



JAGRAN INSTITUTE OF MANAGEMENT



Building | Professional | Competencies

THE



VISTA

VOLUME II - ISSUE - I, 2026

VISION | INNOVATION | STRATEGY | TECHNOLOGY | ADVANCEMENT



EDITORIAL

Editor

Dr. Divya Chowdhry

Sub Editor

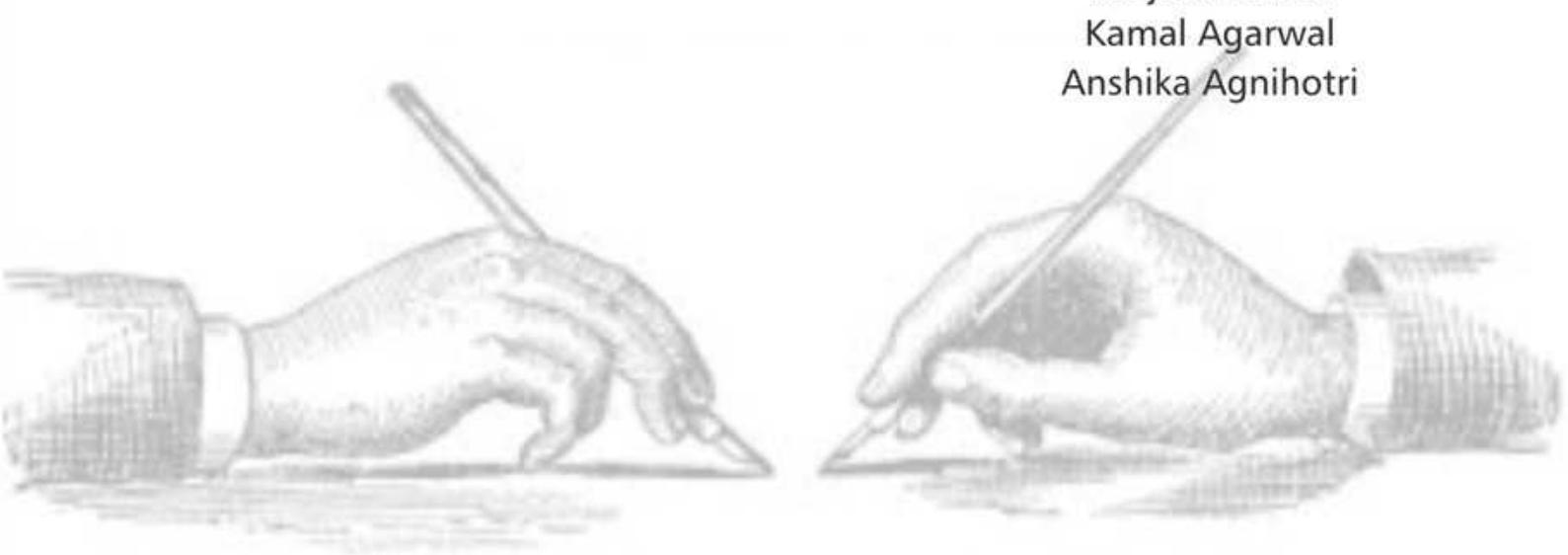
Mr. Prateek Dubey

Faculties Editorial Team

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

Students Editorial Team

Sneha Gupta
Sheetal Kaur
Swasti Mishra
Arpita Pandey
Sanjeev Kumar
Kamal Agarwal
Anshika Agnihotri



Contents

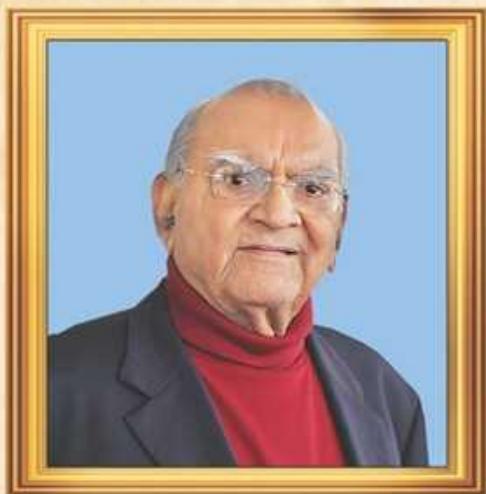
• MESSAGE FROM PATRON	01-03
• MESSAGE FROM EDITOR	04
• TEACHING STAFF & ADMINISTRATIVE STAFF	05
• STUDENTS COUNCIL'S	06-07
• FACULTY LIFE	08
- Photo Highlights	09
- Research/ Publications	10-14
- Vital Spark	15-19
- Special Mentions	20-21
• STUDENTS LIFE	22
- Photo Highlights	23-24
- Corporate Connect	25-26
- CluBUZZ	27-34
- Awards & Accolades	35
• FLAGSHIP EVENTS	36
- Photo Highlights	37-38
- Skilling to Re-skilling	39-40
• INNOVATIVE EDGE	41
- Photo Highlights	42-45
- Blogs	46-48
- MOU's & Associations	49-50
- Vital Spark	51-53
• ALUMNI	54
- Photo Highlights	55-56
- Alumni Committee	57
- Alumni Talk	58
- Passing out Batch MBA & MCA	59-61
• TRAINING & PLACEMENT	62
- Recruiter's talk	63-65
- Professional Exposure	66-67
- Visitors Speak	68-69
• PUBLICATIONS	70
- International Conference Proceedings	71
- JIM Annual Journal	72
- Annual Magazine	73
- Monthly E-Newsletter	74
• Press Coverage	75
- JIM TIMES	76-79

OUR FOUNDER CHAIRMAN



यद्यदाचरति श्रेष्ठस्तत्तदेवेतरो जनः ।
स यत्प्रमाणं कुरुते लोकस्तदनुवर्तते ॥

मावार्थ—श्रेष्ठ पुरुष जो—जो आवरण करते हैं, अन्य पुरुष भी उसी की तरह आवरण करते हैं।
ऐसे पुरुष के आवरण को प्रमाण मानकर लोक भी वैसा आवरण—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.



MESSAGE FROM CHAIRMAN

DR. MAHENDRA MOHAN GUPTA

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 critical phase of your academic and professional journey, I encourage you to embrace three timeless values—curiosity, resilience, and purpose.

Curiosity fuels innovation. In today's fast-changing world, success requires an unquenchable thirst for knowledge. Ask questions, challenge the status quo, and never stop learning. Every new insight—no matter how small—shapes your unique perspective and unlocks your potential.

Resilience will be your guiding strength in adversity. The path to success is rarely straight; it is often marked by setbacks and obstacles. Remember, failures are not barriers but stepping stones. Your ability to adapt, learn, and rise stronger after each challenge will define your journey.

Purpose gives meaning to your efforts. Amid the pursuit of achievement, never lose sight of the bigger picture. Strive not only for personal success but also to create a positive 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.

The success of this magazine is a reflection of the creativity, hard work, and collaboration of both our students and faculty. Their research, articles, and collective efforts celebrate the intellectual vibrancy that defines JIM.

May this magazine inspire you, enrich your knowledge, and create cherished memories. Continue to push boundaries, embrace challenges, and pursue excellence in all that you do.

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



MESSAGE FROM VICE CHAIRPERSON

MS. RITU GUPTA

Dear Students,

Every time I walk through the campus of Jagran Institute of Management, I am filled with pride and hope. This institution is more than just a center of learning-it is a living, breathing ecosystem of dreams, aspirations, and transformative journeys. It gives me immense joy to witness the energy, passion, and creativity that each of you brings into this space.

As Vice Chairperson, I have always believed that true education goes beyond books and classrooms. It is about building character, nurturing curiosity, and preparing young minds to face the real world with resilience and confidence. At JIM, we strive to create an environment that not only imparts knowledge but also inspires purpose.

Let this phase of your life be more than a pursuit of grades or placements. Let it be about discovering who you are and who you wish to become. Step outside your comfort zone. Join that club, start that project, ask that question, even if you're unsure. Every step you take-no matter how small-adds to your growth. Mistakes, too, are part of this journey. Don't fear them; learn from them. They are often the stepping stones to your greatest breakthroughs.

At JIM, our efforts are deeply rooted in our commitment to society and industry alike. We continuously seek to strengthen our engagement with the professional world, while staying grounded in our values. Through this publication, and many other initiatives, we celebrate not only academic excellence, but also innovation, social impact, and holistic development.

As you move forward, believe in your potential and stay open to learning-always. The world needs leaders who are compassionate, courageous, and creative. I have no doubt that many such leaders are being shaped right here, within these very halls.

With my warmest wishes and unwavering belief in your journey,

May you continue to shine and make a difference-wherever life takes you.



MESSAGE FROM CEO

DR. J.N.GUPTA

Dear Students,

As the CEO of the Jagran Education Foundation, I take immense pride in being part of an institution committed to shaping the future of India. The Jagran Institute of Management is more than just an educational institution—it is a vibrant community of learners, innovators, and future leaders.

Our mission goes far beyond achieving academic excellence. We are dedicated to nurturing professionals who are not only highly skilled, but also ethical, compassionate, and socially responsible. Education is one of the most powerful tools to transform lives, and at JIM, we strive to provide opportunities that empower students from all walks of life.

For decades, the Jagran Institute of Management has been at the forefront of both educational and social initiatives. Our strong industry collaborations open doors to valuable internships and career pathways, while our thriving alumni network stands as a testament to the quality and impact of the education we provide.

As you embark on this transformative journey, I encourage you to embrace learning with passion, integrity, and purpose. The future belongs to those who lead with vision, act with courage, and strive to make a meaningful difference in the world.

Wishing you continued growth, learning, and success in all your endeavors.

EDITORIAL COLUMN



Dear Students,

As the Director and Editor, it gives me great pride to present the second issue of The JIM Vista-our Annual Magazine. Since our last edition, the world has witnessed dynamic transformations across nations, industries, economies, and, consequently, in management institutes and education itself.

It is truly inspiring to witness the academic and personal growth you have achieved during your time at JIM. Our MBA and MCA programs are designed not just to equip you with managerial and technical expertise, but to shape you into well-rounded, future-ready professionals.

This journey is made possible by the unwavering commitment of our faculty and is further strengthened by robust industry partnerships that offer practical insights and meaningful opportunities. Remember-success is not a fixed destination; it is an ongoing journey. Stay curious, confident, and fearless as you pursue your aspirations.

We encourage you to actively participate in extracurricular activities, workshops, and seminars that broaden your horizons and enhance your skills. The real world thrives on leadership, creativity, and teamwork-qualities best nurtured through experiences both within and beyond the classroom.

As we step into another academic year, let us reflect on our achievements while embracing the exciting changes that lie ahead. In today's fast-evolving world, adaptability and innovation are indispensable. At JIM, we foster an environment where ideas are nurtured, and creativity thrives. This magazine stands as a testament to your hard work-featuring bold research, inspiring collaborations, and a shared commitment to excellence.

I urge you to cultivate a strong sense of community-support one another, share your journeys, and build bonds that last a lifetime. To our esteemed faculty, we express our deepest gratitude for guiding and shaping the leaders of tomorrow.

Looking ahead, let us continue to embrace change, leverage technology, and drive innovation in education. Together, we are shaping a brighter, more promising future.

