



**INDORE MANAGEMENT INSTITUTE
AND RESEARCH CENTER**
"Your Success Story Starts Here"

PRAJWALAN

IGNITING THE YOUTH

A QUATERLY NEWSLETTER PUBLISHED BY IMI

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MESSAGE FROM PRESIDENT

Mr. A.K. Sethi

Indore Management Institute opens to you a world of academic excellence with global exposure. How do you achieve in a world of growing complexity and rapid technological change? The first step is a thirst of excellence which is motivation to achieve quality in whatever you do. This newsletter is an attempt towards achieving motivation. Excellence is only a matter of rational thinking. Much depends upon the use we make of our institution. It also gives an opportunity to our faculty and students to spotlight their insights, ideas & innovations. Thus, our goal through this newsletter is not to immense the readers in the dynamics of 100% accuracy but to stimulate their thoughts & responses. I am deeply indebted to all the members who have encouraged and contributed their ideas in bringing out this newsletter.

MESSAGE FROM CHAIRPERSON

Mr. Mukesh Gupta

A thought that has been enduring in mind when it becomes real; is truly an interesting and exciting experience. This newsletter was one such cherished work that had its roots in the persuasion. The college newsletter will definitely help to showcase the activities that are happening in the campus. It also helps in building up teamwork which is very much needed today in the world of competition. It provides a platform for exposing the merits and academic achievements of the faculty. This enhances the documentation culture of the institute. This would definitely create an impact in the minds of readers, by way of providing larger visibility and dimension to the campus. I hope that this culture of releasing newsletter continue forever and become a quoted example for all other colleges to follow.



COLLEGE MISSION & VISION

Vision: The vision that keeps us going.

We aim to achieve global accreditation for excellence in teaching standards, infrastructure facilities and learning processes for delivering quality professional education based on high ethical values.

Mission: Committed to excellence

IMI commits itself:

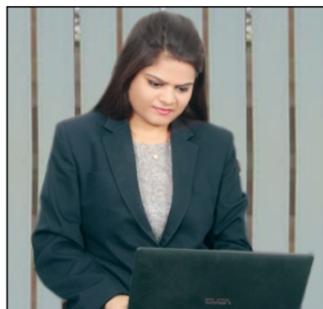
1. To launch comprehensive educational programmes at UG and PG level.
2. To maintain excellent standards of pedagogy with the right emphasis on experimental and process oriented learning.
3. To develop students as a change agent & powerful role models with entrepreneurial aspirations.



MESSAGE FROM DIRECTOR

Mrs. Ankita Gupta

Indore Management Institute is one among the prestigious colleges in central India; it has been progressing at an exponential rate since its inception in 2008. Many notable achievements have been recorded since then. This newsletter is a medium, first of its kind in the history of IMI, which will bridge the gap between achievements & publicity. All the credits & thanks go to the dedicated staff and their team work. IMI has been consistently ranked in Top 100 B-schools nationwide, another biggest achievement for us. No doubt that this accomplishment will definitely lead the campus to the center of excellence. In an endeavour to contribute towards strong India, IMI is committed to promote quality education through dynamic linkages with industry, creating an enabling environment that produces intellectual capital of tomorrow.



MESSAGE FROM MANAGEMENT HEAD

Mrs. Nikita Pandey

It is great honor & privilege for me to head this great institute, Indore Management Institute which has been rendering service to the nation since 2008. The college takes a pride in the team of faculty and staff members who take every effort in mentoring & transforming the budding students into responsible citizens of India with good employability skills & character. The Institute has achieved impressive growth over since 2008 in terms of academic related initiatives. Our value addition programs like Digital Marketing, Data Analytics provides hands on training to the students to understand & analyze the business scenario. Our institute is accredited by leading corporate organizations for placement; our alumni are placed in prestigious organizations as managers and in leadership positions representing all the verticals & sectors.



