



# IITM

*Nurturing Excellence*

Institute of Innovation in Technology and Management

## *Pratibimba*

### Newsletter

January to June 2021



## **INSTITUTE OF INNOVATION IN TECHNOLOGY AND MANAGEMENT**

**NAAC Accredited, Affiliated to GGSIPU University & Assessed As “A” Grade By GNCTD,A+SFRC  
ISO9001:2008 Certified Institute  
D-27&28, Institutional Area, Janakpuri, New Delhi-110058**

### **INSIDE THIS ISSUE**

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### **Vision**

**The Institute aims to be the Centre of Excellence promoting value-based quality education in the emerging areas of professional studies in Information Technology and Management.**

### **Mission**

**The Institute endeavors to contribute towards meeting the growing demand for competent and trained Information Technology professionals, Software Engineers, and World-Class Managers determined to achieve excellence.**

### **Editorial Board:**

**Chairman: Shri Ravi Sharma**

**Director General: Prof (Dr.) C.P.Chawla**

**Faculty Editor: Ms. Harsh Arora**

**Student Editors: Shivangi Sharma, Hardik Bindra**

## *FROM THE CHAIRMAN'S DESK...*



Institute of Innovation in Technology & Management (IINTM) is trying to translate a dream Indian ideology into reality. As a part of our constant endeavor to identify the talent in each student, we are engaged in the continuous evaluation, comprehensive curriculum, syllabi based on practical applications, assessment based on interactive sessions, skills that have led to better learning levels and quality of our education.

In addition, to develop excellent scientific and engineering skills, the students are motivated not only to dream big but also encouraged to think unconventionally to face the challenges of the future. We focus on co-scholastic and extracurricular activities and introduced several new measures to upkeep the high standards of academic excellence.

Institute possesses a state-of-the-art infrastructure with well-equipped laboratories, a well-stocked library, and highly qualified faculty. We at, IINTM introduce our students to Outcome-Based Education and train them with skills in various disciplines. Institute has stood for quality and excellence and is still thriving to be the best in the years to come. In keeping with the vision and mission of the Institution, we believe in Imagine-Invent- Inspire to make dynamic individuals for the society. At IINTM, we have a committed team and the team is continuously responsible for achieving the vision and mission of the Institution. I take this opportunity to express that every effort is being made to imbibe the best practices of a model educational institution into the culture of IINTM.

## *FROM THE DIRECTOR GENERAL'S DESK...*



Education is certainly our path to a brighter future. At the Institute of Innovation in Technology & Management, we carry with us the commitment to act and implement innovative solutions to positively transform education. Through a sound educational environment, students are encouraged to become thoughtful, intellectual, and ethical contributors to the global society. The learning culture fosters students' autonomy and leadership, encourages pioneering inventive skills, channelizes creative spirit, and maximizes liberty to take meaningful decisions. It calls for partnerships and alliances, a move from a self-centered existence to co-existence; from confrontation to interaction; from alienation to collaboration.

This year has been quite eventful as we welcomed a new batch of dynamic young minds on one hand and the other we have started preparing ourselves to part with our final year students who are ready to join the corporate world. Through constant innovation, immersive learning, a global platform, modern infrastructure, holistic development, the Institute accomplishes its vision and fulfills the promises made to the students. We learn as we grow and we grow as we learn.

Institute of Innovation in Technology & Management has also registered many notable achievements with the passage of every semester through curricular, co-curricular, or extra curricular activities, contributing to all-around student development. This has been possible as we believe that it is our collective institutional responsibility to prepare our students for the challenges of the future. I shall always be extremely proud of all my students, faculty members, and staff who are working hard for making the institute a sanctum sanctorum for nurturing excellence.

## ***FROM THE EDITOR'S DESK***

When a thought that has been enduring in mind becomes real, it is truly an interesting and exciting experience. This new assignment of mine as an editor is one such cherished work that I would fulfill to the best of my abilities. One of the most interesting things about the Institution is the broad diversity of its brainpower. At one end of the campus, we have the most talented programmers, coding their way to the top. On the other side of the campus, we have the sharpest mind learning to manage business administration. And in between is a vibrant mix of intellectual progress in sports, arts, public speaking, social activities, etc. Faculty members are proud to be leading a batch of extremely talented students.