Dr. Divya Chowdhry
Editor & Director
Jagran Institute of Management

TEACHING STAFF



Sitting Row (L to R) : Mr. Vishnu Kr. Shukla, Dr. Divya Chowdhry (Director)
Dr. Anil Kr. Singh (Dean Academics), Mr. Adarsh Srivastava , Mr. Ashish Mishra
First Row (L to R) : Mr. Pawan Omer, Dr. Anand Kr. Dixit, Ms. Priya Chopra Arora
Dr. Akshat Gupta, Mr. Aman Kesharwani, Dr. Meenakshi Jaiswal, CS Shantanu Kumar

ADMINISTRATIVE STAFF



Sitting Row (L to R) : Mr. Alok Agarwal, Dr. Divya Chowdhry (Director)
Dr. Anil Kr. Singh (Dean Academics), Ms. Madhu Srivastva
First Row (L to R) : Mr. Prateek Dubey, Mr. Sandeep Singh, Ms. Premlata Sharma
Ms. Richa Mishra, Ms. Pratima Gupta, Mr. Ashutosh Trivedi

STUDENT COUNCIL'S **ALUMNI ENGAGEMENT COMMITTEE**



ARCHITA AGNIHOTRI
PRESIDENT



SWASTI MISHRA
SECRETARY



KUNJ TIWARI
DATABASE MANAGER



SHIVANSH SINGH
EXECUTIVE



SNEHA GUPTA
EXECUTIVE



MADHAV MAHANA
EXECUTIVE



BHASKAR TRIPATHI
EXECUTIVE

INSTITUTION'S INNOVATION COUNCIL (IIC COMMITTEE)



DEEPAK SINGH
SOCIAL MEDIA COORDINATOR



MAHI MISHRA
IPR COORDINATOR



MEGHNA DWIVEDI
INTERNSHIP COORDINATOR



SANJEEV KUMAR
STARTUP COORDINATOR



SHEETAL KAUR
INNOVATION COORDINATOR

STUDENT COUNCIL'S

PUBLICATION COMMITTEE



ARCHITA AGNIHOTRI



AMISHA TRIPATHI



ANSHIKA AGNIHOTRI



ARPITA PANDEY



SHEETAL KAUR



SANJEEV KUMAR



MAHI MISHRA



SWASTI MISHRA



SNEHA GUPTA



KAMAL AGARWAL

PLACEMENT COMMITTEE

PRAJJWAL SHUKLA
PRESIDENTMAHI MISHRA
SECRETARYARPITA PANDEY
DATABASE MANAGERARYAN KUSHWAHA
EXECUTIVE

FACULTY'S LIFE

EDGE OVER EDUCATION

PHOTO HIGHLIGHTS



RESEARCH/PUBLICATION'S

Dr. Divya Chowdhry

Professor & Director

Dr. Divya Chowdhry, Professor and Director, has demonstrated outstanding research and academic engagement through numerous scholarly contributions and professional activities. She holds two patent publications listed in The Patent Office Journal No. 23/2024 (dated June 7, 2024) under publication numbers 202411040217 and 202411040218A . Internationally, she co-authored and



presented a paper titled "Reflections on Key Leadership Pointers of HRD: The Real Bottom Line in the Indian Banking Sector-Three Lenses on Corporate Sustainability and Responsibility Study" at the 4th International Conference of GRFCG, held in collaboration with Loughborough University, London, UK, from September 11-13, 2024.

She has authored a textbook titled "Marketing and Social Media" (First Edition 2024, ISBN: 978-93-5757-745-8), published by Scientific International Publishing House, and has served as Editor for two significant academic books: "Industry 4.0: Agriculture, Rural & Women Development" (NIPA® Genx Electronic Resources & Solutions Pvt. Ltd., December 2024; E-Book ISBN: 978-93-5887-586-7) and "Industry 4.0: Data and Its Analysis in Business and Finance" (Print ISBN: 978-93-5887-330-6; E-Book ISBN: 978-93-5887-139-5; Copyright 2025). Additionally, she has contributed a book chapter titled "Viksit Bharat @ 2047: Transformation of Society" in "Viksit Bharat @ 2047: The Redefined Agenda" published by the Center for Research and Publications, Dr. D.Y. Patil B-School, Pune (ISBN: 978-93-48413-84-0).

Her national research presentations include the paper "Green Human Resource Management Practices: A Review" at the International Conference on Recent Developments in Business Management, Technology, and Entrepreneurship (ICRDBMTE 2024) organized by Allenhouse Business School, Kanpur, in collaboration with Modern College of Business & Science, Muscat (April 27-28, 2024), and "India as a \$5 Trillion Economy: Challenges and Suggestions" presented at the International Conference on India a \$5 Trillion Economy: Challenges & Gateways, organized by PSIT College of Higher Education, Kanpur (February 23-24, 2024).

Her research publications include the paper "Nexus Between Modern HRM in Hotels: An Ambidexterity Perception of Efficiency and Training in India" published in Inspira - Journal of Modern Management and Entrepreneurship (JMME), Volume 15, Issue 3 (July-September 2025), a UGC-approved, peer-reviewed journal with an impact factor of 7.866; and two articles titled "Sustain-o-preneurship: Innovative Digital Transformation in Business & Entrepreneurship for Achieving Sustainable Goals" and "Sustain-o-preneurship: Entrepreneurial Education-A Tool to Shape Economic Aspirations of Indian Youth" published in the VSRD International Journal of Technical & Non-Technical Research (Special Issue, December 2024).

Further enriching her academic profile, Dr. Chowdhry attended a Faculty Development Programme (FDP) on "Smart Manufacturing and Industry 4.0: The Future of Production" organized by the Asian Business School from October 21-26, 2024, reinforcing her expertise in the evolving landscape of Industry 4.0 and technological innovation.

RESEARCH/PUBLICATION'S

Dr. Anil Kumar Singh Professor & Dean (Academic Affairs)

Dr. Anil Kumar Singh has actively contributed to several prestigious international and national conferences as a Session Chair. He chaired the sessions at the 2nd International Conference on Artificial Intelligence: Theory and Application, organized by ICFAI Business School, Bangalore, and the International Conference on Information Technology and Artificial Intelligence, hosted by Gurugram University, Gurgaon. Additionally, Dr. Singh served as the Session Chair in the 5th International Conference on Intelligent Vision and Computing (ICIVC 2025), held at The ICFAI University, Dehradun and the 6th World Conference on Artificial Intelligence: Advances and Applications (WCAIAA 2025) at Sardar Patel University, Mandi, India. He also chaired the technical session at the 3rd International Conference on Advances in Data-driven Computing and Intelligent Systems, organized by BITS Pilani Goa Campus. Dr. Singh served as the Co-convenor of the 7th International Conference on "Leveraging IT for Sustainable Business Transformation and Entrepreneurial Growth," organized by Jagran Institute of Management, Kanpur, in December 2024. His notable research contributions include the paper titled "Seamless Virtual Worlds: Leveraging Blockchain and Visible Light Communication for Metaverse Connectivity," published in the Journal of Optical Communications (SCOPUS-indexed) with DOI. He also authored "The Transformative Impact of AI on Modern Business Practices," published in the Jagran Journal of Management & Technology, Vol. 6, August 2025. Additionally, his research paper "Inference Techniques in Artificial Intelligence: A Comparative Analysis of Forward Chaining and Backward Chaining" was presented at the 7th International Conference on "Leveraging IT for Sustainable Business Transformation and Entrepreneurial Growth," held at Jagran Institute of Management, Kanpur, in December 2024.



Dr. Anand Kumar Dixit Assistant Professor (MCA Department)

Dr. Anand Kumar Dixit, Assistant Professor has made significant contributions to the field of Computer Science and Information Technology through multiple



research publications in Scopus-indexed journals and conference presentations. His research paper titled "Review on Integrating AI-Powered Heat Mitigation Strategies in Data Center Design" was published in the VSRD International Journal of Technical and Non-Technical Research (e-ISSN 0976-7967), Volume XV, December 2024. Another paper, "Integrating Vedic Knowledge into Contemporary Education for Balanced Growth", appeared in the same journal, Volume XV, December 2024. Additionally, his paper "Cascadability Analysis of Free Space Optical Wireless Data Centers" was published on April 30, 2025, in the proceedings of Emerging Trends in Computer Science and Its Application (Scopus Indexed).

He has also actively participated in several Faculty Development Programs (FDPs) aimed at enhancing academic and research competencies. These include a five-day FDP on "Indian Knowledge System: Roots, Relevance and Re-imagination", held from July 14-18, 2025, organized by Greater Noida Institute of Technology in collaboration with the Institution's Innovation Council, Ministry of Education, India.

RESEARCH/PUBLICATION'S

Cont...

He attended an eight-day FDP on "Quantum Computing", conducted from August 11-18, 2025, jointly organized by D Y Patil University, KIIT University, and ExcelR Edtech Pvt. Ltd. Additionally, he participated in a two-day FDP on "Next Generation Technology - Agentic AI", organized by Amity University in collaboration with Tripati Technologies on August 19-20, 2025. He further enriched his knowledge through a seven-day FDP on "Augmented Reality/Virtual Reality", conducted from August 25-31, 2025, by CV Raman Global University in collaboration with ExcelR Edtech Pvt. Ltd.

Mr. Aman Kesharwani

Assistant Professor (MCA Department)



Mr. Aman Kesharwani, Assistant Professor, has actively participated in various Faculty Development Programs (FDPs) and workshops to strengthen his knowledge base and pedagogical skills. He attended a One-Day FDP on "How to

Publish Paper in Scopus Journal" on June 25, 2025, organized by the Institute of Agri Business Management, Bikaner. He further enriched his academic exposure by participating in a Five-Day FDP on "Indian Knowledge System: Roots, Relevance and Reimagination" held from July 14-18, 2025, at the Greater Noida Institute of Technology, Greater Noida. To broaden his interdisciplinary expertise, he also joined a Seven-Day FDP on "Transforming Hospitality through Sustainable Innovation and Elevated Guest Experiences" organized by the School of Hospitality, Tourism and Catering Technology, CSJM University, Kanpur, from August 1-8, 2025. In addition, he took part in a Two-Day Workshop on "Next Generation Technology - Agentic AI" conducted by the Amity Institute of Information Technology, Amity University, Lucknow Campus, on August 19-20, 2025.

In terms of research contributions: He published a paper titled "IoT Based Smart Cities: Application, Challenges and Future Prospects" in the VSRD International Journal of Technical and Non-Technical Research (E-ISSN: 0976-7967, P-ISSN: 2319-2216), Volume XV, December 2024. He also authored a paper titled "Autonomous Vehicles: The Role of AI and IoT in Revolutionizing Transportation" in the same journal VSRD, Volume XV, December 2024. Furthermore, his paper titled "Explainable AI (XAI): Advancing Transparency and Trust in Artificial Intelligence Models" was published in the Jagran Journal of Management and Technology (ISSN: 2583-293X), Volume 7, August 2025. Another of his works, "Smart Diagnosis: Machine Learning Approaches to Heart Disease Prediction", was also published in the Jagran Journal of Management and Technology (ISSN: 2583-293X), Volume 7, August 2025.

Mr. Kesharwani, has contributed to academia through his authorship of books in the field of computer science. He authored the book "Cybersecurity Essentials: Foundation for Protecting Your Digital World", published in December 2024 with ISBN: 978-93-5842-552-9. Further expanding his academic contributions, he authored another book titled "Data Structure Using C", published in February 2025 with ISBN: 978-93-6884-171-5. These works reflect his dedication to providing valuable resources for learners and researchers in the domain of emerging technologies and programming.

