

“A successful man is one who can lay a firm foundation with the bricks others have thrown at him”

----- David Brinkley

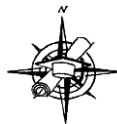
**Volume-III Issue -IV, 2010
(October-December)**

Darpan



*Edited by
Dr. Mona Tawar
CA Prashant Jain*

PIONEER



*Diligence and Excellence
Since 1996*

*Pioneer Institute of Professional Studies™
(An Autonomous Institution Established in 1996)*

MESSAGE FROM THE DESK OF THE CHAIRMAN

The whole world is facing economic crisis. For creating additional, we have to slice the extra cost and should also take most favorable deployment of the resources. I am convinced that India will lend a hand to entire world by generating such extra and will also administer prospect to face the challenges.

The fraternity of Pioneer Institute is endlessly targeting the innovative stature and sphere of education and research to outfit the society by educating young professionals. I am happy to observe the steady growth and expansion of Pioneer Society. The Society was established with a solemn wish to offer quality education and training of the world class level. We are dedicated to make the students secure, conversant and sensible. Pioneer Institute provides a wide spectrum of courses in the area of Management and Information Technology.



I am grateful to all the parents and Institutions who have extended cooperation and support to us in translating the dream into reality. I am very much optimistic that our undertaking to serve humanity through enlightenment of the ignorant by dispelling the dimness will remain a reality during the times to come. I applaud you in contributing to the success of my Institute and visiting the website and wish you a very happy and prosperous new year.

CA Dr. P.K. Jain
Pioneer Institute of Professional Studies, Indore

MESSAGE FROM THE DESK OF THE EXECUTIVE DIRECTOR

The effects of globalization have driven incredible revolutions within the learning organization. The alteration is so forceful that the educational system has to keep itself abreast with the most recent developments. The existing dilemma in education has led to globalization of the education sector. To congregate world-class



competencies in our potential students, we at Pioneer have launched exclusive and distinctive programs through extracurricular activities.

The curricular activities offered by the Institute facilitate the students to an overall personality transformation, training them to be better managers, and better individual. The meticulous syllabuses not only instill in them, an obsession for information but also attempt to prepare them how to submit the application to real-life situations. The programs positions stress on well-formed personality improvement of the students and also in inculcating the standards of collaboration and respectability in them.

Web based learning system, fast growing use of internet, importance of video conferencing in learning and research are considered these days as a common practice in the myriad developing fields around the world. The aim is to impart strong professionalism in thinking and performance. This is an indication of our accomplishments and we are on our way to perfection.

CA Prashant Jain

Pioneer Institute of Professional Studies, Indore

Dear Colleagues

For the past three years, Darpan – a Quarterly Newsletter has played a critical role in conveying an overview of various activities.



Excelling in advancement and transfer of knowledge is only possible through maintaining a strong learning, research and developmental culture. An academic institution can achieve a competitive status if and only if it has a significant presence in the Academic and Industrial Community. The aim of this Newsletter will be to keep its readers widely interested in our events and to promote interaction and collaboration among students from different fields. We are seeking to move away from formal and structured learning instead.

One of these essentials is publishing our attention gathering newsletter that keeps Members and Society updated on the latest news and on trends in our profession.

Starting with this issue, the newsletter is getting a new 'look' as well as a new 'inside'. One change you will notice is that each issue will feature different sets of activities.

I expect that these activities will give an in depth description of some of the exciting projects that are currently underway and will provide an insight into the potential impact of the activities described.

I hope you will enjoy reading this issue and we welcome your feedback on any aspect of the newsletter.

With Best Regards,

*Dr. Mona Tawar
Pioneer Institute of Professional Studies*

STUDENTS' DEVELOPMENT PROGRAM

Seminars & Workshops

On **3rd October, 2010**, a **Guest Lecture** was taken by **Dr. Manohar N. Kulkarni, Professor Emeritus, PGDMMS & RC, SIT, Tumkur on Social Responsibility towards Senior Citizens in India**. He started his lecture by saying that safety and security of the elderly, especially those living alone are a concern. Due to their physical weakness and lonely status, senior citizens are easy targets for criminals - especially in urban surroundings. At times they are the butt of anti social behavior - verbal abuse, vandalism, unprovoked assault, abusive behavior intended to cause fear or distress. They could be victims also of threats from their own relatives, domestic help or servants, landlords, tenants, strangers, thieves or intruders. They are often exposed to accidents or mishaps even within the house.

