)



Ms. Priya Chopra Arora, Assistant Professor, contributed to the field of Management of Business Administration through several research publications and conference presentations. Paper "Work Life Balance of Women Employees," published in Jagran Journal of Management and Technology (ISSN- 2583-293X), August 2023 (Vol. 5, pp. 28-32). Furthermore, my study titled "Human Resource Management and The Covid-19 Crisis: Implications, Challenges, Opportunities and Future Organizational Directions." was published in VSRD International Journal of Technical and Non-Technical Research (e- ISSN 0976-7967), Volume XIV, December 2023 (pp. 107-110).

Dr. Meenakshi Jaiswal
Assistant Professor (MBA Department)



Dr. Meenakshi Jaiswal has made significant contributions to finance and entrepreneurship through her research publications. Her paper, "Indian Derivatives Markets," was published in the Jagran Journal of Management and Technology (ISSN-2583-293X), August 2023, Vol.5. Additionally, her research on "Concept of Entrepreneurship: Fundamental Facts & Frameworks" was featured in the VSRD International Journal of Technical and Non-Technical Research (e-ISSN 0976-7967), Volume XIV, December 2023, Pages 103-106.

She has actively pursued faculty training and development, attending a Ten-Hour Faculty Training Program (FTP) on AI, Internet of Things (IoT), and Digital Marketing, conducted by MSME (AKG Group) from 19th November to 23rd December 2023. She also participated in the Faculty Program on Innovation Shaping Education & Business: Exploring Strategies, Techniques, and Applications, organized by the National University KPI (Ukraine) from 9th September to 29th October 2023.

In addition, Dr. Jaiswal took part in the One-Day Symposium on Exploring Frontiers: Business, Research & Startup Ecosystems, held on 30th April 2024 at JIM Kanpur.

RESEARCH/PUBLICATION'S

Dr. Akshat Gupta
Assistant Professor (MBA Department)

Dr. Akshat Gupta has made significant contributions to the fields of business strategy, entrepreneurship, and financial analysis through his extensive research. His paper, "Strategic IT Alignment - Investigating the Impact of Information Technology on Strategic Management Outcomes," was published in the Jagran Journal of Management and Technology (ISSN-2583-293X), August 2024, Vol.6, highlighting the role of IT in shaping strategic management and organizational success.



Dr. Gupta's research portfolio includes several impactful publications, such as "Consumer Satisfaction Factors in Transportation and Distribution Components of Online Shopping Company", published in the VSRD International Journal of Technical and Non-Technical Research (Volume XIV, December 2023, Page No. 32-35). Additionally, his paper "A Study on Digital Marketing and Its Effect" was published in the Jagran Journal of Management and Technology (ISSN-2583-293X), August 2023, Vol.5, along with his research on "The Study of Artificial Intelligence & Its Practice in Management," also featured in the same journal.

Dr. Akshat Gupta actively participates in the webinar on "AI Essentials for Educators" on 15th February 2025, conducted by E& ICT Academy, IIT Kanpur. He actively participated in the One-Day Symposium on Exploring Frontiers: Business, Research & Startup Ecosystems, held on 30th April 2024 at JIM Kanpur.

Ms. Anushka Omer
Research Associate (MBA Department)

Ms. Anushka Omer contributed to the field of management through research publications and conference presentations. Paper, "Evaluating the impact of fintech in the financial service industry," published in Jagran Journal of Management and Technology (ISSN-2583-293X), August 2024 (Vol. 6, pp. 70-73), explores the impact financial technology and the usage of AI in financial services.



Ms. Pratima Gupta
Head (Training & Placement)

Ms. Pratima Gupta has achieved remarkable milestones across diverse domains, reflecting her dedication to professional excellence and social responsibility. She successfully completed the SAWAIT. AI Learnathon supported by HCLTech, demonstrating her updation in artificial intelligence, and earned a certificate of participation in the International Conference on Talent Ecosystem (ICOTE), showcasing her involvement in global discussions on talent development. Additionally, she completed a Faculty Development Program organized by IIT Kanpur on advanced Excel and data visualization, highlighting her commitment to continuous learning.



VITAL SPARK

19th to 22nd March, 2024 on "Skilling of AI tool for Research, Productivity & Quality"

The FDP serves as a foundational platform for educators to enhance their understanding, proficiency, and pedagogical skills in AI-related subjects. It aims to empower faculty members with the latest knowledge, tools, and methodologies in AI, enabling them to effectively integrate AI concepts into their teaching curriculum and research activities.



28th to 30th August, 2024 on "Enhancing quality in HEI's : A Focus on NAAC Accreditation & Educational Excellence"



The aim of a Faculty Development Program (FDP) is to enhance the professional competence of faculty members in educational institutions. FDPs are designed to update and upgrade the knowledge, skills and teaching methodologies of faculty, ensuring they stay current with advancements in their respective fields and are well-equipped to provide high-quality education.



VITAL SPARK

“ 25th to 30th July on “Practical Insight into Research tool - R”

One Week FDP program on Practical Insight into Research tool-R. The key objectives of the FDP were analysis of primary data and further interpretation to the hypothesis created and also suggesting solutions, recommendations to the framed objectives on the basis of the research statements along with use of R in research.



WORK LIFE BALANCE

Children's Day



Keep your inner child alive! The students of Jagran Institute of Management celebrated Children's Day on 14th November, 2024 with enthusiasm, enjoying a fun-filled zoo visit and a vibrant Dandiya night. The day was packed with joy, laughter, and cherished memories!



Colors have the power to touch the soul in countless ways. Holi, the festival of colors, symbolizes love and togetherness, bringing joy to everyone's life. Jagran Institute of Management celebrates this auspicious festival with grandeur and enthusiasm, embracing the spirit of Holi with vibrant dances and festive cheer.

Holi Celebration



WORK LIFE BALANCE

Staff Picnic



The annual staff picnic on December 21st, 2023 is a highly anticipated event, providing faculty members with an opportunity to step away from their professional responsibilities and enjoy meaningful interactions with colleagues in a relaxed setting. This year, the picnic was held at Flying Elephant, near Bithoor in Kanpur, where participants engaged in a variety of group games and recreational activities, fostering teamwork and camaraderie. Additionally, capturing memorable moments through photography added to the overall experience, creating lasting memories for years to come.

On September 5th, 2024 Teacher's Day, a faculty excursion was organized to Ayodhya, a city renowned for its rich cultural and religious heritage. During the visit, the team had the opportunity to explore prominent landmarks, including the Shri Ram Janmbhoomi Temple, Hanuman Garhi, and the ghats along the Sarayu River, gaining valuable insights into the city's historical and spiritual significance.

Excursion Trip



Birthday Celebration



The Staff Birthday Celebration is a valued occasion that allows faculty and staff to step away from their professional responsibilities and engage in a relaxed, enjoyable environment with colleagues. This event fosters a sense of camaraderie, encouraging moments of joy, lightheartedness and shared celebration.

MENTORSHIP

Summer Training Program

At the end of the second semester, faculty members emphasize and guide MBA students to undertake on-the-job practical training in various fields or financial organizations. The training lasts for duration of 6 to 8 weeks, during which students are guided & mentored on their projects, ensuring their success under faculty supervision.

MBA Batch 2023-25

- Mr. Aayush Agarwal has successfully completed his STP on "Leveraging CRM and Digital Campaigns to Drive Business Growth" focusing on the domain of Finance and Marketing.
- Mr. Abhsihek Sharma has successfully completed his STP on "Training and Development at Skill Guru Foundation" focusing on the domain of Finance and Human Resource.
- Ms. Arti Mishra has successfully completed his STP on "A study on the role of HR" focusing on the domain of HR and Marketing.
- Ms. Komal Yadav has successfully completed his STP on "The study of employee engagement and retention strategies" focusing on the domain of Finance and HR.
- Ms. Saumya Tripathi has successfully completed his STP on "Comprehensive study in labour skill and manpower development followed by NTPC" focusing on the domain of HR and Marketing.

MBA Batch 2022-24

- Mr. Akash Dubey has successfully completed his STP on "Marketing and Promotion of English Browne products" focusing on the domain of Marketing and HR.
- Ms. Akshata Prajapati has successfully completed his STP on "A study on financial management analysis and its importance" focusing on the domain of Finance and HR.
- Mr. Aryan Gupta has successfully completed his STP on "Difference between Stock-Holding and other broking firms" focusing on the domain of Finance and Marketing.
- Mr. Himanshu Pal has successfully completed his STP on "A Study on customer satisfaction towards HERO Motors in Kanpur city" focusing on the domain of Finance and Marketing.
- Ms. Shrejal Tiwari has successfully completed his STP on "A study on optimizing target market selection and positioning in digital age" focusing on the domain of HR and Marketing.

Research Project Report

In the fourth semester, faculty members of the MBA department played a pivotal role in guiding students from the Batch 2022-24 as for their Research Project Report. The faculty assigned a problem or topic from the specialization areas and provided dedicated supervision throughout the project to ensure its successful completion.

MENTORSHIP

Reports

- "Research on the Influence of E-Commerce on Consumer Purchasing Behavior" is an academic work submitted by Mr. Pranay Omer.
- "A Study of Recruitment and Selection Process with reference to current scenario in any organization" is an academic work submitted by Ms. Shadma Qaiyoom.
- "The Comprehensive Study on the Process of Recruitment and Selection in manufacturing Industry" is an academic work submitted by Ms. Saumya Bajpai.
- "The Study of the consequences on decreased sales in the Insurance Industry" is an academic work submitted by Ms. Riya Mishra.
- "The Comprehensive Study of Artificial Intelligence in Human Resource Management" is an academic work submitted by Ms. Saumya Sachan.
- "The Study on the Impact of Internet Marketing on Consumer Buying behavior" is an academic work submitted by Mr. Shashank Shukla

Projects

In the fourth semester, faculty members of the MCA department took the lead in assigning a topic and provided dedicated supervision as students prepared and submitted their Project Report, ensuring academic rigor and quality.

Objective-

- To develop an innovative idea for a product or service in form of a project report.
- To understand the importance and relevance of innovative ideas, its feasibility and detailed descriptions.