RESEARCH/PUBLICATION'S

Mr. Pawan Omer

Assistant Professor (MBA Department)



Mr. Pawan Omer has actively contributed to research, publications, and academic development in the field of management, startups, and AI-driven innovation. He attended a One-Day FDP on "How to Publish Paper in Scopus Journal" on June 25, 2025, organized by the Institute of Agri Business Management, Bikaner. He further enriched his academic exposure by participating in a Five-Day FDP on "Indian Knowledge System: Roots, Relevance and Reimagination" held from July 14-18, 2025, at the Greater Noida Institute of Technology, Greater Noida. He presented his research paper "A Review of AI-Driven Core Competencies and their Influence on Start-up Success from Innovation to Impact" at the 9th International Conference on Redefining Innovative Practices in the Age of AI, jointly organized by KIET School of Management, New Delhi, and South Western Oklahoma State University, USA (June 2025), where he was awarded a certificate of presentation. His research has been widely published, including papers such as "Sustainability and Indian Startups: Overcoming Environmental and Regulatory Barriers" and "The Power of Paraphrasing Tool in Modern Communication" in the VSRD International Journal (Dec 2024), as well as "Integrating Sustainability into Startup Strategies" in the Jagran Journal of Management and Technology (Aug 2024). His paper "Exploring Core Competency Strategies for Achieving Sustainable Competitive Advantage in Startup Ecosystems with AI-Driven Mechanisms" was published in the Book of Authors at the PRISM International Conference 2025, where he also presented and received recognition. He has further enhanced his academic profile by participating in national and international symposiums, FDPs, and training programs, including those organized by UGC Malaviya Mission Training Centre, Amity University, IIT Kanpur, Galgotias, and Jagran Institute of Management, thereby strengthening his expertise in research, sustainability, innovation, and emerging technologies.

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. "Human Resource: Employee's Perception towards HR policies in Information Technology (IT) Companies" published in Jagran Journal of Management and Technology (ISSN-2583-293X), August 2025 (vol.7) and "A study on challenges in Human Resource Management" also published in Jagran Journal of Management and Technology (ISSN-2583-293X), August 2025 (Vol.7).

Ms. Priya Chopra Arora, Assistant Professor, contributed to the field of Management of Business Administration through several research publications and conference presentations. "Human Resource: Employee's Perception towards HR policies in Information Technology (IT) Companies" published in Jagran Journal of Management and Technology (ISSN-2583-293X), August 2025 (vol.7) and "A study on challenges in Human Resource Management" also published in Jagran Journal of Management and Technology (ISSN-2583-293X), August 2025 (Vol.7). Furthermore, my study titled "Role of Artificial Intelligence in Human Resource Management: Overview of its benefits" was published in VSRD International Journal of Technical and Non-Technical Research (e-ISSN: 0976-7967, p-ISSN: 2319-2216), Volume XV, December 2024 and "Employee Benefits and its Impact on Business Performance: A Systematic Review" was also published in VSRD International Journal of Technical and Non- Technical Research (e-ISSN: 0976-7967, p-ISSN: 2319-2216), Volume XV, December 2024.

RESEARCH/PUBLICATION'S

CS Shantanu Kumar

Assistant Professor (MBA Department)



CS Shantanu Kumar has made significant academic contributions in the areas of sustainability, management and innovation over the past year. His research has been widely recognized through international publications, conference presentations and intellectual property achievements. He has published two international research papers: "Medical Tourism in India: Analyzing Legal Obstacles and Proposing Frameworks for Sustainable Growth" in the South Eastern European Journal of Public Health (ISSN: 2197-5248, Volume XXV S2, 2024; Posted: 05-12-2024) and "Challenges of AI Implementation in India: Balancing Data Privacy, Security and Sustainable Development" in the Journal of Management and Health Sciences (ISSN: 2505-0680, Volume 2, No. 4; Posted: 27-03-2025). In addition, he presented a case study at the IIM Nagpur Case Conference (December 2024) on "Benchmarking ITC Limited's Sustainability Reporting Practices in India."

Mr. Kumar's work in innovation is also reflected through his registered patent titled "AI-Enabled Mobile Device for Logistics Facility Management" (Design No. 438796-001, dated 28-11-2024). Further, his scholarly contribution on "Pathways to Viksit Bharat 2047: Aligning India's Development Vision with the Sustainable Development Goals" has been published as a book chapter in *Viksit Bharat @ 2047*.

In addition to publications, he has actively participated in academic conferences and seminars. He presented research papers on diverse themes such as "Sustainable Finance Practices in Indian Companies" (PSIT International Conference, Kanpur, 2024), "Challenges of AI Implementation in India: Balancing Data Privacy, Security and Sustainable Development" (SS College International Seminar, 2024) and "Sustainability Reporting through Data Analytics in India" (Jagran Institute of Management, International Conference, December 2024). His other notable presentations include "The Potential of Carbon Credits in Mobilizing Climate Finance in India," "Sustainable Business Practices in the Leather Industry: Challenges and Opportunities," and "Self-Help Groups and Economic Empowerment of Women in India: A Systematic Literature Review and Bibliometric Analysis" (all presented at the International Conference, CSJM University, Kanpur, March 2025).

Through his research, publications, and academic engagements, CS Shantanu Kumar has demonstrated a strong commitment to advancing knowledge and promoting sustainable, innovative and socially impactful practices in management.

VITAL SPARK'S

"FDP on Human Value" - (6th to 8th August, 2025)

FDP on Universal Human Values concluded on an inspiring and reflective note.

Key Takeaways:

- Informal Sharing Session.
- Harmony in the Society.
- Harmony with Nature & Understanding of Existence.
- Participation Self-Evaluation.

This journey has been a meaningful exploration of values, relationships, and coexistence - igniting a deeper understanding of human purpose and harmony.



WORK LIFE BALANCE New Year Celebration

Basant Panchmi (2nd February, 2025)

The festivities commenced with a traditional Saraswati Puja, where faculty, staff, and students gathered to seek divine blessings for knowledge and prosperity. The event not only strengthened cultural values but also promoted a sense of unity within the institute. The day concluded with prayers for success and enlightenment, leaving everyone with a renewed sense of inspiration and joy.



WORK LIFE BALANCE



Yoga Day (21st June, 2025)

It was a wonderful opportunity for everyone to de-stress, reconnect with themselves, and experience the numerous benefits of yoga - fostering not just physical fitness but also mental clarity and inner peace.

Children's Day Celebration (14th November, 2025)

On the occasion of Children's Day, the Indian Knowledge System (IKS) Club organized an educational visit to the Kanpur Zoological Park, offering students an engaging learning experience beyond the classroom. The visit encouraged interaction with nature, enhanced awareness of biodiversity and wildlife conservation, and reflected the IKS Club's commitment to promoting experiential learning, cultural awareness, and holistic student development.



WORK LIFE BALANCE



Holi Celebration

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.

Birthday Celebration's

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, light heartedness, and shared celebration.



STUDENT 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 2024-26

- Ms. Priyanshi Srivastava has successfully completed her STP on "The Role of India Post Payment bank in Financial Inclusion" focusing on the domain of Financial Inclusion.
- Ms. Meghna Dwivedi has successfully completed her STP on "The Comprehensive Study of Sales and Leadership enhancement at Corizo (An Edtech Organization)" focusing on the domain of Marketing & HR.
- Ms. Anshika Awasthi has successfully completed her STP on "The pay role of FMCG Sector" focusing on the domain of Marketing & Finance.
- Ms. Devanshi Dua has successfully completed her STP on "Identity and Access management in Financial and Marketing Sectors: A case study of Tata Group with reference to Forage Virtual Internship Programmes" focusing on the domain of Marketing & Finance.
- Mr. Krishna Gupta has successfully completed his STP on " Customer Relationship management in Krishna Plastics: A Study of PVC pipe manufacturing Firm" focusing on the domain of Marketing & HR.

Research Project Report

In the fourth semester, faculty members of the MBA department played a pivotal role in guiding students from the Batch 2023-25 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.

- "Role and Challenges of Accounts payable Department" is an academic work submitted by Mr. Vipul Mishra.
- "Implementation and effect of Digital Marketing in A Small Retail Business" is an academic work submitted by Mr. Anirudh Vaish.
- "Digital Influence on Buying Decisions of Consumers" is an academic work submitted by Mr. Ankit Sharma.
- "Effect of Social Media Analytics on Decision Making in Marketing Campaigns" is an academic work submitted by Mr. Utkarsh Trivedi.
- "The Rising Cost of Employee benefits: Challenges in HR Budgeting and Financial Planning " is

STUDENT MENTORSHIP

Mini 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.

MCA Batch 2023-25

- Ms. Akanksha Shukla developed a project an "Admission Process Management System".
- Mr. Alok Singh developed a project a "Bank Management System".
- Mr. Arvind Yadav developed a project a "Pharmacy Management System".
- Ms. Ayushi Omar developed a project an "Institute Fee Management System".
- Mr. Ishan Gilbert developed a project a "Quiz Application".
- Mr. Rajat Singh Sisaudiya developed a project a "Hostel Management System".

SPECIAL MENTION

Dr. Divya Chowdhry Professor & Director

Dr. Divya Chowdhry, Professor and Director, has made remarkable academic and professional contributions through various prestigious engagements. She was invited as an External Examiner for the Viva-Voce examination of a Ph.D. Research Scholar for the award of the Doctor of Philosophy degree by the Faculty of Commerce, The Maharaja Sayajirao University of Baroda, on October 3, 2025. In September 2025, she was invited by the Faculty of Management Studies, Sankalchand Patel University, Visnagar, as an expert to contribute to the academic and developmental initiatives for BBA students. On July 19, 2025, she graced the event organized by Jyoti Mahila Samiti at B.N.S.D. Shiksha Niketan, Kanpur, as the Chief Guest to felicitate meritorious students. Earlier, on May 9, 2025, she was invited as a Distinguished Speaker at the AISECT Annual State Conference 2025, held in Lucknow, for the launch of the book "Big Country Little Business" on the theme "Role of Skill Development, Financial Inclusion, and Social Entrepreneurship in Building Viksit Bharat." She also served as the Chief Guest at the Mother's Day Celebration organized by Paritosh International School, Kanpur, on May 11, 2025, where she delivered an inspiring talk on the role and contributions of mothers in shaping their children's lives. Additionally, she was a Special Guest Speaker at the National Conference on "Effects of Skill Development Programs Targeted at Women for Economic Empowerment in India," organized by Allenhouse Business School on February 8, 2025. In recognition of her outstanding achievements, Dr. Chowdhry was inducted into the Hall of Fame by the Jaipuria Institute of Management Alumni Association, Lucknow, and honored with the prestigious "Women Leaders of Uttar Pradesh" award at the Taj Mahal Hotel, Lucknow, on November 12, 2024, for her exemplary contributions to the education fraternity.

Mr. Pawan Omer Assistant Professor (MBA Department)

Mr. Pawan Omer is an academic and professional dedicated to fostering institutional collaborations, leadership development, and capacity-building initiatives. He has been nominated as a Member of the Management Committee at Unnati Entrepreneurs Charitable Society (UECS), a registered NGO in Kanpur, reflecting his strong commitment to community service. He has played an instrumental role in facilitating Memorandums of Understanding with reputed organizations and actively contributes as a resource person across multiple platforms. His engagements include conducting certification sessions at Ralph Ryker Academy and Banking Academy, along with delivering expert lectures on professional communication, career awareness, and soft skills at esteemed institutions such as the Institute of Cost Accountants of India (ICAI), Institute of Company Secretaries of India (ICSI) Kanpur Chapter, University of Delhi, PPN PG College, GHA, Troops India, and the Ordnance Equipment Factory of Learning (OEFL), under the Ministry of Defence. Recognized for his leadership and academic engagement, he has also been nominated as an observer for major competitive examinations like CTET and NEET. In addition, Mr. Omer has been entrusted with significant academic responsibilities, serving as the Co-Convener of the Eco-Entrepreneurship & Sustainability Conclave 2025 and the 7th International Conference on "Leveraging IT for Sustainable Business Transformation and Entrepreneurial Growth".