Loneliness is often caused by wanting people to do something for us. When we do things for other people, we are never lonely. Self-referenced thinking often leads to a barrenness of spirit that breeds discontent and loneliness. Think up, think out, toward people, think around, toward all the exciting things of life; and avoid thinking too much about yourself.

We should make them comfortable so that they can continue their last journey with ease and mental peace. It is fact that the status of Old Age people is different from society to society, culture to culture and from country to country, but their fundamental issues do not change. They often feel ignored, isolated, disrespected and eventually put into a situation where they feel helpless and start thinking of death.

On **7th October, 2010**, **Dr. V. S. Karnik** conducted a **Seminar on Time Management**. He said that Time management is the act or process of exercising conscious control over the amount of time spent on specific activities, especially to increase efficiency or productivity. It can be aided by a range of skills, tools, and techniques used to manage time when accomplishing specific tasks, projects and goals. This set encompasses a wide scope of activities, including planning, allocating, setting goals,

delegation, analysis of time spent, monitoring, organizing, scheduling, and prioritizing. Developing time management skills is a journey. One goal is to help yourself become aware of how you use your time. Try out exercise in time management, How do you spend your time each day,



Strategies on using time, Blocks of study time and breaks, Dedicated study spaces, Weekly reviews, Prioritize your assignments, Achieve “stage one”-- get something done! , Postpone unnecessary activities until the work is done!, Identify resources to help you, use your free time wisely, develop criteria for adjusting your schedule to meet both your academic and non-academic needs, create a simple "To Do" list, daily/weekly planner.

A **Workshop** was organized on **Internet & its Application** and the **Basics of Networking & Internet Services on 16th October, 2010 by Prof. Sadique Khan.**

He is having an experience of 12 years in IT Industry and IT Education. He explained the fundamentals of Internet & its Services, also discussed “OSI Model, FTP, SMTP, TELNET and How to trace location of E-mail sender.”



He demonstrated how files can be downloaded and uploaded through File Transfer Protocol (FTP).

He also demonstrated how to create email accounts on domain and explained user level filtering and account level filtering. Networking, Types of Networking System and Networking Services was elaborated in his

presentation. He covered Basic Terminology used in Internet Technology and Client server technology.

Approximately 22 faculty members participated in this workshop. **CA Prashant Jain, Executive Director MBA** expressed his views regarding workshop aims and thanked him for giving his valuable information to faculty members.

On **25th October 2010**, a **Workshop** was conducted on **Professional Letter Writing and Communication Skills by Prof. Veena Dadwani, Director PEPGI, Indore**. She said, that when you learn the basics of professional letter writing, you will soon notice that you have a skill that many business people do not have. Professional letter writing is just as important into today's society as it was when guidelines for this standard of writing were set. This article outlines some tips that will help you to write effective and professional letters to your clients, other business, and your affiliates.

Professional letter writing begins with a proper greeting to your intended reader. It is important to address a person correctly when writing a letter. The body of your letter is extremely important because this is where you convey your thoughts. Professional letter writing demands that you use grammatically correct sentences and that your spelling is impeccable. Your thoughts must be organized and flow smoothly in your letter. If a letter is hard for the reader to understand, they may ignore the letter or simply toss it aside for another time. If possible, each point or new discussion in your letter should begin a new paragraph.

Professional letter writing begins with an appropriate beginning, and, thus, must end with an appropriate closing. There are many options for how you choose to end your letter, but the main thing to remember is the right way to write out a closing.

