

DARPAN

e-News Letter

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Dr. Mona Tawar
Dr. CA Prashant Jain

*"Innovation distinguishes between
a leader and a follower."*
- Steve Jobs

PIONEER INSTITUTE OF PROFESSIONAL STUDIESTM

(An Autonomous Institution Established in 1996)

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• NAAC Accreditation • College With Potential For Excellence (CPE)
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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.

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

Message from the Desk of the Director

Pioneer Institute is steadfast to develop leaders in management and technology with the competencies insisted on by a rapidly shifting multifaceted global business background. We strive to develop in students, a hands-on approach with a narrative visualization and an in-depth thoughtful of the real life business through miscellaneous pedagogy, exposures and lot else.

Since its inception, the institute has developed a lot in its infrastructure, academics and laboratories.

After the autonomous status, the Institute has developed a well-balanced curriculum, educated by qualified, skilled and knowledgeable faculty members who develop the necessary skills in students which again is necessary to meet tomorrow's applications.

We are in a continuous process of development to meet the demands of the rapidly changing related management fields. We look forward to welcome you to this academic community at Pioneer Institute of Professional Studies, Indore.

Dr. Mona Tawar

Pioneer Institute of Professional Studies, Indore

MESSAGE BY PROF. ISHA JAIN

In order to recognize the importance of providing educational activities that enrich and broaden student experiences as an integral part of the curriculum as well as beyond the normal academic day, the Institutional Committee supports the development of co-curricular and extracurricular programs in accordance with the policies established. Co-curricular programs are defined as those activities that enhance and enrich the regular curriculum during the normal days. Extracurricular programs are defined as those activities that broaden the educational experience which usually take place beyond the normal college day. Students who desire to participate or be the Volunteer shall do so with the understanding that it is a privilege for them to be the member a team.

All students are invited to participate and the activities are designed to meet the needs of and to stimulate interests expressed by students and should cover a broad range of abilities. There are equal opportunities for all students to participate in such programs. Recognizing the positive aspects of co-curricular programs that enrich and enhance the regular elementary college program, the College Committee supports the development of such activities in all areas of the approved curriculum.

Conventional cultural activities, such as band and art class, benefit students by bolstering their general commitment to socio-educational goals, such as college attendance. In the case of elite college admissions, on the other hand, exposure to high-status cultural forms would appear to play a strong role, though not in ways that is easily transmitted to students through Institutes.

Prof. Isha Jain

Pioneer Institute of Professional Studies

Index

1	01/12/2017	World AIDS Day	Dr. Sharad Pandit	World AIDS Day
2	Jan-Mar 2018	Internship Details	UG/PG	Internship
3	02/01/2018	Guest Lecture	CA Sanjay Gupta	Way Towards Success
4	07/01/2018	Inauguration Ceremony	Pioneer International School	Inauguration Ceremony
5	19/01/2018	Guest Lecture	Dr. Sharad Pandit	Health Industry In India
6	20/1/2018	Guest Lecture	CA Madhav Tulsyan	GST and Employment Opportunities
7	22/01/218	Yellow Day Celebration	All Students And Faculty	Yellow Day
8	24/1/2018	Guest Lecture	Dr. Prachi Sharma	Personality Development
9	29/1/2018	Guest Lecture	Dr. Prachi Sharma	Communication Skills
10	01/02/2018, 02/02/2018	Workshop	Dr. Tanu Srivastava	Smart Girl Workshop
11	02/02/2018	Cultural Event	11 Artists, Faculty, Staff, Students	Sham-e-Ghazal
12	04/02/2018- 10/02/2018	NSS Camp	Faculty and Cadets	National Service Scheme
13	11/02/2018	Communication Skills/Alumni Meet	Faculty, Staff, Alumni	Communication Skills/Alumni Meet
14	10/02/2018	E-Week/Movie	Faculty and Students	Orientation and Motivation
15	12/02/2018	E-Week/Guest Lecture	Mukesh Mathur, Chief Editor Dainik Bhaskar	Challenge Before Editor
16	13/02/2018	E-Week/Guest Lecture	Dr. P. K. Jain	Motivation Towards Entrepreneurship
17	15/02/2018	E-Week/Guest Lecture	Mr. Kunal Soni	Digital Marketing
18	15/02/2018	E-Week/Guest Lecture	Mr. Pradeep Mahaur	Social Media
19	17/02/2018	E-Week/Guest Lecture	Mr. Akshat Gupta	Bollywood Script Writing

WORLD AIDS DAY

Every year on December 1 we celebrate World Aids Day in order to create awareness about the deadly disease aids caused due to the virus HIV and to commemorate the victims of the disease.

At Pioneer Institute we celebrated this day by creating awareness about this disease among the youngsters.

The program started with the speech delivered by various post graduate students. MBA student Mr. Avinash Kanare asserted in the speech that this day is an opportunity for all college students to stand unitedly against this disease. He elaborated that there are nearly 36.7 million people around this world suffering from aids. This disease is one of the biggest fatal diseases in the world. Till date more than 35 million people have died because of aids. This day is important because we can remind ourselves that we can take precautions against this mortal disease.

While Ms. Nidhi Kumrawat of MBA took this speech to another direction by adding her view about aids day. She stated that there is still a big need to create awareness about this disease. We need to raise money and improve the quality of education so that the society gets to know that precaution is better than cure.

Pioneer Institute also organized a seminar on this big day. Dr. Sharad Pandit was invited as the guest speaker. This seminar was attended by Students, Staff and Faculty Members from Pioneer Institute, Pioneer Convent and Pioneer Public School.

Dr. Pandit highlighted that World Health Organisation in association with hospitals around the world are aiming to achieve universal health coverage by the year 2030. Right to health focuses on reaching vulnerably to all the 36.7 million victims of AIDS. He said that the WHO is also providing medicines and diagnosis at affordable rate. WHO is trying to cover each person from every part of the world so that no one is left behind. Hence, people suffering from HIV can take affordable high quality health care services from the nearest hospital. He also assured that all the patients are treated in healthy environment in all the hospitals and are not kept detached from the others. The seminar was interactive and students asked various questions related to the topic. Dr. Pandit answered them happily.

Slogan competition

Undergraduate Students of Pioneer Institute participated enthusiastically in the slogan competition held right after the seminar. Students wrote both in Hindi and in English. The best two students were selected out of the Hindi and English category and were awarded by Dr. CA PK Jain-Principal, Pioneer Institute.

The students wrote slogans about aids "not being a communicable disease" due to touch or eating together, about the disease "don't create untouchability". Few wrote about "changing attitude towards AIDS patients".

Students focused on how this "disease can be prevented". The audience were amazed to see such awareness during the competition.

Rally

The students came along the streets near college in the form Of Awareness Rally Against AIDS. Students started the rally with a small silent prayer. The students appealed the normal public to stand up against AIDS. They used the slogans that they created during the slogan competition to make people aware about AIDS. It was exciting for students and they stood and raised their voice without being embarrassed against the disease.

Essay

There was an essay competition held in the college campus. BBA student Mr. Mohit Chourasiya wrote candidly about how AIDS is caused and that HIV (that is human immunodeficiency virus) can cause AIDS when one comes in contact with the infected person via blood, semen, or vaginal fluid. This can be avoided by protected sex, use of fresh needle, etc. This disease attacks the immune system of one's body. HIV destroys the WBC of blood. He explained about the two types of HIV virus and symptoms of the disease. He also told that all HIV effected patients may not be AIDS patients. He told how this disease can be diagnosed and then treated.