SPECIAL MENTION

Dr. Anil Kumar Singh Professor & Dean (Academic Affairs)

Dr. Anil Kumar Singh has several noteworthy achievements and recognitions to his credit. He qualified the UGC-NET in December 2024 and completed his M.Tech. in Computer Science and Engineering from AKTU, Lucknow, securing First Division with Honors (8.75 CGPA). His academic and professional excellence is further reflected in his active participation as a Program Committee Member and Reviewer for numerous reputed international conferences. These include the 5th International Conference on Computer Vision and Robotics (CVR 2025) held at NIT Goa, the IEEE International Conference on Contemporary Computing and Communications (InC4) organized by CHRIST (Deemed to be University), Bangalore, and the 2nd International Conference on Artificial Intelligence: Theory and Application by ICFAI Business School, Bangalore.

He has also served in similar capacities at the 3rd Congress on Control, Robotics, and Mechatronics organized by SR University, Warangal; the 7th International Conference on Communication and Computational Technologies jointly organized by FIU Goa and Florida International University, USA; and the 5th and 6th International Conferences on Data Science and Applications hosted by MNIT Jaipur. Additionally, he contributed to the 2nd World Congress on Smart Computing (BBD University, Lucknow, the International Conference on Information Technology and Artificial Intelligence (Gurugram University), the 6th World Conference on Artificial Intelligence: Advances and Applications (Sardar Patel University, Mandi, the 6th International Conference on Communication and Intelligent Systems (MANIT Bhopal, the 2nd International Conference on Business Intelligence and Data Analytics (RV Institute of Management, Bangalore, and the 2nd International Conference on Computing and Machine Learning (Sikkim Manipal University).

Moreover, Dr. Singh has successfully completed the SWAYAM-NPTEL Certification in Compiler Design, a core subject course conducted by IIT Kharagpur in April 2025, further demonstrating his commitment to continuous learning and academic excellence.

Dr. Anand Kumar Dixit Assistant Professor (MCA Department)

Dr. Anand has successfully completed his Ph.D. in Information Technology from Amity University, Uttar Pradesh, India. The degree was formally conferred during the 20th Convocation of Amity University, held on Saturday, 30th November 2024. His doctoral research was conducted over the period from 2019 to 2024.

During this tenure, he published three research papers in Scopus-indexed journals and presented four papers at international conferences. In addition, he successfully completed the Programming in Java course offered by NPTEL-AICTE through IIT Kharagpur during the January–April 2025 session.

Mr. Aman Kesharwani Assistant Professor (MCA Department)

Mr. Aman has also been nominated to serve as an Observer for the AKTU Examinations on behalf of AKTU University.

STUDENT'S LIFE

INDUSTRY ACADEMIC PERSONA

PHOTO HIGHLIGHTS



PHOTO HIGHLIGHTS



CORPORATE CONNECT

Industrial Visit - (7th May, 2025)

Visit to Uttar Pradesh Legislative Assembly

MBA and MCA visited to UP legislative Assembly. The Vidhan Sabha staff warmly welcomed our students. The session began with an informative briefing on the legislative process and the historical significance of the Assembly. Students toured various party sections, including those of the SP and BJP, gaining insight into how different political groups function within the legislature. A notable highlight was the Chief Minister's Gallery, where portraits of all former Chief Ministers of Uttar Pradesh offered a visual journey through the state's political history. To further enhance learning, a virtual airplane ride provided a panoramic digital view of the entire state, merging technology with civic education.

Visit to Dial 112 Headquarters

MBA and MCA second year students visited an insightful industrial visit to UP Dial 112 Headquarters, the hub of Uttar Pradesh's emergency response services. Here, they witnessed the advanced technological setup that has reduced the average response time from 35 minutes to just 7 minutes. Demonstration of operations in Lucknow, Ghaziabad and Prayagraj highlights real-time data management and efficient coordination during emergencies. The visit also featured an insightful interaction with DIG UP Police, who explained the challenges and achievements of the system. Overall, the experience provided students with an in-depth understanding of government functioning. It also showcased the crucial role of technology in strengthening public service delivery.



JOB FAIRS /POOL CAMPUS



Job Fair - (1st March, 2025)



We successfully organized a Job Fair and Pool Campus Drive with the aim of enhancing employability and creating meaningful career opportunities for students. The event witnessed enthusiastic participation from students of various institutions, making it a vibrant platform for talent, ambition, and professional growth. Reputed organizations from diverse sectors such as management, information technology, finance, marketing, operations, and allied domains participated in the drive, offering a wide range of career roles.

The recruitment process included pre-placement talks, aptitude assessments, group discussions, and personal interviews, providing students with valuable exposure to real-world hiring practices. The initiative also enabled direct interaction between students and industry professionals, helping participants understand corporate expectations and showcase their skills and competencies. Overall, the Job Fair and Pool Campus Drive reflected our proactive approach toward industry integration and career readiness, empowering students to take confident steps toward their professional journeys.

CLUBBUZZ - INITIATIVE BY TOP LINERS

Social Club

International Yoga Day - (21st June, 2025)

International Yoga Day promotes physical and mental well-being through the practice of yoga. Through asana, breath control, and meditation, yoga helps reduce stress and anxiety while enhancing self-awareness and relaxation. This year's theme, "Yoga for One Earth, One Health," emphasizes the link between individual wellness and planetary health.



Sustainability & Innovation Cell



In today's crowded, greenery-scarce urban environment, creative solutions like vertical gardens and wall plantations are becoming vital. To encourage eco-friendly innovation and environmental awareness, we organized a **Wall Hanging Plantation Competition** on **13 September 2025**. The competition allows participants to turn waste and recyclable materials into artistic vertical gardens, showcasing sustainable practices and promoting indoor greenery. Through this event, we aim to inspire creativity, emphasize the health benefits of indoor plants, and cultivate a sense of responsibility toward environmental protection and sustainable urban gardening.

CLUBBUZZ - INITIATIVE BY TOP LINERS

Social Club

Blood Donation Camp

(17th September, 2025)

On the occasion of **World Patient Safety Day 2025**, the Social Club of Jagran Institute of Management, in association with the **Rotary Club of Kanpur North**, organized a blood donation camp. Blood donation is a vital act that can save lives, with one donation potentially helping up to three individuals in need. Beyond its life-saving impact, regular blood donation has been linked to improved cardiovascular health, reduced risk of heart attacks, and balanced iron levels.



CLUBBUZZ - INITIATIVE BY TOP LINERS

Sports Club



The Victory Vibes Sports Event was held on 3rd and 4th April 2025 at the JDC Ground, organized by the Sports Club of Jagran Institute of Management. This annual event featured a variety of competitions, including:

- **Track Events:** 100m and 200m races, 400m relay race
- **Team Sports:** Volleyball, Kabaddi, Tug of War
- **Mind Sports:** Chess
- **Racquet Sports:** Table Tennis

The event provided a platform for students to showcase their athletic skills and fostered a spirit of teamwork and healthy competition.

Inter Collegiate Sports Competition

On 3rd April, 2025 we organized Inter Collegiate Sports Competition. The event aimed to promote fitness, teamwork, and the spirit of sportsmanship among students. Participants engaged enthusiastically in various sports, including Table Tennis, Tug of War, and Chess, showcasing their skills and fostering a sense of community. The celebration not only honored India's sporting heritage but also encouraged students to incorporate physical activity into their daily lives, aligning with the national fitness movement.



CLUBBUZZ - INITIATIVE BY TOP LINERS

Teacher's Day

5th September, 2025 Teachers' Day was celebrated with immense joy and gratitude, as juniors and seniors came together as one family to organize the event with creativity and warmth. The day was filled with fun games, a witty and entertaining script, refreshing performances, and thoughtful gifts, all prepared to bring smiles to the faces of our teachers. The highlight of the celebration was watching our mentors laugh wholeheartedly, enjoy the activities, and appreciate the efforts of the students. Their happiness became the greatest reward for us, making the occasion not just a festivity but a heartfelt expression of respect and gratitude towards those who guide, inspire, and shape our future.



SPECIAL SWACHHATA DRIVE – 2025



JAGRAN INSTITUTE OF MANAGEMENT

ORGANIZES

"Special Swachhata Drive" (Under Special Initiative of GoI)

Event Highlights

DISPOSAL OF E-WASTE

CLEAN CAMPUS, GREEN CAMPUS DRIVE

GREEN GOLD - COMPOST PIT

(AN INITIATIVE TO SUSTAINABILITY)

PLEDGE -365

(ONE TREE- ONE YEAR - ONE PROMISE)



(A JIM Social Club Initiative in Commemoration of the Birth Anniversary of Mahatma Gandhi Ji)



JIM Campus

Jagran Institute of Management organized a "Special Swachhata Drive - 2025" under the Special Initiative of the Government of India and AICTE, as a noble JIM Social Club effort to commemorate the birth anniversary of Mahatma Gandhi Ji. Held on Monday, 29th September 2025 at the JIM Campus, the event brought together students and faculty with the spirit of Together for a Cleaner Tomorrow. The initiative aimed at spreading awareness, fostering responsibility, and motivating active participation in building a healthier and sustainable environment. The activities included E-Waste Disposal, Clean Campus - Green Campus Drive, and Green Gold - A Compost Pit, all highlighting the importance of sustainable practices. A special highlight was Pledge-365: One Tree - One Year - One Promise, where participants committed themselves to environmental stewardship and a greener future. The drive not only promoted cleanliness but also reflected the vision of a pure environment, a proud nation, and the ideals of Bapu's Swachh Bharat. It was truly an inspiring and meaningful step towards making the campus greener, the environment purer, and the nation stronger.

2025 - GOING BEYOND ACADEMICS

Fresher's



Orientation



Convocation



Farewell



STUDENT ACHIEVEMENTS & CERTIFICATIONS

Training & Certification Programs:

- The institute organized a four-day training program for students of Batch 2024-26 under the Microsoft RISE Certification initiative, in collaboration with JIEC, NSDC, and AISECT.
- A 96-hour Certification Program in Banking, Financial Services, and Insurance (CPBFI), powered by Bajaj Finserv, was launched on October 9, 2024, for MBA students as part of the Corporate Structural Training Program.
- MCA students successfully completed a two-week IBM SkillBuild Program with a focus on Machine Learning, Artificial Intelligence, and IBM Cloud, earning industry-recognized e-certificates.
- A Campus Connect initiative featured an inspiring Alumni Journey Talk along with a Business Plan presentation delivered by ICICI Securities, offering students valuable industry perspectives.
- In collaboration with IIT Kanpur, a six-day in-house intensive training program on Advanced Excel, Data Visualization, and R Tool was conducted for MCA students.
- Additionally, ICICI Securities and Bandhan Bank conducted Financial Literacy Sessions, equipping students with essential knowledge of financial concepts and best practices.