On **26th October, 2010**, a **Workshop** on **Research Methodology** was organized by **Dr. V. K. Jain** for the students of MBA. He explained the Meaning, Process, Types, Characteristics, and Considerations in selecting a research problem, Steps in formulation of a research



problem, Types of measurement scales, the functions of hypotheses, Preparing the Research Design etc. He also explained the Methods of Data Collection, Types of Observation, Types of Samples, Guidelines to Construct a Research Tool, Closed –ended Questionnaire, Open-ended Questionnaire, Combination of both, Processing And Analyzing Data, Reporting The Findings, How to write References etc.

On **27th October 2010**, a Workshop was conducted on **Handling of Examination Fear and Stress Management** by **Mr. K. Chaitaniya**.

Most students are nervous or afraid of examinations, and a moderate nervousness is often an advantage if you are to perform at your best. When nervousness becomes anxiety, problems with preparation, problems during the examination, physical symptoms of anxiety, Fear of examinations can be many things, Being a new student, academic difficulties, inappropriate study techniques, perfectionism and performance anxiety, severe personal problems is a common feature. The time for a heavy cramming is up to the final week before the exam rather than during this week

The final week of the time is for refreshing your memory of all the stuff you have learned by reading your lists of summary points, scanning chapters rather than reading them in detail, looking at mind maps, etc. So you keep your attention fresh. Have a positive mental movie clip of yourself looking relaxed and comfortable and competently preparing for attending the examination, going to it, going through it, and leaving it feeling a sense of achievement.

Managing stress is all about taking charge: taking charge of your thoughts, your emotions, your schedule, your environment, and the way you deal with problems. identify sources of stress, look at how you cope with stress, avoid

unnecessary stress, alter the situation, adapt to the stressor, accept the things you can't change, Make time for fun and relaxation and adopt a healthy lifestyle.

On **22nd November 2010, a Seminar** was conducted on **Career Growth in Financial Market by Mr. Ashish Adnani, Edd Finn Services**. Finance is another world in itself. From a mere statutory requirement, it has emerged to be a humongous field with a plethora of professions branching out. Financial Market and Management is the backbone of organizations be it Corporate, business houses, financial institutions. As much as it is a crucial aspect of a successful and profitable business, Financial Management yields a number of job options ranging from strategic financial planning to sales. He highlighted on various sectors like insurance, insurance policies, Financial Planning, Commercial Banking / Retail Banking, Real Estate Various other options in a finance career include corporate finance ,project finance, merchant banking, investment analysis etc.

A good analytical mind, understanding of the economy and markets, a penchant for numbers and financial trends etc. all 'aggregate' to be a good finance professional. It is a multi-faceted job that involves good accounting, analytical, writing and communication skills. There are specialists within the financial analyst occupation, such as investment banking, company mergers and takeovers and a company's ability to pay debt. This job requires long hours, meeting deadlines and constant communication and updates with clients.

On **26th November 2010**, a guest Lecture was conducted on **Expectation of Industry from MBA Students**. Nowadays everyone has got education and the number of students graduating MBA is increasing day by day. So corporate started expecting something different, other than the bookish knowledge. They want people who can think differently and act differently at situations. He should be creative and energetic while taking decisions. The companies expect nothing but smart working guys who are intelligent enough to make innovative ideas which are practically possible to execute. The new Gen MBA person should be one who knowledgeable on latest trends, market pulse and technologies, expecting something different. But students have to improve their communication skills and spontaneity.

One of the key skills required by MBA's is presentation skills. One needs to put thoughts and ideas in a creative way to attract audience.

The Skills Gap Survey found that gaps do exist, particularly in skills such as listening, and team work and collaboration; attitudes such as self motivation, self discipline and commitment and dedication; and knowledge such as understanding organization and process; product, solutions, and services; and consumer behavior.

Techknowledge-2010

(Software Development Contest & Paper Presentation Contest)

Pioneer Institute of Professional Studies and CSI Student Branch organized a two day Technical festival "Techknowledge-2010" on November 29-30, 2010 in association with HCL Career Development Center, Indore.