Ms. Sanjula another winner of the essay competition communicated that prevention of AIDS is better than any kind of cure. She voiced about the methods of preventing from this disease. She also told what steps should be taken to avoid this disease.

Blood Donation Camp

Students voluntarily donated their blood in the camp organized at Pioneer Institute. First the students took a small test wherein their blood group, hemoglobin, WBC, RBC, etc. was tested. Then after their weights were checked and those whose weight matched in accordance with their height and age were allowed to donate the blood. Students donated Blood and gave a message that today's youth is are ready to help the society when in need.

The overall World AIDS Day was conducted successfully. The event brought positivity amongst the students and we look forward to more such events at our campus. We thank the Red Cross Society for their kind support in this event.

The event was coordinated by the Mr. Radheshyam Acholiya, and co-coordinated by Ms. Simnalika Kushwaha.

INTERNSHIP

Pioneer Institute prepare students for a career by helping them obtain hands-on experience through internships, externships, and cooperative education (co-op) programs. From career fairs and workshops to alumni mentorships and shadowing, the Institute gives students all the resources they need to score the perfect internship. The following students got placed/internship:

S No	Name of Student	Company Name	Address of Company	Time Period	
				From	To
1	Honey	Y Berry Info system	509 B 5th Floor behind Corporate House RNT Mark ,Indore	12/19/2017	
2	Nitya Yadav	Moreyeahs IT Tech. Pvt. ltd.	201 A BCM Paradise, Indore	6/5/2017	15/0/2017
4	Deepika Gupta	Influx Sourcing	BH 39 Sarnath Parisar Kesar Bagh Road Indore	8/8/2016	9/23/2016
5	Garima Jaiswal	Moreyeahs IT Tech. Pvt. ltd.	201 A BCM Paradise, Indore	6/5/2017	15/0/2017
6	Shivani Sharma	Moreyeahs IT Tech. Pvt. ltd.	201 A BCM Paradise, Indore	6/5/2017	15/0/2017
7	Shalini Bhadoriya	Moreyeahs IT Tech. Pvt. ltd.	201 A BCM Paradise, Indore	6/5/2017	15/0/2017
8	Pooja Nahatkar	Moreyeahs IT Tech. Pvt. ltd.	201 A BCM Paradise, Indore	6/5/2017	15/0/2017
9	Pushpa Singh	Moreyeahs IT Tech. Pvt. ltd.	201 A BCM Paradise, Indore	6/5/2017	15/0/2017
10	Nidhi Kumrawat	Sayaji Hotel Ltd.	H1 Scheme No 54 Vijay Nagar, Indore	8/28/2017	11/26/2017
15	Shubham Sharma	Sayaji Hotel Ltd.	H1 Scheme No 54 Vijay Nagar, Indore	8/28/2017	10/23/2017
16	Anjali Deshpande	Bajaj Finserv	Vijay Nagar Indore	9/20/2017	10/20/2017
17	Himanshu Pal	Bajaj Finserv	Vijay Nagar Indore	9/20/2017	10/20/2017
18	Sachin Raikwar	Bajaj Finserv	Vijay Nagar Indore	9/20/2017	10/20/2017
19	Divya Gaurav	Bajaj Finserv	Vijay Nagar Indore	9/20/2017	10/20/2017

The Placement and Internship Activity was coordinated by the Mr. Radheshyam Acholiya, and co-coordinated by Ms. Simnalika Kushwaha.

Way Towards Success

On 2nd January 2018 a seminar on *Way Towards Success* was organised in the Conference Hall. CA Sanjay Gupta was the speaker. Anchoring was done by Ms. Simnalika Kushwaha.

The Seminar went on up to 2 hours. The speaker asserted that Success is what most people dream of accomplishing. To reach our heart's desire is the ultimate goal. Although we live with different purposes in life, it is the main reason why we stand, why we strive and why we continue to live... to be successful!

The speaker asked to the audience "How can we achieve success? How can we maintain success and what is the key to success?"

The students answered it by saying- "Achieving success"

When it comes to the secrets of achieving that mysterious beast called success, we definitely think of our ability, the amount of money we have or the number of blessings that shower us every day. But, realistically, motivation is the one true key to success.

Successful people are those who can pick themselves up, or take a chance, and get going when something needs to be accomplished, instead of waiting around. Perhaps we don't all have the foresight or expertise to make the right choices straight away. However, some of our troubles could dissolve faster if we keep ourselves positively motivated.

The speaker added that maintaining success is even more difficult than achieving it.

Learning how to motivate yourself is an effective skill to have when challenges come knocking at your door. Being skilled at motivation can help you survive any storms that come along. Becoming motivated gives you a feeling of control when everything around you has run out of control. However, it all stems from inside you.

Motivation can't be discovered from looking outside ourselves. Sometimes something will come along in our lives and disappoint us, make us weak and vulnerable. Finding the desire to continue on a positive path on our own will make us strong; help us stand up tall and continue in pursuit of what we have started.

As with many things in our lives, our personalities greatly influence our success or failure in any given situation. But, whether our personalities contribute to our success or turn out to be obstructions does not altogether define us as failures. We can't change the world in general, but we are able to change how we live our own life and affect the human nature and conditions which may try to hide our path to success.

The speaker supplemented that the key to success is motivation.

Finally, the speaker concluded by saying that motivation is a crucial leadership skill. In time that you have the need to attain success, worries will surely arise. If we really want to achieve everything we set out to achieve, being strong and staying motivated is key.

Many of us can stay motivated over a short period of time, but it takes a great deal of discipline to stay motivated over a long period of time. To be successful in life, we must have a number of creative approaches that can assist us in maintaining our motivation. It is absolutely necessary to ensure that you dedicate time each and every day to the motivation that you need.

The speaker ended his speech by a quote- Stay on track. Stay motivated. Stay successful!

The event was co-ordinated by Ms. Simnalika Kushwaha and co-coordinated by the student volunteers.

Inaugural Ceremony of Pioneer International School, Sonkatch **INAUGURAL FUNCTION**

07 JANUARY 2018 (SUNDAY)

SN	Particulars	Time	Duration
	Program Commencement – Starting with Ribbon cutting & opening at School Porch / Reception area by Shri Prakash Chand Jain, Pioneer Group Chairman	2:30 PM	
1	Lighting of Lamp		5 Min
2	Ganesh Vandana by Pioneer Institute student Vishal Gautam and Team		4 Min
3	Saraswati Vandana by Pioneer Convent School team		5 Min
4	Welcoming thought & Program Conduction by Mr. Anurag Tagde, Director (Admin), Pioneer Group		5 Min
5	Welcome Dance performance by Pioneer Convent School – Rajasthani Dance		5 Min
6	Welcoming of Distinguished Guests by Bouquet		5 Min
7	Blessings by Shri Prakash Chand Jain, Group Chairman		5 Min
8	Welcome Address by Dr. CA Pramod Kumar Jain, Founder Chairman - Vision and thought – Pioneer Group - Announcement of Felicitation Centre for Sonkatch		5 Min
9	Dance performance (Krishna Lila) by Akshita Chouhan & Anubha Sohiya, Pioneer Institute Students		3 Min
10	Address by Dr. Zamin Hussain, Senior Doctor		5 Min