MCA Batch 2021-23

- Mr. Prajjwal Pathak developed a project on an "E-Commerce website".
- Mr. Vaibhav Vajpayee developed a project on an "Examination Management System".
- Mr. Saurabh Nigam developed a project on an "Employee Record Management System".
- Mr. Raghvendra Verma developed a project on "Library Management System".
- Ms. Damini Shukla developed a project on "Courier Management System".

MCA Batch 2022-24

- Ms. Anjali Mishra developed a project on "Travel Bill Tracking System".
- Mr. Akhil Tripathi developed a project on an "Indian Railway Ticket Reservation System".
- Ms. Anjali Yadav developed a project on an "Inventory Management System".
- Mr. Ayush Shrivastava developed a project on "Doctor -Appointment System".
- Mr. Kartikey Srivastava developed a project on "Online Food Ordering System".

SPECIAL MENTION

Dr. Divya Chowdhry **Professor & Director**

Dr. Divya Chowdhry has been recognized for her outstanding contributions in academia and leadership. She was inducted into the Hall of Fame by the Jaipuria Institute of Management Alumni Association, Lucknow, with her profile featured on their alumni website. Further honoring her impactful role in education, she received the prestigious Women Leaders of Uttar Pradesh award at the Taj Mahal Hotel, Lucknow, on November 12, 2024. Her influence in academia was also acknowledged with the Academic Excellence Award by the Alumni Association of Jaipuria Institute of Management, Lucknow, in December 2023. Additionally, her insights and achievements were showcased in the esteemed magazine Vyanjanaa (Vol. 12, March–May 2024).

Dr. Chowdhry's expertise and leadership have led to numerous invitations as a distinguished speaker. She was the Chief Guest at the inauguration of the first women-centric branch of the Nationalized Bank—Central Bank of India—on May 7, 2024. On Women's Day, March 8, 2024, she delivered a keynote speech at the Institute of Company Secretaries of India (ICSI), Kanpur Chapter, on "Unlocking the Potential of Time and Stress Management". She also conducted an enlightening session on "Self-Engineering" during a five-day Faculty Development Program (FDP) at Lucknow Public College of Professional Studies on January 17, 2024. Her expertise in leadership was further highlighted in a session on "Leadership Skills and Team Building Strategies for Teachers" conducted by IOT Academy on December 15-16, 2023, and another on "Time and Stress Management" during a National Level Virtual FDP on Management and Leadership Skills for Teachers in HEIs organized by IOT Academy on September 21-22, 2023.

As a distinguished mentor, Dr. Chowdhry was invited by the National Sugar Institute (Government of India Undertaking), Kanpur, to conduct a session on personality development and interview skills for students on August 24, 2023. She also served as a practical exam expert for the subject of Communication and Management at Banaras Hindu University, Varanasi, on April 17, 2023. Additionally, she was invited as an expert-track chair at the National Conference on Recent Advancements and Innovations in Management (NCRAIM) 2023, sponsored by the Association of Indian Management Schools (AIMS), held on April 19, 2023, in hybrid mode at Shanti Business School, Ahmedabad.

Ms. Pratima Gupta **Head (Training & Placement)**

Ms. Pratima Gupta, as a certified facilitator for Microsoft's Rural Skill Empowerment Program, Ms. Gupta has contributed to empowering individuals with essential skills. Furthermore, her unwavering commitment to social causes was recognized by the Indian Medical Association (IMA) for her pivotal role in organizing several blood donation camps.

SPECIAL MENTION

Dr. Anil Kumar Singh
(Dean Academics)

Dr. Anil Kumar Singh chaired the Technical Session at the 4th Congress on Intelligent Systems organized by CHRIST, Bangalore. Additionally, he chaired a session at the 2nd International Conference on Advances in Data-Driven Computing and Intelligent Systems, organized by BITS Pilani. Further, he served as a Session Chair at the 6th International Conference on Communication and Computational Technology, hosted by Rajasthan Institute of Engineering and Technology, Jaipur. Dr. Singh also chaired the Technical Session at the Congress on Smart Computing Technology, organized by the SAU Center of Research and Innovation Learning, South Asian University, India. His expertise was further recognized at the 2024 IEEE International Conference on Contemporary Computing and Communication, organized by CHRIST, Bangalore. Dr. Singh's role as a Session Chair extended to the 3rd World Conference on Applied Intelligence and Computing. He chaired a session at the 2nd International Conference on AI: Theory and Application, organized by ICFAI Business School, Bangalore.

Dr. Singh has actively contributed as a Program Committee Member and Reviewer for several esteemed international conferences. He served in this capacity for the 2nd International Conference on Advances in Data-Driven Computing and Intelligent Systems, organized by BITS Pilani, Goa Campus, India. He was involved in the 3rd International Conference on Information and Communication Technology in Business, Industry, and Government, organized by Symbiosis University of Applied Science, Indore. His expertise was further sought at the Congress on Smart Computing Technologies, organized by the SAU Center of Research and Innovation Learning, South Asian University, India.

Furthermore, he served as a reviewer for the 3rd International Conference on Intelligent Vision and Computing, organized by the NIT, Agartala, on November 25-26, 2023, and the 2nd International Conference on Power Engineering and Intelligent Systems, organized by the NIT, Uttarakhand, on March 16-17, 2024. His contributions extended to the 4th International Conference on Paradigms of Communication, Computing, and Data Analytics, held at Pt. Lalit Mohan Sharma Campus, Rishikesh, on April 20-21, 2024. Additionally, he played a key role in the International Conference on Computing and Machine Learning, organized by Sikkim Manipal University on March 29-30, 2024. Dr. Singh was also a Program Committee Member and Reviewer for the 5th International Conference on Data Science and Applications, organized by Malviya National Institute of Technology from July 17-19, 2024.

He served as the Co-convenor for the 6th International Conference on Empowering Entrepreneurs – Information Technology & Effective Management, organized by JIM, Kanpur, on December 2, 2023. 7th International Conference on Leveraging IT for Sustainable Business Transformation and Entrepreneurial Growth, scheduled to be held at JIM, Kanpur, on December 21, 2024. In addition to these leadership roles, Dr. Singh has been invited as a panelist for the SMB Tech Talks INGRAM Kanpur event, on July 24, 2024, at Hotel The Landmark, Kanpur.

SPECIAL MENTION

Mr. Pawan Omer
Assistant Professor (MBA Department)

Mr. Pawan Omer has been actively engaged in delivering impactful training sessions across various domains. He is conducting sessions for postgraduate candidates in the online certification course on Banking Domain, International Trade, and Soft Skills at Ralph Ryker Academy, Kanpur. Additionally, he delivered an insightful session on "Career Awareness Avenues" for graduate students of PPN PG College, Kanpur, on 14th October 2024. His expertise also extends to training Central Government Employees on Communication and Soft Skills at OEFL – Under the Ministry of Defence, Kanpur. Furthermore, he conducted a specialized session for CS Professionals at the Institute of Company Secretaries of India (ICSI), Kanpur Chapter, on the topic Core Communication Skills – An Insight into Verbal & Non-Verbal Communication.

Mr. Ashish Mishra
Assistant Professor (MCA Department)

Mr. Ashish Mishra served as the Co-Convener in the successful organization of the 6th International Conference on "Empowering Entrepreneurs - Information Technology and Effective Management" (IC- EEITEM 2023) at Jagran Institute of Management, Kanpur. The conference was held in collaboration with Synergy University, Moscow & Dubai as the Academic Partner and First SIIC-IIT Kanpur as the Knowledge Partner. His role in organizing this prestigious event highlights his dedication to fostering academic excellence, research, and entrepreneurial growth.

Dr. Meenakshi Jaiswal
Assistant Professor (MBA Department)

Dr. Meenakshi Jaiswal has actively contributed to the fields of finance, technology, and education through her certifications, research, and participation in professional development programs. She holds a National Financial Literacy Certificate from NISM & SEBI, demonstrating her expertise in financial education. Additionally, she has authored a book on the Indian Financial System, further showcasing her deep understanding of financial markets and institutions.

STUDENT'S LIFE

INDUSTRY ACADEMIC PERSONA

PHOTO HIGHLIGHTS



PHOTO HIGHLIGHTS



CORPORATE CONNECT

Industrial Visits

MBA First Year students from Jagran Institute of Management had an insightful industrial visit to ALIMCO in Kanpur on 21st October, 2024. They explored the manufacturing process of assistive devices and witnessed the remarkable efforts dedicated to empowering differently-abled individuals. A heartfelt thank you to ALIMCO for this enriching and inspiring experience !



Jagran Institute of Management organized an industrial visit to Amul for MCA students on 30th September, 2023, offering them hands-on industry exposure. These visits bridge the gap between classroom learning and real-world applications, providing insights into cutting-edge technologies, business strategies, and market trends. By engaging with industry professionals, students enhance their skills, expand their networks, and develop innovation and problem-solving abilities crucial for future careers.

To provide students with hands-on business experience, Jagran Institute of Management organized an industrial visit to MKU on 19 June, 2024 for its MBA students. During this insightful visit, students explored the complexities of management and operations at MKU. Guided by faculty members and industry professionals, they had their queries addressed, making it a valuable and enriching learning experience for all.



As part of their industrial exposure program, students visited Cloud 18 Pvt Ltd in Lucknow, on September 26th where they explored the company's innovative approaches to software development and digital marketing. Engaging with industry professionals, they gained valuable insights into real-world applications of technology and business practices, enriching their learning experience.

JOB FAIRS /POOL CAMPUS



MBA and MCA students showcased their best performances during the placement drive. The process began on January 11 and 12, 2024 with companies conducting pre-placement talks, providing insights into their organizations and job roles. Students from various colleges actively participated with enthusiasm, excelling in the written test, group discussion, and personal interview rounds conducted by the recruiters. The participated companies are Just Dial , HIKE EDUCATION , NEVA BHUPA , YES BANK, Abir Overseas LLC , Federal Bank , Global Trade Plaza, Code Store, W3Villa Technologies, Daiki Axis India (Japanese Company).



CLUBBUZZ (INITIATIVE BY TOP LINERS)

Social Club



Observed annually on June 21st, International Yoga Day promotes physical and mental well-being through the practice of yoga. The 2024 celebration marks the 10th anniversary of this global event, expected to be embraced with even greater enthusiasm worldwide. Rooted in Indian tradition for thousands of years, yoga continues to inspire holistic health and mindfulness across cultures.