Student Achievements & Certifications

- Students of the MCA Batch 2023–25 brought laurels to the institute by securing top positions in the AKTU Merit List. Ayushi Omar achieved 4th position with a CGPA of 9.06, Tanishqa Singh secured 6th position with a CGPA of 9.06, and Vaishnavi Awasthi earned 9th position with a CGPA of 8.99.
- Prajjwal Shukla (MBA 2024–26), Mahi Mishra (MCA 2024–26), Aryan Kushwaha (MBA 2024–26), and Arpita Pandey (MCA 2024–26) were nominated as members of the Placement Committee at JIM. Their proactive involvement and dedication to supporting the placement process reflect their leadership and commitment to peer success.
- Sanjeev Kumar, Sheetal Kaur, and Meghna Dwivedi (MBA 2024–26), along with Mahi Mishra and Deepak Singh (MCA 2024–26), were nominated to JIM's Intitution's Innovation Council (IIC). Their selection highlights their integrity, sense of responsibility, and commitment to fostering a safe and inclusive campus environment.
- Archita Agnihotri (MBA 2024–26), Swasti Mishra and Kunj Tiwari (MCA 2024–26), Shivansh Singh (MBA 2024–26), Madhav Mahana (MBA 2025–27), Bhaskar Tripathi (MCA 2025–27), Sneha Gupta (MBA 2025–27) were nominated as members of the Alumni Engagement Committee. Their enthusiasm and leadership serve as an inspiration to the student community.

STUDENT ACHIEVEMENTS & CERTIFICATIONS

- Amaan Ali (MCA) earned a Certificate of Participation in the GEN AI Masterclass conducted with IBM Watsonx
- Pranay Omar (MBA II Year) successfully completed multiple certifications, including EFSET, Risk Management & Corporate Planning by the Corporate Finance Institute, a virtual internship at Bharat Intern, and the Investment Banking Virtual Experience by JPMorgan. He also received an Achievement Certificate and Letter of Recommendation from Kshitiksha Foundation.
- Laxmi Gupta and Pranay Omar (MBA II Year) participated in the National Financial Literacy Quiz 2024 organized by NISM.
- Daniya Hashmi (MBA II Year) completed a Master Class on Communication Confidence, a summer internship at Lohia Corp Ltd., an Agile Job Simulation by JPMorgan (Forage), and a Digital Marketing Comprehensive Program by E&ICT Academy, IIT Kanpur. She also received an internship offer, achievement certificate, and letter of recommendation from Kshitiksha Foundation, along with an offer from Bharat Intern and participation in the Investment Banking Virtual Experience by JPMorgan.
- Vaishnavi Rajawat (MCA I Year) completed a Programming Basics course through Great Learning.
- Muskan Khanna (MBA II Year) earned a certificate in the Advanced Master Course in Banking and Insurance from Udemy.
- Akshata Prajapati (MBA II Year) completed the Microsoft Excel Ultimate Guide by Udemy and the Commercial Banking Job Simulation by JPMorgan (Forage).
- Vasudha Sharma (MBA II Year) completed the Digital Marketing Comprehensive Program conducted by E&ICT Academy, IIT Kanpur.
- Aryan Gupta and Pranay Omar (MBA II Year) successfully completed virtual internships with Bharat Intern.
- Mantasha Masood (MBA II Year) earned certification in a Full Stack Web Development internship conducted by Edureka.
- Taran Sonkar (MCA II Year) received a Certificate of Achievement for a Python course by GUVI.
- Komal Jha (MCA) completed the Python Programming for Beginners course offered by Udemy.
- Renu Pal (MCA II Year) participated in the ISP First Training Contest Webinar by Internshala and completed courses on Mastering Confident Presentations and Learning to Be Assertive through LinkedIn Learning.
- Pradumn Tiwari (MBA) earned a Diploma in Computer Accounting from Data Expert.
- MCA I and II Year students successfully completed a Student Development Program on Android Application Development conducted by the E&ICT Academy, IIT Kanpur, further strengthening their technical competencies.



- Shivam Nigam (MCA I Year) successfully completed the Student Development Program conducted by the Pune Institute of Business Management and was awarded a Certificate of Completion.
- Ankita Sharma (MCA II Year) earned a Certificate of Completion in Foundations of User Experience (UX) Design through Coursera, enhancing her expertise in user-centric design principles.
- Govind Singh (MCA II Year) received a Certificate of Participation for successfully completing the AR Effect program conducted by IncubateIND.
- Manas Sharma (MBA II Year) completed an online certification course in Google Data Analytics offered by Coursera and received an e-certificate recognizing his achievement.
- Muskan Sarawagi (MBA II Year) achieved an outstanding academic milestone by securing City Rank 1 and All India Rank 55 in the CMA Intermediate Examination.
- Sachin Sirish (MCA II Year) earned a Certificate of Achievement for successfully passing the Certified AppSec Practitioner (CAP) examination conducted by The SecOps Group, demonstrating proficiency in application security.
- Komal Kushwaha (MCA II Year) was awarded a certificate for successfully completing a workshop on Fundamentals of Low-Level Design conducted by AccioJob.
- Shivam Kumar (MCA II Year) completed the Security, Compliance, and Identity Fundamentals program and earned certification as a Microsoft Certified Professional.



FLAGSHIP EVENT

THE BENCHMARK OF EXCELLENCE

PHOTO HIGHLIGHTS



PHOTO HIGHLIGHTS



SKILLING TO RE-SKILLING

JIM QUEST NOVEMBER 30, 2024

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 - DECEMBER 21, 2024



7th International Conference on "Leveraging IT for Sustainable Business Transformation and Entrepreneurial Growth" on Saturday, 21st December 2024. This milestone gathering united distinguished experts from India and around the world to delve into cutting-edge IT solutions that promote sustainable business practices and empower entrepreneurial success. Engaging sessions and insightful discussions offered participants a wealth of knowledge on harnessing technology to drive long-term, sustainable growth.

TWO DAY ECO - ENTREPRENEURSHIP & SUSTAINABILITY CONCLAVE APRIL 12 & 13, 2025

The two-day Eco-Entrepreneurship and Sustainability Conclave on April 12th & 13th, 2025, gathered students, professionals, and sustainability leaders to discuss innovative, eco-friendly business approaches. Through expert talks, panel discussions, and hands-on activities, participants explored green entrepreneurship, sustainable technologies, and circular economy practices. The conclave offered valuable insights and motivated young minds to embrace environmentally conscious ideas while promoting collaboration for a more sustainable future.



SKILLING TO RE-SKILLING

EMPLOYABILITY ENHANCEMENT TRAINING

Centum Foundation, in collaboration with the Infosys Foundation, conducted a comprehensive 60-hour "Skill Up" Employability Enhancement Training Program for students of the Jagran Institute of Management on 29th March, 2025 aimed at equipping the next generation with vital career-building skills and greater professional readiness.



BUDGETARY OUTREACH ON AMRIT KAAL VIKSIT BHARAT



The National Symposium on **Budgetary Outreach – Amrit Kaal Viksit Bharat**, held on 4th February 2025, brought together experts, academicians, and students to explore the implications of the Union Budget. The event featured insightful sessions on economic policies, financial planning, and budgetary reforms. Eminent speakers shared their views on fiscal strategies, growth opportunities, and sectoral impacts, offering participants a comprehensive understanding of how the budget influences diverse industries. The symposium fostered meaningful dialogue and equipped students with valuable knowledge to support their academic and professional growth.

WORKSHOP ON CLOUD COMPUTING

The AWS Learning Series, hosted by the AWS User Group Kanpur on 29th April, 2025. Students immersed themselves in the exciting realm of cloud computing and Amazon Q Developer through practical workshops, live demonstrations, and fun interactive quizzes. The event created a wonderful platform for participants to strengthen their AWS expertise while engaging with a vibrant community of tech enthusiasts.



INNOVATIVE EDGE

THINKING OUT OF THE BOX

PHOTO HIGHLIGHTS

Glimpses of Jagran Incubation & Entrepreneurship Cell – JIEC

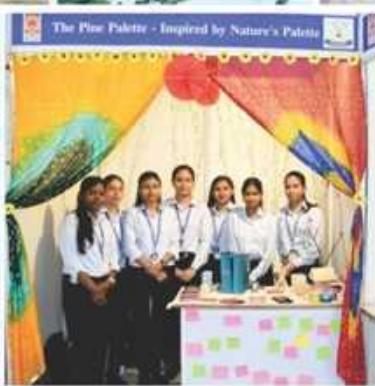


PHOTO HIGHLIGHTS

Glimpses of Jagran Incubation & Entrepreneurship Cell – JIEC



PHOTO HIGHLIGHTS

Conclave 2025



PHOTO HIGHLIGHTS

Jagranpreneurs 2025



STUDENT'S BLOGS

How Colleges Are Actively Nurturing Entrepreneurship from Day One



Ms. Sneha Gupta
MBA (2025-27)

In today's education system, entrepreneurship is no longer an afterthought—it's becoming the heart of learning. Earlier, MBA students usually received their first entrepreneurial mini-projects only in the second year, often treated as an academic formality. Now, colleges are introducing these projects right from the first year, turning classrooms into start-up labs and teachers into mentors.

Early Start, Greater Impact

Starting entrepreneurial projects early gives students Confidence through pitching and presenting real ideas, Practical exposure to markets, finance, and customer needs. A risk-taking mind-set, helping them handle uncertainty better. This shift transforms projects from mere grades into opportunities to create meaningful solutions.

Teachers as Mentors

Professors now guide students in connecting with incubators, industry experts, and investors. Their role is no longer limited to evaluating, but to mentoring and shaping real-world ventures.

National Growth

Encouraging entrepreneurship early creates a ripple effect on the nation by fostering more job creators than job seekers, sparking fresh innovation from young minds free of rigid structures, and driving economic growth as student-led start-ups boost GDP and local economies.

The Bigger Picture

By embedding entrepreneurship in the first year of learning, colleges are preparing graduates not just as professionals, but as innovators and leaders. This change positions India as a youth-driven hub of creativity and problem-solving, ensuring entrepreneurship is about more than starting businesses—it's about transforming ideas into impact.

The Future of AI in Marketing



Ms. Pooja Yadav
MBA (2024-26)

Artificial Intelligence (AI) is transforming the world of marketing at an incredible pace. From personalized recommendations to predictive analytics, AI has redefined how businesses connect with their customers. In today's digital era, consumers expect instant responses, tailored content, and seamless experiences and AI makes it all possible.

One of the greatest advantages of AI in marketing is its ability to analyse vast amounts of data in seconds. This enables marketers to understand customer behaviour, preferences, and buying patterns more effectively than ever before. AI tools such as Chatbots, voice assistants, and recommendation engines not only improve customer satisfaction but also reduce operational costs for companies. Moreover, AI-driven marketing strategies are helping brands create hyper-personalized campaigns. Imagine receiving an advertisement that perfectly matches your interests at the right time — that is the power of AI. It allows businesses to be smarter, faster, and more innovative in their approach. In the future, AI will continue to evolve, offering advanced solutions such as emotion recognition, real-time customer journey mapping, and even AI-generated creative content. For students and professionals, learning AI in marketing is not just an advantage — it is becoming a necessity to stay competitive.

STUDENT'S BLOGS

The Goodness of Micro-greens: Tiny Greens with Mighty Benefits



Ms. Amisha Tripathi
MBA (2024-26)

Don't underestimate the power of the small!

Micro-greens offer a simple, delicious, and eco-friendly way to enhance the goodness of your meals and nourish your body. Whether you're a health enthusiast, home cook or beginner gardener, these tiny greens deliver mighty benefits that make a big impact.