This newsletter is a snapshot of all our achievements and activities. True to this spirit, we are very glad to release this issue of IINTM's newsletter 'PRATIBIMBA' which is a reflection of our variety of efforts to lead the institute in its all-around development. The editorial team remains grateful to the faculty members, staff, and students for providing materials and photographs for the newsletter. While we have made a sincere effort, any error is deeply regretted. We look forward to your comments and suggestions!

**Best Wishes....**

**Ms. Harsh Arora**

[harsh.december@gmail.com](mailto:harsh.december@gmail.com)

## Placements

Company Name	BCA	BBA	B.Com	Total
RBS	0	14	11	25
Wipro HR Services	2	20	9	31
BT India	9	46	2	57
TCS	9	0	0	9
Square Yards	0	11	2	13
Incedo Technology	0	2	0	2
PlanetSpark	0	5	1	6
Peppcode	0	2	0	2
Reliance Barnds	0	1	0	1
UpGrad	0	1	0	1
Sunlife Financials	0	3	0	3
CASITA	0	1	0	1
AU Samll Finance Bank	0	1	0	1
<b>Total</b>	<b>20</b>	<b>107</b>	<b>25</b>	<b>152</b>

As our logo says, **NURTURING EXCELLENCE**, our institute is excellently keeping its word and providing the best placements to the students. The training at placement cell at IINTM is working relentlessly to bring reputed companies to facilitate the students. Institute also organizes many activities involving pre-placement training, pre-placement talks, etc. The above table represents the placement data of 2021 batch from the period January-June'2021.



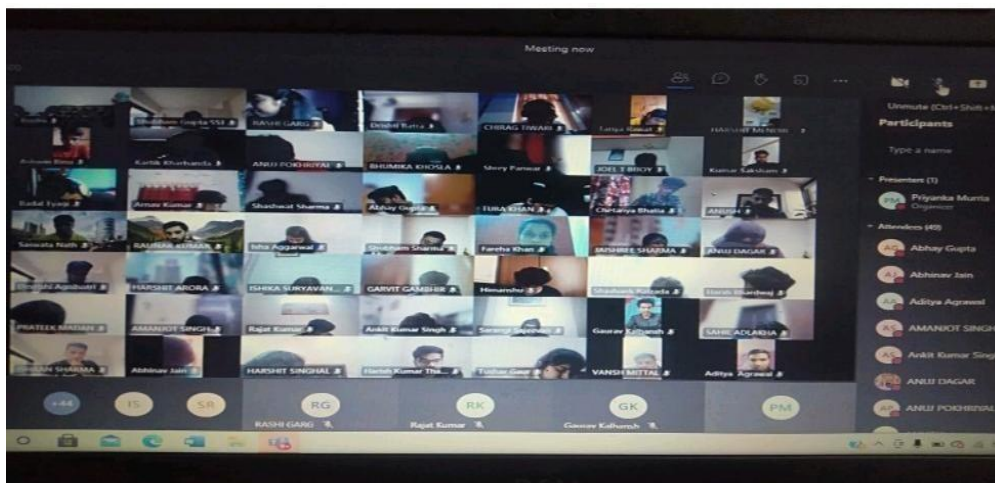
## New Year Celebration-2021: 1<sup>st</sup> January 2021

IINTM bid a befitting farewell of 2020 by organizing fun activities sessions for the faculty and staff members. The event was conducted in the seminar hall with the cake cutting ceremony and special wishes for the NewYear2021 by Prof.(Dr.) C.P. Chawla and Prof.(Dr.)Vani Vasakarla. Many of the faculty members gave singing performances, shayari, dance, and played one-minute games.



## Orientation Program 2021: Vyudit-The Debate Society: 17<sup>th</sup> January 2021

Institute of Innovation in Technology and Management organized its annual Orientation Program for the batch 2021-2024 through online mode. The event aimed to introduce society to students who recently joined the institution as a part of the new academic session. The program commenced with a formal introduction of all the society members. Two games were organized for the student participants to bridge the communication gap between the fresher and their seniors. Lastly, the program ended with an interactive session where in the students were encouraged for a healthy conversation to ease out personal, emotional, and social adjustments within the society members and prospective new comers. The event coordinator was Ms. Manpreet Kaur Bhatia, and the student coordinators were Jean Maria Babu and Lakshay Sabharwal.



