

INTRODUCTION

Best practices in Jagran institute of Management refer to proven methods, strategies, or processes that have been shown to be highly effective in achieving desired outcomes. These practices are typically adopted by JIM to enhance their overall performance, improve the quality of education, and stay competitive.

Objectives:-

- Foster entrepreneurial spirit**
- Promote sustainable practice**
- Creating centre of excellence**
- Optimize resource utilization**
- Develop well-rounded graduates**

Glimpses of Best practices in JIM

Creating Inclusive And Diverse Learning Environments:-.

Creating inclusive and diverse learning environments in college involves fostering a sense of belonging for all students, regardless of their background. This requires actively addressing issues of diversity and cultural awareness, ensuring students feel safe and comfortable, and providing equal opportunities for success.

Objectives:-

- Build a stronger, more inclusive community**
- Prepare students for a globalized world**
- Promote critical thinking and cultural competence**

Best Practices Adopted

Industrial Visit:-As well said, “An industrial visit is a window to the real-world applications of academic concepts.”

Mirza International Ltd.:- (October 26, 2023) This visit aimed to provide MBA students with real-world insight into the operations of a successful business in the leather industry and the company International's state-of-the-art manufacturing facility. The visit began with a warm welcome from the company's representatives. They introduced to the history, values, and mission of Mirza International.



TCS: -(30thSeptember 2023) Students of MCA I got the opportunity to visit the TCS (Tata Consultancy Services) campus in Lucknow, India, where they delved into the company's selection process, learned about the skills required to thrive in the organization, and gained insights into the rich history and values of the Tata Group by Mr. Abhishek Saxena (Region Head - Academic Interface (UP and Rajasthan)).



Lohia Corp:- (13th September, 2023) Industrial visit to Lohia was a great learning for the students. During the visit students gain insight into how experts conduct themselves at work and they practice several industry-specific ideas like benchmarking, quality analysis, just-in-time production, etc. Students gain knowledge about how experts manage hundreds of workers simultaneously



Amul Plant :- (Amul Dairy, Mati Kanpur Dehat September 30th, 2023 & 28th June 2024) .The objectives of the industrial visit were to learn about the functioning of a leading dairy cooperative through Understanding the various stages of milk processing. Observe the quality control measures implemented by Amul. Witnessing the packaging and distribution processes involved and further students interacted with industry professionals and gain insights into their experiences.



MKU Limited Electro –Optics Unit - : (Saturday 22nd June, 2024) The industrial visit to MKU Limited's Electro-Optics Unit proved to be an enriching experience for the MBA students. It provided valuable insights into the complexities of high-tech defense manufacturing, highlighting the importance of precision, technology, quality control, and the dedication of those who contribute to national security



Educational Excursion to Vidhan Sabha & Dial 112 Headquarters, Lucknow On May 7, 2025, students from Jagran Institute of Management, Kanpur undertook an educational excursion to the Uttar Pradesh Vidhan Sabha and Dial 112 Headquarters in Lucknow. The visit was organized to deepen their knowledge of public administration, governance structures, and emergency response systems in the state.



Industrial Visit to Gyan Dairy, Lucknow – Thursday 12 February, 2026

The industrial visit to **Gyan Dairy, Lucknow**, gaining first-hand exposure to modern dairy processing, quality control, packaging, and supply chain management. The visit provided valuable insights into the complete production cycle—from milk procurement and processing to packaging and distribution—while highlighting the importance of technology, hygiene, and sustainability. The interaction with industry experts helped students connect **classroom concepts with real-world business practices**, particularly in operations management and quality assurance.



Recruitment Talk's:

A well-structured recruitment talk is essential for attracting top talent and building strong relationships with potential employees. We have national & international Representatives from various organizations

- **International Recruitment Talk:-** The international recruitment talk featuring Mr. Dossou Tounde Modest and Mr. Manish Bhatia provided invaluable insights into the complex world of international business. Both speakers emphasized the need for adaptability, cultural understanding, and a commitment to diversity and sustainability in today's global market.



National Recruitment Talk:-various recruitment talk were organized for MBA& MCA student from various verticals like

- KMC Hospital ,
- RSPL Pvt.LTD,
- NYRAK itchenware,
- Mr.Rahul Patrel (Headinvestments,SIIC-IITKanpur)
- Kanpur Plastic Ltd
- Vardhman Textile Ltd

Mr. Sarbani Bhatia Sr. VP Dainik Jgran IT shared the dias for Recruiters Talk 4.0



• Job Fair 31-03-2023

Mr. Mayank Bajpai Sr. Manager HR & IR Vardhman Textile Ltd.



• Job Fair

Mr. Sunil Mehta- Executive Director Kanpur Plastipack Ltd & Mr. Akhilesh Garg- GM HR Kanpur Plastipack Ltd shared the dias for Recruiters Talk 3.0.



• Job Fair 31-03-2023

Mr. Rahul Patel (Head Investments, SIIC - IIT Kanpur Recruiters Talk 1.0.



