



JIMS HEADLINES

OUR WORLD

ALUMNI HEADLINES

JIMS-ZEST AND CELEBRITY-NITE -2024

ZEST and Celebrity Nite 2024, the most awaited annual cultural extravaganza for all JIMS Campuses was celebrated on the 23rd and 24th February, 2024 at JIMS Kalkaji and Bharat Mandapam, Pragati Maidan, New Delhi respectively. The off-stage events were conducted on 23rd February 2024 in the Auditorium at JIMS Kalkaji and the On-stage events were organized on 24th February 2024 at Bharat Mandapam, Pragati Maidan, New Delhi. The participants of various cultural events from all the JIMS campuses of Kalkaji, Vasant Kunj-I, Noida Ext, Greater Noida and Vasant Kunj-II enthralled the audiences with their award-winning performances. The off-stage events included Ad-Mad Show, RJ Hunt, Theme Play, Mono Act, Extempore, Creative writing, floor art, painting & face painting. The on-stage events included Solo Singing, Solo Instrumental, Solo Dance, Duet Dance, Group Dance and the Fashion show. The culmination of all cultural events on 24th Feb 2024 was followed by the most awaited Celebrity Nite, where KRSNA, an Indian singer, rapper and a Film Director associated with the punjabi music and film industry performed to the beats of music to fill the audience with sheer happiness. The students enjoyed themselves to the fullest and danced to the beats of KRSNA. The JIMS ZEST CELEBRITY NITE 2024 was witnessed with high fervor and enthusiasm by all the students and faculty & staff members from all JIMS Campuses.



From Chairman's Desk



Dear Student,
Happiness is a virtue that truly comes from within. Some rich people may be unhappy while some poor people may be very happy. Some people are happy although they don't have

everything and while some others are unhappy although they have numerous things. Happiness is an internal state of feeling for human beings that is invariably independent of the external factors. It means that one can be happy without having everything. Many people make the mistake of looking for external factors to remain happy. They try to change everything around them in order to feel happy but in the end they find that they are still feeling the same. The changing or accepting the real causes of unhappiness can make one become happy. Going for small temporary changes like traveling or buying new clothes will have a temporary effect. We must try to search happiness within ourselves. "Internal sources of happiness" start with small things. Living life in an appreciative and humble way while moving away from seeking external acceptance and from pursuing prestige, will lead to more "internal sources of happiness". Life is inherently uncertain, and it's up to us to choose the things we like. It is important to be alright with this and to let go off our fears. Absence of worry becomes a nurturing force which allows us to be creative. If we accept a life full of uncertainty, fewer worries, creativity, humility and emotional roller coasters, then our path may become full of joy and meaning.

Dr. Amit Gupta (Chairman)

Zara Sochiye

JIMSGN-Vasant Utsav

JIMS Greater Noida on the occasion of Basant Panchami organized Vasant Utsav on 14th February 2024. The event began with Saraswati Puja to seek blessings from the Goddess Saraswati followed by havan, prasad distribution and cultural performances by students.



Faculties and Students during the event

JIMSGN- Society Event

JIMS Greater Noida, HashTag Technical Society organised "Brand War: Unleashing Creativity in Logo and Website Landing Page Designing" on 20th February, 2024. Participants engaged in a hands-on session gaining practical skills. The event exemplified the society's commitment to fostering creativity and skill development.