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## Republic Day Celebration: 25<sup>th</sup> January 2021

IINTM celebrated Republic Day with patriotic enthusiasm with the entire teaching and non-teaching staff members. The program started with an inspiring speech by Prof. (Dr.) Perna Mahajan, Director, Institute of Information in Technology and Management in the presence of Mrs. Seema Sharma, Member of Governing Body, IITM, Prof. (Dr.) Vani Vasakarla, Director, Mr. R. K. Singh, Director, Indraprastha Institute of Technology and Management, and all the institute staff members at 10:00 AM. The event coordinator for the same was Mr. Lokesh Jain. Flag hoisting was done by Mrs. Seema Sharma, along with all the teaching and non-teaching staff and academic toppers of different batches. The event ended with the National Anthem.



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## **Lecture on Union Budget 2021-22: 8<sup>th</sup> February 2021**

Prof. (Dr.) C.P. Chawla delivered a speech on the current economic situation of India that covered two topics – Union Budget 2021-22 Analysis and Farm Bills.

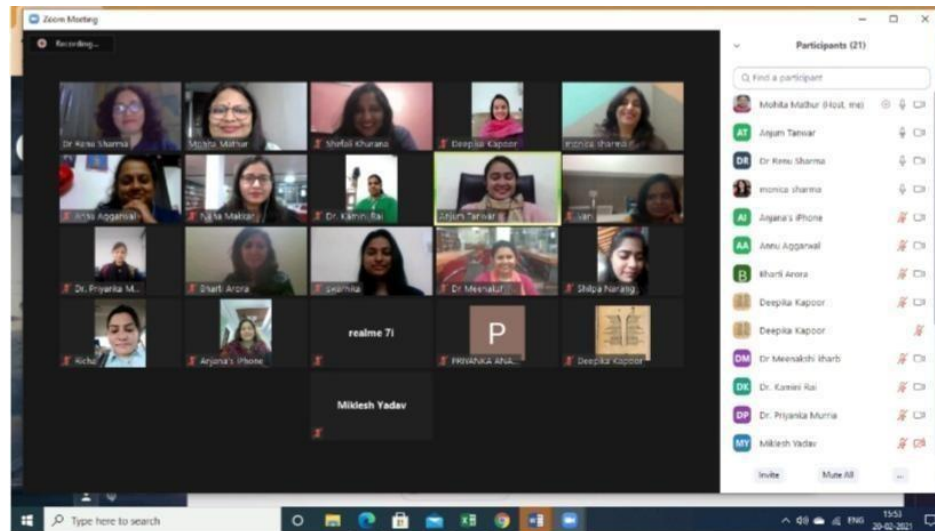
He gave a quick snapshot of the current economic statistics of India's salient features of Union Budget 2021-2022 discussed policy moves taken by the Finance Minister. He threw light on crucial reforms in healthcare, infrastructural development, education, divestment, and attracting foreign investment that the Union Budget 2021 proposed.

He presented an unbiased viewpoint on previous laws.



## **Faculty Development Program on Research Methods and Data Analytics: 15<sup>th</sup> to 20<sup>th</sup> February 2021**

The IQAC of the Institute of Innovation in Technology & Management organized a one-week Faculty Development Program on Research Methods and Data Analytics from 15<sup>th</sup> to 20<sup>th</sup> February 2021 to develop an understanding of research methods and data analytics and provide a hands-on session on statistical package "R" and R Studio. Dr. Miklesh Prasad Yadav, from Amity College of Commerce and Finance, was the resource person of the FDP. He conducted virtual sessions on R and R studio and taught many statistical techniques like univariate analysis, bivariate analysis, Non-Parametric tests, Parametric tests, Correlation, and Regression. All the faculty members of the Management and IT departments attended this session. It was a very interactive session.