In the *Inaugural Session*, *Shri Madhav Datar, Gen (Retd.), Indian Army, MCTE, Mhow* was the *Chief Guest*, and *Dr. V. S. Karnik* was the *Special Guest*. The program was started by lamp lighting by the dignitaries and Sarswati Vandana by the students. There was Institute Presentation and Activity Report of *CSI Student Branch* at Pioneer Institute, Indore. *Dr. P.K. Jain* extended his greetings to Mr. Madhav Datar and MCA Director *Dr. V. K. Jain* welcomed the *Special Guest Dr. V. S. Karnik* by floral bouquet. Dr. P. K. Jain congratulated the organizing team. Dr. V. K. Jain briefed about the objectives behind this activity and he also provided the overview of Techknowledge-2010. *Dr. Pawan Patni, Director (MBA)*, in his welcome speech emphasized on the importance of computer technology and it's applicability in various fields in today's scenario.

Such programs provide students a platform to learn about the latest technologies and get updated with the world. Vote of Thanks was proposed by *CA Prashant Jain Executive Director, PIPS, Indore.*

In the *Second Session* on *November 29, 2010, Software Development Contest* was organized. It was Judged by *Mr. Shailendra Jain, Impetus, Indore, Mr. Anan Kolte, HCL CDC, Indore and Dr. Sourabh Jain, SVITS, Indore.* Around **Twenty**



Teams consisting of 50 students from various institute like *IET, DAVV, IICA, Prestige Dewas, M.R.S.C., SD Bansal, SVITS, Medicaps, S.C.S. DAVV, Indore* presented their Software. 200 CSI students' members and others attended the program. Teams presented their Software on various themes such as; **Web Browser/Network Security & Cryptography. Bulk SMS, Eywa-The Information System, Voice to Text** etc.

In this event, a team consisting of *Manpreet Kaur Hora, Dhananjay Palshikar from IET DAVV, Indore* were declared as **Winners** and the topic was **Application Suit for Mobile Phone for Remote Access to Personal Computer** and the **Runner(s) Up** team comprised of *Nitin Gupta, Nishant Rathi, and Rohit Verma* from *S.D. Bansal, Indore* who gave a presentation on **Eywa-The Information System.**

On November 30, 2010, the Second day, Paper Presentation Contest was organized. The Judges were *Dr. Vranda Tokekar Head & Professor IET, DAVV, Indore. Dr. Abhay Kothari, Directore, IIST, Indore. Dr.Rajendra Singh, IMS, DAVV, Indore.* In Paper Presentation contest **18 Teams** presented their Technical Papers. The papers covered themes like **3G & 4GTech, Skin put Technology,**

Net-work Security & Cryptography etc .In this event, a team consisting of **Shruti Dubey, Dhramendra Pathak, Neha Rahatkar from S.C.S. DAVV** were Declared as **Winners** and the topic was **Data Mining on Who Database, and Runner(s) up team** was **Shubhangi**



Mittal and Vaibhav Tiwari from **Pioneer Institute, Indore** who presented on **Web Browser/Net-work Security & Cryptography**.

The winner team of both events was given a **Cash Prize of rupees 5000/-each and an Institutional Trophy**, along with **Certificates**. The runner up team of both the event awarded a **Cash Prize of rupees 3000/-each and Institutional Trophy and Certificates**.



In the **Valedictory Session**, **Dr. N.S. Choudhary, IIT, Indore and Chairman, CSI Indore Chapter** was the **Chief Guest**. He discussed about the developments in the field of Information and Communication Technology and its impact on globalization. He also talked about career opportunities in the field of ICT. He highlighted on the contribution and activities of CSI in the field of IT.

Dr. V.K. Jain Director, MCA congratulated the Coordinator for their Positive Efforts & excellent team work.

The *Coordinator of Student Branch Chapter of CSI, Prof. Sadique Khan* proposed his Vote of thanks to the Conference Delegates for their Participation, Cooperation and Support.

Program was coordinated by Prof. Sadique Khan.

On **2nd December 2010, Mr. Rakesh Singh, Tito Corporation and Alumni, Pioneer Institute** conducted an **Industry Oriented Guest lecture**, where the students of MBA got a practical exposure in the current trends of HR management in leading organizations. The guest lecture was attended by more than 200 students of MBA.

