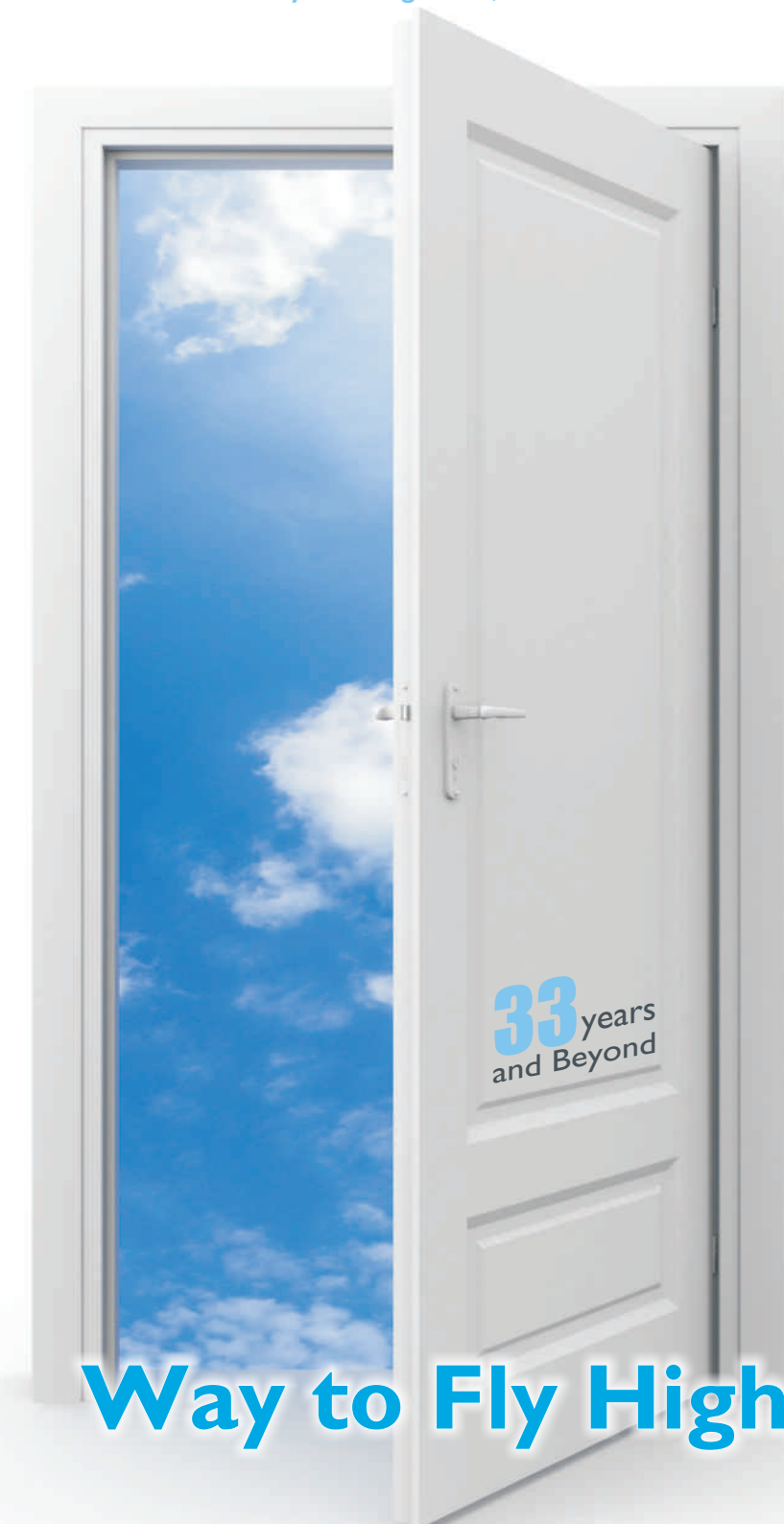


# Spectrum

Newsletter of  
Institute of Productivity & Management, Meerut



## Editor's Pen

We at IPM believe that there is a powerful force that lies within each of us. We are excited as we have the key to help you release this hidden power.

Our well designed teaching pedagogy and many other techno- structural strategies are the keys to bring every student in tune with requirement of time. With this changing environment IPM has been a front runner in terms of creating and nurturing India's corporate future. This can be realized with successful placement of passing out batch and the successful completion of 2nd Semester. The students are all geared up for their Summer Internship Programme.

We believe that one of the main reasons that one does not succeed at achieving certain goals is because he has not accepted in his subconscious that he is capable of that achievement. We at IPM help your subconscious mind accept a goal and start in motion a powerful force that overcomes obstacles, stimulates creative thinking and leads to success.