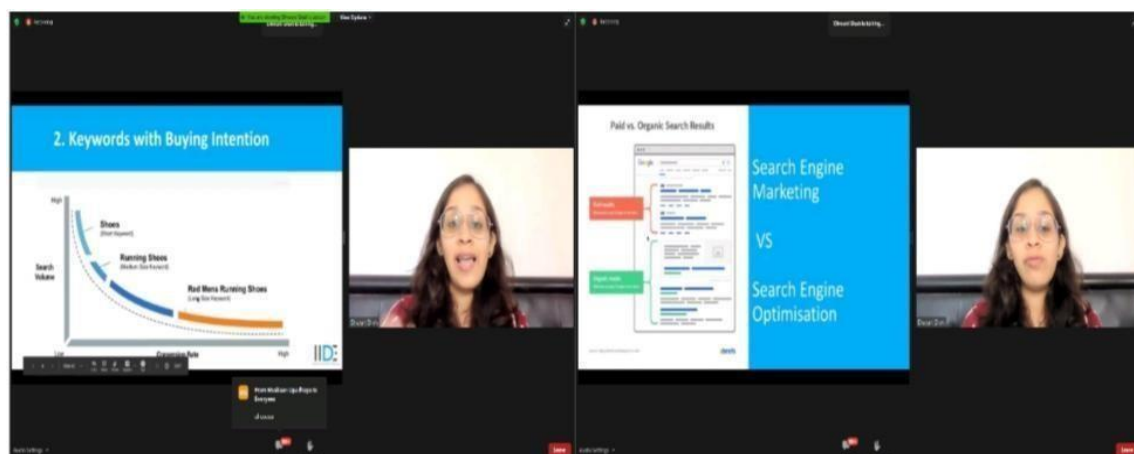
## Workshop on Digital Marketing: 16<sup>th</sup> February 2021

Going with the current paradigm shift from traditional marketing to digital marketing, the Institute of Innovation in Technology & Management organized an online workshop on 16th February 2021 for BBA I semester students on “Digital Marketing.” The workshop was conducted by Ms. Dhawni Shah, Strategic Marketing Specialist, IIDE Company.

Workshop Agenda:

- To make the students aware of the different components of Digital Marketing concepts.
- To make students aware of the different ways to market your business online.
- Where to spend your money in Digital Marketing
- Short term vs. Long term Digital Marketing plans

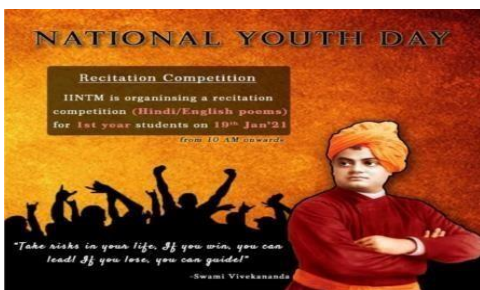
The workshop started with the importance of digital marketing in the current industry. The workshop enlightened the students about the different platforms through which they can market their products globally. The Speaker gave a brief about the various social media marketing tools like WhatsApp, Facebook, Snapchat, Twitter, etc., and how to use them for digital marketing. The workshop proved to be very beneficial to all the participants in terms of learning and gaining a new experience of the digital world. After attending the workshop, the students were well equipped with the knowledge of various components & platforms of digital marketing, which will help them in their future endeavors.



## Recitation Competition: 19<sup>th</sup> February 2021

DAYITVA CLUB of IINTM organized an online English and Hindi poem recitation competition to celebrate 'National Youth Day.' This event was specially organized for 1st-year students, i.e., Batch 2020-23. Five students participated in the competition, and the winner was selected based on mainly four criteria, i.e., pronunciation, voice modulation, topic, and presentation.

Dr. Geetali Banerjee, HOD IT, and Dr. Monica Sharma were the honorable judges of the competition, and Lokesh was declared the competition's winner. The participants showed their confidence, expression, talent, and especially courage in a very commendable way. The judges appreciated and applauded the students. It was a great experience for both the DAYITVA Club members and freshers as the event was virtually conducted.



### Summer Training in Advanced Excel: 4<sup>th</sup> March to 24<sup>th</sup> March 2021

A workshop on Advanced Excel training was organized for the BCOM IV Semester students by the Institute of Innovation in Technology and Management. The objective was to make students familiar with the concepts of Advanced Excel and its practical implementation. The training was of two hours in which students were taught and given application-based questions to practice. Ms. Himanshi started the session with Basic Excel and covered various topics of Intermediate and Advanced Excel.