Poster of the event

JIMSGN- Society Event



Glimpses of ZEST 2024

JIMS VK- Guest Lecture: Emerging Trends in Media and Entertainment Industry

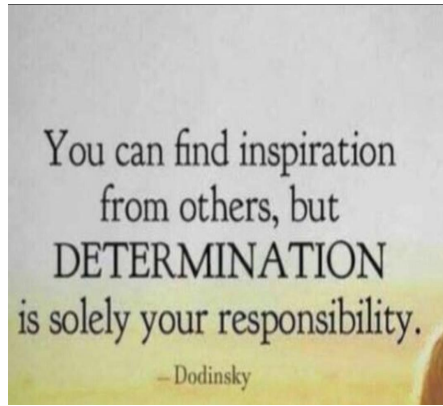
Department of Media and Communication Studies, JIMS VK organized guest lecture on the topic, "Emerging Trends in Media and Entertainment Industry" on 12th February, 2024. The guest speaker was Ms. Khushi Arora, Costume/Fashion Stylist. The speaker talked about her experience as a costume designer and the different ways in which costumes can be designed keeping in mind the celebrities. She also discussed about career opportunities in fashion/costume designing and the requirements and skills required to excel in this field.



Ms. Khushi addressing the students

JIMS VK- Guest Lecture: Visual Content Verification

Department of Media and Communication Studies, JIMS VK organized guest lecture on the topic, "Visual Content Verification" on 13th February, 2024. The guest speaker was



Health Tip

Best Tips to Stay Healthy and Fit During Winter

1. Take Caffeine Low
2. Increase the Amount of Protein
3. Do not go to the quilt only
4. Eat hot stuff
5. Wear proper winter clothes
6. Peanut is the winter gift
7. Sit in the Sun
8. Attention to Heart Patients
9. Be hydrated
10. Massage the skin
11. Take Vitamin C Course
12. Stay active

Amazing Image



World's highest cricket stadium in Dharamshala

JIMS VK I- Delhi Yuva Talent

SRCC witnessed the magic of "Delhi Yuva Talent", an Inter College Event, held on 17th February, 2024, at SRCC Auditorium, New Delhi. Kicked off by motivational and inspiring speeches from organizers, the event showcased the artistic finesse of five colleges - SRCC, JIMS Vasant Kunj, JIMS Kalkaji, Ramanujan College, and Shaheed Sukhdev College of Business Studies - in a celebration that spanned the realms of Nukkad Naatak, Music, Dance, Open Mic, and Photography.

JIMS Greater Noida, FitFam Fitness Society organised "Tug of War: Unleashing the power of strength and teamwork put to work together" on 29th February, 2024. From the initial tug of the rope to the final moments of triumph or defeat, each aspect of the competition was scrutinized with analytical rigor, offering valuable insights into the strategies employed, the obstacles overcome, and the indomitable spirit exhibited by the participants .

Event in Progress

JIMS GN- Times Fresh Face Season 15

JIMS Greater Noida, Department of Media and Communication Studies hosted mega Times Fresh Face Season 15 powered by The Times of India on 21st February 2024. Four JIMS EMTC students were selected as semi-finalists and two students were chosen as the winners of Mr and Miss Uniquely. Celebrity singer Dilbagh Singh judged the mega show. The event was featured in the Times of India's Delhi and Noida editions.

Winners during the event

JIMS GN- Winter Carnival 2024

JIMS Greater Noida, Commerce Club, Department of Commerce organized Winter Carnival 2024 "Showcase your Business Skills" on 19th February 2024. The Carnival consisted of Exhibition of Lifestyle Products, accessories, Nail and Grooming, Food Stalls, Games, Crockeries, and various authentic Kashmiri products.

Dr. Archana Kumari, Associate Professor, JNU. The speaker talked about her experience of Google wherein she emphasized upon fake news and how it can be avoided. She also talked about various tools related to content verification.



Dr Archana addressing the students

JIMS VK- Guest Lecture: Representation of News in Print Media

Department of Media and Communication Studies, JIMS VK organized guest lecture on the topic, “Representation of News in Print Media” on 16th February, 2024. The guest speaker was Mr. Anurag Anweshi, Deputy News Editor, DNA. The speaker talked about his experience of news organization and how it operates. He also talked about the various steps involved in representing news specially when it comes to newspapers.