The question arise here is, what is actually micro-greens? So the Micro-greens are the young, tender shoots of vegetables and herbs, harvested just after the first true leaves appear—usually within 7 to 21 days of germination. These tiny greens are nutritional powerhouses, often containing significantly higher levels of vitamins, minerals, and antioxidants than their mature plant counterparts.

Research shows that micro-greens such as red cabbage, broccoli, kale, and radish can have up to 40 times more nutrients per gram. For example, broccoli micro-greens are rich in sulforaphane, a compound known for its cancer-fighting properties. Others are packed with vitamin C, E, beta-carotene and essential minerals that support immunity, heart health, and overall well-being.

Growing micro-greens is also easy and sustainable. They require little space, soil, or water, making them perfect for urban living or indoor gardening. In just a few weeks, you can harvest fresh greens right from your windowsill.

In the world of nutrition, micro-greens prove that good things truly do come in small packages. Their intense flavour, visual appeal and exceptional health benefits make them a smart and sustainable choice for anyone looking to boost their diet. Whether you're a gourmet cook or a novice gardener, micro-greens offer an easy and impactful way to nourish your body and delight your palate.

The evolving role of HR managers in managing the hybrid workforce in Indian Start-up



Mr. Suneel
MBA (2024-26)

The role of HR managers in Indian start-ups has undergone a significant transformation from the post-pandemic period to the present AI-driven era. During the pandemic, HR professionals were primarily focused on adapting quickly to remote and hybrid work models, ensuring employee well-being, fostering virtual collaboration, and maintaining engagement. This period highlighted the importance of empathy, communication, and flexibility in managing a distributed workforce.

In the AI era, HR's responsibilities have expanded further to include leading digital transformation within organizations. HR managers are now expected to integrate technology into every aspect of their function—recruitment, performance management, learning and development, and employee engagement. Managing hybrid teams today demands a delicate balance of maintaining organizational culture, building trust, and driving productivity across both physical and virtual environments. For Indian start-ups, where agility and innovation are crucial, HR has evolved into a strategic function. By blending empathy with technology, HR managers are pivotal in attracting, retaining, and developing talent in a competitive market.

The future of HR is here—and it's hybrid, human, and high-tech.

STUDENT'S BLOGS

The Art of Mind-fullness: Practice in everyday Life



Ms. Meghna Dwivedi
MBA (2024-26)

In today's fast-paced, digitally driven world, slowing down and being present is no longer a luxury—it's a necessity. Mindfulness, the practice of intentionally paying attention to the present moment without judgment, helps reduce stress, improve mental clarity, and add meaning to everyday life. For college students balancing academic deadlines, social commitments, and future concerns, mindfulness can be especially valuable. It doesn't require long meditation sessions or a complete lifestyle change. Small, intentional moments—savoring your morning tea, focusing on your breath between classes, or noticing your surroundings on campus—can make a difference.

Research shows that regular mindfulness improves concentration, reduces anxiety, enhances emotional resilience, and cultivates self-awareness, enabling thoughtful responses rather than impulsive reactions. Simple practices like deep breathing before an exam, journaling without editing, or turning off notifications during meals can help integrate mindfulness into daily routines.

Mindfulness isn't about escaping reality; it's about engaging with it more fully and compassionately. While ambition is important, mindfulness reminds us that the present moment holds value too. By pausing, breathing, and returning to the now, students can cultivate a skill that benefits not only their college years but their entire life.

Winning Business Ideas for 2026



Mr. Kamal Agrawal
MBA (2025-27)

The future marketplace rewards those who adapt quickly to change. Two business models stand out as smart choices for 2026: **E-Commerce** and **Digital Marketing Agencies**.

E-Commerce

Online shopping is booming and will keep expanding. E-commerce offers **low startup costs, flexibility, and global reach**. To begin, choose a product or service, register a domain, build a website, and set up secure payment options. With the right strategy, small stores can grow into strong brands.

Digital Marketing Agency

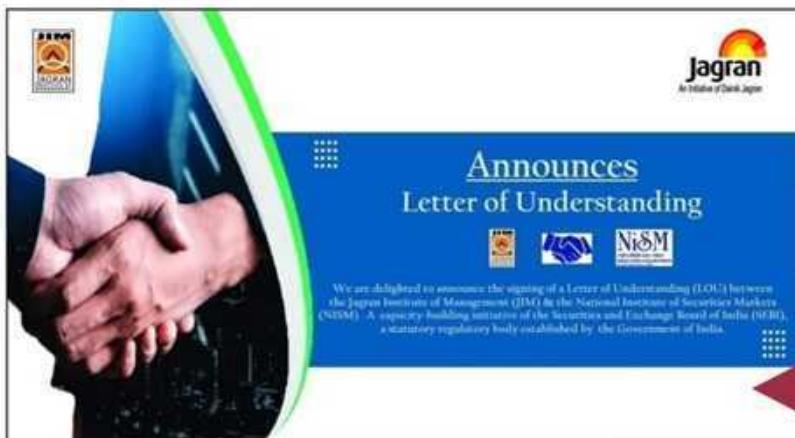
As more companies move online, the need for digital marketing is skyrocketing. Starting an agency requires **digital skills, a portfolio, and a pricing plan**. It offers high profit potential and can be run from anywhere. Services like SEO, social media marketing, and online ads will always be in demand.

Why These Ideas Work

Both fields thrive on digital growth, remote work, and global connectivity. They are scalable, cost-friendly, and future-ready—perfect for entrepreneurs aiming to stay ahead.

MOU & Associations

Jagran Incubation & Entrepreneurship Cell - JIEC



Jagran Institute of Management (JIM) has entered into a Letter of Understanding (LOU) with the National Institute of Securities Markets (NISM), an initiative of SEBI. This collaboration is aimed at enhancing students' knowledge and employability in the financial and securities markets. It will provide training and specialization in key areas such as Mutual Funds, Derivatives, Research Analysis, and more. The partnership is set to unlock new opportunities for growth and hands-on learning for students aspiring to build careers in finance.

Jagran Institute of Management (JIM) has signed a strategic MoU with SNS Innovation Labs Pvt. Ltd. (MAXPRO AI) to advance AI education and skill development. SNS, a leader in structured AI programs with ten approved vocational courses and strong institutional partnerships, will deliver cutting-edge training through this collaboration. The alliance aims to bridge the gap between academia and industry with an expertly designed curriculum and corporate tie-ups. Together, JIM and SNS will equip students and professionals with industry-relevant AI skills, fostering innovation for the evolving tech landscape.



We are now an official SWAYAM-NPTEL, Local Chapter!!

Recognized by IIT Madras and the Ministry of Education, GoI —among the select institutions in Kanpur.

- ✓ Access to free online courses
- ✓ Certifications from IITs & IISe
- ✓ Industry-aligned, career-ready content
- ✓ Courses for UG & PG-level learners

"A STEP TOWARDS EMPOWERING STUDENTS" !!

Jagran Institute of Management (JIM) proudly signs a strategic MoU with NPTEL (National Programme on Technology Enhanced Learning) to advance AI and digital education. This collaboration will bring world-class online learning modules, industry-driven certifications, and academic excellence to JIM students, bridging the gap between traditional learning and modern technological advancements.

MOU & Associations

Jagran Incubation & Entrepreneurship Cell - JIEC

A Memorandum of Understanding (MOU) between the **Jagran Institute of Management and National Centre for Skill Development & Entrepreneurship (NCSDE)** would typically outline a formal collaboration between the two organizations. This partnership aims to promote Academic-Industry Collaboration, Research & Innovations, Vocational Training, Live- Projects, Teachers Training, Skill Development & Employability Skills.



Jagran
Institute of Management

Announces
Knowledge Partnership

We are excited to announce the knowledge and upskilling partnership between Jagran Institute of Management & National Centre for Skill Development & Entrepreneurship

ANNOUNCES

Memorandum of Association

We are delighted to announce the signing of a Letter of Understanding (LOU) between the Jagran Institute of Management (JIM) & UVPF Start Up Labs, an initiative of the Udyam Vidya Prasar Foundation, dedicated to fostering innovation, entrepreneurship, and industry-academia collaboration.

We are delighted to announce the signing of a Letter of Understanding (LOU) between the **Jagran Institute of Management (JIM)** & **UVPF Start Up Labs**, an initiative of the Udyam Vidya Prasar Foundation, dedicated to fostering innovation, entrepreneurship, and industry-academia collaboration.

"The way to get started is to quit talking and begin doing."
- Walt Disney

VITAL SPARK

Brooming Entrepreneurs



Name of Student: Sanjeev Kumar

Name of Start up Idea: Gooseberry Laddoos "Healthy Life, Fast

Short Description of Start up idea: The health beneficiary and immunity boosting laddu that is specially designed for diabetic patients and health enthusiastic persons.



Name of Student: Archita Agnihotri

Name of Start up Idea: InnoVybe Education

Short Description of Start up idea: Inno vybe a pre fun school empowering special needs students through hands on learning beyond books.



Name of Student: Sneha Gupta (p)

Name of Start up Idea: ReCo "Crafted by Nature, Shaped by Us"

Short Description of Start up idea: We convert coconut industry waste into premium lifestyle products - zero waste cutlery, crockery, lamps, and décor.



Name of Student: Vashini Mishra

Name of Start up Idea: Accura Books

Short Description of Start up idea: An online bookkeeping application that helps the new business to manage their financial activities.



Name of Student: Sanchit Singh

Name of Start up Idea: Pure N Cure

Short Description of Start up idea: Provides Pure Drinking Water Which is very healthy for your lifestyle.



VITAL SPARK

Brooming Entrepreneurs

e-BIKE STANDS



Name of Student: Pooja Yadav

Name of Start up Idea: e Bike stand

Short Description of Start up idea: A sustainable e bike rental service in various cities, providing affordable, eco friendly transport for daily commuters to reduce pollution.

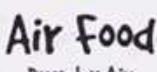
Name of Student: Vikram Sharma

Name of Start up Idea: Beatshit "Aayiye Sangeet Suniye"

Short Description of Start up idea: This is the platform where artists can buy beats and music producer can sell direct beats to an artist.

BEATSHIT

AAYIYE SANGEET SUNIYE



Air Food
Drop by Air

Name of Student: Akanksha pal

Name of Start up Idea: Air Food (Drop by Air)

Short Description of Start up idea: In Air Food we can deliver Food or products of zomato, swiggy and blinkit via drone. This would be time saving and safety for people.

Name of Student: Sneha Gupta (s)

Name of Start up Idea: Tailored Tresses

Short Description of Start up idea: its use of AI powered virtual try on technology, which allows customers to design a custom wig and visualize it on themselves before they buy.



TAILORED TRESSES

A PERFECT FIT FOR EVERY CROWN



Name of Student: Naitik katiyar

Name of Start up Idea: Movix "Walk Smart. Live Fit"

Short Description of Start up idea: Step counter shoes are a great way to track your progress and stay motivated on your fitness journey.

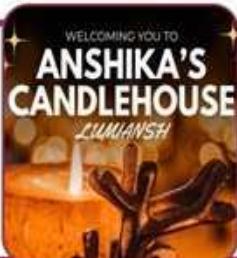
VITAL SPARK

Brooming Entrepreneurs

Name of Student: Varsha Agarwal

Name of Start up Idea: ESTA

Short Description of Start up idea: The app revolves around the wellness and skill development of Senior Citizens.