### GD Competition: 5<sup>th</sup> & 6<sup>th</sup> March 2021

Institute of Innovation in Technology and Management conducted the GD Competition. Students across Delhi/ NCR participated in the event, and we received an amazing foot fall from various colleges/universities. Also, a panel of highly qualified judges evaluated several GDs taking place in different slots and helped us to find the best out of all. Students were judged based on their skills, focusing on their communication, listening, and speaking, as well as their personalities and their attitudes. The main objective of the event was to let students experience the best corporate exposure in terms of group discussions they would be facing in their corporate future ahead. And hence, this event turned out to be an amazing success for us.



### **Women's Day Celebration: 8<sup>th</sup> March 2021**

Institute of Innovation in Technology and Management celebrated International Women's Day on 8<sup>th</sup> March 2021. The celebration began with the inspirational address by Prof.(Dr.) C.P. Chawla, Director General, IITM. He emphasized that every day is a women's day and the significance of women in every person's life. International Women's Day is a day when women get an appreciation for all their hard work and effort to maintain their lives and the lives of others around them. After his inspirational words, Dr. Monika Kulshrestha, HOD (Management), shared her thoughts by recounting a few lines on Women's Day. Dr. R.K. Singhal shared his views on the importance of women in life, and this change is needed and essential for the betterment of society. The celebrations continued with the cake cutting ceremony by the faculties and staff of the institute. Dr. Meenakshi Kharb was the event coordinator for the same.



### **FDP on Data Science Using R: 13<sup>th</sup> March 2021**

ICT Academy organized a five-day Virtual Faculty Development Program on "Data Science Using R" from 8<sup>th</sup> March to 12<sup>th</sup> March 2021 through the Cisco Web ex Meeting platform. In IINTM, the event was held on 13<sup>th</sup> March 2021. As the demand for Data Science is growing in the market and R is an important tool used for analytics, it was a great opportunity for the faculty members from different institutes to participate in the session and enhance their knowledge in the area. Ms. Kamatchi Devi started the program by introducing Big Data, Data Science, and features and advantages of R language. She then covered the basics of the R language, discussing the data categories and data objects. The directions for hands-on machine learning algorithms in R Studio were also given during the program. Four polls per day were conducted to ensure the attendance and full participation of attendees. Around 140 faculties, research scholars, and academicians joined the FDP. All of them enjoyed learning in the program.



Viewing Kamatchi Devi D's application



ICTACADEMY

Day 2

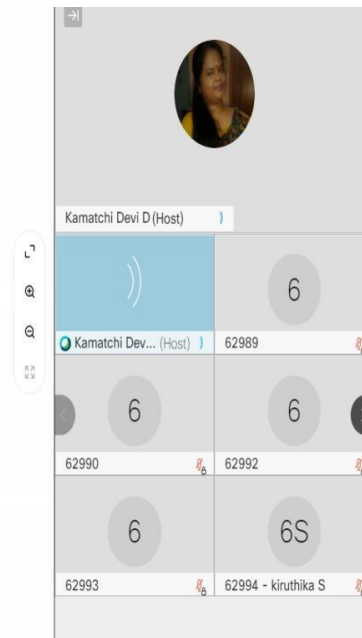
Welcome participants to

# Virtual FDP on Data Science using R

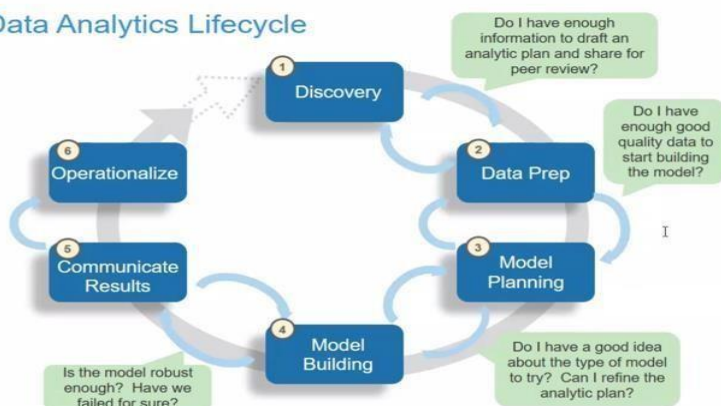
Use your FACULTY ID to login to the session