SN	Particulars	Time	Duration
11	Address by Shri Anshuman Singh, SP Dewas		5 Min
12	Song (Damadam Mast Kalandar) by Sawan Nayak, Pioneer Institute student		4 Min
13	Address & Group Presentation by Dr. CA Prashant Jain <ul style="list-style-type: none"> - Group & Team Introduction - Concept and thought – Pioneer International School - Announcement of Opening of School Website - Certificate of Excellence announcement 		30 Min
14	Group Dance performance by Pioneer Public School		5 Min
15	Address by Mr. Akash Jain, Principal, Pioneer International School		5 Min
16	Rashtriya Pioneer Pride – Newspaper & News Portal Inauguration announcement & documentary by Anurag Tagde and entire RPP team		5 Min
17	Dance – Pioneer Institute student Akshita Chouhan (Shiv Tandav Stotram)		3 Min
18	Address by Shri Rajendra Verma, Vidhayak, Sonkatch		5 Min
19	Address by Shri Ashish Singh, Collector Dewas		5 Min
20	Group Dance performance by Pioneer Institute students – Kalbeliya		3 Min
21	Song performance by Pioneer Institute student Vishal Gautam on Tere Galiyaan		4 Min
22	Vote of Thanks by Akash Jain, Principal, Pioneer International School		3 Min
	End of Program	6:00 PM	
	Dinner	6:00 PM to 8:30 PM	
	Total Time		124 Min

DISTINGUISHED INVITEES

SN	Name	Designation
Government Officials		
1	Shri Ashish Singh	Collector, Dewas
2	Shri Neeraj Khare	SDM, Sonkatch
3	Shri Anshuman Singh	SP, Dewas
4	Shri Bharat Singh Kadam	Ex SDOP, Sonkatch

5	Shri Vijay Shankar Dwivedi	SDOP, Sonkatch
6	Shri K. K. Singh	TI, Sonkatch
7	Smt. Kale	BEO, Sonkatch
8	Shri Sajjan Singh Malviya	BRC, Sonkatch
9	Smt. Kale	Principal SankulPrabhari, Sonkatch
10	Dr. Rakesh Mahajan	Principal Govt. College, Sonkatch
11	Shri Kushwaha	Nayab Tehsildar
12	Shri Anil Tiwari	Tehsildar
Politicians		
1	Shri RajendraVerma	Vidhayak, Sonkatch
2	Shri Narendra Singh Rajput	Jila Panchayat Adyaksh, Sonkatch
3	Shri Dasrath Yadav	Janpad Panchayat Adyaksh, Sonkatch
4	Shri Rajveer Singh Baghel	Nagar Panchayat Adyaksh, Sonkatch
5	Shri RajendraModariya	Janpad Panchayat Upadyaksh, Sonkatch
6	Shri Pappi Yadav	Sarpanch, Gram Sanwer
Distinguished Guests		
1	Shri Trilok Chand Jain	Renowned Educationist, Sonkatch
2	Shri Satyanarayan Lathi	Renowned Advocate, Sonkatch
3	Dr. Zamin Hussain	Renowned Doctor, Sonkatch
4	Dr. Govind Gupta	Renowned Doctor, Sonkatch
5	Dr. Burhanuddin	Renowned Doctor, Sonkatch
6	Shri Rajkumar Patni	Chairman, Jain Samaj
7	Shri Ashish Akotiya	Chairman, Rotary
8	Shri SourabhPurohit	Chairman, Press Club, Sonkatch

The Inaugural Ceremony of ‘Pioneer International School’ took place on Sunday, January 7th, 2018 at Sonkatch, Madhya Pradesh. The Inaugural of the school was done by Hon’ble Shri. P.C. Jain, Founder, ‘Pioneer Group’. Further the program was hosted by Mr. Anurag Tagde, Director, Administration, Pioneer Group.

He started the program by showing a small documentary on Sonkatch that covered major markets, temples and river view of the area. It was followed by a brief welcome note delivered by Hon’ble Dr. CA Prashant Jain, Executive Director, Pioneer Institute.

The program started with Ganesh Vandana which was performed by Vishal Gautam, a student of MBA II Semester and it was followed by the *Lighting of Lamp* by all Dignitaries.

Our Group Heads Inaugurated the Primary Section of 'Pioneer International School' and all the eminent guests were welcomed to the premises of Pioneer International School. A brief address was given by Hon'ble Shri. P.C. Jain Sir after which Hon'ble Dr.CA Prashant Jain gave a brief description of the story behind coming up with 'Pioneer International School' at Sonkatch.

Hon'ble Dr. CA Pramod Jain took over the stage. He mentioned that quality education is necessary at 'Tehseel' level and the schooling of girls has become a big issue, particularly for people from rural areas. He said the overall development of a child is a group effort. He committed to open a facilitation centre in the school shortly to address the problems of parents and to provide scholarship benefits to school children.

This was followed by a brief address by Hon'ble Mr. Akash Jain, Principal 'Pioneer International School'.

Hon'ble Dr. Zamin Hussain, DG Rotary Club and renowned Senior Doctor of Sonkatch took the stage. In his speech, he said that if areas like education and health will fail, the society will drown. He mentioned that Education should be given free of cost and should focus on moral values. He said that people have become self- centred because they only concentrate on themselves and that he is hopeful that children of 'Pioneer International School' will grow as good citizens besides holding good designations. He congratulated Pioneer Group for the initiative.

Further the program was addressed by Hon'ble Shri. Satyanarayan Lathi, who is a renowned Advocate of Sonkatch. He appreciated the step taken by Dr CA P.K. Jain for coming up with a school in rural area like Sonkatch. He emphasized that value education is the basic necessity of the hour and Pioneer International School is one of the school which has initiated to deliver the same for Sonkatch aspirants. He further added that there are many students in Sonkatch who are keen to learn and deserving also but the only issue is they are lacking with opportunities. Now I firmly believe that these budding talents will fly high and represent Sonkatch. Pioneer International School will act as a platform to bridge the gap.

It was followed by a brief address by Hon'ble Mr. Vijayshankar Trivedi. He highlighted that school plays an important role in the recognition of a person and many reputed personalities are known by their school. He wished Pioneer Group to grow and prosper in the near future.

The speech was followed by a floral welcome of HDFC, Deputy General Manager, Mr. Vinayak Parkhi and Ms. Kalki Raje from *News 24* by Dr. CA Pramod Jain.

Pioneer Group's initiated a newspaper '*Rashtriya Pioneer Pride*' which was then inaugurated by the dignified guests and a small e-presentation of newspaper was shown.

The program moved on with the presentation by Hon'ble Dr. CA. Prashant Jain on the Pioneer group. He highlighted the courses offered by Pioneer Institute and the past placements of students in renowned companies. He surprised the public present over there saying that 'Pioneer International School' will have bag less schooling and no homework will be given to the children. He mentioned about a remarkable feature of the school and also introduced a 'Robot' which signifies the use of modern technology used to teach and groom students. He said the focus of the school is on 'behavioural education', we promise to educate students by departing value based education.

After his presentation, Hon'ble Mrs. Anshu Jain inaugurated the website of 'Pioneer International School'.

Further Hon'ble Mr. Akash Jain, Principal, Pioneer International School addressed the gathering. Mainly he pointed out the basic features of education system, which is care, commitment and creativity. According to him all three features should be present in an education system. After this he promised to fulfill the various commitments made by Pioneer International School. He also told there is lot of talent in Sonkatch but they don't get right direction. Here is an open opportunity for them to get associated with Pioneer group and excel. He will try to support, care and give shape to the talents in right way.