“Success means successful living. When you are peaceful, happy, joyous and doing what you love to do, you are successful.”

With this message we present this issue of Spectrum to all of you. Spectrum is not merely a newsletter but it's a medium through which IPMites can stay connected with their second home i.e. IPM.

**BEST WISHES**

*Dr. Minakshi Kisbore*



### *Executive Director's Desk*



Achievement and learning are the part and parcel of life. Success is incomplete without learning. The year 2010-2011 was full of achievements and learning which lead to the world of new aspirations for IPM. This motivation was nurtured by hard work, farsightedness, cooperation and ambition. For students “sky is the limit” and without any limitation they move towards the new world of learning and achievements. Some rose to excel while others wilted under new pressure. We watch our alumni moving ahead with all the passion which they had collected from the academics and experiences of the institute.

Let us work together to raise the academy to new heights and bring new achievements to IPM. I urge each one of you to give your best efforts and cooperation to make this year a truly memorable one in the history of IPM.

*Vinod Prasad Verma*

### *From the Director's Desk*



Success: an event that accomplishes its intended purpose. Achieving success should make you want to jump off your seat, rush to tell somebody what you have done, make you feel elated, sometimes relieved if you have been pursuing that success for a long time.

With same feeling this new spectrum gives another track through which you can envision the various activities of college which enables students in achieving success. And provides them a route to achieve success in all the spheres of life.

In past years IPM has proven itself by its various success stories, with its capability and ability to do wonder. IPM is very much captivated on its student's continuous growth and expansion, so that in future they can come out in their lives with flying colors. And last but not the least I would thank the almighty who's always been there and showered his blessings upon us.

*Dr. Asit Mohan*

## FIESTA



Color, color everywhere color. Rainbow was formed in the campus of IPM, Meerut. The occasion was Fiesta 2010, an annual fest continued for two days in the premises of IPM, Meerut held on 8 - 9th October 2010. Punjabi University emerged as the Overall Winners and DIMS were the Runners-up. IPM believes in overall development of the students. As one color mixes with another in the same way seniors and juniors mixed in the color of fiesta. It was not only the students of IPM; students from more than 15 colleges came to play the color of fiesta. Fiesta was beautifully decorated with different events and games related to the management world. Games were designed in such a way that students not only enjoyed but also learnt with the zeal which they exhibited in the fest. Music is another name given to life and IPM was at the peak when Rock band from Lucknow touched every heart present in the IPM, Meerut. For two days students were in the plethora of happiness and full enjoyment. And this can only happen in IPM, Meerut.





that “our parents helped us live but IPM helped us live respectfully.”

Finally at the end mementoes were presented to the alumni by Director, IPM, Meerut.

## Alumni Meet of IPM

There was excitement and thrill in the air as scores of alumni caught up on old times, reminiscing about the years spent at their alma mater.

This year the alumni meet held at Delhi, witnessed the presence of proud alumni of different batches of PGDM including a few as old as 1983 batch. They had come prepared with abundant advice for the students as to what to expect from the corporate world in the next couple of years and more importantly, the steps students would need to take to keep their careers firmly on course.

The evening was full of inspiring talks by our professors and the alumni. Dr. Asit Mohan, Director IPM, Meerut mentioned in his speech that IPM owes its reputation to the hard work put in over the years by professors, alumni and all stakeholders of the institute. One of the alumnus said

## New Wave IT Club

As we all know that life without technology is like flower without fragrance. So to give fragrance to the student’s life – NEW WAVE IT club was formed in the month of November 2010, consisting of 11 bright students of 1st year under the guidance of mentor Mrs. Shweta Sharma (faculty IPM). The objective of the club is to organize events which explore the role of Technology in Business.

### New Wave Event Diary

#### 1. FDP - “Teachnology – Teaching with Technology” on 21st December, 2010

A Faculty development Program, “Teachnology – Teaching with Technology” was organized for the



internal faculties of IPM. In the workshop, various online collaboration tools were explored by Mrs. Shweta Sharma which could be used as an aid during the teaching process. A brief about the Google Apps and how it could be used to communicate, download, upload and publish the teaching material, tests, assignments, assessments, group projects etc.



#### 2. IT & Business Quiz on 16th January, 2011

As “sky is the limit” so there is no limit to enhance the personality and knowledge of the students. So to fly high in the sky, IT club organized an intra college **IT and Business Quiz** on 16th of January. The quiz saw active participation from both by seniors and juniors. After the preliminary round, 7 teams were made and a quiz was conducted. Students

were thrilled and participated enthusiastically. Auditorium’s temperature was increasing with each question and teams were cooling the temperature with the answers and finally result was announced and prizes were distributed.