The institute organized a Tree Plantation Activity on August 25th, 2023 where students enthusiastically took a pledge as Green Doves (Green Peace Lovers) to care for and nurture Mother Earth. Planting saplings not only contributes to environmental restoration but also raises awareness about the importance of trees and sustainability. This meaningful initiative fosters a sense of responsibility and commitment toward a greener future.



CLUBBUZZ (INITIATIVE BY TOP LINERS)



The Social Club of Jagran Institute of Management, in collaboration with ASG Eye Hospital, celebrated World Sight Day to raise awareness about eye health and vision care. This initiative emphasized the importance of early detection and regular eye checkups, promoting a healthier society. On Vijay Diwas, students honored the bravery and sacrifice of our soldiers on December 16th, 2023 with a heartfelt initiative—a Blood Donation Camp organized in association with the Thalassemic Society and GSVM Blood Bank. This noble gesture not only paid tribute to our heroes but also contributed to saving lives. A heartfelt thank you to the selfless donors whose generosity made a meaningful difference in society.

Dramatic Clubs



JIM students visited Baba Anandeshwar Temple, Kanpur, on 13th May, 2023 for a noble cause dedicated to underprivileged children. Their initiative aimed to bring joy and make a positive impact on the lives of these children through donations, interactive activities, and moments of shared happiness.

Sports Clubs

December 12th, 2024 National Sports Day honors the legendary Major Dhyan Chand and his remarkable contribution to Indian sports. This day is dedicated to celebrating his legacy while promoting the spirit of sportsmanship, dedication, and excellence among students. Various sports activities and competitions were held to encourage a healthy and active lifestyle.



GOING BEYOND ACADEMICS

Farewell 2024



Convocation 2024



Orientation 2024



Fresher 2024



ACHIEVEMENTS & CERTIFICATIONS

Training & Certification Programs

- The institute hosted a four-day training session for MBA & MCA II-Year students on the “Microsoft RISE Certification Program and JIEC” in collaboration with NSDC & AISECT.
- A 96-hour CPBFI (Certification Program in Banking, Financial Services, and Insurance) by Bajaj Finserv was launched for MBA I-Year students on October 9, 2024 as part of the Corporate Structural Training Program.
- MCA I & II Year students successfully completed the two-week IBM Skill Build Program, focusing on Machine Learning (ML), Artificial Intelligence (AI), and IBM Cloud, earning e-certificates.
- A Campus Connect session featured an Alumni Journey Talk and a Business Plan presentation by ICICI Securities.
- A six-day in-house intensive training session on Advanced Excel Data Visualization & Tool R was conducted in collaboration with IIT Kanpur for MCA II Year students.
- ICICI Securities & Bandhan Bank conducted Financial Literacy Sessions, providing valuable insights into essential financial concepts & practices.

Student Achievements & Certifications

- Amaan Ali (MCA II Year) – Certificate of Participation for GEN AI MASTER CLASS with IBM Watsonx.
- Andrea Tripathi (MBA II Year) – Selected as Management Trainee at JARO Education.
- Pranay Omar (MBA II Year) – Certificate of Completion for EF SET; Certificate in Risk Management & Corporate Planning by Corporate Finance Institute; Internship, Achievement Certificate & Letter of Recommendation from Kshitiksha Foundation; Virtual Internship at Bharat Intern; Investment Banking Virtual Experience by JP Morgan.
- Laxmi Gupta (MBA II Year) & Pranay Omar (MBA II Year) – Certificate of Participation in National Financial Literacy Quiz 2024 by NISM.
- Daniya Hashmi (MBA II Year) – Certificate of Completion for Master Class on Communication & Confidence by Yash Tiwari; Summer Internship Certificate from Lohia Corp Ltd.; Certificate for Agile Job Simulation by JP Morgan Forage; Digital Marketing Comprehensive Study by E & ICT Academy, IIT Kanpur; Internship, Achievement Certificate & Letter of Recommendation from Kshitiksha Foundation; Offer Letter from Bharat Intern; Investment Banking Virtual Experience by JP Morgan.
- Vaishnavi Rajawat (MCA I Year) – Certificate of Completion for Programming Basics Course by Great Learning.
- Muskan Khanna (MBA II Year) – Certificate of Completion for Advanced Master Course in Banking & Insurance by Udemy.
- Akshata Prajapati (MBA II Year) – Certificate of Completion for Microsoft Excel Ultimate Guide by Udemy; Commercial Banking Job Simulation by JP Morgan & Forage.
- Vasudha Sharma (MBA II Year) – Certificate of Completion for Digital Marketing Comprehensive Study by E & ICT Academy, IIT Kanpur.
- Aryan Gupta (MBA II Year) & Pranay Omar (MBA II Year) – Virtual Internship at Bharat Intern.
- Mantasha Masood (MBA II Year) – Certificate for Full Stack Web Development Internship by Edureka.
- Taran Sonkar (MCA II Year) – Certificate of Achievement for Python Course by GUVI.
- Komal Jha (MCA II Year) – Certificate of Completion for Python Programming for Beginners by Udemy.
- Renu Pal (MCA II Year) – Certificate of Participation in ISP First Trainings Contest Webinar by Internshala; Certificates of Completion for Master Confident Presentations & Learning to Be Assertive by LinkedIn Learning.
- Pradumn Tiwari (MBA II Year) – Certificate of Completion in Diploma in Computer Accounting by Data Expert.
- MCA I & II Year students – Completed Student Development Program on Android conducted by E & ICT Academy, IIT Kanpur.



- Shivam Nigam (MCA I Year) – Certificate of Completion in Student Development Program by Pune Institute of Business Management.
- Ankita Sharma (MCA II Year) – Certificate of Completion in Foundations of User Experience (UX) Design by Coursera.
- Govind Singh (MCA II Year) – Certificate of Participation for successfully completing AR Effect by IncubateIND.
- Manas Sharma (MBA II Year) – Completed an online course in Google Data Analytics by Coursera and received an e-certificate.
- Muskan Sarawagi (MBA II Year) – Achieved City Rank-1 and AIR Rank 55 in CMA Intermediate.
- Sachin Sirish (MCA II Year) – Certificate of Achievement for passing the exam Certified AppSec Practitioner (CAP) by The SecOps Group.
- Komal Kushwaha (MCA II Year) – Certificate for successfully completing a workshop on Fundamentals of Low-Level Design by AccioJob.
- Shivam Kumar (MCA II Year) – Certificate of Completion in Security, Compliance & Identity Fundamentals by Microsoft Certified.



FLAGSHIP EVENT

THE BENCHMARK OF EXCELLENCE

PHOTO HIGHLIGHTS



PHOTO HIGHLIGHTS



SKILLING TO RESKILLING

JIM QUEST

JIM Quest, an innovative and interactive quiz competition, fosters the exchange of knowledge and ideas through a series of engaging and dynamic rounds. Over the years, it has earned widespread appreciation for its stimulating format and intellectual challenge.



INTERNATIONAL CONFERENCE



6th International Conference on “Empowering Entrepreneurs – Information Technology & Effective Management” on Saturday, 2nd December 2023. In today’s fast-evolving business world, information technology and effective management are key to entrepreneurial success. Advancements in technology enable entrepreneurs to optimize operations, expand their reach, and drive growth. By integrating innovation with strategic management, they can enhance efficiency, resilience, and competitiveness. competitive landscape.

ENTREPRENEURSHIP SUMMIT

JIM was honored to welcome a distinguished group of entrepreneurs for the Entrepreneurship & Startup Summit 2023 on the theme “Entrepreneurs – Building India@2047” on April 29th, 2023. The event emphasized how today’s entrepreneurs and startups can serve as role models for future generations. While being a go-getter is essential, the summit highlighted the greater significance of being a go-giver—one who creates opportunities, fosters innovation, and contributes to collective growth.



SKILLING TO RESKILLING

BUDGETARY OUTREACH

Budgetary Outreach – Vision 2047 on February 6th, 2023 the symposium explored the far-reaching impact of government budgets on society and the political economy, highlighting their significance for businesses, consumers, and taxpayers alike.



SYMPOSIUM



Symposium on Exploring Frontiers – Business, Research & Startup Ecosystems on April 29th, 2023. The symposium aimed to foster collaboration, innovation, and knowledge exchange among industry leaders, academia, and the entrepreneurial community. It provided a dynamic platform for presenting new research, pitching business ideas, showcasing innovations, and discussing contemporary challenges. The event stimulated intellectual discourse and explored forward-thinking solutions to emerging business and industry practices.

PANEL DISCUSSION

A panel discussion on "Skill-Based Recruitment – The New Normal" on July 16th, 2022. The session featured esteemed industry experts. The event was designed to bring together experts from diverse disciplines to explore and shape the evolving landscape of skill-based recruitment in response to the shifting job market. The panelist emphasized the significance of internships, highlighting the value of summer internships in enhancing students' practical knowledge and career readiness.



INNOVATIVE EDGE

THINKING OUT OF THE BOX

PHOTO HIGHLIGHTS



PHOTO HIGHLIGHTS



STUDENT'S BLOGS

Climatic Change

Global effects to fight climatic change stumbled but survived the last time Donald Trump was Elected President and withdrew the United States from an international climate agreement. Other countries, states, cities and businesses picked up some of the slack. But numerous Experts worry that trump will be more damaging, with the United States withdrawing even further from climate efforts in a way that could cripple future president's efforts.

With trump who has dismissed climate change, in charge of the world's leading economy, those experts fear other countries- especially top producing nation china could use it as an excuse to ease off their own efforts to curb carbon emissions.

These are the key climate initiatives that industry and advocates expect to change in trump office.

1.Methane Reduction: Pro-oil and gas groups said they hope to see changes to rules related to methane emissions, which they were contradictory and confusing.

2.Liquefied Natural gas: In January the bidden government announced it could be temporarily pause exports of liquefied natural gas until it could update Authorization that were more than five hundred years ago.

3.Permitting Overhaul: The oil and gas industry will also lobby for an overhaul of permitting and environmental review to shorten the time it takes to approve permits and expedite timelines to encourage more fossil production.

4. Global Climate Efforts at stake :" Trumps victory presents a real obstacle in the global fight climatic change,"said Alice Hill his senior fellow at independent think tank, the council of Foreign Relations he said under trumps leadership US will almost certainly back from global and domestic efforts to reduce greenhouse emissions.