The programme moved on by welcome of Hon'ble Dr Asha Mathur (Former IG Bhopal), she addressed the gathering and expressed her happiness on witnessing the auspicious occasion.

She started her address with the lines '**ANDHAKAAR SE PRAKASH KE AUR**' people should think about it. She also focused on moral education and said schools are that place where children learn and develop good things. At the end she blessed all the efforts of team success and prayed for a promising future ahead.

In the end, felicitation ceremony of Hon'ble Mr S.C. Trivedi was witnessed to acknowledge his remarkable contribution towards Pioneer Group. He has served since past 20 years and for the same a Certificate of Excellence was given to him.

Finally the program ended with dinner and group photographs.

The rapporteur were Dr. Tanu Srivastava and CA Deepti Anchaliya.

The event was coordinated by all the Faculty and Staff members of Pioneer Institute, Pioneer Public School and Pioneer Convent School.

Guest Lecture by Dr. Sharad Pandit

On 19 January, 2018, a Lecture on HEALTH INDUSTRY IN INDIA was taken by Dr. Sharad Pandit. The speaker introduced with saying that Healthcare has become one of India's largest sectors - both in terms of income and employment. Healthcare comprises hospitals, medical devices, clinical trials, outsourcing, telemedicine, medical tourism, health insurance and medical equipment. The Indian healthcare sector is growing abruptly due to its consolidation coverage, services and increasing expenditure by public as well private players. The healthcare market can increase three fold to Rs 8.6 trillion (US\$ 133.44 billion) by 2022. The hospital and diagnostic centers attracted Foreign Direct Investment (FDI) worth US\$ 4.99 billion between April 2000 and December 2017, according to data released by the Department of Industrial Policy and Promotion (DIPP). The Government of India aims to develop India as a global healthcare hub. India is a land full of opportunities for players in the medical devices industry. India's healthcare industry is one of the fastest growing sectors and in the coming 10 years it is expected to reach \$275 billion. The country has also become one of the leading destinations for high-end diagnostic services with tremendous capital investment for advanced diagnostic facilities, thus catering to a greater proportion of population. Besides, Indian medical service consumers have become more conscious towards their healthcare upkeep.

Indian healthcare sector is much diversified and is full of opportunities in every segment which includes providers, payers and medical technology. With the increase in the competition,

businesses are looking to explore for the latest dynamics and trends which will have positive impact on their business.

The event was coordinated by the Ms. Kumkum Sinha and co-coordinated by Ms. Sheetal Gautam.

A Seminar on ‘GST and Employment Opportunities’

A Seminar on GST was organized on Saturday, 20 January 2018. The Key Note Speaker was CA Madhav Tulsyan, associated in a renowned company in Mumbai. This seminar mainly highlighted the Effects of GST and Employment Opportunity as well as described how to change India with the Effect of GST.

He started with the difference between Attitude and Aptitude and how to do better by focusing on attitude. Attitude decides your future. GST came like an Attitude and it has forced the black chain of market to become white to a large extent. He quoted that Mr. Narendra Modi and Mr. Manmohan Singh worked earnestly for the application of GST in India.

The following key points were highlighted in the Seminar:-

- Difference between Aptitude and Attitude. A person needs a positive attitude for success rather than aptitude
- Effect of GST on Indian Economy
- Black Chain Market
- Corruption
- GST laws
- GST Rules
- Tax rate structure including Compensation
- Classification of goods and services into different rate slabs
- Exemptions
- Thresholds
- Tax administration

The event was coordinated by the Ms. Kumkum Sinha and co-coordinated by Ms. Sheetal Gautam.

Yellow Day Celebration

Shades of Yellow Stimulates Happiness, Energy and Optimism.

On 22nd January, 2018 at Pioneer Institute we celebrated Yellow Day to mark the Onset of Spring Season.

Yellow colour is the colour of wisdom, intelligence and positive energy. This Day was celebrated by all the students and faculty members. Everyone was dressed up in Yellow colour because it is the colour of sunshine.

On this day various types of Games were played related to yellow Colour by the students. Students enjoyed this day and participated in activities. They performed Singing and Dancing activities. Ms. Yellow and Mr. Yellow were identified by the judges on the basis of their knowledge about the day and color and their dress-up. Miss Sruthi Sutar (MBA II) was selected as Miss Yellow and Mr. Abhishekh Jain from BBA VI was selected as Mr. Yellow of the Day.

Finally the day ended with Selfies alongwith the yellow frames designed especially for the day.

Basant Panchmi is an occasion which marks the advent of the spring season. This day was celebrated in our Institute with great fervor and enthusiasm. Yellow colour – representative of spiritual knowledge, is given importance on Basant Panchmi.

The event was coordinated by Ms. Kumkum Sinha and co-coordinated by Dr. Tanu Srivastava.

Workshop on Personality Development

On 24 January, 2018, a Workshop on Personality Development was taken by Dr. Prachi Sharma, who had been a Trainer from USA and associated with *The Star English and Grooming Club Indore*. This workshop provided training for Placement and Interviews; how to give interview, dress code for interviews, how to walk, how to answer during interviews.

This program had some modules that helped the students to know the basics of presentation skills along with knowledge of body language so that they can deliver their presentations with professionalism. Additionally, the program also focused on effective time management techniques and some powerful tips to handle stress in life.

Further she explained how to overcome their fears in interviews. People should have confidence about knowledge, courses and skills. She discussed some golden rules for interviews. Students should recognize their strengths and skills and present them in front of the interviewer during interview.

The event was coordinated by the Ms. Simnalika Kushwaha and co-coordinated by Ms. Sheetal Gautam.

Workshop on Communication Skills

On 29/1/2018, a Workshop on Communication Skills was taken by Dr. Prachi Sharma, a PD Trainer from USA. She started the workshop by stating that Good Communication Skills are essential for being successful in the contemporary world. Being an effective communicator takes real skills. Communication skills need to be developed, honed and added on regular basis. They are the heart of your interpersonal skills and the greater your awareness of how it all works, the more effective your communication will be. To be effective in business also, you have to communicate well. To be a good manager, you have to communicate exceptionally well.

She further said that when we start to look at communication, it becomes immediately apparent that the way you present yourself is not all there is to it.

The greatest skill you can have in order to instantly and significantly improve your communications skills is to understand the other person's point of view and how they see the world. If you understand their point of view then you can adjust your own communication to take their point of view into account.

The only person you can be sure of changing in any communication is you. Therefore, the most effective way to be in charge of what happens in any communication dynamic is changing what you do. When you can do this you are well on the way to promoting better relationships.

The session was interesting and interactive. The event was coordinated by the Ms. Simnalika Kushwaha and co-coordinated by Ms. Sheetal Gautam.

THE TRAINING-WORKSHOP ON SMART GIRL TO BE HAPPY & TO BE STRONG

Smart Girl program formerly known as EOG (Empowerment of Girls) is a unique endeavor of Bhartiya Jain Sanghatana (BJS) that seeks to address issues and concerns related to emotional development of girls (from 8-10 Std). The underlying assumption to this program is that girls in the age of 14-18 years are emotionally vulnerable and denied equal opportunities for development as compared to boys in similar age group. Addressing this gender gap will lead to overall development in girls thereby increasing their capacities to take decisions and control over their own lives. The prevailing social environment and increasing reports of violence (physical and verbal) against girls also necessitates implementation of Smart Girls program.