Name of Student: Anshika Agarwal

Name of Start up Idea: Lumiaansh

Short Description of Start up idea: Handcrafted, customizable candles designed to spread fragrance, warmth, and elegance, perfect for gifts and special occasions.

Name of Student: Shivanee

Name of Start up Idea: Wear Your Style

Short Description of Start up idea: Customers can browse our online catalogue, select outfits, receive doorstep delivery, and return them with one week period.



"Imagination is everything. It is the preview of life's coming attraction."

- Albert Einstein

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 towards 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 all 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 2025

An alumni meet is more than a gathering—it is a journey back in time, a celebration of memories, achievements, and friendships. Like a time capsule, it revives laughter, challenges overcome, and the bonds built within our alma mater.

This year, the Jagran Institute of Management proudly hosted Re-Connect, a grand reunion for MCA, MBA, and PGDM graduates across batches. The campus came alive as past and present united, turning the evening into a vibrant celebration of togetherness.

The essence of Re-Connect lay in rekindling old ties and building new ones. From recognizing familiar faces to sharing success stories and reliving college days, the event created a lasting sense of belonging. Faculty members rejoiced at the achievements of their former students, while inspiring talks, panel discussions, and engaging activities kept the energy flowing.

A highlight of the evening was the felicitation of distinguished alumni, followed by cultural performances and warm conversations that filled the air with nostalgia.

As the event concluded, gratitude and joy echoed everywhere. Re-Connect reminded us that no matter where life takes us, the Jagran family will always remain a part of who we are—until we meet again with even greater anticipation.



ALUMNI TALK

**Jagran Institute
of Management**

ALUMNI SPEAK

"I am grateful to have secured my career and been placed in the big package."

Thank You
Team Placement

Jagran
An Initiative of Daikin Jagran



Agamdeep Singh
Tata Mutual Fund
MBA, Batch 2021-23

**Jagran Institute
of Management**

ALUMNI SPEAK

I am truly grateful to the college management, faculty, and staff for laying a strong foundation for my professional journey. The supportive environment, practical learning, and emphasis on discipline and ethics prepared me well for real-world challenges. The guidance of dedicated faculty and the enriching experiences at the institute will always hold a special place in my heart.

Jagran
An Initiative of Daikin Jagran



Supriya Soni
HIBL Ltd.
MBA, Batch 2019-21

9336332150 www.jimkanpur.ac.in

Follow Us :

**Jagran Institute
of Management**

ALUMNI SPEAK

I am sincerely grateful to Jagran Institute of Management for providing a nurturing environment that shaped my career through strong academics, valuable placement opportunities, and the unwavering support of approachable faculty. Special thanks to our Director Ma'am and all faculty members for their continuous encouragement and mentorship throughout this transformative journey.

Jagran
An Initiative of Daikin Jagran



Utkarsh Srivastava
Moody's Corporation
PGDM, Batch 2019-21

**Jagran Institute
of Management**

ALUMNI SPEAK

Jagran Institute of Management provided a transformative experience with its industry-aligned curriculum, practical learning approach, and supportive faculty mentorship. The strong placement cell and corporate exposure ensured valuable internships and a smooth transition

Jagran
An Initiative of Daikin Jagran



Lopmudra Munshi
Nyra Kitchenware
MBA, Batch 2020-22

9336332150 www.jimkanpur.ac.in

Follow Us :

9336332150 www.jimkanpur.ac.in

Follow Us :

and many more

GRADUATED STUDENTS BATCH 2023-25



GRADUATED MBA STUDENTS BATCH 2023-25

AARTI MISHRA
AAYUSH AGARWAL
ABHAY SAHU
ABHISHEK SHARMA (i)
ABHISHEK SHARMA (ii)
ADITYA BAGGA
AGNETRA SAXENA
AKANKSHA SHUKLA
ALSHABA
ALTAMAS
AMAAN RAZA
ANIMA SINGH
ANIRUDDH VAISHY
ANKIT GAUTAM
ANKIT SHARMA
ANUSHKA SAHU
APOORVA SINGH
ASHISH MISHRA
ASMITA BAJPAI
ASTIK YAGNIK
AVINASH AWASTHI
DEEPALI KATIYAR
DEVANG MISHRA
DIVYANSHI PRAJAPATI
HARSHITA KATIYAR
KANAK
KM SAPNA SINGH
KOMAL YADAV
KUSUMLATA YADAV
MEGHA GAUR
NIKHIL YADAV

PRAGYA KUSHWAH
PRITANSH SINGH
PRIYA YADAV
RACHEL MEHROTRA
RATNRAJ NIGAM
RISHIKA SHARMA
RITIK KUMAR
SAMRIDDHI DIXIT
SANIYA VERMA
SAUMYA TRIPATHI
SHAMBHAVI MISHRA
SHIVA SINGH
SHIWANI DWIVEDI
SHOEB ALI
SHUBHAM SINGH
SPARSHI
SUMIT SHARMA
UNNATI PANDEY
UTKARSH TRIVEDI
VAISHNAVI SHARMA
VIPUL MISHRA

GRADUATED MCA STUDENTS BATCH 2023-25

ABHAY BHADAURIYA
ADITI AWASTHI
AKANKSHA SHUKLA
ALOK SINGH
AMIT SINGH CHAUHAN
ANKUSH MISHRA
ANSHIKA PAL
ANUJ PANDEY
ARVIND YADAV
ASANI PAL
AYUSH TRIPATHI
AYUSHI OMAR
EKTA
HARSH SRIVASTAVA
HARSHIT DUBEY
HARSHITA SHARMA (JDC)
HARSHITA SONI
HIMANSHU SHUKLA
HIMANSHU SINGH KACHWAHA
ISHA DIXIT
ISHAN GILBURT
ISHAN KUMAR
JATIN TIWARI
KRATI PANDEY
KSHITIJ TRIPATHI
MAHVISH SIDDIQUI (FW)
MOHD AMAAN
MOHD ASHRAF KHAN
MOHD AYAAAN ASIF
MOHD MAAZ
NAIREEN KHAN

NAMRATA MISHRA
NAVNEET PAL
NEERAJ (FW)
NIMISHA PANDEY
PRADEEP GUPTA
PRAGATI TIWARI
PRERNA SHUKLA
RACHIT MISHRA
RAJAT SINGH SISAUDIYA
RAMANSHU YADAV
RITESH KUMAR
SAHIL UTTAM
SAMEER TRIVEDI
SANDHYA YADAV
SAUMYA DIXIT
SAURABH SRIVASTAVA
SHADAM ALI
SHASHIKANT
SHILPA PATHAK
SHIV SINGH
SHIVAM PAL
SHIVAM SINGH
SHIVANGI PANDEY
SHIVENDRA PRATAP SINGH
SHRUTI DWIVEDI
TANISHQA SINGH (FW)
VAIBHAV PATHAK
VAIBHAV SAINI
VAISHNAVI AWASTHI
VAISHNAVI RAJAWAT
VISHAL GUPTA

TRAINING & PLACEMENT

CLASSROOM TO BOARDROOM

RECRUITER'S TALK

Planet Spark Placement Drive on September 13th, 2025

Ms. Shivangi, Recruiter at Planet Spark shared insights on industry trends, employability skills, and career growth. She emphasized the importance of staying focused, continuously upskilling, and preparing strategically for future opportunities. Her inspiring words motivated students to align their efforts with evolving market demands and pursue professional excellence.



Recruiter's Talk by Hike Education – December 6, 2024

Recruiter's Talk on December 6th, 2024, featuring industry experts from Hike Education. The session offered valuable insights into navigating the job market, building employability skills, and preparing for successful careers. Students participated with great enthusiasm and curiosity, making the session highly interactive and impactful. The talk served as a significant step towards shaping future leaders and professionals.



RECRUITER'S TALK

Recruiter's Talk by HDFC Life - July 12, 2024



Recruiter's Talk by HDFC Life, offering students valuable insights into career opportunities and industry expectations. Representatives from HDFC Life shared guidance on building a successful career path and thriving in the competitive corporate landscape. The session proved to be highly informative and motivating, equipping students with practical knowledge to align their aspirations with the demands of one of India's leading organizations.

Internship Talk by India Post Payments Bank on 27th June 2025

We organized an Internship Felicitation Program for students. During the session, the IPPB team provided comprehensive information about various job roles, responsibilities, and the key skills they seek in prospective interns. The discussion offered students a clear perspective on career opportunities in the digital banking sector and the competencies required to join IPPB. The event concluded with an interactive Q&A session followed by personal interviews, enabling students to address their queries and gain deeper insights into the selection process.



RECRUITER'S TALK

**Recruiter's Talk by Pie Infotech Pvt Ltd
March 1, 2025**

We organized a Recruiter's Talk featuring Pie Infotech Pvt. Ltd., a Lucknow-based IT company known for its diverse services and training programs. The session provided students with insights into current industry trends, career opportunities in the IT sector, and the importance of continuous skill development. The interactive discussion helped bridge the gap between academic learning and industry expectations, inspiring students to prepare for dynamic tech.



Recruiter's Talk by Just Dial - March 1, 2025

We organized a Recruiter's Talk by Justdial, India's leading local search engine platform. The session offered students valuable insights into the digital services industry, business listing operations, and evolving customer engagement strategies. Representatives from Justdial shared knowledge on career opportunities, industry expectations, and the skills needed to thrive in the digital marketplace. The talk proved to be an engaging and informative experience, encouraging students to explore careers in tech-driven service sectors.



PROFESSIONAL EXPOSURE



Industrial Visit to Tata Consultancy Services (TCS) – November 20, 2024

We visited Tata Consultancy Services (TCS), Lucknow, for an enriching industrial exposure. The visit provided a valuable opportunity to understand the inner workings of one of the world's leading IT services companies.

Students were introduced to TCS's innovative projects and technological advancements, gaining practical insights into the dynamic IT sector. The interactive sessions with industry professionals offered a deeper understanding of real-world business applications, operational workflows, and the critical role of technology in driving global business.

This educational visit not only enhanced students' technical knowledge but also inspired them to align their career goals with industry expectations, making it a memorable and insightful experience.



PROFESSIONAL EXPOSURE



Visit to 112 & Uttar Pradesh Legislative Assembly - May 7, 2025

An educational excursion was organized for MBA and MCA students to provide practical exposure to state governance and emergency response systems. The visit to the Uttar Pradesh Legislative Assembly offered insights into legislative processes, political structures, and the state's history, with highlights including party sections, the Chief Minister's Gallery, and a virtual digital tour of Uttar Pradesh. The excursion further included a visit to the Dial 112 Headquarters, where students observed advanced emergency response operations, real-time coordination, and technology that has significantly reduced response time.



VISITOR'S SPEAKS

It was a great experience interacting with students of Jagran institute. Happy to inspire students



Mr. Vikas Jain
Motivational Speaker



A truly commendable institution, and the seminar conducted today was highly insightful, well-organized, and enriching for all participants.

Mr. Manoj Agarwal
MD- Kanpur Platipack Ltd.



An excellently organized event and a wonderful opportunity for students to gain practical insights.
Keep up the great work!

Ms. Sarbani Bhatia
Senior Vice President - IT
Dainik Jagran



It was a pleasure to be here. The campus, located in the heart of the city, still offers ample space and a welcoming environment for students.

Kshitij Awasthi
Assistant Professor, Strategic Management
IIM Lucknow



Unparallel student audience, very attentive and disciplined. Loved the interaction and look forward for more such sessions

Mr. Hemant Sharma
Co-Founder, Vnurt Technology – Bangalore



A Very Nice Ambience & the interachan & Cooperation from director madam & faculty members were huge.