5.'Drill,baby drill! Ahead of the election trump pledged to expand domestic fossil fuel production, focus more on oil and gas and spend less on clean energy.

Environmental Impact of Trumps project 2025

The Documents promote the continuous development of the American fossil fuel industry advocating for more oil and natural gas and coal production.

One report found that. If trump passes the document, it could add four billion tons to the country's emission by 2030

Tanishka Gupta, Alvina Khan
MBA (2024-26)



Commercial Real Estate: Is It Still a Good Investment in the Post-Pandemic Era?

The pandemic changed the world in many ways, and commercial real estate (CRE) was no exception. With businesses shifting to remote work and e-commerce booming, the traditional demand for office spaces and retail properties took a hit. So, is commercial real estate still a good investment in the post-pandemic era?

The answer is yes, but with a twist. While demand for large office spaces has decreased, flexible and hybrid work models have created a new market for smaller, adaptable office setups. This shift presents opportunities for investors to look at coworking spaces or mixed- use developments that cater to changing needs.

Retail real estate has also faced challenges. Many brick-and-mortar stores are closing, and consumers are shopping more online. However, the demand for last-mile logistics centers and warehouses is rising, making industrial real estate a strong sector for investment. Additionally, mixed-use properties combining retail, dining, and entertainment are drawing attention from both businesses and consumers.

Healthcare and life sciences real estate is another emerging area. The pandemic highlighted the need for more healthcare facilities and research spaces, creating stable, long-term investment opportunities.

While CRE is evolving, there are still plenty of opportunities. The key is to stay updated on trends and focus on sectors that are adapting to the new normal, such as logistics, healthcare, and flexible office spaces.

Udayraj Bhadauriya
(MBA Batch 2024-26)

STUDENT'S BLOGS

India's Rise as a Global Economic Powerhouse

A New Era of Economic Growth India has emerged as a global economic powerhouse, captivating the attention of investors worldwide. The country's impressive economic trajectory, bolstered by strong fundamentals and strategic reforms, has propelled it to the forefront of emerging markets.

Key Drivers of India's Economic Growth:

Demographic Dividend: India's large, young, and increasingly educated population offers a vast pool of skilled labour and a burgeoning consumer market.

Political Stability: A stable political environment and consistent policymaking have fostered investor confidence and long-term growth.

Economic Reforms: Proactive government initiatives aimed at improving ease of doing business, reducing bureaucratic hurdles, and attracting foreign investment have contributed significantly to the country's economic momentum.

The Impact of Global Trends:

Recent global events, such as increased geopolitical tensions and trade disputes, have presented both challenges and opportunities for India's economy. The "China+1" strategy, which encourages companies to diversify their supply chains away from China, has emerged as a significant opportunity for Indian manufacturers, particularly in sectors like electronics, pharmaceuticals, and chemicals. India's strong economic fundamentals and strategic positioning make it well-equipped to navigate these challenges and capitalize on emerging opportunities. As the country continues to invest in infrastructure, education, and technology, it is poised to become a global economic leader.

The Future of India's Economy:

India's future looks promising, with the potential to become a global economic superpower. By leveraging its demographic dividend, investing in education and skill development, and promoting innovation, India can further strengthen its position as a leading emerging market.

Sanya Tiwari and Priyanshi Srivastava
(MBA Batch 2024 – 26)



A Better India - Powered by Modi - Trump

In a recent turn of events we have seen how Mr. Donald Trump marked his position at the white house and the static win he had but how will his administration make an impact on our country let's see through a broader prospect Mr. Trump had always empowered India in first presidency he mentioned India as forward country but in his second presidency there may be some backlash that India might face.

In short, a second Trump presidency might create a scenario where India has greater freedom to set its own pace for climate policies but with reduced financial and technological support from the U.S., pushing India to re-calibrate its climate goals or seek new partnerships.

The U.S. has been less involved in international efforts to fight climate change under Trump. They pulled out of agreements and cut funding But now in his second leadership this could continue, making it harder for countries like India to get money and technology for green energy projects. India has big goals for clean energy.

Trump wants the U.S. to be energy independent and supports fossil fuels. The U.S. and India could make more energy deals, especially for oil and gas. This is partly because the U.S. wants to sell more energy and supports fossil fuels. These deals might make India use more traditional energy (like coal and natural gas) alongside renewable energy. This could make India reach its renewable energy goals more slowly.

India might also delay its efforts to reduce climate change. This is because they would need to balance their immediate need for energy with long-term goals to protect the environment. If Trump's U.S. were to shift away from international climate agreements again, it might also embolden other nations to adopt a slower pace for climate commitments, potentially leading to a domino effect. For India, this could either reduce pressure to adopt rapid mitigation measures or prompt a reconciliation of its climate policies based on global dynamics.



Varsha Agarwal & Anushka
(MBA Batch 2024-26)

MOU & Associations

Jagran Incubation & Entrepreneurship Cell - JIEC



Jagran Institute of Management has joined hands with Bajaj Finserv in a strategic knowledge partnership to enhance educational and professional opportunities for students. This collaboration aims to integrate academic learning with real-world financial sector insights, equipping students with industry-relevant skills. Through workshops, guest lectures, internships, and joint research initiatives, the partnership seeks to bridge the gap between theory and practice. By fostering a workforce ready to tackle modern business challenges, this initiative reaffirms a shared commitment to excellence in education and industry readiness.

Jagran Institute of Management and the Indian Rural Chamber of Commerce & Industry (IRCCI) have signed a Memorandum of Understanding (MoU) to establish a formal collaboration aimed at fostering academic-industry synergy. This partnership focuses on enhancing research, promoting rural entrepreneurship, advancing skill development, sustainability and facilitating the exchange of knowledge and resources. By leveraging their respective strengths, both institutions aim to bridge the gap between academia and industry, empower aspiring entrepreneurs, and drive sustainable economic growth, particularly in rural sectors.



JIM and AISECT have signed a Memorandum of Understanding (MoU) to establish a strategic and impactful collaboration, fostering synergy between academia and industry. This partnership is designed to drive innovation, promote entrepreneurial excellence, and enhance skill development through a diverse range of initiatives. The collaboration will focus on cutting-edge research, vocational training, live industry projects, teacher training programs, and employability skill enhancement. By integrating academic expertise with practical industry exposure, this initiative aims to empower students and professionals with future-ready skills, bridging the gap between theoretical knowledge and real-world applications.

This International Collaboration, established under the TES-G framework, is a testament to our unwavering commitment to excellence and aims to unlock transformative opportunities for our students and institution. It will foster International Industry-Academic synergy & this visionary initiative will open pathways to robust global networking, facilitate knowledge exchange, and position our institution prominently on the international stage, reinforcing our dedication to Academic and Professional excellence.



VITAL SPARK

Name of Student : Aayush Agarwal

Name of Startup Idea : FixPro HomeCare

Short Description of Startup Idea : Effortless Home Appliance Repairs with FixPro-Subscribe for Convenient and Reliable Service

Name of Student : Alshaba

Name of Startup Idea : Balance Bite

Short Description of Startup Idea : Aim to collaborate with high society schools and provide Healthy lunch full of nutrients for children

Name of Student : Avinash Aawasthi

Name of Startup Idea : Organic farming

Short Description of Startup Idea : Organic farming revolves around sustainable practices and animal welfare, emphasizing natural fertilizers while steering clear of synthetic chemicals and pesticides

Name of Student : Unnati Pandey

Name of Startup Idea : An online education platform

Short Description of Startup Idea : "It is an app where students study and earn cashback based on the time they invest in learning."

Name of Student : Pragya Kushwah

Name of Startup Idea : plastic factory

Short Description of Startup Idea : The Project Aims to recycling of tetrapacks and by this we can make the plastic items for daily use

Name of Student : Vaishnavi Sharma

Name of Startup Idea : Cloud Kitchen

Short Description of Startup Idea : "It includes household women who are interested in starting a food business and seeking to balance work with other responsibilities."

Name of Student : Priya Yadav

Name of Startup Idea : Easeserve

Short Description of Startup Idea : Daily required service provider at the affordable rates and at the preferred time at ur location

Name of Student : Komal Yadav

Name of Startup Idea : Khel-On-A+

Short Description of Startup Idea : The Startup aims in providing Eco-friendly and Biodegradable in nature toy & stationary to stubborn kids.

Name of Student : Aniruddh Vaishy

Name of Startup Idea : Servicewala.com

Short Description of Startup Idea : It is a one stop shop where u can get your vehicle maintaine at your place in just few clicks.

ALUMNI

TREASURE THAT MATTERS

PHOTO HIGHLIGHTS



PHOTO HIGHLIGHTS



ALUMNI COMMITTEE

Jagran Institute Alumni Association registered with Registration Number : KAP/07834/2024-25 , which includes esteemed members such as Siddharth Mishra, Prashant Sharma, Bhaskar Mishra, Anand Sharma, Manish Nigam, and Pratima Gupta. The association is dedicated to revitalizing and upholding the institute's academic, athletic, and overall excellence by bringing together former students and interested members.

Its primary objective is to establish a unified platform where alumni can engage in discussions on matters concerning the association and the institute's growth. Furthermore, it strives to strengthen the bond between past and present students, fostering a lifelong and meaningful connection

RE - CONNECT - ALUMNI MEET

An alumni meet is like a time capsule, bringing back the joy of shared laughter, the triumphs over challenges, and the friendships that stood the test of time. It is a celebration of the enduring bonds formed within the halls of our alma mater. Jagran Institute of Management proudly hosted Re-Connect, a grand alumni reunion that welcomed former students from all batches of MCA, MBA, and PGDM. The event was a vibrant platform for reminiscing, exchanging experiences, and creating new memories together.

The true essence of an alumni meet lies in rekindling old connections and strengthening lifelong relationships. Whether it's the thrill of recognizing a familiar face after years or the joy of sharing life's journeys, Re-Connect fostered a sense of belonging that transcends time.

The evening was filled with enthusiasm as alumni shared their professional and personal milestones, inspiring current students with their success stories. Faculty members were delighted to reconnect with their former students and witness their remarkable growth. Engaging panel discussions, networking sessions, and interactive activities added value to the gathering.