Smart Girl is a simple initiative that was rolled out initially on a pilot basis to evolve the design for the benefit of the girls through community network but it has now grown and expanded its scope and reach to cover all school going girls in 8th-10th standard. Over a period of time the program has also been renamed as Smart Girl program from EOG to reflect the change in the outlook of girls who are modern and liberal in thoughts.

Date and Venue

The training-workshop took place on 1-2 February 2018 at the IIPS Devi Ahilya University, Indore. Dr. Tanu Srivastava, Assistant Professor, Pioneer Institute was nominated to attend this unique endeavour of Bhartiya Jain Sanghatana (BJS) that seeks to address issues and concerns related to emotional development of girls. The underlying assumption to this program is that girls in the age of 14-18 years are emotionally vulnerable and denied equal opportunities for development as compared to boys in similar age group.

Mr Prafull Parekh was the trainer of that workshop, he is the National Secretary of Bhartiya Jain Sanghatana. Hundred Assistant Professors were as a participants from various colleges of Madhya Pradesh. Dr. Tanu Srivastava represented Pioneer Institute.

The workshop was inaugurated by Hon'ble Dr. Narendra Dhakad, Hon'ble Mr. Ajay Verma, Mr. Virendra Kumar Jain, Mrs. Rekha Jain, Mr. Prafull Jain (Trainer), Dr. L.K. Tripathi. Hundred teachers from 80 colleges of Madhya Pradesh participated in the session.

The session began with a welcome during which the project and the delegates were introduced. This was followed by the lighting of the lamp to symbolize the inauguration of the workshop.

The two day workshop was divided broadly into 5 sessions. The first session introduced the training related to girls. The second session added some technical registration of trainers and parental session.







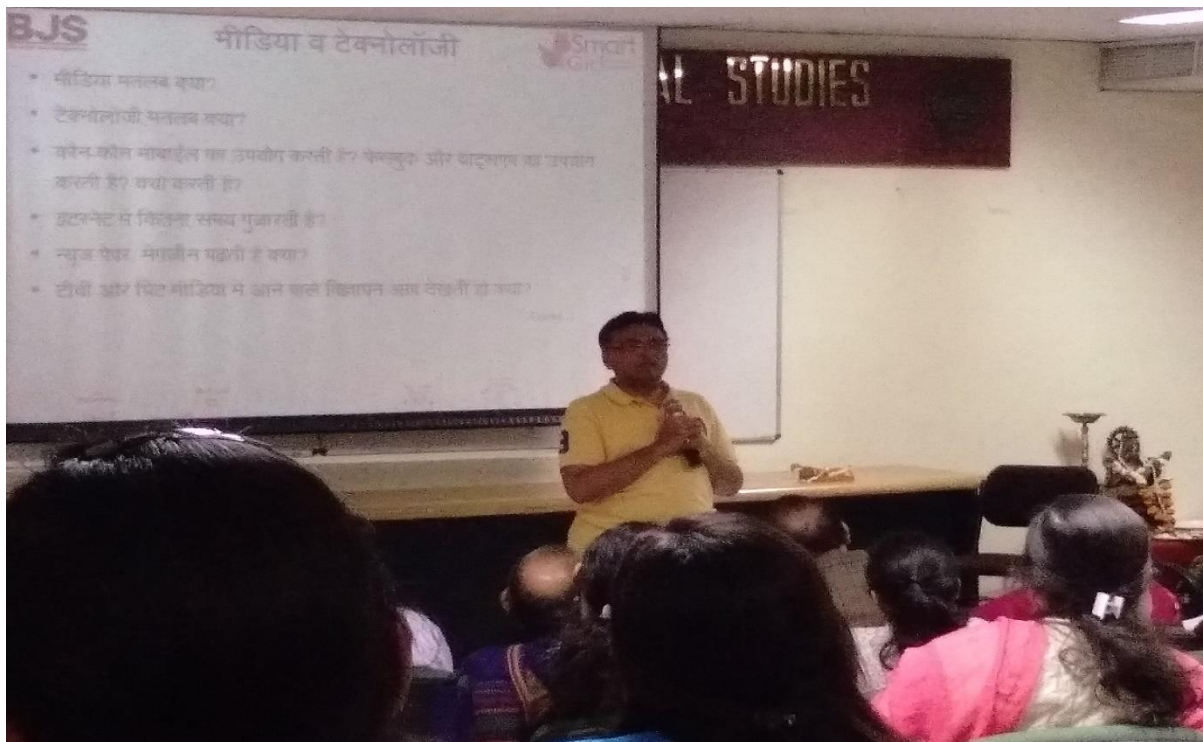
Dr. Tanu Srivastava thereby conducted the similar Training in the College for the students of Pioneer Institute with the same objectives. She as a trainer tried to enhance self- awareness in girls that directly and indirectly tried to improve their social status. The aim was to significantly enhance self- awareness in girls that directly and indirectly improves their social status. It helped in increasing the knowledge about maintaining self-esteem in girls, instil confidence to face adversities and to know the practical tips for self defence and to generate ability in girls for balancing choices and making life decisions rationally. She taught how to inculcate positive beliefs in girls about right friendship and handling temptations, to sensitize parents for their adolescent children's developmental and emotional needs and to enhance systems and institutional capabilities for sustained improvement in development of girls.

Smart Girl Workshop Framework

No.	Modules	Module Objectives
1.	Self -Awareness	To create realization that each one of us lack self-awareness To generate awareness about the importance of knowing one self To learn technique of questioning oneself for increasing self-awareness
2.	Communication and Relationship	To introduce basics of essential aspects of communications To develop sense of family bonding in spite of situational differences or gaps in family To develop acceptance for differences of opinion and to create sense of understanding
3.	Self Esteem and Self Defence	To know that everyone has some or the other strength To create self-respect through identification of strength To know that the self-esteem matters and it can be protected To convey the need to manage fear and / or anger To create realization that goal of self-defence is survival not winning To instil confidence to face adversities and know the practical tips for self defence
4.	Choices and Decisions	To create sense of responsibility required to exercise choices and to take decisions To generate understanding of correlation between freedom and responsibility To discuss important life choices and decisions where one needs to be careful
5.	Friendship and Temptation	To understand the importance of friendship in one's life To create awareness about importance of selecting right friends To create awareness about the need to weigh pleasure versus consequences
6.	Dialogue with Parents	To sensitize parents about the needs of young children To facilitate healthy communication between parents and children

Smart Girl program initiates life skills education for secondary schools girls with introduction to the need of self-awareness for decision making, communication skills for interpersonal relations, critical thinking for choices and decisions, and handling of self-esteem for stress and emotional management.

The main motive of this training session was ‘To convert girls to smart girl on the basis to develop right decision for self and situational.’



First day the trainer Mr. Prafull Parekh focused on the framework of smart girl that is Self – Awareness, Communication and Relationship and Self Esteem and Self Defense.

Second day Mr. Parekh discussed Choices and Decisions, Friendship and Temptation and the most important point that was Dialogue with Parents. Both sessions included some activity related to framework of smart girl programme.

Mr Reddy described how to register all trainer's with smart girl's website because it's very important to register every trainer's.