Date: 08<sup>th</sup> Mar – 12<sup>th</sup> Mar 2021

10AM to 12:30PM



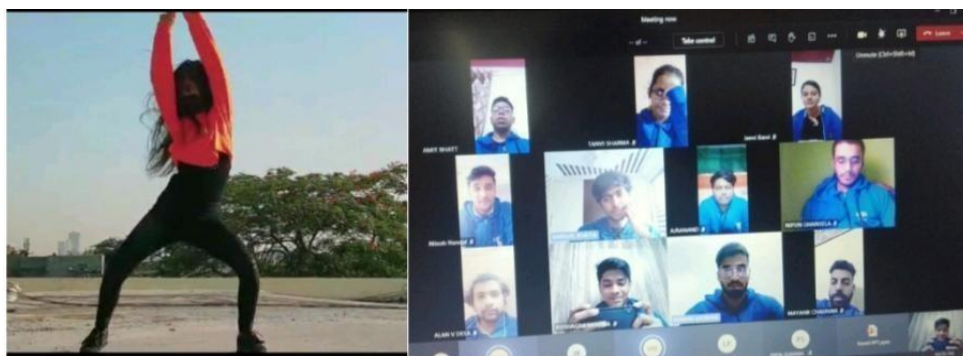
## Data Analytics Lifecycle



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## Talent Hunt 2021: January-February, 2021

Talent Hunt 2021 was organized by the cultural committee of IINTM. The event was conducted in online mode. The objective of this event was to discover the hidden talent of the newly joined students and nurture it for different competition levels. The students participated in various activities like Street Play, Mono Acting, Debate, Poetry, Creative writing, Vocal India, Vocal western, Western and Classical Dance, Sketching, Clay Modeling, and Cartooning. The event coordinator, Ms. Ankita, did a great job and encouraged the students to participate in the competition.



## Alumni Meet 2021: 13<sup>th</sup> March 2021

IINTM organized an Alumni Meet for the pass-out students on March 13, 2021, coordinated by Mr. Govind Murari Upadhyay. The alumni meet was targeted to foster a sense of community among alumni. The event commenced at 10 am, where students were welcomed with High Tea. The students meanwhile interacted with the faculty and their batch mates and remembered the good old days. The meet was inaugurated by Shri. Ravi Sharma, Chairman, Prof (Dr.) C.P. Chawla, Director General, Prof (Dr.) Vani Vasakarla (Director) and Mr. R.K. Singh (Director), Indraprastha Institute of Technology and Management.

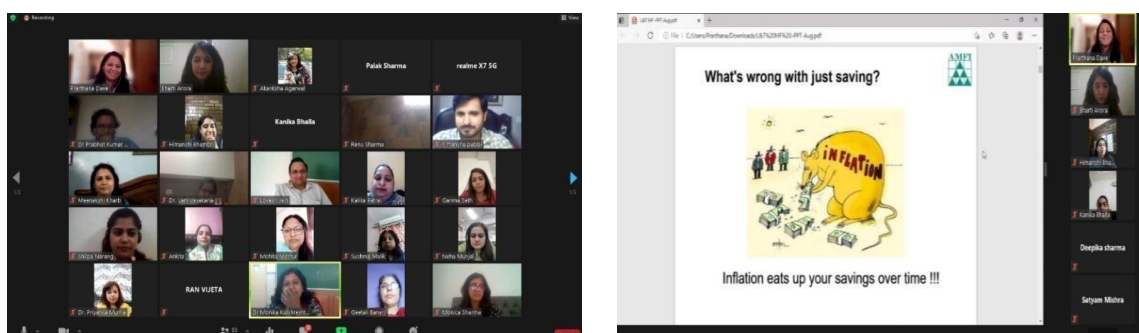
Further, cultural programs were organized, including group dance performances, mono acts, and mash up music (live) performed by junior students. Some fun management games like word puzzles/maze, tombola, etc., were also played to up the fun tempo for the Alumni. The team of current batch students anchored the event. The alumni shared their beautiful and enriching experiences with the audience. They also thanked the faculty and staff for their support and encouragement. All the students were given a memento as a token of love and remembrance. The event reminded students of the beautiful time they had spent in the institute.