A highlight of the event was the felicitation ceremony, where distinguished alumni were honored for their contributions in various fields. The cultural performances and informal interactions infused energy and nostalgia into the atmosphere. The event concluded with a heartfelt vote of thanks, leaving everyone with cherished memories and a renewed sense of connection to their alma mater.


Re-Connect was more than just a reunion; it was a testament to the strength of our shared experiences and the unwavering spirit of our alumni community. With promises to stay in touch, everyone departed with a sense of gratitude and anticipation for the next gathering.



ALUMNI TALK

Jagran Institute of Management

ALUMNI TALK



Mahesh Prasad
Cognizant Information Technology
Computer Application Batch 2008- 11

"Number doesn't matter, just believe in yourself and mentor and never come back with failure, wait for success. I thank Jagran Institute of Management for providing me with the assistance that i required for my overall development and to improve my technical knowledge."

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Jagran Institute of Management

ALUMNI TALK



Bhavna Puri
20meds.com
Management Batch 2013-15

"To pursue my Post Graduation JIM was the best option I opted for, as it helped me to grow my career in right direction where I worked on my communication skills, boost up confidence with extra co-curricular activities. I sincerely thank JIM for making me professional & a better candidate for the same."

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Jagran Institute of Management

ALUMNI TALK




Aman Gaur
Blueinkk
Management, Batch 2020-22

We often thank our professors for their contribution to our life, both academically and in general but our professors not only teach us our subjects but also provide us with valuable life lessons that enable us to make important decisions in our life. I would also like to thank Ms. Pratima Gupta for her guidance in my job.

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Jagran Institute of Management

ALUMNI TALK



Varun Sharma
American Express
Management, Batch 2019-21

JIM has helped me in developing a great character and also helped me to exceed in the corporate life the teachers have been very supportive and provided guidance which helps me till date. I am very grateful for all the opportunities that this institute presented to me.

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Jagran Institute of Management

ALUMNI TALK



Utkarsh Srivastava
S&P Global
Management, Batch 2019-21

"It was great being a part of such prestigious institution. I am grateful to be able to have a plethora of opportunities to grow both professionally and personally here. Would really thank all the faculty members whose constant guidance and support helped me to excel in my area of interest. My sincerest appreciation! Memories to cherish!!"

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Jagran Institute of Management

ALUMNI TALK



Nishtha Shukla
Webkul
Management, Batch 2020-22

I'm blessed to call myself a Jagranite as it possesses all the qualities of an ideal college. We had a separate panel of teachers who identify our potentials & guide us which career we should choose & in which industries we can accelerate well in terms of our skills and abilities. Thank you so much to all my mentors for so much love, support and guiding me on the right path.

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Jagran Institute of Management

ALUMNI TALK



Manish Narain Nigam
Entrepreneur- QualDigin Technologies Pvt. Ltd
Computer Application Batch 2015- 18

My journey with Jagran Institute of Management was fantastic. When i joined JIM i was just like a paper with some words but not in a manner. Special thanks to all JIM faculties for setting many words in a correct manner. Apart from providing me with good quality education they also taught me the right direction and motivated me. They taught me the significance of patience and quality of work in anyone's success.

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Jagran Institute of Management

ALUMNI TALK



Prateek Arora
Faculty- Jagran College of Arts, Science & Commerce
Computer Application Batch 2013- 16

I am very thankful to Jagran Institute of Management as it helped me in enriching my skills. The faculty is very supportive and understanding. Institute Labs and Libraries are well equipped with working equipments which helps students to explore.

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Jagran Institute of Management

ALUMNI TALK



Umesh Chandra Saini
HCL Technologies
Computer Application Batch 2012- 15

Currently working at HCL Technologies as a senior specialist- IT infrastructure and working for a European client of HCL technologies. The knowledge and the environment which I got in JIM was very helpful to achieve this success. I started my career from Wipro technologies within 5 days of completion of my MCA. The faculty at JIM is like the family for me because of their involvement in my overall growth. Thank you

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and many more

PASSED OUT BATCH MBA STUDENTS 2022-24

Aditi Gupta
Akash Dubey
Akshata Prajapati
Amrita Bisht
Anchal Singh
Andreya Tripathi
Anushka Gupta
Anushka Singh
Arpita
Aryan Gupta
Asfiya Shazli
Ashwani Kumar
Chetan Agrahari
Daniya Hashmi
Devesh Garg
Divyanshu Dixit
Harman Preet Singh
Harsh Kumar Pandey
Harshit Chandwani
Himanshu Pal
Jagrati Gaur
Kaushlendra Raj Agrahari
Kushal Ojha
Komal Sachan
Laxmi Gupta
Mansi Pal
Mantasha Masood
Mohd. Shayaan Siddiqui
Muskan Khanna
Neelesh Pandey
Neelam Shukla

Neha Sachdeva
Neha Sonker
Nikhil Kumar
Palak Chaurasia
Palak Gupta
Pranay Omar
Protyush Tewari
Ramsha Rais
Riya Mishra
Samiksha Prajapati
Saumya Bajpai
Saumya Sachan
Shrejal Tiwari
Shadma Qaiyoom
Shalini Yadav
Shashank Shukla
Sharon Rose Singh
Shatvana Singh
Shivam Kesarwani
Shivam Nigam
Shradha Kashyap
Shreya Tripathi
Siddharth Mishra
Suhana Tripathi
Tanu Sharma
Vaibhav Bhansali
Vaibhav Singh
Vaibhav Shukla
Vaishnavi Gupta
Vasudha Sharma
Vishal Dwivedi

PASSED OUT BATCH MCA STUDENTS 2022-24

Abhay Gupta
 Abhinav Dixit
 Adarsh Yadav
 Ajay Tiwari
 Akash Shukla
 Akanksha Sahu
 Akhil Tripathi
 Akshat Singh
 Amaan Ali
 Amita Yadav
 Amrita Upadhyay
 Anjali Mishra
 Anjali Yadav
 Ankit Sachan
 Anshika Trivedi
 Anshil Gupta
 Apoorv Srivastava
 Arpit Sachan
 Ashish Kumar Umarao
 Aviral Yadav
 Ayushi Bajpai
 Ayush Shrivastava
 Balpreet Kaur
 Hariom
 Harshit Verma
 Harshita Nigam
 Iqra Riaz
 Janvi Kashyap
 Jayant Kumar Awasthi
 Jyoti Joshi
 Kanak Dwivedi
 Karan Dwivedi

Kartikey Srivastava
 Keshav Singh
 Komal Singh
 Mayank Dubey
 Mayank Katiyar
 Mohd. Adnan
 Muskan Rajput
 Namrata Shivhare
 Pratibha Awasthi
 Priya Dixit
 Rachana Gupta
 Rajababu Maurya
 Rishabh Kumar
 Rohit Sachan
 Sachin Shukla
 Sahil Sharma
 Saumya Verma
 Saurabh Parihar
 Shipra Trivedi
 Shivani Tripathi
 Shreya Mishra
 Shubhal Singh Chauhan
 Shubham Dubey
 Swetanshu Mishra
 Somi Dwivedi
 Syed Azim Kamal
 Taran Sonkar
 Utsav Raj
 Vaibhav Tiwari
 Zeba Khan
 Zeenat Khan

TRAINING & PLACEMENT

CLASSROOM TO BOARDROOM

RECRUITER'S TALK

Mr. Sunil Mehta, Executive Director of Kanpur Plastipack Ltd, and Mr. Akhilesh Garg, GM HR of Kanpur Plastipack Ltd, took the stage for the Recruiters Talk on July 12th, 2023, sharing their expertise on the hiring process. They underscored the crucial role of a well-crafted resume in making a strong first impression and provided valuable insights into the key strengths and common shortcomings they often notice in students during recruitment.



Mr. Dossou Tounde Modest, CEO of The Lord Is My Shepherd from the Republic of Benin, West Africa, along with our esteemed alumnus, Mr. Manish Bhatia, Manager – International Marketing at Kanpur Plastipack Ltd, shared their valuable insights on International Trade and the Global Business Landscape on October 20th, 2023. Addressing the students, Mr. Bhatia highlighted the crucial role of social media platforms in expanding international business, emphasizing the importance of patience and effective strategies for client acquisition in global trade. Mr. Modest shared his experiences of traveling to India for business and discussed key strategies for navigating cultural differences in international trade, including language barriers, customs, values, beliefs, and attitudes.



RECRUITER'S TALK



Ms. Sarbani Bhatia, Senior VP – IT at Jagran Prakashan Ltd, joined the Recruiters Talk on September 29th, 2023, sharing insights on leadership in a dynamic world. She emphasized resilience, adaptability, and a forward-thinking approach, urging individuals to embrace challenges, stay open to new ideas, and refine strategies for growth.



Mr. Sushank Arora, Founder & CEO of Nyra® Kitchenware, spoke at the Recruiters Talk on November 7th, 2023, on career growth in the digital age. Jagran Institute of Management hosted a session on AI's role in job placements, where Mr. Arora emphasized building a strong LinkedIn profile, using AI-driven resume tools, staying updated on industry trends, and leveraging networking and AI-powered job search engines for better opportunities.



On June 29, 2024, Mr. Rajeev Mishra, Deputy General Manager of RSPL Group, delivered an insightful session at Jagran Institute of Management. Drawing from his vast industry experience, he provided valuable perspectives on the evolving job market and the essential skills needed for success. He highlighted the significance of adaptability, continuous learning, and strong communication skills in navigating today's dynamic business landscape.

PROFESSIONAL EXPOSURE



As part of the Corporate Structural Training (CST) Program, a 10-hour Masterclass session was organized for MBA and MCA students on the topic Building Communication Skills and Confidence. The session was conducted by Mr. Yash Tiwari, a Global Youth Mentor, who focused on enhancing speaking skills for job interviews, group discussions, and both professional and personal interactions. He emphasized key aspects such as confidence building, content clarity, and effective communication techniques. Students actively engaged in the Master class, demonstrating enthusiasm and a keen interest in refining their communication abilities.



MBA 2nd-year students visited Lohia Corp, Chaubepur, on September 13th, 2023, gaining industry exposure through insights from HR Head Mr. Kuldeep Pathak and Talent Acquisition Lead Mr. Sumit Jhingan. The visit reinforced management and manufacturing concepts. Students also explored ISKCON, Bithoor, adding a cultural experience to the trip.



