



# DARPAN

*e-News Letter*

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*"The roots of education are bitter,  
but the fruit is sweet."*

*- Aristotle*

**PIONEER INSTITUTE OF PROFESSIONAL STUDIES<sup>TM</sup>**

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## **Institute-Industry Interaction**

### **Corporate Lecture by Management Career Institute on Digital Marketing**

On 9 October, 2017 a Corporate Lecture was taken by Mr. Kunal Soni, Founder of Management Career Institute. The objective of the lecture was to aware students about the field and career opportunity in Digital Marketing.

Mr. Soni discussed about the following:

**Web Copy Writing** = Online the user is in charge. The online copy plays an essential role in grabbing the user's attention and keeping them interested. It's important to learn - through a combination of theory and examples - how to craft successful digital copy from scratch right through the drafting and editing stages.

**Web Analytics** = This gives an overview of the key ideas and web analytics processes, the knowledge that one can use to improve the ROI of web marketing, how to use web analytics and encourage more visitors to flow through web pages and convert them into enquiries, leads and sales.

**Social Media Channels** = Social Media such as Twitter, LinkedIn and Facebook has grown significantly in the last years. Businesses are winning work from Twitter and LinkedIn. Facebook is being used in place of traditional advertising, yet a few years ago, to communicate to customers you picked up the phone or wrote a letter. This lecture shared secrets on the next steps with using digital marketing tools and how they can generate business for students.

**Email Marketing** = Compared to just about every other form of digital marketing Email is still the most cost effective. It can form the bedrock of our communications strategy and 'join the dots' between our other online activities. It is quick, easy to implement, inexpensive and reliable. We can discover how to form our strategies, set realistic targets and design engaging email content that gets delivered, opened, read and acted upon.

**SEO - Search Engine Optimization** = Find out practical ways to make sure that the site ranks highly for the key phrases your potential customers are typing into the search engines; to learn essential information for SEO, page rank, link building, white hat techniques, indexing; understand how a proper on-site and off- site optimization will create long-term value for the site.



PPC = It covered strategy aspect related to Pay Per Click advertising, finding the right keywords, write the winning advert and use all the techniques to lower price and increase ROI.

Web Usability (UX) = Design a more effective website improve customer satisfaction, have a better placement, convert more traffic into sales. It's effective for web designers, web developers, marketers in need to dramatically improve their website results.

Content Marketing = It's the ability to create the content that people want to have. Either on your site, email or social media channel, it allows to engage better and convert the audience.

The Key Note Speaker was Mr. Kunal Soni and the Event Coordinator was Mr. Radheshyam Acholiya.





## **Corporate Lecture by Management Career Institute on Communication Skill**

On 10 October, 2017 a Lecture was taken on Communication Skills by Management Career Institute to provide insight knowledge of Communication Skill. The objectives were to:

- ✚ Evaluate the strengths and weaknesses of communication skills
- ✚ Understand Optimal Thinking and its vital role in communication
- ✚ Explore how to challenge and optimize suboptimal thoughts, feelings and behaviors
- ✚ Learn how to listen most effectively
- ✚ Interpret and optimize non-verbal communications
- ✚ Discover how to untangle “mixed signals”
- ✚ Find out when silence can be the most effective communication tool
- ✚ Discover how to respond optimally even when one is ready to explode
- ✚ Define the communication style that will maximize the success
- ✚ Learn how to fit in with others — even if one has little in common
- ✚ Find out how to remember and use people’s names most effectively
- ✚ Gain skills to best deal with those who complain, criticize, blame and make excuses
- ✚ Optimize communications with those who practice one-upmanship
- ✚ Negotiate optimal solutions with different personality types
- ✚ Hone verbal assertiveness to minimize all undesirable behaviors
- ✚ Examine five critical factors to consider when choosing corrective measures
- ✚ Explore how to eliminate obstacles to optimal communication
- ✚ Learn how to admit mistakes without losing respect from others
- ✚ Apply the most constructive techniques for resolving conflicts
- ✚ Discover how to respect the dignity, rights and vulnerabilities of all concerned
- ✚ Develop a realistic daily plan of action to optimize communication skills





