



Volume 8, March 2014

# Cynosure

Annual News Letter

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Courses after 10+2

• **BCA** • **BBA**  
• **BM**

**V**  
**S**  
**VSICS**  
**P**  
**S**

Courses after Graduation

• **MCA** • **MBA**  
• **MAM** • **PGDM**

*The Essence of Aromatic Education*

**Dr. VIRENDRA SWARUP INSTITUTE OF COMPUTER STUDIES**

810, W-1, Saket Nagar, Kanpur • Tel. : 0512-2603080-81 • [www.vsicskanpur.org](http://www.vsicskanpur.org)

**Dr. VIRENDRA SWARUP INSTITUTE OF PROFESSIONAL STUDIES**

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## Hallmark of Excellence

VSICS attained 1<sup>st</sup> position amongst self finance institutes of Kanpur. Ranking of Institution is based on Gross Average intellectual attainment per student in the end semester exams as declared byUPTU.

**Ayushi Saxena (MCA-2K8) secured 6th position in GBTU**

**Jaspreet Kaur Puri (BCA-2K10) secured Gold Medal in CSJMU.**

**Shweta Juneja (BCA-2K8) secured Gold Medal in CSJMU.**

90% students of MBA/PGDM are placed through campus in world class organization. VSICS has become the pathway of nation's best talent in professional field. Here we are nurturing the professionals of tomorrow.

*"Pearls from the Ocean of Knowledge"*

## Seminars / Workshops

- ☒ Workshop on Java by Mr. Aditya Dubey, Inspirion Tech., Kanpur was conducted on 8<sup>th</sup> Aug.13
- ☒ 2 days workshop on Dot Net by Ashish Singh, Microsoft Tech. was conducted from 4<sup>th</sup> - 6<sup>th</sup> Sept.'13
- ☒ Workshop on Dot Net with C# by Sandeep Karan, CAC Centre for Advance Computing, New Delhi was conducted on 9<sup>th</sup> Sept.' 13
- ☒ Microsoft Workshop on Dot Net with C# was conducted from 17<sup>th</sup>-19<sup>th</sup> Sept.' 13
- ☒ 2 days workshop on SQL SERVER 2008 & PHP by Manish Dwivedi, SIS Tech. from 22<sup>nd</sup> - 23<sup>rd</sup> Oct. 2013.
- ☒ A workshop on "Conversation with Mahatma" was conducted by Dr. Alok Bajpayee, Psychiatrist who made the students delve into the life intricacies of Mahatma Gandhi & his mantras of building strong character.
- ☒ A workshop on "Stock Exchange Functioning" was conducted by Mr. Prashant Mani, Executive, IPF

Secretariat for the management students.

- ☒ A guest lecture by Mr. Abhishek Gupta, Branch Head, IATA was conducted on "Rupee Vs Dollar, Its Movements & Effects on the Indian Economy".
- ☒ Dr. O.P. Misra, Retd. IIT Kanpur deliberated his expertise in a workshop on "HEALTH--An Essential Ingredient in the Recipe for SUCCESS in Life".
- ☒ Mr. Jitendra Kumar Dixit, HR Manager, EDECCO in his guest lecture made aware about the requirements of corporate & expectations of budding managers.



*"Jaago India Jaago"*

## A Campaign on Social Reforms

Workshop on Meditation & Plantation was held at VSICS, Sept. 2013.

Swayamsiddha- The Talk Show was organized on the occasion of Women's Day on 8<sup>th</sup> March'13. The show was graced with eminent females of diverse fields the special guests of the day included:

Ms. Udita Chawdhary, Regional Commissioner, Uttar Pradesh EPFO, Dr. Naveen Mohini, Principal, Mahila Mahavidyalaya, Dr. Anshita Batta, Medical Practitioner & Ms. Mamta Shukla, an entrepreneur.

The day was preceded by a Powerpoint Presentation Competition on the topic "Women : The Epitome of Strength".

Vidhi Tandon & Swati Gupta (MBA, VSIPS) stood First.

Radha Sharma & Anubhav Srivastava (BBA, VSICS) stood Second.



*"Shubha Havambh"*

## New Gems in the Necklace



- PGDM induction program was held on 22<sup>nd</sup> Aug.' 12 for welcoming the 6<sup>th</sup> batch.
  - PGDM Fresher & Farewell was conducted on 24<sup>th</sup> Sep.' 11 & 18<sup>th</sup> March' 12 respectively.
  - Mr. Ishan Vij & Ms. Shivangi Khurana were adjudged Mr. & Ms. Fresher respectively.
- Ms. Ayushi Singh & Mr. Sameer Ahmad was adjudged Mr. & Ms Farewell.