Session in Progress

JIMS VK- Guest Lecture: Creative Writing

Department of Media and Communication Studies, JIMS VK organized guest lecture on the topic, “Creative Writing” on 20th February, 2024. The guest speaker was Mr. Ashish K. Tatla, Producer/Theatre Director/Writer. The speaker talked about his experience as a producer, director and writer and how students can learn directing of short films and documentaries. He also discussed the nuances of creative writing and how it fits in the overall branded content.



Students during the visit

JIMS VK I- Global UNExpo'24

The "GLOBAL UNExpo'24" event, jointly presented by Rotaract Club, JIMS Vasant Kunj I in collaboration with Rotaract Club of Ashoka Artisans took place on February 18, 2024. With the presence of five members from RaC JIMS Vasant Kunj, the event provided a platform for students to address their career concerns by engaging with representatives from various universities.



Glimpse of the event

JIMS VK I- Workshop: Interview Handling Skills and Mock Interview

Placement Cell, JIMS Vasant Kunj I organised guest lecture on the topic, "Interview Handling Skills and Mock Interview" on February 19, 2024. The guest speaker was Mr Deepak Sharma, Founder and President, Deeproshives & Yogalaya. Mr Deepak Sharma spoke on the various elements of success like getting our approach and understanding right, the importance of time management and having a positive and professional attitude in life. He further emphasized the importance of effective interview-handling skills in securing desired job opportunities.

Event in Progress

JIMS GN- Guest Lecture: Road to Entrepreneurship

JIMS Greater Noida, Department of Commerce and Institution’s Innovation Council (IIC) organized guest lecture on the topic, “Road to Entrepreneurship” on 15th February, 2024. The guest speaker for the event was Mr. Himanshu Singla, CEO and Founder, Online Trouble Shooters. Students gained insights into networking which plays a vital role in entrepreneurship. Building relationships with mentors, fellow entrepreneurs, investors, and potential customers can open doors to valuable opportunities and guidance.

Guest Lecture in Progress

JIMS GN- Seminar: Strengthening Emotional Intelligence through Mindful Practices

BCA Department, JIMS Greater Noida organised seminar on the topic, “Strengthening Emotional Intelligence through Mindful Practices.” The guest speakers were from Art of Living organization Dr. Sadhna Jaiswal, Senior Gynaecologist and AOL teacher; Ms. Savita Sharma, Director of Kailash Hospitals and AOL teacher; Mr. Rajesh Mathur, Garment exporter and AOL Area Head and Mr. Nitin Sharma, Marketing Professional and AOL teacher.



Mr. Ashish addressing the students

JIMS VK- Industry Visit: Qutub Minar and Archaeological Park

Department of Media and Communication Studies, JIMS VK organized industry visit to 'Qutub Minar and Archaeological Park' for students of I Semester on 15th February, 2024. Students clicked photographs of the various places of the monument and park which helped them understand the nuances of photography. They also learnt the functioning of camera and the different types of exposure and how they have to be used according to the environment and lighting of the area.



Students during the visit

JIMS VK- Industry Visit: Media Conclave

Department of Media and Communication Studies, JIMS VK organized industry visit to 'Media Conclave' held at Ashoka Hotel, Chanakyapuri on 27th February, 2024. The event covered discussion regarding upcoming Election 2024 and saw the likes of Home Ministry (Amit Shah), Defence Ministry (Rajnath Singh) along with Chief Minister of 15 different states. The students came to know the views of the eminent personalities on the subject.



Guest addressing the audience

JIMS VK I- Food Donation Drive

CII YI YUVA Club, JIMS Vasant Kunj I organised Food Donation Drive "AHAAR 3.0" on 19th February, 2024. Focused on extending a helping hand to the underserved, this charitable drive aimed to brighten the lives of those in need by providing free meals outside AIIMS, New Delhi. Noteworthy for its collective effort, each student contributed a nominal amount, showcasing their commitment to social causes.