MESSAGE FROM DEAN

Dr. A.K. Singh

IMI has a vision of developing a distinctive brand of leadership, well equipped with skills to address demanding challenges faced by the industry and the society. We at IMI, believe in empowering our students and motivate them to advance their own careers. Our educational and training programs are anchored around the same philosophy. Imparting high quality management education and training is one of the main objectives of the institute. IMI has a rich network of alumni, directing and motivating our students. Our focus is on continuously improving outcomes for students – in both preparation and career advancement. The cutting edge in-class educational experiences at the IMI are augmented with a practitioner's lens, besides the regular curriculum, are active participants in extracurricular activities, like inter business school competitions and research projects.



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WHY IMI

IMI is a well known brand in the education industry. The biggest strength of our institute are the renowned faculty members having distinguished academic achievements in different areas of management & law and other related basic disciplines. It has highly trained faculties, well developed classes with all the amenities needed.

We are convinced to provide total education. We shall equip our students with intelligence, team work and leadership skills, physical agility and discipline imbibed through wide variety of adventure and training activities like Digital Marketing, Tally ERP and SPSS Workshop, Personality Development, Civil Judge, ADPO training programs and many more.

OUR INTEGRATED PEDAGOGY



DR. SANJAY SHARMA

Earning a professional business degree like MBA, can have a number of both expected and unexpected benefits in your life. In fact, those benefits often extend beyond your career and professional goals and are applicable to your non-work life as well. You become more skilled and versatile regardless of your industry or job title thanks to widely applicable qualities like leadership, critical and analytical thinking, creativity & communication. The strategic thinking skills you learn while earning your MBA are not only applicable in the business world but across various areas of your life such as your personal goals and finances. You'll be able to think outside-the-box and weigh multiple options or solutions in your mind while you work to fix a problem. Many companies now require or prefer candidates with an MBA for a number of roles. Earning this degree significantly expands the number of potential job opportunities for which you qualify.



Dr. PARUL SHARDA

"Management is, above all, a practice where art, science, and craft meet" - Henry Mintzberg
BBA is a stepping stone to the high value postgraduate course, MBA. Intermediates study the graduation course in business administration to get basic idea on the business principles and strategies. Through the BBA program, students can pursue business education and learn skills that will help them pursue various management and administrative roles within a company. Employers may seek business administration graduates for a broad range of positions in different areas. IMI's BBA program offers practical management training that prepares students to successfully work within a large or small organization in the competitive world outside. This course helps an aspirant to study about the economic trends, fiscal policies and also the different administrative and commerce oriented techniques to deal with the various operations and transactions in the commercial world.



DR. REENA GUPTA

A three year B. Com. course, academic program aims to impart strong subject-matter expertise to students by focusing on the learning that includes the knowledge of basic theories, methods principles and procedures of accounting and commerce. In the ever dynamic global scenario, we at IMI understand the gap between industry and academics and provide students with programs to develop their intellectual capabilities and also provide training in soft skills to build their leadership capabilities, interpersonal and communication skills. We would like our students to benefit from opportunities available in commerce and management and emerge as global leaders. The technical expertise is supplemented with soft skill training and communication lab sessions to ensure holistic development. Moreover, the course capacitates the individuals to confront the challenges with wit and wisdom. IMI opens up futuristic opportunities for the students in diverse areas of finance, commerce and banking.



MR. RAHUL A. JOSHI

According to Justice. Krishna Iyer, 'Profession of law is a noble calling and the members of the Legal profession occupy a very high status.' Law is the foundation of every society and it develops abiding citizens, lawyers, academicians and aspiring judges. Legal education in India refers to education of lawyers before their entry into practice. The S & S Law College is one such Institute which is preparing students to become outstanding lawyers and well trained legal professionals who will serve the global community with excellence and integrity. We focus on overall enhancement of the student which is not just limited to the academics but also on transforming the personality, so that the student can outshine in any field where he prefers to pursue his career. The mission of S & S Law College also aims towards creating leaders at the graduate level by inculcating academic excellence and professional skills into them.