PROFESSIONAL EXPOSURE

On 20th November 2024, MCA students visited the TCS campus in Lucknow, gaining insights into the selection process, essential skills, and Tata Group's values. Led by Mr. Abhishek Saxena, Region Head – Academic Interface, the visit provided an engaging experience of TCS's work environment and corporate culture.



On October 20, 2023, first-year MBA students visited Mirza International Ltd. in Unnao, Kanpur, gaining insights into plant operations, supply chain management, HR strategies, and leather processing. Coordinated by Mr. Aqeel Khan (GM), the visit provided a seamless and enriching learning experience.



VISITOR'S SPEAKS

Thank you for your hospitality. The campus is so beautiful. Your students are the most global citizens & your staff are simply amazing. Thank you for having me over the event.



Mr. Mario Fishery

Director – IT Services (American Business School)



Very well coordinated and had a great learning experience looking forward for more such interaction. Superb ambience and hospitality. Great job by JIM for giving students the opportunity to learn and grow.

Mr. Farhan Ahmad

GM– HR Talent Acquisition (RSPL Group)



Congratulations on the auspicious occasion of 12th Convocation. I am highly impressed by the impressive infrastructure present with this great institute. My heartiest congratulations to all the awardees, medal winners and Jagran family on this day. Thanks for the invitation.

Prof. MLB Bhatt

Former Vice Chancellors of King George Medical University



Really a pleasure to be present as guest of honour in this ceremony best wishes for the candidate sent to the institution.

Samuel Paul N. IAS

Managing Director, KESCO



The environment in the Institute is like Gurukul. The learning is practical than theory. Kudos to Management & vision implementation by faculty.

Mr. Sudeep Goenka

Director – Goldiee Masale Pvt. Ltd



Nice feeling to be here great facilities and wonderful faculty good infrastructure too

Narendra Mohan Agarwal

Ex. Director, NSI Kanpur

VISITOR'S SPEAKS



JIM is doing well in connecting the young Indians to management education with an aim to grow in the corporate world or as entrepreneurs. Its pedagogy has redefined the management education in terms of employability and developing an entrepreneurship culture among students.

Mr. Rajesh Kumar

Dy. Director GoI, Ministry of MSME- Development Institute, Kanpur



I have been tremendously impressed by the infrastructure and the commitment to excellence that is evident in every aspect of the institute. The quality of the facilities at Jagran Institute is truly remarkable. The campus is well-maintained, clean, and equipped with modern amenities.

Mr. Abhishek Chandra

Head HR – Dainik Jagran Inext



I attended IC-IMMIT 2018. Very well organised conference. Keynote and guest speaker's lectures were very informative and described the need of innovation for society, would like to see a successful future for society, would like to see a successful future for the conferences and best wishes to the institute.

Dr. Amey KarKare

Associate Professor Dept. of CSE, IIT, Kanpur



Excellent organization of ICMMIT Conference. Congratulation.

Dr. Madeline

Associate Professor,
Faculty of Economics & Management,
University Kebangsaan, Malaysia



I had a great interaction & experience addressing students. Their eagerness and curiosity to learn more was overwhelming."

Mr. Rajesh Saluja

CEO & MD, ASK Wealth Advisor.



Great Initiative. Best wishes for many years to come !! I extend my warm wishes to the success of institute in all the aspects. Keep shining brighten and brighten. God bless you all! Great team work.

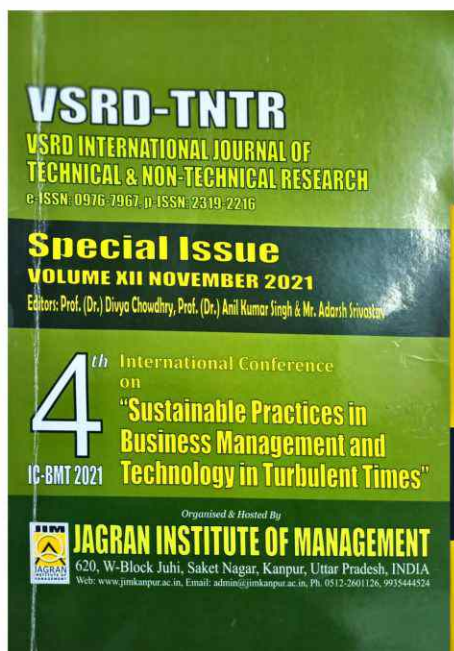
Dr. Rakhi Gupta

Asst. Prof., Faculty of Commerce,
(BHU) Varanasi UP India.

PUBLICATION

PIONEERING THE FUTURE

CONFERENCE PROCEEDINGS

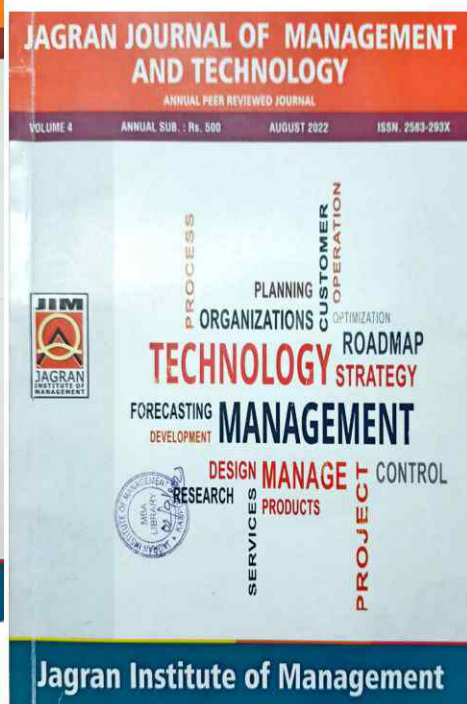


JIM ANNUAL JOURNAL

JAGRAN JOURNAL OF MANAGEMENT & TECHNOLOGY

ISSN : 2583-293X

RNI : UPENG/2019/78204



MONTHLY E-NEWSLETTER



Jagran Institute of Management

Accent
A Monthly E-Newsletter
Year - 2024, Issue 42, June

Editor's Corner

Dear Readers,

The month of June is a time of reflection and growth. As we look back on the past few months, we are proud of the progress we have made and the challenges we have overcome. We hope this newsletter provides you with valuable insights and inspiration for the future.

Thought for the Month

"The future belongs to those who believe in the beauty of their dreams."

—Eleanor Roosevelt

Academic Achievements

Dr. [Name] has been awarded the [Award Name] for his outstanding research in the field of [Field].

Research Work

The faculty has completed a significant research project on [Topic], which has been published in a leading journal.

Monthly Activities

We held a series of workshops and seminars on [Topic] to enhance the knowledge and skills of our students.

Editor: Prof. [Name]
Sub-Editor: Mr. [Name]
Faculty Co-ordinator: Mr. [Name]
Stay Connected: [Social Media Links]



Jagran Institute of Management

Accent
A Monthly E-Newsletter
Year - 2024, Issue 43, November

Editor's Corner

Dear Readers,

November is a month of reflection and growth. As we look back on the past few months, we are proud of the progress we have made and the challenges we have overcome. We hope this newsletter provides you with valuable insights and inspiration for the future.

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Faculty Co-ordinator: Mr. [Name]
Stay Connected: [Social Media Links]



Jagran Institute of Management

Accent
A Monthly E-Newsletter
Year - 2024, Issue 44, October

Editor's Corner

Dear Readers,

October is a month of reflection and growth. As we look back on the past few months, we are proud of the progress we have made and the challenges we have overcome. We hope this newsletter provides you with valuable insights and inspiration for the future.

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Sub-Editor: Mr. [Name]
Faculty Co-ordinator: Mr. [Name]
Stay Connected: [Social Media Links]



Jagran Institute of Management

Accent
A Monthly E-Newsletter
Year - 2024, Issue 45, September

Editor's Corner

Dear Readers,

September is a month of reflection and growth. As we look back on the past few months, we are proud of the progress we have made and the challenges we have overcome. We hope this newsletter provides you with valuable insights and inspiration for the future.

Thought for the Month

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—Eleanor Roosevelt

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Research Work

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Editor: Prof. [Name]
Sub-Editor: Mr. [Name]
Faculty Co-ordinator: Mr. [Name]
Stay Connected: [Social Media Links]



Jagran Institute of Management

Accent
A Monthly E-Newsletter
Year - 2024, Issue 46, August

Editor's Corner

Dear Readers,

August is a month of reflection and growth. As we look back on the past few months, we are proud of the progress we have made and the challenges we have overcome. We hope this newsletter provides you with valuable insights and inspiration for the future.

Thought for the Month

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—Eleanor Roosevelt

Academic Achievements

Dr. [Name] has been awarded the [Award Name] for his outstanding research in the field of [Field].

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Monthly Activities

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Editor: Prof. [Name]
Sub-Editor: Mr. [Name]
Faculty Co-ordinator: Mr. [Name]
Stay Connected: [Social Media Links]



Jagran Institute of Management

Accent
A Monthly E-Newsletter
Year - 2024, Issue 43, July

Editor's Corner

Dear Readers,

July is a month of reflection and growth. As we look back on the past few months, we are proud of the progress we have made and the challenges we have overcome. We hope this newsletter provides you with valuable insights and inspiration for the future.

Thought for the Month

"The future belongs to those who believe in the beauty of their dreams."

—Eleanor Roosevelt

Academic Achievements

Dr. [Name] has been awarded the [Award Name] for his outstanding research in the field of [Field].

Research Work

The faculty has completed a significant research project on [Topic], which has been published in a leading journal.

Monthly Activities

We held a series of workshops and seminars on [Topic] to enhance the knowledge and skills of our students.