• Job Fair 31-03-2023

Encouraging Faculty & Student Research

FDP on “Data to Decision: Analytics for Research & Teaching with AI”

The One-Week Faculty Development Programme (FDP) titled **“Data to Decision: Analytics for Research & Teaching with AI”**.

The FDP aimed to strengthen faculty competencies in data analytics, research methodologies, Artificial Intelligence-driven academic decision-making, statistical tools, intellectual property rights, plagiarism ethics, and innovative teaching-learning practices. The programme provided an enriching platform for academicians, researchers, and educators to explore the integration of modern analytical tools and AI technologies into research and pedagogy.

FDP on Universal Human Values

This journey has been a meaningful exploration of values, relationships, and coexistence — igniting a deeper understanding of human purpose and harmony. With great enthusiasm and heartfelt reflections, we concluded the 3-Day Faculty Development Program on Universal Human Values with a graceful Valedictory Function. Esteemed speakers and participants shared their feedback, experiences, and personal growth during the program. The spirit of value-based learning was celebrated with warmth and gratitude.



Faculty Development Programme: -

The FDP organized by Jagran Institute of Management 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.



International Conference: -

8th International Conference



7th International Conference



6th International Conference



Skill Development Programmes: -

A well-designed skill development program is essential for students to succeed in today's competitive job market. By equipping students with the necessary skills and knowledge, these programs can help them develop their potential, boost their confidence, and increase their employability.

- **CST:-** Corporate Structural Training under this program we conduct classes every Saturday, Short-term skill ups, CSR training & soft skill by life coach & instructors were also provided to fill the expectation gap between corporate & new employees.
- **CBAT:-** Corporate Business Acumen Training, under this program student undertake live projects and small internships at various organizations in Kanpur parallel to their academic program
- **5DaysIITWorkshop (IOT)(MBA-MCA)**
- **Java Full Stack Development**
- **Certification Course of Banking**
- **Certification Course Financial Services. Insurance program(CPBFI)**
- **Mater Class by Mr. Yash Tiwari Internationally Recognized Tedex & JoshSpeaker**
- **Orientation & Induction Programme**



Building a Strong Sustainability Brand:-

JIM strategically integrating sustainability into campus operations, academics, and community engagement, institution can build a powerful brand that attracts environmentally conscious students, faculty, and staff. This approach not only enhances the college's image but also contributes to a more sustainable future.

Objectives:-

- Awareness Campaigns and Education
- Self Defense for everybody

Best Practices Adopted

Self defence class by Mr. Vinay Gopal: - Self-defense is a crucial skill for everyone, regardless of their academic background. For MBA and MCA students, who often spend long hours on campus or in study groups, the ability to protect themselves is even more essential.

Nukkad Natak – Kalrav: Vicharo ki udaan: - Nukkad Natak is an art that encompasses entertainment with community education. It has always been an effective medium to propagate social messages and influence people. With this age being heralded as the age of Woman and unprivileged children Jagran Institute of Management made sure that it contributes to the cause.

परमट मंदिर प्रांगण में किए क्रिएटिव प्रोग्राम



kanpur@inext.co.in

KANPUR (13 May): जगजन इंस्टीट्यूट ऑफ मैनेजमेंट और नई यह फाउंडेशन के संयुक्त तत्वावधान में मैट्रॉक की सोशल एवं ड्रामेटिक कला के मेकर्स ने आनंदेश्वर मंदिर परमट में क्रिएटिव प्रोग्राम आयोजित किए। प्रोग्राम के दौरान क्विज कॉम्पटीशन, रैपिंग, डांस कॉम्पटीशन और जकरतमेंटी की खाने का सामान बांटा गया। साक्षरता मिलन अभियान के तहत स्टूडेंट्स को समान शिक्षा का अधिकार दिलाकर समाज को

प्रेरित करने वाला अवसरनेस इवेंट हुआ। स्टूडेंट्स ने बेटी बचाओ बेटी पढ़ाओ स्कैम पर नुककड नाटक का मेमन किया। इंस्टीट्यूट की डायरेक्टर डा. दिव्या चौधरी ने कहा कि न्यू एजुकेशन पॉलिसी के तहत बच्चों की शिक्षा ही उनकी मूलभूत जरूरत है जिससे वे पढ़ लिख कर देश के अच्छे नागरिक बन कर देश की सेवा कर सकें। इस मौके पर असिस्टेंट प्रोफेसर अनंद कुमार दीक्षित, पवन ओमर, प्रिया अरोड़ा, नितिन कुमार, नंदिनी उपाध्याय आदि मौजूद थीं।

International yoga Day:-

World Yoga Day is an internationally recognized event celebrated on June 21st each year. It aims to promote the physical, mental, and spiritual benefits of practicing yoga. Jagran Institute of Management, a renowned educational institution, enthusiastically participated in World Yoga Day, organizing a special event on its premises



Hindi Diwas: - Hindi Diwas is not only a day to dedicate our national language, but it is also an opportunity to think about and celebrate the rich cultural heritage and linguistic diversity of our country.