Students during the food donation drive

JIMS VK I- Guest Lecture: Happiness & Mind Mechanism

Placement Cell, JIMS Vasant Kunj I organized guest lecture on the topic, "Happiness and Mind Mechanism" on 21st February, 2024. The guest speaker was Mr. Yogesh Kochhar, President, YOL Happiness Foundation. He shed light on the various spheres of mindfulness, and how our mindset is related with the world economy. He emphasized on the significance of creative thinking which is only possible when the mind is seeking the knowledge and not just consuming what is already there.

JIMS GN- Industry Visit: Sansad TV

Department of Media and Communication Studies, JIMS Greater Noida organised industry visit to Sansad TV on 1st March 2024. The students got an opportunity to participate in a special show on the topic 'Article 44: Uniform Civil Code'.

Students during the visit

JIMS GN- Workshop: Crafting Effective Social Media Campaigns

Department of Media and Communication Studies, JIMS Greater Noida organised workshop on the topic, "Crafting Effective Social Media Campaigns on 20th February, 2024. The guest speaker was Ms. Megha Chaturvedi, Sr. Asst. Editor, India Today Group.

Students during the workshop

JIMS GN- Industry Visit: Amar Ujala

Department of Media and Communication Studies, JIMS Greater Noida organized industry visit to Amar Ujala Printing Press. During the



Students at the venue

JIMS VK- Club Activity

Literary Club, Department of Media and Communication Studies, JIMS VK organized visit to World Book Fair on 16th February, 2024. The fair showcased a diverse array of books spanning genres and cultures. Publishers from around the globe presented their latest releases, fostering a sense of global literary exchange. Among the attendees were many famous and established authors such as Saksham Garg and Akshat Gupta. Engaging with these authors and participating in discussions heightened their understanding of diverse perspectives.



Students during the visit

JIMS VK II- Guest Lecture: Supply Chain Management

BBA Department, JIMS Vasant Kunj-II organized guest lecture on the topic "Supply Chain Management" on 17th February, 2024. The guest speaker was Mr. Amit Khanna, Chief Operating Officer, Maruti Krishna Landi Renzo. Throwing light on different types of supply chains in an organization, the speaker explained how the raw material chain, internal supply chain, extended supply chain and outsourced supply chain differed from each other and how they helped in churning out the final finished product.



Guest addressing the audience

JIMS VK I- Marketing Alchemy

Entrepreneurship and Innovation Vertical of CII YI YUVA Club, JIMS Vasant Kunj organised "Marketing Alchemy," on 22nd February, 2024. The participants presented their revamped products, each performance weaving a unique tale of transformation.



Winners being felicitated

JIMS VK I- Pre-Placement Talk

Prabandhan, Management Club, JIMS Vasant Kunj I organized Intra-college event 'TASKs TakeDown' on 27th February 2024. The event focused on planning and effective execution of the tasks given to the students. It was a challenging yet rewarding experience as various lessons are learned like meticulous planning and agile problem-solving skills.



Students during the event

JIMS VK II- Industry Visit: NDTV

visit, the students got a first-hand look at the press operations and how newspapers are produced.

Students visit picture in Amar Ujala Newspaper

JIMS GN- Industry Visit: Amar Ujala

BBA Department, JIMS Greater Noida started value added course on the topic, "Data Analysis through SPSS." The resource person is Dr. Neeti Sharma. Students are provided with SPSS software and at the end of the course students will be able to analyze and evaluate complex data sets in their minor and major projects.

Dr. Neeti Sharma with students

JIMS GN- Sports Day

BBA Department, JIMS Greater Noida organized sports day. The entire affair was orchestrated by faculty coordinators, Dr. Neeti Sharma and Dr. Reema Agarwal under the guidance of BBA HOD Dr. Ambika Rathi.

Faculties and Students during Sports Day

JIMS GN- Launch of Entrepreneurship Cell



Guest Lecture in Progress

JIMS VK I-Old Age Home Visit

Rotaract Club, JIMS Vasant Kunj I organised Old Age Home Visit on 8th February, 2024 at Aashiyana for senior citizens, Vasant Kunj. They played many games like Tambola, Chinese Whisper, and Dumb Charades, and distributed snacks as game prizes.