## Investment Awareness Program: 13<sup>th</sup> March 2021

Institute of Innovation in Technology & Management organized a Guest lecture on "Investment Awareness" for the academic staff and faculty. Ms. Prarthana Dave was the speaker for the session. She talked about financial planning by setting goals such as retirement, Children's education. She covered various aspects of Investing, including Asset Allocation, types of Mutual Funds, and risks and rewards associated with Mutual Funds. The Session ended with a vote of thanks by Dr. Monika Kulshrestha, HOD (Management). Ms. Prarthana Dave's session was interactive and informative. Ms. Bharti Arora coordinated the event.

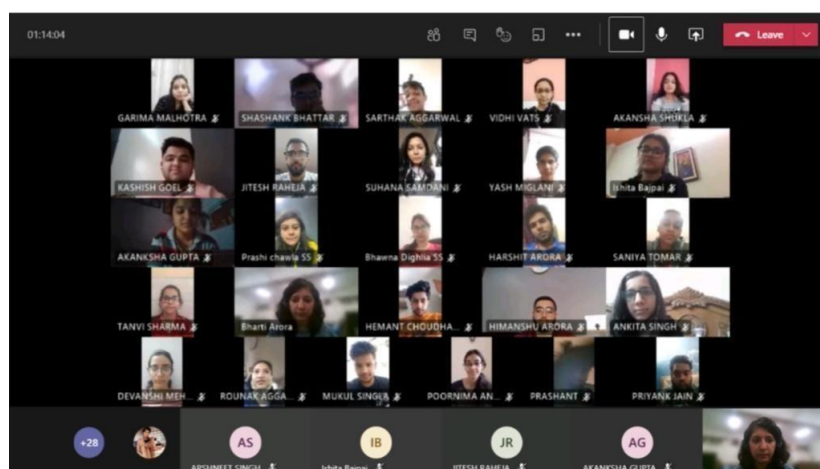


## Summer training in Advanced Excel: 15<sup>th</sup> to 27<sup>th</sup> March 2021

IINTM organized an online training workshop on Advanced Excel for the BBA IV Semester students. The main objective of the program was to make students familiar with the concepts of Advanced Excel and its practical implementation. The training was conducted for two hours in which students were taught and given application-based questions to practice.

Three batches were there, and all the three teachers Ms. Bharti, Ms. Charul Nigam, and Ms. Neha Gulati, took the session. They started the session with Basic Excel, and then they covered various topics of Intermediate and Advanced Excel in subsequent lectures. Total 159 students registered for the training, and they participated with a lot of enthusiasm and showed great zeal for implementing the learned concepts. Dr. Monica Sharma coordinated the entire event.

The same workshop was held for BCOM IV Semester students by IINTM from March 4 to March 24, 2021. Ms. Himanshi Bhambri undertook the training.



## National Conference on Management in the New Normal: Challenges, Opportunities and Strategies: 20<sup>th</sup> March, 2021

Institute of Innovation in Technology and Management organized a one-day National Conference on "Management in the New Normal: Challenges, Opportunities & Strategies". The guest speakers for the event were Mr. Ravi CA, Mr. Tamil Selvan Ramadoss, Prof. Nagendra Chowdary. Mr. Sanjay Kaul, Prof. (Dr.) Vijita S Aggarwal and Mr. Anay Pathak were the panel experts. The conference was well attended by eminent academicians, faculty members, and students. The objectives of this conference were to provide opportunities for academicians, industry experts, practitioners, professionals, researchers, and policymakers from different field

to engage in discussion based on issues related to the dynamic and challenging business world. It also provided a platform to get acquainted with the latest developments and trends in the new business environment and their implications for the organizations. The forum also facilitated interaction among members inside and outside their respective disciplines to enjoy the fellowship of other professionals and scholars in the field. The event coordinators were Ms. Shefali, Dr. Meenakshi Kharb, Dr. Priyanka Indoria.