“ EDUCATION IS THE PASSPORT TO THE FUTURE, FOR TOMORROW BELONGS TO THOSE WHO PREPARE FOR IT TODAY.”

UPCOMING EVENTS

- 1st week of Oct - Industry visit & partners in presentation event
- 1st week of Oct- Dandiya night
- 3rd week of Oct - Quiz & Debate competition
- 4th week of Oct- High court visit & diwali celebration
- 4th week of November- Annual day celebration
- 4th week of November- Constitution day
- 2nd week of December- Human rights day
- 3rd week of December- Sports week



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STUDENT SPEAK



**DEEPA
PANDEY**

MBA 2nd Yr.

As we know, college without good faculty is just a set of rooms. Here at IMI, our faculties are just awesome. Education is the key to success in life and our faculties made a lasting impact in our lives. The more I learn the more protective and confident I become. As a management student I have seen that "at IMI" our professors don't make us bookworm, but they have given us more practical knowledge than books. IMI provides us a great library, sports facility, computer & management lab and everything which is useful for students.



**SHRUTI
VAIDYA**

MBA 2nd Yr.

I am very grateful to be a part of IMI. I got a lot of new knowledge here and I believe my faculties are like God to me because they just don't give me knowledge, In fact they have changed my lifestyle, made me a positive human and took me on the path of advancement. I am very much close to this college and faculties because it has a very positive atmosphere & inspirational faculties who works on bringing out the best of every student.



**SHUBHAM
NAGORIA**

BBA 2nd Yr.

I am thankful to IMI which helped me to grow in every way possible. I am also thankful to such faculties for great guidance which helped me to connect to the corporate world and to work upon myself accordingly to become a better future manager.



**MUSKAN
JAIN**

BBA 2nd Yr.

I just want to thank all my respected faculties who had given us their time and knowledge to enrich us all in academics and otherwise. IMI makes you set daily goals for yourself and also gives an opportunity to surround yourself with talented people. IMI is an amazing college and it provides students with opportunities to open up and become the best of what they can.



**SANJANA
YADAV**

BA.LLB(Hons) 2nd Yr.

Law as a career is extremely fruitful and has a wide scope for the students of S & S Law College as it is a place where you can find an amalgamation of learning, fun, culture, lore, literature and many such life preaching activities. I am thankful to my faculties for providing a platform to enhance my skills and getting support from them. The students are well prepared to take on the corporate world as the syllabus facilitates overall grooming and learning right from year one of the course.



**SANDEEP
BAIRAGI**

BA.LLB(Hons) 3rd Yr.

I am really glad to join this college. It has a great faculty team which is supportive for students and honest about their work. It also has well furnished classrooms with air conditioners. College provide internship for the students and it also organizes various curricular activities like adventurous and educational trips. It also has a legal aid cell which is a great platform to contribute towards society. It also comprises of sports facilities. Basically, the college provide great facilities in minimum fee. Apart from everything, this college has enhanced the thinking capacity of students.



**SANTOSH
RAGUWANSHI**

B.COM 2nd Yr

Indore Management Institute is the dream college for every student. When I completed my higher secondary class I felt a lot of things in mind but when I took admission in this college automatically my all thoughts cleared. I saw greatest environment here and all the faculties are so carrying for all students beside from this senior was so supporting. Over all college is one of greatest college in Indore.



**AMAN
RATHORE**

B.COM 2nd Yr

Never underestimate the power of dreams and the influence of human spirit. We all are the same in Indore Management Institute, the potential of greatness lives within each of us go confidently in the direction of your dreams! Live the life you have imagined.

SUCCESS MANTRA

"Success is not the key to happiness, Rather happiness is the key to success"

Be happy and contented. If you love what you are doing you will be successful. We at IMI believe in developing a culture where students feel happy to learn the curriculum. To be successful in life, students are nurtured in a manner where they feel confident to face the practical life challenges. Basically IMI helps in sketching the right mindset for each student, as we trust and respect the difference and uniqueness of each student. Each new day brings new hopes, each day you must raise your head, chin-up and ready to learn new mantras of life. Education is not only a degree you earn, it must reflect in your overall personality. Failures are also a part of winner's life; they take it as a stepping stone to enjoy the glory of success.