Mr. Rakesh Singh depicted a clear transparent picture of the challenges faced by today's HR manager in different organizations where there are lots of paradigm shift going on in the corporate world. He said that growth for an individual in an organization relates to the value added by him/her to the organization in the particular period of the job tenure. Moreover organizations should help people find that where they can succeed in the long term becoming valuable assets for the organization. Lots of training and change is required in the corporate to actually materialize the real core strategies of today's HR management.

He said that globalization in the educational sector has really incorporated a sea change in the field where every global standard institution should create a link between industry and academics and Pioneer has been doing it since 1996 bringing vibrant corporate and educational leaders in the campus to share their experiences with the students and the staff members.

In the ending session there were question answer round followed by discussions and valuable interactions. He said that Pioneer is having a fabulous campus. It was a noteworthy achievement for Pioneer having an interaction with him.

On 3rd December, 2010, Prof. Vidushi Sharma took a **Workshop on Segmentation, Targeting and Positioning**. She explained the concept of Market Segmentation, Positive Market Segmentation, and Target Marketing. Market Segmentation included Category of Need (For businesses, for the individual consumer), Segmentation of Needs, and Factors that affect segment prospects, Purchase decision influencers, seller characteristics that can influence purchase decision i.e. Purchase Decision Makers. Target market included definition, Strategies for reaching Target Markets, The Psychology of Target Marketing, Market Positioning, Re-positioning, De-Positioning, Definitions, Product positioning process, Positioning concepts, Measuring the positioning, Repositioning a company.



On 4th December, 2010, Prof. Sumeet Zokarkar gave a presentation on **How to Make a Presentation Effective?** He stressed on analyzing the audience, setting goals and keeping it before us, doing homework, planning format and delivery, making a powerful first impression and presenting with passion. He gave the following tips:

- Think about the presentation beforehand.
- Be very clear about how much time you have - and stick to that time in preparing and delivering your presentation.
- Be very clear about your key message - and ensure that everything in your presentation is both consistent with, and supportive of, that key message.



- Ensure that the slides look good. The first slide should announce the title of your presentation; the second slide should seize the attention of your audience; the third slide should set out the structure of your presentation. Each theme should be the subject of a small number of slides. Each slide should have a clear heading. It is imperative to make appropriate use of pictures.

On 4th December, 2010, Prof. Rini Agrawal took a **Workshop** on **Brand Positioning**. In marketing, positioning has come to mean the process by which marketers try to create an image or identity in the minds of their target market for its product, brand, or organization. She explained that Re-positioning involves changing the identity of a product, relative to the identity of competing products, in the collective minds of the target market.

De-positioning involves attempting to change the identity of competing products, relative to the identity of your own product, in the collective minds of the target market. Positioning is a concept in marketing which was first introduced by Jack Trout and then popularized by Al Ries and Jack Trout in their bestseller book



"Positioning - The Battle for Your Mind.". Prof Rini also highlighted on product positioning process, positioning concepts, measuring the positioning, repositioning a company

FESTIVE SEASON

On 16th October 2010, the faculty, staff and students of Pioneer Institute celebrated the **Festival of Navratri** with devotion and enthusiasm. The ambience was full of lights, joy and festivity. Goddess Durga, was worshipped and all prayed to enhance their physical, mental and spiritual



practice throughout the year. On this day, Pioneer Community got together to 'DANDIYA RAS' and 'GARBA RAS' in the Auditorium, and students got together to enjoy the dance wearing Trendy fashion clothes in Big crowd.

Industrial Visits

Industry Visit Report from September - 2010 To October - 2010

Objectives of Industrial Visits:

To minimize the gap of professional education and corporate culture, Pioneer Institute organizes industry visit for their management professionals.