Association with ASG Eye hospital:-

An Eye checkup camp was organized by Jagran Institute of Management in association with ASG Eye Hospitals, Kanpur on the occasion of World Sight Day. ASG Eye Hospitals provide comprehensive eye care to everyone using state-of-the-art equipment. Backed by the expertise, doctors are dedicated towards enhancing, sustaining, and restoring your Eye Health.



Blood Donation Camp-

The primary objective of the blood donation camp was to create awareness about the significance of voluntary blood donation and encourage people to donate blood regularly. The camp was a step towards fulfilling the goal of ensuring a steady supply of blood for emergency situations in hospitals.



Empowering Women FICCI program:-Financial literacy is a crucial skill for everyone, but it's particularly important for women. Historically, women have faced significant barriers to financial independence, including discrimination, limited access to education, and societal expectations. However, in recent years, there has been a growing movement to empower women through financial education and support.

Sustainable Environmental Practices (Clean Campus,GreenCampus):-

A college campus is more than just a place of learning; it's a community hub where minds grow and ideas flourish. To foster a thriving and sustainable environment, it's essential to prioritize cleanliness and greenery. A Clean Campus, Green Campus initiative is not just about aesthetics; it's about creating a healthier, more eco-conscious space for students, faculty, and staff. By integrating sustainable practices into daily campus life, we can cultivate a legacy of environmental stewardship that extends far beyond our college gates.

Objectives:-

- Promote student health and well-being
- Reduce the campus's carbon footprint through energy conservation and waste reduction.
- Integrate sustainability into the curriculum, providing students with practical experience in environmental stewardship.
- Foster a sense of community and responsibility among campus members.

Best Practices Adopted

Water-Efficient Fixture: -

In today's world, conserving water is crucial for environmental sustainability and resource management. Jagran Institute of Management play a vital role in promoting water conservation. One effective way to reduce water usage is by installing and maintaining water-efficient fixtures. This presentation will explore the best practices for implementing water-efficient fixtures in college settings.

Reduce, Reuse, And Recycle: -

In today's world, environmental sustainability is a pressing concern. Colleges and universities, as large institutions with significant resource consumption, have a responsibility to minimize their ecological footprint. The "Reduce, Reuse, Recycle" (RRR) principle offers a practical framework for achieving this goal. This presentation will explore the best practices for implementing RRR initiatives in college settings.

Tree Plantation Activity: -

The Monsoon Celebration featuring Tree Plantation Activity was hosted by Jagran Institute of Management. The event was a collaborative effort between the JIM-Social Club , focusing on raising awareness about environmental conservation and participating in tree plantation. This initiative was part of the Government's 2023 public campaign for promoting these causes.



Green Certificate: -

Guest in our institute is being awarded with a green certificate with an initiative for our Mother Earth by staying loyal "It's not yours, not mine. It's ours. Help protect our Mother Earth."



Driving Innovation through Research & Development:-

Research and Development (R&D) is the lifeblood of progress, the crucible where ideas are refined into reality. It's the engine that powers innovation, propels economic growth, and addresses societal challenges. JIM plays a pivotal role in Innovation through R&D.

Objectives:-

- **Strengthen industry partnerships:** Collaborate with businesses to translate research into commercial products and services.
- **Economic development:** Stimulate regional and national economies by creating new industries and jobs.

Best Practices Adopted:-

BUSINESS LEADERSHIP & ENTREPRENEURIAL CONCLAVE 2026

The event was designed with the objective to promote Self-Employment as a credible student pathway. With the view to interact, understand and seek advice from renowned Entrepreneurs, Business houses, and Startups.



1. Jagranpreneurs; Startup Business Carnival 2023:-

Jagran Incubation and Entrepreneurship Cell (JIEC) of institute organized "Jagranpreneurs" Startup Business Carnival-2023 on Saturday, June 3rd, 2023 at Yogendra Mohan Gupta Academic Hall in Jagran Institute of Management. The objective of the event is to promote promising

students entrepreneurs to showcase their innovative and creative ideas in the Startup Business Carnival-2023. The goal of the Jagran Incubation and Entrepreneurship Cell (JIEC) is to promote young growing entrepreneurs among our students and thereby facilitate the practical application of fundraising & Startup business knowledge for public use.



2. One Day Symposium titled: Exploring Frontiers: Business, Research & Start-up Ecosystems: - Jagran Incubation & Entrepreneurship Cell (JIEC), serving as an Incubation & Startup Idea Mentoring Center. Jagran Institute of Management organized a one day Symposium on Tuesday, 30th April 2024. Symposium was themed around on Exploring Frontiers: Business, Research & Startup Ecosystems. The objective of this seminar was to foster Collaboration, Innovation and Knowledge exchange between Industry, Academia and the Entrepreneurial Community.



3. JIM Quest: -

Jagran Institute of Management successfully organized JIM Quest Season-10 on Monday, October 27, 2025. This dynamic and interactive quiz competition encourages the exchange of knowledge and ideas through a series of stimulating and engaging rounds. Over the years, JIM Quest has earned immense appreciation, with previous editions witnessing enthusiastic participation from various colleges across Kanpur.