## **Activities under NSS SFU 01**

### **Celebration of Birth Anniversary of Mahatma Gandhi and Lal Bahadur Shastri**

On 2<sup>nd</sup> October 2017, Rotary Club 3040 celebrated the birth anniversary of Mahatma Gandhi and Lal Bahadur Shastri with the vision - Youths are the present along with the Future. 2<sup>nd</sup> of October is also celebrated internationally as the International Day of Non-Violence because of Gandhi Ji being a preacher of non-violence throughout his life. “We will always remember Bapu as a symbol of peace and truth”. With these line the event started by Saraswati Vandana which was followed by welcome speech delivered by Rtn. Sartia Agrawal. She welcomed the Chief Guest DG. Rtn Zamin Hussain and also introduced him to all. She also conveyed the purpose of the gathering by acknowledging the youths. She said that if we want our nation to be counted in the top notch then we all have to contribute towards our mission - Dream India.

She also sighted the strengths of Indian Youth and said that the country only needs belongingness of such deserving youths. Rather than serving other nations after acquiring higher education the youths should contribute towards making India a Destination Nation for the youths to explore opportunity for growth.

After this students from various schools and colleges were invited to present their views on topics related to Mahatma Gandhi and India. There were 8 students who initiate to speak on the occasion. The Symposium started with the speech of Vidhee Agrawal from G D Goenka Public School. Her topic was “Gandhi’s Integrity and Non Violence features”. She said that Mahatma Gandhi was a great person who struggled a lot and played a significant role in the achievement of freedom for India



from British rule. He not only pioneered the unique method of non-violence to get freedom for India against British rule but also proved the world that freedom can be achieved peacefully through the path of non-violence. He is still remembered among us as the symbol of peace and truth. She ended with the lines of Bapu -"Ahimsa is the highest duty. Even if we cannot practice it in full, we must try to understand its spirit and refrain as far as is humanly possible from violence."

The next presenter was Mr Ayush Kumar Singh from Pioneer Institute of Professional Studies, Indore. He spoke on the topic "Mahatma Gandhi the answer to corruption in Politics and Social Life". Before starting with his topic he beautifully introduced the sparkling soul to the gather audience. He said that Gandhi Ji was born on 2nd October in 1869 at Porbunder, Gujrat. At this day, the President and Prime Minister of India pay homage to the Mahatma Gandhi's statue at his samadhi by offering prayer, flowers, bhajans, devotional songs, etc at the Raj Ghat, New Delhi. Gandhi Jayanti is celebrated in almost all the states and territories of India in order to commemorate the person who always respected the people of all the religions and communities in same manner. He beautifully raised his voice and pitched how corruption is done by the ones who hold power in the society. With Gandhian Philosophy he also tried to answer how this can be stopped. He further said , in the words of Bapu -"You must not lose faith in humanity. Humanity is an ocean; if a few drops of the ocean are dirty, the ocean does not become dirty."

The next candidate was Mr. Himanshu Pandey from Brilliant Hr. Sec. School. His topic was "The world pays through Mahatma Gandhi". He stated in his discussion that Mahatma Gandhi is not just a name rather Mahatma Gandhi signifies Peace. He also said that a developing nation like India needs a true leader like Mahatma Gandhi and a follower like Narendra Modi. Mr Modi is continuously striving to achieve the dreams that bapu saw i.e.- Swach Bharat. He declared that from 2nd October, 2014,

Swachh Bharat Abhiyan will start to take place in a large way and has worked very hard to make the dream come true. He declared the day as a non-holiday to the Government workers and staffs and directs them to take cleanliness awareness in their offices on that day. On that day, Government employee's and staff's take action of Swachh Bharat Abhiyan in their respective workplace. Mr. Modi, also urged all the Indian's to devote at least 2 hrs. per week to clean their surroundings. On 2nd October, Mr. Modi himself cleaned the India Gate area in New Delhi.

The next call was for Ms Sheetal Rathore from Pioneer Public School. The topic she choose to speak was “ Transformation of the world through Gandhian Way – You be the Change”. She magnificently quoted how the youths can contribute to transform the world. She also gave examples from across the globe where Gandhi is worshiped and preached. There are several countries like China who follow and walk on the footprints of Bapu.

She further quoted a very famous line laid by bapu which says-“My life is my message.” and “You must be the change you wish to see in the world.”