7/10/2010	Hotel Sayaji	Mr. Urfi- HR Head	Indore	25	MBA 3 rd SEM	Mr.Gautam Pandey Ms. Kumkum Sinha
8/10/2010	Hotel Sayaji	Mr. Urfi- HR Head	Indore	25	MBA 3 rd SEM	Mr.Gautam Pandey Ms. Kumkum Sinha
16/10/2010	MCTE	Col. Tyagi	Indore	45	MCA 5 th SEM + PGDM+ BBA 3 rd SEM	Prof. Sadique Khan Mr.Gautam Pandey
23/10/2010	Kriti Industries	Col. Nagi	Pithampur	45	MBA 1 st SEM	Mr.Gautam Pandey Ms. Kumkum Sinha
27/10/2010	Pratibha Syntex	V.K. Agrawal- Plant Head	Pithampur	30	MBA 1 st SEM	Mr.Gautam Pandey Ms. Kumkum Sinha
29/10/2010	Tata International	Anil Dubey- GM	Dewas	25	MBA 1 st SEM	Mr.Gautam Pandey Ms. Kumkum Sinha

Laurels for Pioneer Institute

On **13th October, 2010**, the students' of Pioneer Institute participated in **Inter College Competition**, conducted by **Christian Eminent College**. **Mr. Prasanna Vyas**, student of MBA I Semester won **First Prize in Solo Singing Competition**.



A group of girls from BBA & MBA were the **Second Winners in Folk Group Dance Competition**. They were **Ms. Madhuri Kriplani, Ms. Neha Dixit, Ms. Arti Bhavsar, Ms. Sonu Patidar and Ms. Pooja Parekh**.

The students of the Institute again added a Feather in the Hat of Pioneer.



Publications

- *Tawar Mona & Jain V. K. (2009). Darpan: e-News Letter, Pioneer Institute of Professional Studies, Vol 3, No. 3.*
- *Dr. Pawan Patni & Dr. P. K. Jain (2011), "Excellence Beyond", published by Excel Books, New Delhi, pp 285.*
- *Dr. Pramod Jain & Dr. Pawan Patni (2011), "Management of Emotions - For Managerial Effectiveness", published in Excellence Beyond by Excel Books, New Delhi pp 3-12.*
- *Rashmi Farkiya, (2011), "Rewards & Recognition of Employees: A Case Study at Grasim Industries Limited, Nagda", published in Excellence Beyond by Excel Books, New Delhi pp 23-30.*
- *Nihit Jaiswal & Himanshu Gupta (2011), "Life Insurance Advertising in India -Analysis of Recent Trends", published in Excellence Beyond by Excel Books, New Delhi pp 146-158.*
- *Himanshu Gupta & Nihit Jaiswal (2011), "Globalization and its impact on Indian Economy", published in Excellence Beyond by Excel Books, New Delhi pp168-178.*
- *Shweta Mogre, (2011), "A Comprehensive Study of Statistical Decision Theory", published in Excellence Beyond by Excel Books, New Delhi pp 231-237.*
- *Sadique Khan & Nilesh Jain, (2011), "Deconstructing XML", published in Excellence Beyond, by Excel Books, New Delhi pp 250-254.*

New Initiatives

- Classroom culture is made very interactive relating more case studies, models & exercises, individual & group presentations, role-plays and live projects.
- Lectures and seminars from well-known presenters from university circles and industry are included in the curriculum to keep students streamlined on up-and-coming trends in the industry and economy.
- The teaching style is designed to expand innovation and creativity in decision making and building managerial expertise.
- Strong importance is laid on building analytical capability among the students through participation and presentation of cases ranging from brief business situation analysis to functional cases in each subject.
- Students with varied backgrounds, education and wisdom are encouraged to and inspired to give their best in an academically rigorous yet open-minded environment.

Forthcoming Events

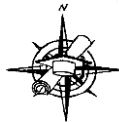
Jan 5, 2011 – Jan 22, 2011	Semester Examination
February 1, 2011	Classes Start (Even Semester)
February 16, 2011	National Conference on Mapping for Excellence: Challenges Ahead (In Association with AIMS, Hyderabad)
March 26, 2011	Knowledge Convention / Manthan
29th – 30th March, 2011	Case Writing Workshop
1st, 2nd April, 2011	Annual Function “UDBHAV”
May 06, 2011	IT National Conference on Emerging Trend in Computing & Communications

“Formal education will make you a living; self-education will make you a fortune”.

—Jim Rohn



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