Finally in Valedictory session Hon'ble Dr Narendra Dhakad, Hon'ble Mr Ajay Verma, Mr Virendra Kumar Jain, Mrs Rekha Jain, appreciated Mr Prafull Jain (Trainer) to completion of workshop.

Sham-e-Ghazal (Ghazal Night)

On 2 February, 2018, Ghazal Night was organized in the Institute.

No matter how many English books we read, some things are best articulated in our mother tongue. Hindi and Urdu Literature is full of reflective and profound lines, quotes and shayaris to go with every status quo in our life. The Institute witnessed this possibility of summing up life's sensibilities on this day.

It was a pleasurable flight into the world of ghazals. The atmosphere provided the right mood and the elite audience were delighted. The shayari's were like melodies and were like pearls out of the sea. The style of singing a ghazal with classic elegance, picking up a popular notes in different mood enabled everyone to glean the distinctions, was very educative and correspondingly pleasant.

In worship to the favourite themes, the artists made it a point to render the most beautiful pieces in various types of melodious themes. Few artists made the audience go into raptures and created waves as garland in the sweetest of tones purified.

Poetic sampling, with a mixture of emotions devoted to romance, patriotism and values, the artists touched the soul of the audience which in turn melted the winter cold hearts in the month of February.

The amazing and versatile metaphor, allegory, comparison and representation were mind-boggling in its romantic allusions rendered in the most controlled tones by Shayari, through myriad ways of describing the visualization, the expression, the countenance and so on.

The artists literally pictured the poetries which mounted stark in front of our eyes.

The evening of ghazals was organized by students and conducted by Mayank Patidar, a Pioneering Student of BBA VI Semester. He went to regale and amuse the poetic intoxicated listeners through and with the lyrics penned by great poets and artists themselves.

Artists

Rishabh Pandey

Tanoj Dadhich

Aabhas Darpan

Pradyumn Chourey

Rahul Ehsaas

Amit Khare

Divyanshu Rathore
Nilesh Borban
Ajay Rahul
Shivendra Bhineria
Palash Tiwari

The event was coordinated by Dr. Mona Tawar and co-coordinated by Ms. Rashmi Sinha

7 Days NSS Camp from 4 February-10 February, 2018

The objective of this camp was to begin the interface with community, rapport building with community members and developing understanding of the village keeping in view the rationale of village adoption i.e. develop long term institutional relation with the community and contribution to the up-liftment of people therein.

Every year, the Institute conducts Seven Days Camp to any village nearby.

Through this activity, the students are able to understand the community, understand themselves in relation to their community, identify the needs and problems of the community and involve them in problem solving process, develop among themselves a sense of social and civic responsibility and utilize their knowledge in finding practical solutions to individual and community problems.

The students are able to develop competence required for group living and sharing of responsibilities and gaining skills in mobilizing community participation. They learn to acquire leadership qualities and democratic attitude along with practicing national integration and social harmony.

Swacch Bharat Abhiyan Pledge was directed by students and community people. Various awareness programs were organized to aware them. Skit was performed on Swacch Bharat Abhiyan by NSS Volunteers at Pivdai and nearby slum area. Every day few hours were devoted by Volunteers on cleanliness by the NSS Volunteers. Door to Door campaign was conducted by the students in village to aware families about Cleanliness Drive in the Village. A talk on waste management was also organized.

The Major Activities that were outlined for the Camp was meeting with villagers and resource persons, visiting schools, spreading awareness on Women Health etc.

Volunteers created awareness through door to door campaign on cleanliness, spread of diseases, and importance of environment and judicious use of Electricity, water harvesting and importance of ground water. After taking dinner volunteers discussed the project agenda and activities with NSS programme officer Mr. Suresh Vaish, each day and sang the NSS song.

The volunteers divided themselves into sub groups and went into the streets, lanes of the village and organized a cleanliness drive. Volunteers cleaned the village roads, removed dust heaps and cleared the stagnant flows and attempted to create awareness on cleanliness and hygiene. They

swept with brooms on the roads of the village. Local people showed their interest and awareness about this issue and spread in the community.

Workshop on waste management, road safety, exploring and awareness on effective farming methods and women health awareness turned out to be very effective.

Promotion rally was organized in the village; Literacy drive in village was also conducted. The volunteers formed groups concerned with many aspects of rural life like Rural Skill, Rural health care and sanitation, Bio and Natural Resources, Education, Socio Cultural and Economic aspects etc.

Importance of Education was one of the main agenda. The community was made aware on the importance of education and how it could shape their future.

Volunteers have given their report on what they have learned in the special camp. And during learning process in what way they made the people aware of many issues like diseases and disasters.

The objective of this camp was to begin the interface with community, rapport building with community members and developing understanding of the village keeping in view the rationale of village adoption i.e. develop long term institutional relation with the community and contribution to the upliftment of people therein.

OUTCOME:

The students were able to understand the community, understand themselves in relation to their community, identify the needs and problems of the community and involve them in problem solving process, develop among themselves a sense of social and civic responsibility and utilize their knowledge in finding practical solutions to individual and community problems.

The students were able to develop competence required for group living and sharing of responsibilities and gaining skills in mobilizing community participation. They learned to acquire leadership qualities and democratic attitude along with practicing national integration and social harmony.

Name of the Cadets who worked distinctively during the Camp:

1. Kunal Sharma
2. Shekhar Solanki
3. Tanishq Vijayvargiya
4. Sachin Jadav
5. Nayan Agrawal
6. Abhishek Chouhan
7. Suneel Yadav
8. Lucky Mishra
9. Mihir Trivedi
10. Gourav Singh
11. Jeevan Malviya
12. Himanshu Pal

13. Ashish Pal
14. Raj Kale
15. Mohit Chourasiya
16. Harsh Sharma
17. Mithilesh Choudhary
18. Suryakant Choubey
19. Aniruddh Dubey
20. Ayush Kumar Singh
21. Anuj Kumar Pani
22. Yashoo Mishra
23. Aakash Bhutra

Work Division and Delegation of Authority

1. 2. 3. 4. 5.	Kunal Sharma Mihir Trivedi Suneel Yadav Gourav Singh Himanshu Pal	Meal And Tea
1. 2. 3. 4. 5. 6.	Harsh Sharma Raj Kale Mohit Chourasiya Aniruddh Dubey Suryakant Choubey Yashoo Mishra	Campus Cleaning
1. 2. 3. 4. 5. 6.	Tanishq Vijayvargiya Kunal Sharma Abhishek Chouhan Shekhar Solanki Raj Kale Harsh Sharma	PrabhatFeri
1. 2.	Lucky Mishra Ayush Kumar Singh	Milk Management
1.	All	Utensil Cleaning Water Management

NSS [THE NATIONAL SERVICE SCHEME]

NSS is an Indian government sponsored public service program conducted by the department of youth affairs and sports of the government of India. It was launched on 1969. Aimed at developing student personality through community service. NSS is a voluntary association of young people in colleges, universities at +2 levels working for a campus community linkage

On Feb 4 2018, Pioneer Institute of Professional Studies conducted NSS program with 23 enthusiastic cadets (students) at a small village of Indore name Pivdai, Tehsil Compel. Students represented with the “OATH OF SANITATION”. Our cadet begin very first task of NSS program like campus cleaning, settlement of calmness around dwelling places. The students took responsibility to work as a key people to promote fraternity, amity and philanthropy among all the cadets to the villagers. The days included “PRABHAT FERI” with NSS songs and slogans.