## Industrial Exposure



Visit of APV Pvt. Ltd. for Training & Placement on 13<sup>th</sup> Oct. 2013 for MCA Students.

As per the curriculum PGDM' 12 went for industrial visit to **Parle G & Kiran Udyog** in Uttaranchal. PGDM'13 went for Industrial Visit to **TCPL** In Uttaranchal It was a Five days educational tour.





*"Jai Sharde Maa"*  
**SARASWATI PUJAN**

The institute has great faith in ethical, social, word values and worshipped **Maa Saraswati** on "**Basant Panchami 2013**", the goddess of learning for inspiration to one and all. With the blessings of goddess. Saraswati, the institute is touching the horizons and reaching the zenith step by step. Dr. Arpit Awasthi (Exec. Director), Mr. Rekh Nath Singh (Dean Academics), faculties, staff & students of VSICS were present on the occasion.

*"Concourse - 2013"*  
**Convocation**



VSICS PGDM organized its 5<sup>th</sup> felicitation ceremony "**CONCOURSE 2013**". The event observed diploma distribution to the students. Top ten merit holders were awarded with medals & shields. The guests at the function were:  
Chief Guest : **Dr. Sanjay Srivastava**, Director, IBM, CSJM University, Kanpur.



Life Time Achievement Award was presented to Dr. Sanjay Srivastava, Director, IBM, CSJM University, Kanpur. The meritorious students of PGDM, MCA & MBA were felicitated with Laptops form the Board of Mgmt.

*"Shaping the Dimensions"*  
**UP Govt. Laptop Distribution 2013**



The Laptop Distribution Program by the UP Govt. was organised on 24<sup>th</sup> Oct. 2013 at our campus. It was distributed 429 student of BCA2K12. The dignitaries present were Ms. Neha Sharma (SDM, Kanpur), Dr. Ram Swarup Viswakarma (ABSA). Dr. Arpit Awasthi (Executive Director), Dr. S. S. Panday (Chief Proctor), Mr. Rekh Nath Singh (Dean Academic) and others.



*"Rakt Daan-Maha Daan"*  
**Blood Donation Camp**



A Blood donation camp was organised on 27<sup>th</sup> July 2013 by UHM Hospital. More than 40 volunteers donated blood for a noble cause. The higher authorities, faculties, staff, students participated in the camp.



*"Hip Hip Hurray"*  
**In House Events**

**Poster Making**

1. Vipul Dubey /Hina K. Waheed / Deeksha Gupta / Mohita Sahu
2. Akanksha Sharma / Avrati Agrawal / Anuj Uttam
3. Aarushi Singh / Sneha Bharadwaj

**Extempore**

1. Pranshu Dixit / Priancy Gupta / Shubham Dwivedi
2. Salman Sheikh
3. Pankaj Gupta

**Cartoon Making**

Shivani Gupta

**Solo Dance - Boys/Girls**

1. Shantanu Rathore / Aditi Rathore / Akanksha Agrawal / Priyanka Verma / Ranjan Kulshrestha / Dipanshu Tiwari
2. Nitin Shukla / Rishabh Mishra / Dipika Trivedi / Kritika Tripathi / Shreya Yadav / Tanya Srivastava
3. Gurpreet Kaur / Ayushi Shukla / Pankaj Gupta

**Singing - Boys / Girls**

1. Deeksha Pathak / Dipak Porwal / Aviral Shukla
2. Abhishek Sharma / Pallavi Shukla / Neha Agrawal
3. Ranjan Kulshrestha

**Slogan Writing**

1. Raman Pal Singh
2. Saurabh Singh
3. Pooja Khanna

**Sketch Making**

1. Virendra Pal
2. Suraj Tiwari
3. Diksha Shukla

*"Candid Crystals"*

**Student Achievements**

- Students of MCA (Roli Darolia, Ankit Shukla) achieve Microsoft certification.
- 52 students of MCA 2K10, 2K11 got selected in Dainik Jagran, Technosys Services, Elite Group, Madma Info., Dataman Services etc.
- 158 students of BCA 2K10 & 2K11 got selected in Wipro Technologies, TCS, HCL, Aegis etc.
- Mohita Sahu (Quiz), Kratika Tripathi & Aditi Rathore (Dance), BCA 2K12 were winners in "Vidushi 2012"
- Students of BCA 2K12 were felicitated with Laptops by UP Govt.
- An Inter Departmental Poster Making Competition was organized in the Institute on 6<sup>th</sup> March '13 on the Topic "The Feminine Journey".
- Students of MBA 2K13-15 (Praveen Arora, Jatin Kumar Arora) participated in Tata Crucible a Quiz at Hotel Taj, Lucknow.
- Student of BBA 2K12-2K15 Reetika Bajpai, won 2<sup>nd</sup> prize and Isha Shukla won 3<sup>rd</sup> prize in District Level Elocution competition held by Ram Krishna Mission on topic "Preachings of Swami Vivekananda" at Jai Narain Vidya Mandir, on Oct. 2013
- Students of VSICS participated and won several prizes in Gauravanjali - 2013 held at VSICS, Kanpur
- Students of VSICS participated and won several prizes in Kalanjali - 2014 held at JIMMC, Kanpur