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A YEAR IN SMILES



An Educational Trip to Mandav



Nukadd performed on Human rights day



Student exchange Programs



Event with celebrity



Ramp Walk sessions



Dandiya Dhoom



Exposure to different Workforces



Teachers' day celebration

IMI SPORTS PREMIER LEAGUE



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LEGAL UPDATES

Law is one of the popular career choices in our country for a long time. Those whose families have been into the profession for generations in India usually opt to study law too. However, to become a lawyer it is not mandatory to have a family background in law neither is it necessary that you belong to an affluent family. Anyone can choose to study law as long as one has the passion for it. Some popular options are:

Different Roles, Different Names

Criminal Lawyer: Specializes in criminal laws CrPC, IPC, Evidence Act and various other penal laws.

Civil Litigation Lawyer: Specializes in civil laws e.g. taxation laws, excise laws.

Legal Analyst: Works for corporate firms or law firms and analyses laws pertaining to the sphere of the company and its operation.

Document Drafting Lawyer: Specializes in drafting various documents containing agreements, terms and conditions, case material, etc.

Legal Journalist: Covers crime beats, legal proceedings in courts, arbitration courts, international courts and arbitration events.

Legal Advisor: Offers consultancy to corporate firms regarding their legal obligations, duties, legal relations with other firms.

Government Lawyer: Works for the government and in close coordination with the police.

Judge: Offers judgment after conducting the court proceedings and hearing all the concerned parties.

Apart from the traditional legal career options given above, there are many more new legal career opportunities are getting generated because of developments in the law and technology.

Some new emerging legal career fields are:

- Paralegal Services
- Conflict Analyst
- Mediator
- Legal Secretary
- Legal Recruiter
- Contract Administrator
- Compliance Specialist
- E-Discovery Professional
- Patent Analyst

A degree in law not only lets you practice as a lawyer in the courts in the company but also opens up career options in sectors like corporate management, legal services and administrative services.

LEGAL AID CELL

“To deliver fair access to justice for people who cannot otherwise afford it”

The line written above is the main objective of whole justice delivery system. The S & S Law College (Sister Concern of IMI) have setup a permanent Legal Aid Cell at Campus to assist the under privileged and rural community in its endeavour to secure the Justice for all. Through this Clinic, the College aims to stimulate thinking and redefine understanding of our Law students on the legal angle to disputes/ complexities at large, legal services market, social obligation and responsibilities retained on legal practitioners to provide good quality legal services for the underprivileged. The clinic aims to afford an opportunity to every student to play important active role in legal empowerment of marginalized sections of the society.

MOTIVATIONAL STORY

Once Buddha was walking from one town to another town with a few of his followers. This was in the initial days. While they were traveling, they happened to pass a lake. They stopped there and Buddha told one of his disciples, “I am thirsty. Please get me some water from that lake there”.

The disciple walked up to the lake. When he reached it, he noticed that some people were washing clothes in the water and, right at that moment, a bullock cart started crossing the lake right at the edge of it. As a result, the water became very muddy, very turbid. The disciple thought, “How can I give this muddy water to Buddha to drink?!” So he came back and told the Buddha, “The water in there is very muddy. I don't think it is fit to drink”.

So, the Buddha said, let us take a little rest here by the tree. After about half an hour, again Buddha asked the same disciple to go back to the lake and get him some water to drink. The disciple obediently went back to the lake. This time he found that the lake had absolutely clear water in it. The mud had settled down and the water above it looked fit to be had. So he collected some water in a pot and brought it to the Buddha.

The Buddha looked at the water, and then he looked up at the disciple and said, “See, You let the water be and the mud settled down on its own. You got a clear water. It didn't require any effort”.

Moral: We can judge and take best decisions of our life when we stay calm.