## Events at a Glance

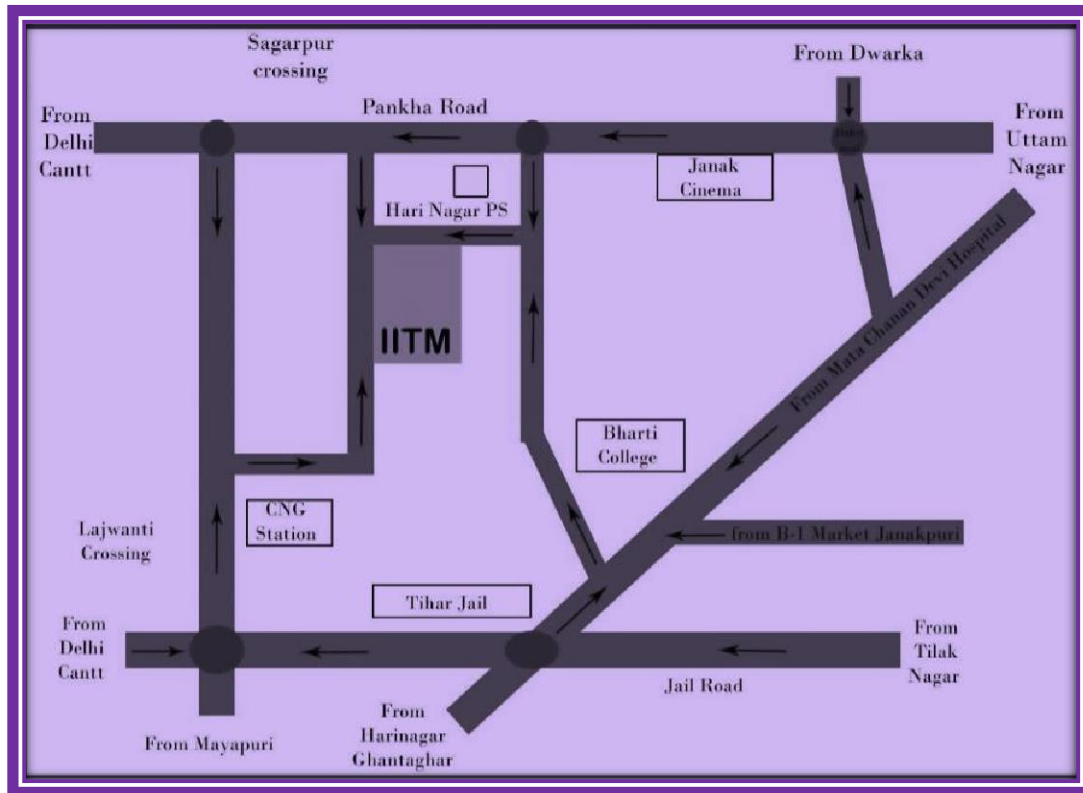
S. No.	Date	Event
1.	1 <sup>st</sup> January 2021	New Year celebration
2.	17 <sup>th</sup> January 2021	OrientationProgram2021:Vyudit-TheDebateSociety
3.	25 <sup>th</sup> January 2021	Republic Day celebrations
4.	8 <sup>th</sup> February 2021	LectureonUnionBudget2021-22
5.	16 <sup>th</sup> February 2021	Workshop on Digital Marketing

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6.	15 <sup>th</sup> to 20 <sup>th</sup> February 2021	Faculty Development Program on Research Methods and Data Analytics
7.	19 <sup>th</sup> February, 2021	Recitation Competition
8.	January-February, 2021	Talent Hunt 2021
9.	4 <sup>th</sup> March to 24 <sup>th</sup> March 2021	Summer Training Advanced Excel
10.	5 <sup>th</sup> and 6 <sup>th</sup> March 2021	GD Competition
11.	8 <sup>th</sup> March 2021	Women's Day Celebration
12.	13 <sup>th</sup> March 2021	FDP on Data Science Using R
13.	13 <sup>th</sup> March 2021	Alumni Meet 2021
14.	13 <sup>th</sup> March 2021	Investment Awareness Program
15.	15 <sup>th</sup> to 27 <sup>th</sup> March 2021	Summer training Advanced Excel
16.	20 <sup>th</sup> March 2021	National Conference on Management in the New Normal: Challenges, Opportunities, and Strategies



## ROUTEMAP



### INSTITUTE OF INNOVATION IN TECHNOLOGY AND MANAGEMENT

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SO9001:2008 Certified Institute

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Facebook (placement):

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Website: [www.iitmjp.ac.in](http://www.iitmjp.ac.in); Knowledge Portal: [iitmjp.iitmnp.org](http://iitmjp.iitmnp.org)