Students at the old age home

JIMS VK I-Guest Lecture: Make in India & Roadmap to Developed India by 2047

CII YI YUVA Club, JIMS Vasant Kunj I organized guest lecture, on 12th February, 2024 on the topic, “Make in India & Roadmap to Developed India by 2047”. The guest speaker was Mr. Vaibhav Mittal, a luminary in the industry. He vividly portrayed historical contexts, emphasizing students' pivotal role. With anecdotes from global platforms, Mr. Mittal inspired action towards equitable growth and sustainable practices.



Mr. Vaibhav addressing the gathering

Department of Journalism and Mass Communication, JIMS VK II organised industry visit to NDTV on February 14th, 2024. During the visit, they had the opportunity to attend a taping of the show “Tech With TG” hosted by Technical Guruji Aka Gaurav Chaudhary. The episode began with the unboxing of the Apple Vision Pro Headset, which is currently available only to customers in the US. As audience members, students were able to share their opinions and ask questions.



Students during the club activity

JIMS VK II-Guest Lecture: Business Practice in Interior Design

Department of Interior Design, JIMS VK II organised guest lecture on the topic, “Business practice in Interior Design” on 28th February, 2024. The guest speaker was AR Sanjeev Chhabra.



Session in Progress

JIMS Kalkaji-Session: Ethical Behaviour in Personal & Professional Life

NSS –ECO Club, JIMS Kalkaji organised session on the topic, “Ethical Behaviour in Personal & Professional Life” on 1st February, 2024. The guest speaker was Mr. Gorang Sharma, Alumnus of JIMS Kalkaji and expert in the field. Mr. Gorang Sharma emphasized that ethical behaviour involves the conscious choice of morally sound judgments, guided by values such as accountability, honesty, and integrity. During the session, he highlighted the pivotal role of ethical conduct in personal lives, underscoring its significance in establishing the groundwork for healthy relationships and thriving communities.

Department of Management Studies, JIMS Greater Noida launched Entrepreneurship Cell (E-Cell) on 1st March, 2024. The Chief Guest of the event was Dr. Amit Prakash, Director, AIC, GGSIPU. The event also showcased student-led startups, showcasing the diverse range of entrepreneurial ventures within the college community.

Students during the launch event

JIMS GN-Poster Presentation

BBA Department and IIC, JIMS Greater Noida organized Poster Presentation on “Innovations and Startups” on 29th February, 2024. The objective of the event was to instill and provide students a platform to showcase their creativity and innovative ideas for the different aspects of businesses.

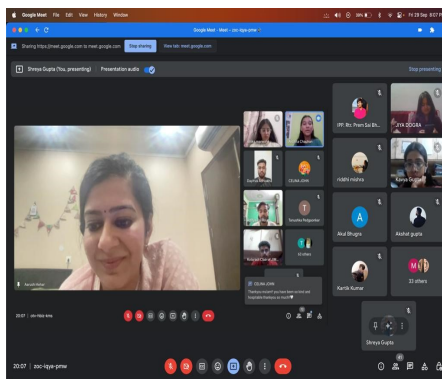
Students with their posters during the event

JIMS Kalkaji-XIX International Conference

JIMS Kalkaji in collaboration with KAS organised XIXth International Conference at the PHD Chamber of Commerce and Industry on 16-17 February, 2024 on the topic, “Transformation 2024: Incorporating People, Technology, and the Environment for Building Sustainable Business Organizations.” The guest of honour was Mr. Furqan Warsi, Partner, Ernst & Young. The chief guest was Mr. Atul Sobti, Director General SCOPE and Former CMD, BHEL. Speakers emphasized how human resources, technology, and AI can synergize to foster sustainable growth in business organizations, highlighting the potential of AI and technology to optimize sustainable business practices. The guest speakers for the technical session were Mr. Ankit Jhamb, Chief Learning Officer, Grant Thornton Bharat; Mr. Neeraj Narang, Strategy Director & APAL Lead, Oracle; Mr. Abhay Singh, Chief Business Officer, MPC Cloud Consulting Pvt Ltd and Mr. Amitjot Singh, Senior Manager, EY’s global