Editor: Prof. [Name]
Sub-Editor: Mr. [Name]
Faculty Co-ordinator: Mr. [Name]
Stay Connected: [Social Media Links]

PRESS COVERAGE

'सकारात्मक सोच से उद्यम को पहुंचा सकते ऊंचाइयों पर'

जागरण संवाददाता, कानपुर : किसी भी उद्यम को नए-नए आविष्कार, सकारात्मक सोच और अच्छे विचारों से हम नई ऊंचाइयों पर पहुंचा सकते हैं। यह बात गोल्डी मसाले प्राइवेट लिमिटेड के निदेशक सुदीप गौयनका ने कही। वह शनिवार को साकेत नगर स्थित जागरण इंस्टीट्यूट ऑफ मैनेजमेंट के लक्ष्मीदेवी सभागार में इंटरप्रेन्योर्स-विल्डिंग इंडिया-2047 विषय पर आयोजित कार्यक्रम में छात्र-छात्राओं को संबोधित कर रहे थे।

कार्यक्रम में एसआइआइ सोआइआइटी कानपुर के निवेश प्रमुख राहुल पटेल ने बताया कि इन्क्यूबेशन सेंटर के क्षेत्र में आइआटी में उद्यमिता विकास व स्टार्टअप योजनाओं के विभिन्न



साकेत नगर स्थित जागरण इंस्टीट्यूट ऑफ मैनेजमेंट में आयोजित इंटरप्रेन्योर्स विल्डिंग इंडिया 2047 कार्यक्रम में वक्ता करते सुदीप गौयनका, साथ में सिमरन साहनी, निदेशक डा. दिव्या चौधरी, राहुल पटेल व काजल श्रीवास्तव (बाएं से दाएं) • जागरण

जागरण इंस्टीट्यूट ऑफ मैनेजमेंट में हुआ इंटरप्रेन्योर्स-विल्डिंग इंडिया-2047 पर कार्यक्रम, छात्रों को दिए गए टिप्स

प्राइवेट लिमिटेड की सौईओ व संस्थापक काजल श्रीवास्तव ने भी छात्र-छात्राओं को इन्क्यूबेटर बनाने की दिशा में कई जानकारी साझा की और गंभीर बीमारियों के आयुर्वेदिक उत्पाद में वृद्धि करने के लिए सरकार को मदद मिलने की भी जानकारी दी। छात्र-छात्राओं ने भी अतिथियों से कई प्रश्न पूछे। जागरण एजुकेशन फाउंडेशन के सौईओ डा. एनूप गुप्ता, संस्थान की निदेशक डा. दिव्या चौधरी, डा. अनिल कुमार

'रिसर्च वर्क को रोजाना दें पर्याप्त समय'

जागरण इंस्टीट्यूट ऑफ मैनेजमेंट में आयोजित रिसर्च वर्क प्रोजेक्ट का क्लब सत्र आयोजित



प्रधान नरेंद्र मोदी को हार्दिक

जागरण इंस्टीट्यूट ऑफ मैनेजमेंट में आयोजित रिसर्च वर्क प्रोजेक्ट का क्लब सत्र आयोजित

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जागरण इंस्टीट्यूट ऑफ मैनेजमेंट में आयोजित रिसर्च वर्क प्रोजेक्ट का क्लब सत्र आयोजित

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जागरण इंस्टीट्यूट ऑफ मैनेजमेंट में आयोजित रिसर्च वर्क प्रोजेक्ट का क्लब सत्र आयोजित

प्रबंधन शिक्षा में उत्कृष्टता के लिए रहें प्रयासरत

जास कानपुर : जागरण इंस्टीट्यूट ऑफ मैनेजमेंट साकेत नगर की ओर से आयोजित तीन दिवसीय फैकल्टी डेवलपमेंट कार्यक्रम के अंतिम दिन शुक्रवार को मुख्य वक्ता आइआइएम लखनऊ के एसोसिएट प्रोफेसर डा. प्रकाश सिंह ने सभी शिक्षकों को उच्च शिक्षा में विस्तार और उनसे जुड़े विभिन्न मानकों और शिक्षा शोध एवं अन्य संसाधनों के आंकड़ों पर भी परिचर्चा की। उन्होंने शिक्षकों को प्रबंधन शिक्षा में उत्कृष्टता के लिए रहें प्रयासरत रहने का आह्वान किया।



तीन दिवसीय फैकल्टी डेवलपमेंट प्रोग्राम में जानकारी देते डा. प्रकाश सिंह • जागरण



शुक्रवार को जागरण इंस्टीट्यूट ऑफ मैनेजमेंट साकेत नगर में आयोजित फूल कैपस लैसमेंट ड्राइव में मौजूद छात्र-छात्राएं • जागरण

छात्र-छात्राओं को सात लाख के पैकेज तक मिला आफर

जास, कानपुर : जागरण इंस्टीट्यूट हाउस से 250 छात्र-छात्राओं

जागरण इंस्टीट्यूट के स्टूडेंट्स को मिला 10 लाख का पैकेज

एमसीए व एमबीए के स्टूडेंट्स को मिले शानदार जॉब ऑफर

kanpur@inext.co.in

KANPUR (21 July): साकेत नगर स्थित जागरण इंस्टीट्यूट ऑफ मैनेजमेंट के एमसीए व एमबीए के स्टूडेंट्स को बेहतर जॉब के अवसर मिले हैं। थर्सडे

दस लाख रुपए रहा है। अच्छे पैकेज मिलने से स्टूडेंट्स में उत्साह रहता है उन्होंने कहा कि कोशिश रहती है कि स्टूडेंट्स को विदेशों में भी बेहतर जॉब के अवसर उपलब्ध कराए जाएं।

वर्ष 2022-2023 के लिए प्रवेश प्रक्रिया शुरू हो चुकी है। वहीं, इस दौरान कोऑर्डिनेटर प्रतिमा गुप्ता व आदर्श श्रीवास्तव ने कहा कि एमसीए

हिंदी दिवस देश को करता है एकजुट : डा. दिव्या

जास, कानपुर : साकेत नगर स्थित जागरण इंस्टीट्यूट ऑफ मैनेजमेंट में सांस्कृतिक क्लब द्वारा हिंदी दिवस पर कार्यक्रम का आयोजन किया गया। इसमें छात्रों के लिए लेखन प्रतियोगिता आयोजित की गई। इस दौरान वक्ताओं ने हिंदी के महत्व के बारे में छात्रों को जानकारी दी।

जागरण इंस्टीट्यूट ऑफ मैनेजमेंट की निदेशक डा. दिव्या चौधरी ने कहा कि हिंदी दिवस देश के लोगों को एकजुट करता है। हिंदी दिवस पर कार्यक्रम करने का उद्देश्य है कि हम सभी को हिंदी के महत्व के बारे में जानकारी मिले।



कविता लेखन प्रतियोगिता में (दाएं से) प्रथम विजेता अंजली सिंह, तृतीय निधि सिंह एवं द्वितीय शिवांगी तिवारी को सभ्यता की निदेशक दिव्या चौधरी ने सम्मानित किया • जागरण

अवसर मिले सकेगा। उन्होंने कहा कि अगर छात्रों को लेखन प्रतियोगिता में अंजली सिंह वचन से कि हिंदी



विदेशों में भी बेहतर जॉब के अवसर उपलब्ध कराए जाएं।

वर्ष 2022-2023 के लिए प्रवेश प्रक्रिया शुरू हो चुकी है। वहीं, इस दौरान कोऑर्डिनेटर प्रतिमा गुप्ता व आदर्श श्रीवास्तव ने कहा कि एमसीए

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JIM TIMES

कविता लेखन में अंजली ने मारी बाजी

KANPUR (14 Sept): जागरण इंस्टीट्यूट ऑफ मैनेजमेंट साकेत नगर में हिंदी दिवस के मौके पर कार्यक्रम आयोजित हुआ। एमसीए व एमबीए के स्टूडेंट्स के बीच हिंदी कविता लेखन प्रतियोगिता का भी आयोजन किया गया। कविता लेखन प्रतियोगिता में कॉलेज की अंजली सिंह ने पहला, शिवम तिवारी ने दूसरा व निधि सिंह ने तीसरा स्थान हासिल किया। कार्यक्रम में संस्थान की निदेशक डॉ. दिव्या चौधरी ने कहा कि संस्थान में सांस्कृतिक क्लब के हिंदी दिवस कार्यक्रम में आयोजित की जाने वाले प्रतियोगिता का उद्देश्य विद्यार्थियों



हिंदी दिवस पर जागरण इंस्टीट्यूट ऑफ मैनेजमेंट साकेत नगर में कविता लेखन प्रतियोगिता

को हिंदी भाषा से जोड़ना है। इससे बच्चे भविष्य निर्माण की योजनाओं एवं अपने देश की संस्कृति को सही पहचान कर अपने देश का कुशल नेतृत्व करने की ओर अग्रसर हो सके। इस अवसर पर डॉ. नवीन अरोड़ा, आनंद दीक्षित आदि थे।

देश की इकोनॉमी को पांच ट्रिलियन करने का विचार व्यावहारिक नहीं



मनोज अग्रवाल।

कानपुर। निश्चित समय में देश की इकोनॉमी को पांच ट्रिलियन करने का विचार व्यावहारिक नहीं है। जिन धारणाओं पर पांच ट्रिलियन अर्थव्यवस्था का विचार आधारित है, वह तथ्यात्मक रूप से मौजूद नहीं है। यह बात जागरण इंस्टीट्यूट ऑफ मैनेजमेंट की ओर से बजट्री आउटरीच: रोड टू 5 ट्रिलियन इकोनॉमी विषय पर राष्ट्रीय व्याख्यान में शामिल होने आए स्टेप एचबीटीआई के असिस्टेंट प्रोफेसर डॉ. सतीश चंद्रा ओझा ने कही। उन्होंने कहा कि स्वतंत्रता के बाद से विकास वास्तविक रूप से स्थिर हो गया है।

व्याख्यान में सीए प्रदीप गोयनका, सीए सुधींद्र जैन, कानपुर प्लास्टिक पैक के प्रबंध निदेशक मनोज अग्रवाल ने भी अपने विचार प्रस्तुत किए। जागरण एजुकेशन फाउंडेशन के सीईओ डॉ. जेएन गुप्ता ने कहा कि वित्तीय युद्ध स्पीति में सुधारकर उसका ठीक तरह से मूल्यांकन किया जाना चाहिए। पिछले कुछ सालों की तुलना करें तो नई योजना नीति निर्माण में भारतीय अर्थव्यवस्था में सुधार किया है। इसके अलावा भी वक्तव्यों ने अपने विचार रखे। इस मौके पर जागरण डिग्री कॉलेज की