Stay Calm



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LET'S MAKE OUR EARTH GREEN

The need to spread environmental awareness is enormous in the context of successfully addressing environmental problems. It is linked to environmental education. On one hand, provision of environmental education creates greater awareness in individuals and communities. On the other hand, greater environmental awareness increases the scope of environmental education—as a discipline as well as inclusion of aspects of it within the scope of other disciplines. We, at IMI, have also included environmental awareness as an important part of every student's life and the thought of doing a bit to save and nourish the environment has been inculcated in them. Students have not only organized plantation drives but they also learnt about the need of an hour.

AWARENESS ON HUMAN RIGHTS

Human Rights – Human being are rational beings. They by virtue of their being human possess certain basic inalienable rights which are commonly known as human rights. Thus human rights are those rights which every individual are entitled by virtue of being human. Since these rights belong to them because of their very existence, they become operative with their birth. Human rights being the birth right are therefore inherent in all the individuals irrespective of their caste, creed, religion, sex and nationality. These rights are essential for all the individuals as they are conducive to physical, moral, social, and spiritual welfare. Human rights are also sometimes referred to as fundamental rights, basic rights, inherent rights, natural rights and birth rights.

Human Rights day is celebrated annually across the world on 10th December every year. The S & S Law College students have made this day a remarkable one on 10th December 2018. The day has been celebrated whereby a seminar was organised and it was graced by eminent dignitaries from the field of Judiciary & education.

INDIAN ECONOMY TODAY

Economy is not struggling...the business models are changing.

Below is a very interesting insight:

Often heard nowadays that "Indian Economy is struggling ". Sit back & dispassionately think "is the economy really struggling or are business models struggling?"

Some food for thought:

- 1) Car sales are going down... **but Ola / Uber are rising.**
- 2) Restaurants are going empty... **but home delivery is rising.**
- 3) Tuition classes are not getting students **but online studying is rising.**
- 4) Traders are struggling but online market sites and reference based **direct selling are breaking all records in sales.**
- 5) Old commission based businesses are snivelling... **but online services, at low cost, are finding takers.**
- 6) Cell phone bills have reduced & **internet penetration is increasing.**
- 7) Stable (read "Govt Jobs") is dwindling **but "Start up" jobs offering equity & Flexi work time are expanding.**
- 8) Jobs seekers are reducing **but job creators are on the rise.**

Working 40 hrs a week for 40 years is trend of past. Working for few years and spending quality time in contributing to society is the trend..

The bitter truth is what we are experiencing is a transition phase & any transition is painful for the "well set"...

"The masters of the past".

It's challenging for those whose business models are based on ancient data....

It's a mystery for those who have never looked beyond traditional methods or have assiduously resisted change of any kind. Economy is not struggling...

Business is changing.



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JOB/INTERNSHIP

IMI hosted pool campus drive of jaro education on 9th August & open campus drive of Paytm on 12th September, 2019 with a tremendous success for the management graduates/post graduates. Congratulations & a huge round of applause for our IMIANS who got selected!

LATEST UPDATES ON GOVERNMENT SCHEMES

Accommodation facility for OBC Girls is available at newly build OBC Post Metric Girls Hostel at Gram-Asravad Khurd, Khandwa Road, Indore.

CAMPUS RECRUITMENT

“Setting Objectives defines your vision, Doing Internships defines your way to professional world”

Here at IMIRC, we nurture the students to grab the best opportunities in terms of internships and placements available in the market place. The students are made well groomed through regular personality development sessions especially designed keeping in mind the current requirements of industries. Industry academia tie-ups help us to redefine the modules and keep the contents up to date.

IMIANS are continuously embarking their presence in various MNC's like ICICI Bank, Indira Securities, India Infoline Ltd., Bajaj Finserv, Genetic Callnet, Oppo, Reliance Communications, PolicyBazar.com etc.

The companies which would soon be coming for campus placement drives at IMI are SMB Investments, Bajaj Finserv, Stock Quint, Yellow Pages & Chatar Patar Pvt. Ltd.



“What we promise we had a legacy to deliver the same.”

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