The next presenter was Roumya Pratap Singh from Ansuiya School, his topic was “Relevance of Gandhian Philosophy”. He beautifully raised examples of Gandhi Ji and said that there may be several problems in one's life but to solve that problem one might have various approaches the only need is to see the problem with a different angle. He further said that Gandhiji was the man of simple living and high thinking which has been set as an example to us. He was very against to the smoking, drinking, untouchability, and non-vegetarianism. At this day the selling of alcohol has been completely banned for whole day by the government of India. He was the pioneer of truth and non-violence who started the Satyagraha movement for India's freedom. It is celebrated with lots of preparations at the Raj Ghat, New Delhi (the cremation place of him) such as prayers, offerings of flower, playing his favorite song “Raghupati Raghav Raja Ram, Patit Pavan Sita Ram”, etc in order to pay

homage to the Gandhiji. He further said - I would like to share one of his great sayings : “Live as if you were to die tomorrow. Learn as if you were to live forever.” The session was further carried on with the voice of Mr. Priyanshu Ghosh from Pioneer Convent School, he spoke on the topic “Mahatma Gandhi the way to preserve and Protect National Heritage”. Here he spoke about the devotion of Gandhi towards his Nation and people. Furthermore the session was carried by Mr. Gaurav Vaidya who beautifully laid the qualities of Gandhi and said that everyone should walk on the path shown by Gandhi. In his speech he quoted that Non-violence is a weapon of the strong. With the weak it might easily be hypocrisy. Fear and Love are contradictory terms. Love is reckless in giving away, oblivious as to what it gets in return. Love wrestles with the world as with itself, and ultimately gains a mastery over all other feelings. My daily experience, as of those who are working with me, is that every problem would lend itself to solution if we are determined to make the Law of Truth and Non-violence the Law of Life. For Truth and Non-violence are, to me, faces of the same coin. He further added that Mahatma Gandhiji came on this earth with his message of truth and non-violence (ahimsa) at a time when the forces of aggression and violence reigned supreme on earth. Mahatma Gandhi taught us what Christ and Buddha had longed to teach long ago. He became an immortal spirit who guides us through the path of peace and non-violence. Finally he concluded by saying that Gandhiji was an angelic being, a source of inspiration to his people. He was a messiah for the tortured and oppressed humanity. He is a spirit of non-violence, peace and love.

The symposium came to an end with these lines.

The gathering was further addressed by PDG Rtn. S N Lathi, District Trainer and DG Rtn. Zamin Hussain who said that the youth of a nation shapes and moulds its present and paves the way for its future. The young generation shoulders a huge



chunk of the responsibility of nation building; not the politicians or the policy makers alone. It would be more accurate to say that the youth working in tandem with the government decide the fate of a nation and its coming generations. It is, therefore, important that the voices of the youth get the right platform. It is necessary that the youth gets to exercise their freedom of speech, their opinion and their ideas. They further added that there are so many deep routed issues this country is plagued by. Just getting educated, involving yourself in politics and making the rightful use of social media is not going to eradicate every single problem in this country. This country needs to win over poverty, get access to proper health care and employment. The responsibility lies with the privileged to help uplift those that are not. Those who have the access to better opportunities should come forward and help those who don't. History has time and again vouched for the fact the youth collectively can help achieve the impossible. They are passionate, motivated and strong willed. If the youth make their voices heard and resolve to make a change; there is no reason that India cannot be the greatest nation in the world in every sense of the term. Finally the program came to an end with the distribution of Mementoes to the dignitaries and prizes along with certificates were given to all the participants of the symposium. The national anthem was sung after which everyone departed.









### **‘Swachhata Hi Seva’ on 3 October, 2017**

With reference to the campaign, named ‘Swachhata Hi Seva’ (Cleanliness is Service) by Hon’ble Prime Minister Narendra Modi and the initiative, by the Ministry of Drinking water and sanitation, includes ‘Sharamdaan’ or voluntary work that focus on mass mobilization and reinforce ‘jan andolan’ for sanitation to contribute to Mahatma Gandhi’s dream of a clean India.

Ever since the activity started, it had begun to generate action and positivity in the Institute premises. The students had an awareness rally with a message of clean India. Student Volunteers conducted cleaning activities in Indore. It was organized by NSS volunteers under the NSS Unit of the Institute.