The Second day of the camp also began with PRABAHT FERI AND PT

It was very first direct interaction of NSS cadets and villagers of Pivdai with the help of physical morning exercise cadet relax there body. At the same time tasks were been provided to students of the day. The foremost aim and task was to free the environment from plastic and filth. The cadets demonstrated there herculean efforts and unity to save environment from plastic and all dirt's. It was not easy to clean dwelling environment but cadet showed there unity to clean it and they learned about the power of unity. After the lunch, the cadets took and break and then it was the time for interaction with villagers of Pivdai at evening.

Day 3

Ground leveling was the first task of the day 3 of the NSS Camp and cadets reveal their full potential to windup the task. Students enjoyed daal bati as dinner of the day.

Routine of Day 4

The routine of the day was also the same but on day 4, the cadets met the villagers for the invitation of next day's program. Also some cadets took responsibility to hear to the basic problems of villagers including the illiteracy and lack of awareness.

Cadets also attended the lecture given by the Member of Panchayat on bio-manure on day 4, and students were astonished to listen his lecture when they told about the easy and effective procedure of preparation of the bio-manure in the fields itself.

Routine of Day 5

The Routine of Day 5 also started with “PRABHAT FERI” in the morning followed by exercise, Zumba, and Suryanamaskar. On the day 5, the cadets visited the village school, Anganvadi to promote awareness related to women empowerment, poverty and the development of the children in the rural areas.

Students conducted census related to literacy in a particular house. The main focus was to make people aware about the same.

The Cadets also created awareness amongst the villagers about the diseases caused due to contaminated potable water, edible food, sewage treatment also defecation.

After the special lunch, students took part in the debate, the topics were Digital India, Clean India Mission etc. The Day 5 of Cadets ended with the outdoor games at evening.

Day 6

The Morning Schedule was almost the same but on the day 6; the task was to free residential environment from weeds. After lunch a short conversation about the importance and the role of NSS was held. At evening the cadets interacted with villagers who were pleased to convey the cadets about the water level and the number of wells present in Pivdai to supply the water emoluments. At the same time cadets helped a local farmer to fix his tube well. The day ended with a camp fire.

Day 7

The last day of the camp started with “PRABHAT FERI”, exercise and Surya Namaskar. After that, an interaction and feedback was taken from the villagers on the NSS. Students returned to the Institute, Indore and reported about the Camp to the NSS Co-coordinator and the Principal.

NSS camp was full of ecstasy, unity of command, amity, and fraternity with fulfillment of the objective “Student Personality Development through Community Service”.

Daily Time-Table

TIME	ACTIVITY
6:00 AM	Wake Up
6:00 AM TO 6:45 AM	Routine Activity
7:00 AM TO 8:15 AM	Prabhat Feri
8:15 AM TO 09:00 AM	Morning PT And Surya Namaskar
09:15 AM TO 10 AM	Breakfast And Tea
10:00 AM TO 10:30 AM	Bath
10:30 AM TO 1 PM	Task
1:15 PM TO 1:45 PM	Lunch
2:00 PM TO 5:00 PM	Indoor Activity short Nap
5:15 PM TO 6:00 PM	Outdoor Sports
6:15 PM TO 7:00 PM	Interaction And Inspection Of Task
7:15 PM TO 8:00 PM	Dinner
8:00 PM TO 10:00 PM	Coterie

10:00 PM	Sleep
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The event was coordinated by the NSS Officer Mr. Suresh Vaish, and co-coordinated by Mr. Mridul Tiwari.

CONVOCATION & ALUMINI MEET

Pioneer Institute of Professional Studies, Indore organized the Convocation (Graduation) ceremony of batch 2016-18 PG and 2015-18 UG Batch on 11th February, 2018. The objective of organizing the ceremony was to give an opportunity to all graduated students to come back to college once again, relive their old memories and get connected with the institution.

All the graduated alumni were welcomed by junior students. Dr. CA P. K. Jain, Principal and Dr. Mona Tawar, Director welcomed all the students and congratulated them and wished them for their successful career and asked them to have better association with college through Alumni Association.

Dr. Jain highlighted the importance and role of Alumni members in creating better opportunities for current students. He motivated students to perform better in their career. He advised students to focus on skill development and enhance their interpersonal skills.

The event was coordinated by Ms. Kumkum Sinha.

E Week Celebration (10-16 February 2018)

E Week was celebrated in the Institute under the flagship event of Wadhwani Foundation's National Entrepreneurship Network (NEN). E Week 2018 was the 10th edition and was Asia's biggest entrepreneurship event which covered 45 cities, 5000 events and 8,00,000 participants over one week 10-16 February 2018. It was designed to encourage educators and students to become innovation catalysts and job creators by making deep investments in ideas and innovations that guarantee market success. The gathering comprised of students, faculty, mentors, E-Cell members, E-Leaders, other representatives of the entrepreneurial community and the staff.

The theme for E Week 2018 was "Live Your Entrepreneurial Dream!" – Break barriers. Create wealth. Change India. Now is the time to be an entrepreneur whose audacious ideas starts a venture, faces inevitable challenges head-on, makes money, creates jobs for many and ultimately helps build India.

E Week (Day 1) 10th February, 2018

To motivate the students towards Entrepreneurship, a motivational movie- *Office Space* was shown to them. Motivation comes in two varieties: positive and negative. Positive motivation moves you forward; negative motivation keeps you from going backwards. This film reminds entrepreneurs why they should never settle for a corporate job again. It satirizes the everyday work

life of a typical mid-to-late-1990s software company, focusing on a handful of individuals fed up with their jobs. The film's sympathetic depiction of ordinary IT workers garnered a cult following within that field, but it also addresses themes familiar to white-collar employees and the workforce in general. It was well received by the students as the activity was poles apart for the students' day-to-day life.

This activity was coordinated by Ms. Simnalika Kushwah and Co-Coordinated by Ms. Sheetal Singh Goutam.

E Week (Day 2) 12th February, 2018

Challenges before an Editor

A Lecture on 'Challenges before an Editor' was held on Monday, 12th February 2018 at Pioneer Institute of Professional Studies, Indore. This Lecture was delivered by Mr. Mukesh Mathur. He is Associated with Dainik Bhaskar since past 19 years. He started his career as a reporter in Rajasthan and won 8 best editor awards from Dainik Bhaskar. In his lecture he discussed the importance of media and the job of an editor. Newspaper editors have the daily responsibility of deciding which news stories are to be printed in the paper and which are to be disposed off. Long before the paper is published, the editor assigns reporters to cover the news, checks for accuracy and fairness of the articles and thinks for headlines that are catchy. It is not unusual for a newspaper editor to have worked as a journalist or proof reader before becoming an editor.

He discussed about responsibilities of an editor towards society and his job. Editors are accountable for the news output of newspapers, radio and television and play a twofold role. To cover events, news stories, they assign staff journalists or freelance writers. They review the stories and edit them for factual accuracy. Editors may also take responsibility for copy editing stories. They make decisions about the relative importance of different stories and ensure that they fit the available space or time slot.

He further discussed about the job of an editor, how an editor communicates the public with any information. He also discussed on scope of journalist and its challenges.