*"Institute's Pride"*

**Our Star Performers**

**MCA Toppers**

1<sup>st</sup> Year  
Roli Darolia  
Gazala Yasmin  
Varsha Singh

2<sup>nd</sup> Year

Harmeet Kaur  
Shweta Agrawal  
Priya Chaturvedi

3<sup>rd</sup> Year

Akanksha Gupta  
Archita Tripathi  
Krati Rai

**BCA Toppers**

1<sup>st</sup> Year  
Roshini Agrawal  
Payal Gupta  
Aarushi Singh

2<sup>nd</sup> Year

Himani Gupta  
Shailja Jaiswal  
Mitali Gupta

3<sup>rd</sup> Year

Jaspreet Kaur Puri  
Geetika Jaswal  
Kriti Bajaj

**PGDM (2011-2013) Toppers**

Poorva Puri (Secretary's Gold Medal)  
Sukhvinder Kaur (Secretary's Silver Medal)  
Amrata Nigam (Director's Bronze Medal)



*"A Gesture of Laurels"*

**ACHIEVEMENTS OF FACULTY**

**Mr. Rahul Agnihotri**

- Qualified Ph. D. Entrance from Chitrakut University
- Attended Seminar on Diabetes "SPAD" at Ganges Club, Kanpur

**Mr. Nitin Mishra**

- Attended a Faculty Development Program on "Soft & Managerial Skills" at IBM, CSJMU on Feb. 2013

**Mr. Ramesh Srivastava**

- Published a book of Numerical Method under ISBN code 978-93-82975-31-1.
- Attended a Faculty Development Program on "Soft & Managerial Skills" at IBM, CSJMU on Feb. 2013

**Ms. Sumegha K. Bhatia**

- Presented a research paper on Corporate Governance- Road to Corporate Sustainability in International Conference at GHS-IMR
- Delivered various Training session on Teaching Aptitude in IRDT.
- Presented a paper on "CSR-An Approach towards Enhancing Brand Value" at GHSIMR on 15<sup>th</sup> Feb., 2014

**Ms. Saurabh Shukla**

- Presented a research paper on Corporate Governance- Road to Corporate Sustainability in International Conference at GHS-IMR
- Qualified UGC-NET, June 2013

**Mr. Sanjay Tiwari**

- Attended Seminar on Diabetes "SPAD" at Ganges Club, Kanpur
- Attended 8 days Teacher's Orientation program on "Human Value & Professional Ethics" held at IIT, Kanpur from 3<sup>rd</sup> to 10<sup>th</sup> June 2013

**Ms. Reena Gupta**

- Attended Research promotion workshop on "Introduction to Graph & Geometric Algorithms" at PDPM IIIT DM, Jabalpur

**Ms. Shweta Tiwari, Ms. Jyotsna Pandey, Ms. Poonam Verma**

- Attended a workshop on "Women Health", at GHS-IMR, on Nov., 2013.

**Ms. Sumegha K Bhatia, Ms. Isha Srivastava, Ms. Poonam Verma, Ms. Shweta Tiwari, Ms. Ankita Gupta, Ms. Shruti Shukla, Ms. Aparna Shukla, Ms. Sadhavi Mehrotra, Ms. Amandeep Arora**

- Attended Seminar on "Active Independence" at GHS-IMR on Jan. 2014

**Mr. Yogendra Singh, Mr. Manish Jain, Mr. Vineet Bajpai, Mr. Aditya Dev**

- Attended a Faculty Development Programme at HBTI on "Modeling & Simulation"

**Ms. Sadhavi Mehrotra**

- Presented a paper on "CSR-An Approach towards Enhancing Brand Value" at GHSIMR on 15<sup>th</sup> Feb., 2014

**CA Vishal Chopra, Ms. Swapnil Garg**

- Published a book on "VAT & Service Tax", ISBN Code 978-93-82975-47-2

**Mr. Ravish Tripathi**

- Presented paper on "Black Money and Indian Economy : Trends & Growth of Black Money in various sectors" at Jagran Institute, Kanpur

**Faculty members of VSICS attended a Seminar on "Diabetes : "SPAD" at Ganges Club, Kanpur**



## “Anusthanpan-2013” (Orientation Program)



A three day orientation program (5<sup>th</sup> August - 7<sup>th</sup> August 2013) was organized to welcome the new batch of MAM course and to merge the new students into the conducive environment of the college. The orientation ceremony started with Saraswati Poojan followed by lectures on various topics like stress management, time management, role plays, management games etc.