Youths were encouraged to come up with innovative solutions to problems for sustainable, environmental-friendly and affordable toilet technology for remote areas; technological solutions to bring behavioral change for toilet usage and hygiene. The students acted as cleanliness ambassadors and along with the support of institution they lead the vision of Clean India of our Hon’ble Prime Minister Shri Narendra Modi.

They also participated make Educational Institution a smart campus, by focusing on cleanliness and waste management. Focus was on save water, save electricity, promote cleanliness and manage waste to become smart campus.

The NSS Volunteers also created awareness among the students regarding the sanitation system and solid waste management in the city. The college Management apprised the team and the Program Officer Mr. Radheshyam Acholiya.







## **Rashtriya Ekta Diwas (National Unity Day)**

National Unity day (also known as Rashtriya Ekta Diwas) is celebrated every year on 31st of October by the people all through India. It is celebrated to commemorate the birth anniversary of Sardar Vallabhbhai Patel who really unified the country. Rashtriya Ekta Diwas or National Unity Day was introduced by the Government of India in 2014 with the aim of celebrating this event every year on 31st October. The aim of introducing this event is to pay tribute to the great man, Sardar Vallabhbhai Patel, on his birth anniversary by remembering his extraordinary works for the country. He really worked hard in keeping India united.

Celebration of this occasion annually helps youth of the country to be aware of and provides an opportunity to everyone to maintain the integral strength of the nation. It makes Indian citizens to realize that how a national integrity helps in defeating the actual and potential threats for unity, integrity and security of the nation.

### **RASHTRIYA EKTA DIWAS PLEDGE**

Following is the pledge for Rashtriya Ekta Diwas (National Unity Day): “I solemnly pledge that I dedicate myself to preserve the unity, integrity and security of the nation and also strive hard to spread this message among my fellow countrymen. I take this pledge in the spirit of unification of my country which was made possible by the vision and actions of Sardar Vallabhbhai Patel. I also solemnly resolve to make my own contribution to ensure internal security of my country.”



## **Social & Entrepreneurship Cell**

### **Clothes Donation Drive on 14 October, 2017 (Joy of Giving):**

Students and teachers donated clothes to the residents of Mahalaxmi Nagar and nearby slum areas. They also spent some time with the children, with a wish to help the residents of the orphanage, poor and below poverty line slum people.

The members and students went to the orphanage along with garments so that they could personally meet the children, who not only need food, cloth, shelter, education but also love and care.

The following category of clothes were distributed to the needy people:

- Coats and suits
- Dress pants
- Dress shirts (all sizes)
- Ties
- Work pants
- Jackets, gloves, hats and scarfs
- Sweaters and vests
- New Shots and socks
- Warm clothes (new or old in good condition) of all age groups
- Sweater, shawls, socks, woolen caps, scarves and innerwear

The volunteer team worked faithfully to sort, iron, and tag all incoming clothing. The clothes were then made available to the poor and needy children on a first come first serve basis.

A small gesture was a boon for poverty stricken, deprived people to stay happy during the cruel summer / winter season. The students gave the message to show generosity, and help to collect as many as clothes to keep the deprived ones comfortable in harsh summers and winters.







## Extra-Curricular Activities

Deepawali Celebration on 14 October, 2017



## **Singing and Dancing Competition on 3 November, 2017**

The encouragement to sing and dance is helping students to develop a host of skills while teaching them to embrace one of the most enjoyable pastimes of life. Music and dance is a joyful experience that we encourage in our Institute. Singing helped students reinforce and uphold themselves and so they found the event fundamentally enriching.

Students from various religion and cultural groups, participated and connected to varying degrees and in varying ways, with each other.

On the other hand, Dance witnessed relaxation and the participation, which was routed in technique, gave an opportunity for a creative outlet and helped to release students' emotions.







### **Children's Day Celebration on 3 November, 2017**

During our school days, we all would wait for Children's Day as we could skip our uniforms and wear our desired dress for the day, where we would feel distinctive, it would be a day of fun and pleasure.

And so the Institute decided to have the same fun for the college students. The event was all about memories and the good time they had back in school.

The classes were called off and the cultural programme for students was planned to enjoy. It was one day when the students did not had to wear uniforms or carry any books. A celebration that ensured that students had had fun.





**"Education is the most powerful weapon which you can change the world"**  
**- Nelson Mandela**



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