An editor always tries to bring the smallest information to the reader and get positive feedback from the reader. He said - the manner in which an editor collects the smallest news by going to the villages and then communicating the same to its readers is again a very challenging task because in villages it is very difficult to capture news using camera or other such gadgets as the villagers are very rigid. In such a situation an editor is able to communicate every news to the Reader. For the position as a newspaper editor a "nose for news" is a strong prerequisite. Knowing which stories to cover and which to ignore can make or break a paper and an editor. Leadership skills and the ability to juggle multiple people or department and their various priorities are also critical.

This Seminar was a part of E-Week Celebration. This activity was coordinated by Ms. Simnalika Kushwah and Co-Coordinated by Ms. Sheetal Singh Goutam. The seminar was witnessed by all Faculty members and all students of Pioneer Institute.

E Week (Day 3) 13rd February, 2018

On 13 February, 2018, a Lecture on 'Entrepreneurship' was delivered Dr. CA PK Jain, Principal Pioneer Institute.

Being an entrepreneur can be challenging, rewarding, frustrating, satisfying, disappointing, and exhilarating. No one ever said it was easy being an entrepreneur. Whether you're in the early stages of your start up, just secured funding for your startup or you are ready for product launch, there will always be those three components when you ask yourself if this whole entrepreneur thing is worth it.

A lot of Entrepreneurs forget the most fundamental things when developing their business and creating the right connections, he discussed the difference between a job and entrepreneur. He highlighted some important points that one should possess for becoming a successful entrepreneur like 'Self-Confidence'.

He further explained that the role of Self-Confidence is very important for becoming a successful entrepreneur. If you have Self-Confidence, you can do anything whatever you want to do. Always remember the willingness lies in you if you wish you can do miracles. The second point to consider is 'Risk'.

It is a very well-known fact that running a business is not easy mainly because of the risk factors involved in it. The ever changing scenario puts a lot of pressure on entrepreneurs to improve their skills and battle risk at the same time. Every business, big or small, incurs risks that are born by an entrepreneur. The risk start when he/she plans for a business and continues face the situation until it has completely ended with the severity and the degree of risk changing at regular intervals .He also discussed about the several types of risks like Competitive Risk, Technological Risk, Political and Legal Risk, Economical Risk, Financial Risk - Financial risk, Employee Risk. He said "Choose a job that you like, and you will never have to work a day in your life".

This Seminar was a part of E-Week Celebration. This activity was coordinated by Miss. Simnalika Kushwaha and Co-Coordinated by Miss. Sheetal Singh Goutam. The seminar was witnessed by all Faculty members and all students of Pioneer Institute of Professional Studies.

E Week (Day 4) 15th February, 2018

A Lecture on 'Digital Marketing' was held on 15 February, 2018 at Pioneer Institute. This Lecture was delivered by Mr. Kunal Soni who is the founder and CEO of Career Management Institute. In his lecture he discussed on the prominence of Digital Marketing and its necessity in today's era.

He started with the explanation of the concept of Digital Marketing. He said that it is the elevation of products or brands via one or more forums of electronic media. It is predominantly significant, not only because of its speedy growth but also because it is fundamentally the future of marketing. Many people think that old-fashioned promotion will soon be substituted exclusively by going Digital.

As part of Digital Marketing – Social Media is miscalculated. It's an error because "Facebook" likes or "Twitter" shares can help your establishment grow as they build trustworthiness and trust. They also bring circulation to the website and are costless. What you have to do is to insert a Social Media plug in onto your site and keep informing your customers about the company news, discounts, etc. He further said - Bear in mind to programme the occurrence of updates and not to

overwhelm them with too much information at once. You may be surprised with the outcome as the outcomes are beyond ones anticipations.

With the revolution and evolution of modern technologies, minor and mediocre businesses are doing everything they can to keep up, which can be said true for the rest of human society.

He also discussed about the various Digital Marketing opportunities which are available for the youths like Search Engine Optimization (SEO), Social Media Marketing (SMM), Email Marketing, and Web Analytics. To understand, why digital marketing is the right career choice, one must look at the growth of internet and social media over the years.

This Seminar was a part of ***E-Week Celebration***. This activity was coordinated by Ms. Simnalika Kushwah and Co-Coordinated by Ms. Sheetal Singh Goutam. The seminar was witnessed by the Faculty Members and students of Pioneer Institute.

On 15 February, 2018, a Guest Lecture on ‘Social Media’ was delivered by Mr. Pradeep Mahaur. In his lecture he discussed on importance as well as usage of Social Media. He said that social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration. Social media is a series of websites and applications designed to allow people to share content quickly, efficiently and in real-time. Most people today define social media as apps which are in their smart-phone or tablet, but the truth is, this communication tool started with computers. He gave some examples of social media covering Facebook, Twitter, Google+, and LinkedIn.

He also explained how Social media is helpful for doing business. Further he beautifully defined Social Media analytics which is the practice of gathering data from blogs and social media websites and analyzing that data to make business decisions. He further said that Social media is becoming an integral part of life online as social websites and applications proliferate. Most traditional online media include social components, such as comment fields for users. In business, social media is used to market products, promote brands, and connect to current customers and foster new business.

This Seminar was a part of E-Week Celebration. This activity was coordinated by Ms. Simnalika Kushwah and Co-Coordinated by Ms. Sheetal Singh Goutam. The seminar was witnessed by various Faculty members and students of Pioneer Institute.

E Week (Day 5)

Seminar on Bollywood Script Writing

On 17 February 2018, Bollywood script writer Mr. Akshat Gupta addressed the seminar at Pioneer Institute. In the 2 hour seminar students learnt how writing can be a skill and how one can become entrepreneur by growing this skill.

According to the speaker, the person who is interested in writing must pursue this hobby as a passion and dedication. He gave the following tips to improve writing skills:

- Plot the story in small format with all the characters and relations clearly.
- Write a story in parts and give a break to the story and continue writing after few months so that you get new ideas every time.
- Follow your heart

- Revise your work as many times as possible
- The same story can be given a new touch later on as our maturity level increases after few months
- Don't bother your writing with the stringent rules or you will lose creativity

The seminar was interesting for students and they were interacting freely as the speaker was frank enough. The speaker asked few questions to the audience to check their presence of mind. Students noted down the key highlights of the seminar.

The seminar was attended by faculty members and students of Pioneer Institute. Coordinator was Ms. Simnalika Kushwaha. She introduced the speaker to the audience and gave vote of thanks at the end of the session.

Pioneer Institute of Professional Studies, Indore concluded its week-long festivities held during E-Week 2018 under the expert guidance of its faculty members like Dr. CA P.K. Jain, Dr. CA Prashant Jain, Dr. Mona Tawar and Mr. Anurag Tagde, the students organized over 30 stalls based on 7 themes as part of the E-week celebrations. The theme for the E-Week was, "Live your entrepreneurial dream, break barriers, create wealth, change India." Students from all batches participated in the week-long festival and were given all the support and encouragement to bring out the entrepreneur in them.

This year, the aim of E-Week at the college was to go bigger, and help every student discover the entrepreneur in them. The faculty and mentors encouraged the students to push their boundaries and become job creators, not job seekers. A plethora of innovative events were organized to bring out the entrepreneur in the participant. The events included challenges like the 50 rupees challenge where the participant was required to create products using minimal resources and market them convincingly.

Business planning workshops were held to enhance the entrepreneurial skills of students and push them to bring out innovation in their entrepreneurial ideas. The workshops also threw light on the benefits of being a job creator instead of a seeker, the importance of planning, time management and so on.

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



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