JIMS VKI- Guest Lecture: How to Pick a B-School

Placement Cell, JIMS Vasant Kunj I organised guest lecture on the topic, "How to pick a B-School" on 15th February, 2024. The guest speaker was Dr. Gopika Kumar renowned for her expertise in the field, sharing valuable insights on the benefits of pursuing a PGDM from JIMS Kalkaji immediately after graduation. She emphasized the advantages of avoiding a gap year, underlining the importance of continuous education for career growth.



Session in Progress

JIMS Kalkaji- Arthkshetra 2024

Finance Club, JIMS Kalkaji organised Arthkshetra 2024 on February 9, 2024. The event started with talk show, Finxpress with industry experts: Mr. Rohan Krishan and Mr. Nikhil Goendka from PWC Gurgaon who deliberated on the topic, "Tax aspects of merger & acquisition." Other events included Moneyholics, Trade Online, Finmaze, Merger Mingle and Clash of Clans.



Winners of the competition

JIMS Kalkaji- Students' Achievements

Student team of PGDM Department, JIMS Kalkaji secured First Prize of Rs. 20, 000 in the Business Idea Plan held at Amity Business School, Noida on February 29, 2024.

Climate Change and Sustainability Services. A Research Paper Competition was also conducted in an online format, attracting presenters nationwide who shared their findings across various tracks.

Event in Progress

JIMS Kalkaji- National Workshop: Survival of Start-ups in India Using Lean Start-up Methods

JIMS Kalkaji in collaboration with ICSSR organised workshop on the topic, "Survival of Start-ups in India Using Lean Start-up Methods" on February 19, 2024. The guest speakers were Mr. Aseem Gupta, Founder, Sahy Electrics; Mr. Sameer Panda, Founder, TJ Tyres and Mr. Gulshan Sharma, Founder, Falhaari, Shark Tank India Finalist. Dr. Spinder Dhaliwal, Reader, Entrepreneurship, Westminster University, UK, Dr. Navneet Gera, HOD-PGDM (IB) and Convener of the ICSSR project workshop were the Technical Session-I speakers. Technical session-II had eminent panellists such as Mr. Sameer Aggarwal, Founder, Clapingo, Mr. Gaurav Shorey, Co-Founder, and Dr. Nancy Juneja, Founder, RevUp and Co-Founder, Mentorx.

Mr. Gulshan Sharma addressing the participants



Guest interacting with students

JIMS VKI- Ad Mad Show

Prabandhan, Management Club, JIMS Vasant Kunj I organized intra-college event 'Ad Mad Show' on 16th of February, 2024. The event was an advertisement competition centered around the theme of presenting different advertisement for products.



Students during the event

JIMS VKI- Food Donation Drive

The Rotaract Club of JIMS, Vasant Kunj I organized food donation drive on 17th February, 2024. The event aimed to provide meals to those in need and foster a spirit of community service among its members.

Students being awarded during the competition



Students during the food donation drive

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Campuses: JIMS, Vasant Kunj, OCF, Pocket-9, Sec-B, New Delhi, Ph: +91-11-40619300,
JIMS, Kalkaji: MOR Pocket 105, Kalkaji, New Delhi-110019, Ph.: 011-40619200,
JIMS VK-II, Plot No. 3, Phase - II, Institutional Area, Vasant Kunj, New Delhi - 110070,
JEMTEC, Greater Noida: 48/4, Knowledge Park III, Greater Noida, Uttar Pradesh-201303, Ph.: 01203819700.
Kindly Send Your Feedback at jimsnews@jagannath.org