## Seminars and Workshops “Symposium 2012-13”

### A National Seminar on Women Entrepreneurship

To enhance the entrepreneurial skills of the students, a workshop was organized in association with MSME.

- Introductory Speech** : **Smt. Ragini Rathore**  
**Key Speaker** : **Dr. D.N. Dwivedi**  
 (Asst. Director, MSME, Kanpur)  
**Key Speaker** : **Mr. Sarvesh Pandey**  
 ( Director, FASCOS)

The programme was conducted on 19<sup>th</sup> Feb. 2013



### Surf Safe Workshop for college students



A workshop was conducted by Mr. Rakshit Tandon, a very eminent person with expertise knowledge, great experience and exposure in the field of IT. He gave away very useful and important tips on how to surf and use net safely.



The programme was conducted 04<sup>th</sup> March, 2013

### Workshop on Neuro Linguistic Program (NLP)

NLP is the most proven and systematic way to understand, how your subconscious is presently programmed for current level of success. We at VSIPS understand the importance of this for success in every aspect of life, therefore Dr.VSIPS organised a one day workshop on “Neuro Linguistic Program” which helped our students to unleash the personal power and attain a new level of Success.

Experts: Monika Sharma, Rahul Bhatia and Pawan Sharma.

The programme was conducted on 17<sup>th</sup> April 2013.



### GUEST LECTURES

**Mrs. Prachi Dwivedi Mishra**  
(Corporate Trainer)

“Personality development, comm. skills: verbal and non verbal”

**Mr. Suman Kumar**  
(Manager Indian Bank)

“Different finance policies in micro & small business”

**Mr. Dipesh Singh**  
(Real State Entrepreneur)

“Career scope of entrepreneurship in different sectors”

**Mr. Amit Srivastava**  
(MSME Initiative)

“Udyamita Vikas Karyakram”



UPTU Code  
607

# MBA

(Master of Business Administration)

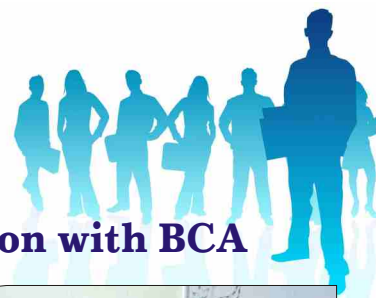
# BM

(Bachelor of Management)

# MAM

(Master of Applied Management)

# Cynosure-2014



## Management Fest (Prabandhan) in association with BCA



A one day management fest (Prabandhan) was celebrated at Dr. VSIPS by all the MBA students as well as the participants from BCA Batch on 21<sup>st</sup> Feb. 2013, which incorporated different events like Power Point Presentation (Darshika), Management Extempore (Vicharika), Ad mad Show (Prachar), Management Exhibitions {Pradarshani} etc. to enhance the analytical as well creative skills of potential managers and technocrats.



## Social Activities @ VSIPS

A great opportunity to make a difference seldom comes, but the small ones surround us everyday.

### International Worker's Day

International Workers' Day which is also known as May Day was celebrated at VSIPS to honor the contribution of working men and women.



### Blood Donation Drive

Students & faculties from Dr. VSIPS enthusiastically participated in a Blood Donation Drive organized by UHM, Kanpur.



## SRIJAN-2013 (A Way to Innovation....)

The Annual Fest - "Srijan-2013" of VSEF was held on 11<sup>th</sup> and 12<sup>th</sup> November-2013 at Dr. VSIPS Campus in which the students showed their talent in various literary and cultural activities like Business Quiz, Ad Mad Show, Extempore, Business Plan, TAP, Collage Competition, Debate, etc.



## Industrial Visit

As per the curriculum, the batch of MBA 2012 went for industrial visit to TCPL & Celloware Thermoware Ltd. at Sidcul Haridwar. It was a five days Educational cum Excursion tour.