Dr. Vandana Dixit Kaushik
Prof., Dept.CSE,& Dean, Continuing Education & Internal Quality Assurance , HBTU Kanpur

VISITOR'S SPEAKS



The brand discussion was coordinated exceptionally well, and I am truly glad to have been a part of it. I look forward to future collaborations as well. students.

Prof. Anshu Yadav
Professor at CSJM Univ. Kanpur



A very good idea and an excellent choice of topic for organizing a conference. The entire event was well-planned, well-coordinated, and executed with great professionalism.

Mr. Uman Srivastava
Joint MD BONITA, Casa Brands India Pvt. Ltd
India and Aristos Brands Inc.- USA



An excellent environment with highly supportive staff and coordinators. The students demonstrated great discipline and confidence. I am confident that this will further strengthen our mutual relationship.

Mr. Manish Bhatia
Sr. VP & Cluster Head, Retail Banking
Yes Bank



In Kanpur city, it was truly delightful to witness the enthusiasm and energy displayed by the students as they worked to solve problems through technological and managerial advancements.

Mr. Shankar Prawesh
Associate Professor , IIT kanpur



The level of participation and the thoughtful preparation in bringing these ideas together are truly encouraging and will help strengthen the start-up ecosystem.

Mr. Piyush Mishra
COO at Startup Incubation and Innovation Centre
IIT Kanpur



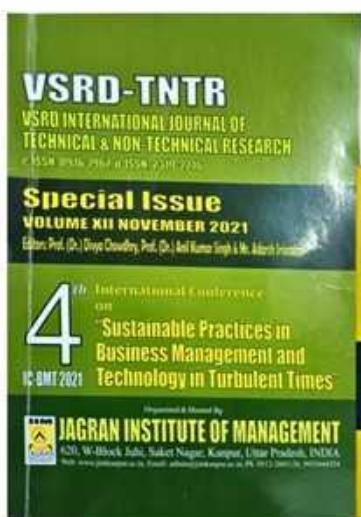
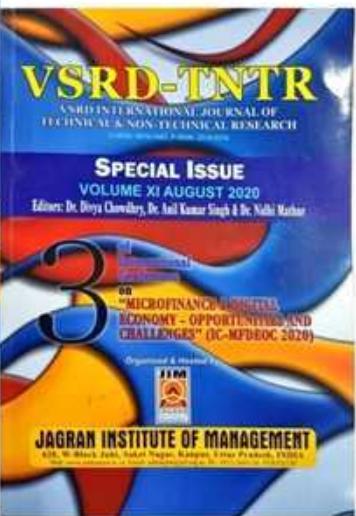
It was a very well-organized event, offering valuable insights and a great learning experience for everyone involved.

Dr. Narendra Kohli
Professor CSE Department, HBTU, Kanpur

PUBLICATION

PIONEERING THE FUTURE

INTERNATIONAL CONFERENCE PROCEEDINGS

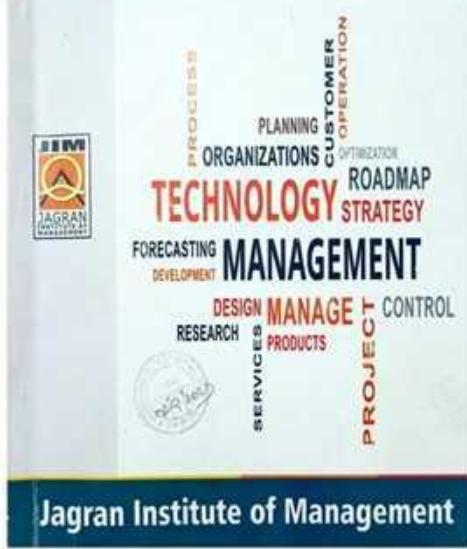


JIM ANNUAL JOURNAL

JAGRAN JOURNAL OF MANAGEMENT & TECHNOLOGY

ISSN : 2583-293X

RNI : UPENG/2019/78204



JIM ANNUAL MAGAZINE

THE VISTA



JAGRAN INSTITUTE
OF MANAGEMENT



Building | Professional | Competencies

ANNUAL
MAGAZINE

THE



VOLUME I - ISSUE - I, 2024

VISION | INNOVATION | STRATEGY | TECHNOLOGY | ADVANCEMENT

MONTHLY E-NEWSLETTER



Jagran Institute of Management
Accent
A Monthly E-Newsletter
Year - 2026, Issue 50, February

Editor's Corner
Thought for the Month
Academic Achievements
Research Work
Monthly Activities

Faculty Contribution
Student Column

Editor's Corner
Thought for the Month
Academic Achievements
Research Work
Monthly Activities

Faculty Contribution
Student Column

Editor's Corner
Thought for the Month
Academic Achievements
Research Work
Monthly Activities

Faculty Contribution
Student Column



Jagran Institute of Management
Accent
A Monthly E-Newsletter
Year - 2026, Issue 51, April

Editor's Corner
Thought for the Month
Academic Achievements
Research Work
Monthly Activities

Faculty Contribution
Student Column

Editor's Corner
Thought for the Month
Academic Achievements
Research Work
Monthly Activities

Faculty Contribution
Student Column

Editor's Corner
Thought for the Month
Academic Achievements
Research Work
Monthly Activities

Faculty Contribution
Student Column



Jagran Institute of Management
Accent
A Monthly E-Newsletter
Year - 2026, Issue 52, May

Editor's Corner
Thought for the Month
Academic Achievements
Research Work
Monthly Activities

Faculty Contribution
Student Column

Editor's Corner
Thought for the Month
Academic Achievements
Research Work
Monthly Activities

Faculty Contribution
Student Column

Editor's Corner
Thought for the Month
Academic Achievements
Research Work
Monthly Activities

Faculty Contribution
Student Column



Jagran Institute of Management
Accent
A Monthly E-Newsletter
Year - 2026, Issue 53, July

Editor's Corner
Thought for the Month
Academic Achievements
Research Work
Monthly Activities

Faculty Contribution
Student Column

Editor's Corner
Thought for the Month
Academic Achievements
Research Work
Monthly Activities

Faculty Contribution
Student Column

Editor's Corner
Thought for the Month
Academic Achievements
Research Work
Monthly Activities

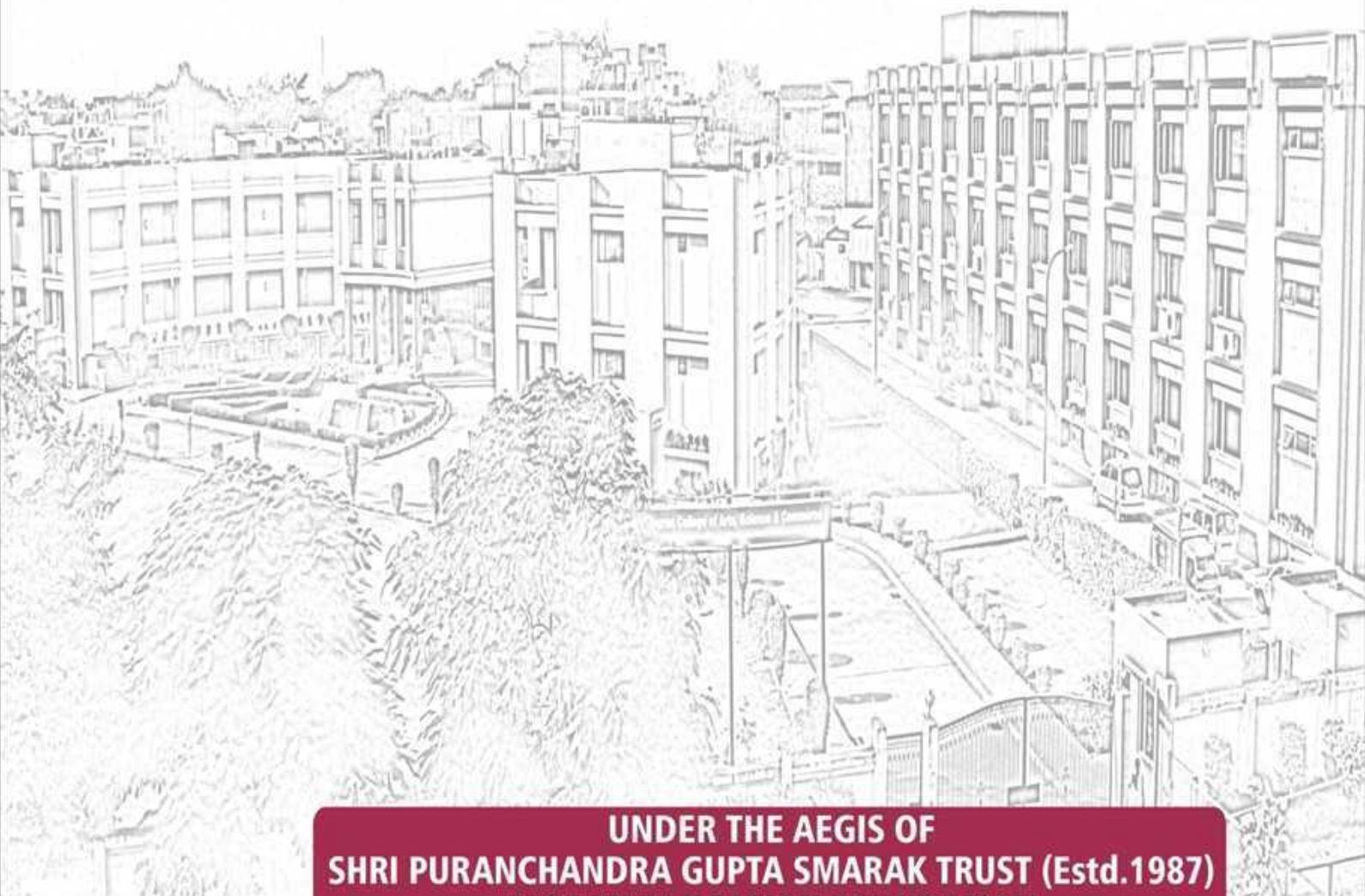
Faculty Contribution
Student Column

PRESS COVERAGE

JAGRAN INSTITUTE OF MANAGEMENT

An Institute approved by AICTE, Ministry of Education, Govt of India
Affiliated to Dr. A.P.J. Abdul Kalam Technical University, Lucknow (U.P.)

Jagran
An Initiative of Dainik Jagran



**UNDER THE AEGIS OF
SHRI PURANCHANDRA GUPTA SMARAK TRUST (Estd.1987)
JAGRAN EDUCATION FOUNDATION**

- Puranchandra Vidyaniketan - Kanpur
- Jagran Public School - Noida, Lucknow, Varanasi, Kannauj*, Basti*, Gorakhpur*
- Jagran Institute of Management - Kanpur
- Jagran College of Arts, Science and Commerce - Kanpur
- Jagran Institute of Digital Animation - Kanpur
- Jagran Institute of Management & Mass Communication - Kanpur
- Jagran School of Law - Dehradun
- Lakshmi Devi Lalit Kala Academy - Kanpur

* Franchisee Schools

JAGRAN INSTITUTE OF MANAGEMENT

620, W Block, Saket Nagar, Kanpur - 208 014 • Ph: 0512- 2601126
Mob: 9336332150 • Email : adminjim@jef.org.in • www.jimkanpur.ac.in

Follow us at :