**33** years  
and Beyond

## *A Triumph in Gyan Vihar University, Jaipur*

“Regardless of how you feel inside, always try to look like a winner. Even if you are behind, a sustained look of control and confidence can give you a mental edge that results in victory.”

“If you think you can win, you can. Faith is necessary to lead you to victory”. With this faith students of



*Students with Trophies won at Gyan Vihar*

championship. As in the book of IPM, Meerut every page is full of glory and victory and this time again students added one more page of glorifying victory.



*Winning Attitude- Students at Gyan Vihar*

IPM Meerut went to the annual fest EXUBERANCE 2011 at GYAN VIHAR UNIVERSITY, JAIPUR held on 4th and 5th Feb. Students with lot of enthusiasm and excitement participated in all the events. With the team strength of IPM, Meerut student won many events and marked their presence by securing the overall winner

**33** years  
and Beyond

## *Saraswati Puja*

IPM, Meerut not only believes in mental development but also put every effort in developing spirituality among the students. This was very clear when IPM celebrated the auspicious day of Saraswati puja on 8th Feb in IPM campus. The day was full of prayers and celebrations.



## *Industrial Visit to Maruti Udyog*

As a part of commitment towards quality education, students of PGDM second semester were taken to industrial visit to Maruti Udyog on 19 feb 2011. There students were explained about the history of Maruti Udyog through a brief presentation. Students were also made aware of the practical manufacturing stages in the car manufacturing. During the briefing, the representative of Maruti Udyog provided the students with equipments for the purpose of safety measures.

During the interaction, company's representative answered all the questions forwarded by the students without any ambiguity.

## *IPM ites at Inter-Institute Debate at IIA, Meerut*

Students had a great exposure to the automatic production line and received immense knowledge about the manufacturing unit of the company and its management. Students were assisted by representative of HR department of the company and faculty from IPM.

Debate was organized by MMA (Meerut Management Association) at IIA on 22nd Feb 2011 in Meerut. Students from various colleges of Meerut participated with great zeal and enthusiasm.

Prakraty Paul from IPM Meerut stood second in this organized and complex spoken competition. Debate leagues have direct and life- changing benefits for the participating debaters. It narrows the academic achievement gap and encourages and prepares students for success.

Many renowned personalities were present in this programme. This debating programme teaches communication, cooperation and teamwork. It inculcates and develops critical listening skills, logical thinking and power of expression.

**33** years  
and Beyond

## Annual Debate Competition at IPM Meerut



Determination is the key to success; the IPM auditorium was filled with determinant students from more than 25 colleges from all over North India. Everyone was determined to win the inter college debate competition, an annual event of IPM Meerut held on 26th February, 2011. Debate was for youth and topic was also focused on the youth “adoption of western culture is affecting youth today”. The message was very clear when students from across the country were speaking for and against the motion. Judges really had a tough time to decide the winner and finally the result was announced and prizes were given by the honorable judges.



**33** years  
and Beyond

## Research Papers Published by Faculty at IPM

Following research papers written by Prof. V. S. Solanki, Deputy Director, IPM, Meerut, were published in various Journals:

- “Impact of Internet Banking on Customer Services: An empirical Study”.  
Vol. 4, No.1 Jan – June 2011, BVIMR Management Edge – Journal of Bharati Vidyapeeth Deemed University, Institute of Management & research, New Delhi.
- “Implementation of e-CRM ( Customer Relationship Management ) in Banking”.  
Vol. 01, No. 01, January – June 2011, Journal of Practicing Managers – Banarsidas Chandiwala Institute of Professional Studies , Delhi.

Following Research Paper was Published By CA Rishi Ahuja ( Assistant Director ) and Ms. Rashmi (Assistant Director):

- “The Great Inflation and a Recovering Economy”  
Journal – Changing Dynamics of Finance 2011  
Published by – Indian Education Society’s Management College and Research Centre, Mumbai.

### Student’s Editorial

The most important thing found in one’s life, is how you use your mind, think good and good will come to you and you will be blessed whole day through. Think kindly and every one will be happy in your company. Think love and all things will be sweet, as flowers blooming at your feet. Think pure and you will have no fear. For you will know that God is near.z

With the same feeling IPM Meerut, College of higher learning projects a distinct image by carving their own niche and being different from others. Students of IPM Meerut stand higher when they join the corporate world; the reason being they are taught to be polite, independent and responsible.

IPM Meerut is considered as one of the best college in our region. The college made its mark because

of its effective all round development in their teaching methodology. The college has a lot of talented students who definitely, in future will take the name of institute to newer heights.

*We are proud to be part of IPM Team.*



Prakrity Paul  
2nd Semester



Rashmi Verma  
2nd Semester