## Student Achievements

VSIPS Students Shine

**Sadia Ali, student** of MBA (2011-13 batch) was a topper and bagged a 'Gold Medal' in UPTU Exams.



## Winners of Srijan

**News Anchoring:**  
**Shivani Mehrotra**  
(MBA Batch)



### Business Plan :

Prateek Bajpai(MBA), Nakul Khanna(MBA)  
Navneet Srivastava(MBA)  
Rashika Jain(MBA)  
Swati Srivastava(MBA), Deepna Valecha(BM)

### Yadein-Farewell Party



### Faculty@VSIPS



### Fun@VSIPS



### Sports@VSIPS



### Basant Panchami



### Management Fest



### Quiz Competition



### The Board Masters



### Masti ki Paathshala



### Zindagi Na Milegi Dobara



### Saraswati Pujan



### Freshers Party



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# Faculty Achievements "The Oasis of Knowledge"

## Dr. Sandeep Singh Chandel (HOD MBA)

- ▶ Ph. D on "A study of Marketing Strategies of Major players of Motor Cycle Industry in India", from Kanpur University.
- ▶ Presented paper in National Seminar on "Tackling Quality Management for employment oriented Higher Education" organized by D.B.S. College, Kanpur.
- ▶ Contributed paper in AICTE Sponsored National Seminar on "Rural Market in India", organized by, V.S.B., Meerut. Contributed paper in the UGC sponsored National Seminar on "Changing environment: Present scenario and conservation" at DBS college Kanpur. Paper published in International Journal "Asian Resonance" Profitability of Human Resource in Health Industry" ISSN No.0976-8602

## Mr. Anchal Soni (HOD-MAM)

- ▶ Conducted Workshop on Business Communication and Team Building at Bharat Heavy Electrical Limited (BHEL), Jhansi -11<sup>th</sup> & 12<sup>th</sup> Oct 2013.
- ▶ Conducted workshop on Positive attitude and self motivation at Bharat Heavy Electrical Limited (BHEL), Jhansi -12<sup>th</sup> & 13<sup>th</sup> July 2013.
- ▶ Conducted Workshop on Business Communication and Body Language at Institute of Research, Development and Training, Kanpur- 10<sup>th</sup> August 2013.
- ▶ Conducted Workshop on Personality Development and motivational programme at Bharat Heavy Electrical Limited (BHEL), Jhansi-2<sup>nd</sup> Feb. 2013.
- ▶ Conducted workshop on Stress Management and Time Management at Bharat Heavy Electrical Limited (BHEL) - 20<sup>th</sup> Sep 2012.
- ▶ Guest Lecture on Teacher's attitude at Karmabai college, Mahoba – 18<sup>th</sup> August 2012.

## Mrs. Garima Singh Sengar

- ▶ Qualified UGC NET.
- ▶ Presented a paper on " Sustainable Consumption : An Emerging Challenge to Corporates" in a National Conference organized by IIT Roorkee at Roorkee.
- ▶ Presented of paper on "Green supply chain management" at GHSIMR.
- ▶ Attended a Faculty development program on "Core competencies" Organized by STEP-HBTI.
- ▶ Attended and submitted paper at the National Conference on Dynamics of Women entrepreneurship in India "Challenges and strategies" Organised by Dr. VSIPS under the aegis of ICSSR.
- ▶ Attended and submitted paper at the National Seminar on "Changing environment: Present scenario and its conservation" Organised by D.B.S College, Kanpur.
- ▶ Submitted paper at the National Conference on "Change leadership during the economic recession" Organised by School of management studies-Allahabad.

## Mr. Manoj Srivastava

- ▶ Submitted Ph.D. from Faculty of Management Studies, Banaras Hindu University, Varanasi, 2013 on "Supply Chain Responsiveness through Coordination: A Case Study of Public Distribution System in Uttar Pradesh".
- ▶ Paper with title "Green Supply Chain Management" published in Prabandhan & Tachniqi, 2012, ISSN No.-0974-8563
- ▶ Paper with title "Coordination: A Key Driver of Supply Chain Management" published in Shodh Drishti, An International Multidisciplinary Research Journal. ISSN No.-0976-6650
- ▶ Paper with title "Public Distribution System: An Overview" published in Anukriti, An International Multidisciplinary Research Journal. ISSN No.-2250-1193
- ▶ Paper with title "An Investigation into Relationship between Switching Costs & Repurchase intentions", under publication in Amity management Review 2013. ISSN 2230-7230
- ▶ International Conference On "Marketing Paradigms in Emerging Economies" 4<sup>th</sup> and 5<sup>th</sup> December 2012, organized at Faculty of Management Studies, BHU Varanasi.
- ▶ Workshop on "Structural Equation Modeling in Social Science Research" 2<sup>nd</sup> and 3<sup>rd</sup> March 2012, organized at Faculty of Management Studies, Banaras Hindu University, Varanasi.

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## OUR RECENT RECRUITERS