पौधरोपण कर मनाया विश्व पर्यावरण दिवस

PIC: DAINIK JAGRAN INEXT



kanpur@inext.co.in

KANPUR (4 June): विश्व पर्यावरण दिवस के अवसर पर फ्राइडे को जागरण इंस्टीट्यूट ऑफ

साकेत नगर में पौधरोपण का कार्यक्रम ज किया गया। प्रोग्राम का शुभारंभ संस्थान शक डॉ. दिव्या चौधरी ने पौधरोपण कर इस अवसर पर उन्होंने अपने संबोधन में विश्व पर्यावरण दिवस को हम प्रत्येक रोपण का प्रोग्राम करते हैं। इसकी शुरुआत सन् 1973 में की थी। उन्होंने पर्यावरण दूषित होने के कारण पॉल्यूशन बढ़ता जा रहा है। हम अपनी गलतियों को ए पर्यावरण को सुरक्षित रखना होगा। इस संस्थान के सीईओ डॉ. जेएन गुप्ता, डॉ. रोड़ा, प्रो. आनंद कुमार दीक्षित, आशुतोष



साकेत नगर स्थित जागरण इंस्टीट्यूट ऑफ मैनेजमेंट में आयोजित दो दिवसीय खेलकूद प्रतियोगिता में भाग लेती छात्राएं • जागरण

दौड़ स्पर्धा में शहजर और सारा अब्बल

जस, कानपुर : जागरण इंस्टीट्यूट ऑफ मैनेजमेंट, साकेत नगर में शुक्रवार को दो दिवसीय खेलकूद प्रतियोगिता की शुरुआत की गई। प्रतियोगिता के पहले दिन एमसीए और एमबीए के छात्र-छात्राओं ने विभिन्न खेल स्पर्धाओं में हिस्सा लिया। प्रतियोगिता का उद्घाटन जागरण एजुकेशन फाउंडेशन के सीईओ डॉ. जेएन गुप्ता ने किया। 100 मीटर की रेस में शहजर को पहला और विनीत को दूसरा स्थान मिला। बालिका वर्ग की स्पर्धा में सारा उस्मानी ने आंचल तिवारी को पराजित किया। वहीं, 400 मीटर दौड़ में शहजर और अनुराग

सारा उस्मानी ने गौरी गुप्ता संग शीर्ष स्थान हासिल किया। मुस्कान निगम और वैष्णवी जायसवाल दूसरे स्थान पर रही।

इसके बाद कबड्डी प्रतियोगिता में टीम ए ने जीत दर्ज की। टेबल टेनिस के पुरुष वर्ग में ब्रह्म तिवारी ने अकस को 11-6, 11-2 से पराजित किया। बालिका वर्ग से वैडू ने जलवा दिखा चुकीं सारा ने मुस्कान को सीधे सेटों में मात दी। इस अवसर पर संस्थान की निदेशक डा. दिव्या चौधरी, डीन एकेडमिक्स डा. अनिल कुमार सिंह, असिस्टेंट प्रोफेसर आदर्श श्रीवास्तव, आशीष मिश्रा

शरीर व दिमाग को शांत रखता है योगा



KANPUR: जागरण इंस्टीट्यूट ऑफ मैनेजमेंट में योगाचार्य सुनील सिंह ने स्टूडेंट्स और टीचर्स को योग के फायदे बताए। कहा कि योग न केवल हमारे शरीर व मांसपेशियों को अच्छा व्यायाम देता है बल्कि दिमाग को शांत रखने में

उत्तम जीवन की पहली सीढ़ी है निरोगी काया

KANPUR (21 June): जागरण इंस्टीट्यूट ऑफ मैनेजमेंट साकेत नगर में मंडे को अंतर्राष्ट्रीय योग दिवस के अवसर पर योग शिबिर व कार्यशाला का आयोजन किया गया। शुभारंभ योगाचार्य ओम प्रकाश चौरीसया ने किया। उन्होंने प्राणायाम से होने वाले फायदों के बारे में जानकारी दी। उन्होंने अपने संबोधन में कहा कि स्वस्थ एवं संतुलित जीवनशैली जीने के लिए निरोगी काया उत्तम जीवन की पहली सीढ़ी है। इसके लिए हमें नित्य सुबह उठने का प्रयास करना चाहिए, योग एक ऐसी क्रिया है जो हमारे शरीर के अंगों के कार्य करने के ढंग को नियंत्रित करके विभिन्न बीमारियों को ठीक



खेल प्रतियोगिता में दिखाया टैलेंट

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जागरण इंस्टीट्यूट ऑफ मैनेजमेंट की तरफ से एमसीए और एमबीए स्टूडेंट्स बीच दो दिवसीय खेल प्रतियोगिता शुरू

kanpur@inext.co.in

KANPUR (25 Feb): साकेत नगर स्थित जागरण इंस्टीट्यूट मैनेजमेंट की तरफ से एमसीए और एमबीए स्टूडेंट्स के लिए दो दिवसीय खेल प्रतियोगिता आयोजित की गई। उद्घाटन जागरण एजुकेशन फाउंडेशन के सीईओ डॉ. जेएन गुप्ता ने किया। इस दौरान संस्था की डायरेक्टर डॉ. दिव्या चौधरी और डीन एकेडमिक्स डॉ. अनिल कुमार संभेत अन्य लोग मौजूद रहे। कार्यक्रम में 100 मीटर रिले रेस, कबड्डी और



जागरण एजुकेशन फाउंडेशन के सीईओ डॉ. जेएन गुप्ता ने इनाम प्रेषण किया।

टेबल टेनिस प्रतियोगिता हुई। 100 मीटर की रेस में मोहम्मद शहजर विनर बने। वहीं विनीत साहू रनर रहे। छात्राओं की तरफ से सारा उस्मानी को विनर व गौरी गुप्ता को रनर घोषित किया

गया। टेबल टेनिस में रिषभ तिवारी ने मोहम्मद अकस को 11-6, 11-2 से हराया। वहीं महिला वर्ग में सारा उस्मानी ने मुस्कान निगम को 11-4, 7-0 से पराजित किया।

प्लेसमेंट ड्राइव में 250 स्टूडेंट्स ने लिया भाग

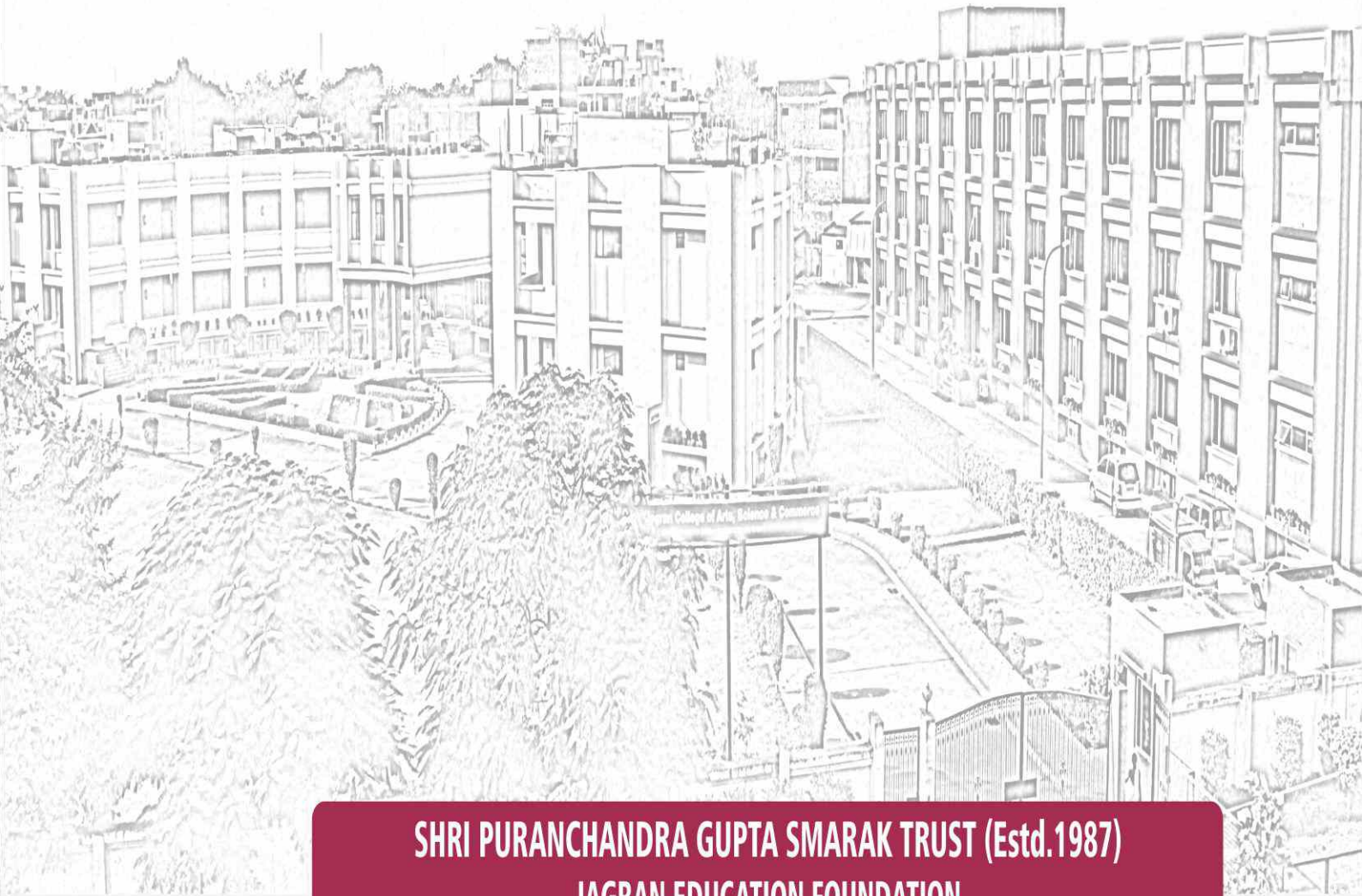
KANPUR: जागरण इंस्टीट्यूट ऑफ मैनेजमेंट साकेत नगर के तत्वावधान में पूल कैंपस प्लेसमेंट ड्राइव का आयोजन किया गया। जिसमें देश की प्रमुख कंपनियां ईजीईकॉम, निवाबूपा, अवसर, हाइड्र



एजुकेशन, बजाज एलियाज आदि शामिल हुईं। प्लेसमेंट ड्राइव में सिटी के प्रमुख

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620, W Block, Juhi, Saket Nagar, Kanpur - 208 014 • Ph: 0512- 2601126
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