

RESEARCH AND DEVELOPMENT

QUALITY IMPROVEMENT CELL

Since the inception of Quality Improvement Cell on 23rd November 2013, two Quality Improvement Programmes were organized during the academic year 2013 – 2014. With a great success and good response from research scholars in and around India, The Post Graduate Institute of Jyoti Nivas College with a great pride organized three QIP Programmes in the year 2014-2015.

QIP – 3

As a quality improvement initiative, a national seminar on the topic, **“A peep into the working of trading in stock market and currency Derivatives”** was organized by MFA department on 28th August, 2014. Students from 20 different colleges of Karnataka and other states attended the seminar. Dr. Sr. Lalitha, Director, PG Centre, JNC inaugurated the seminar by lighting the lamp, and she spoke about the importance of money, savings and returns. It was pertaining to the risks and conditions involved before making a decision on the method of expenditure of a student’s first to last salary. She brought out the relevance of all the factors that would determine an amateur’s decision and turned everyone around to carefully

note ‘how to choose an investment?’, ‘when to choose the investment?’, and to invest only when there is a ‘return of 100 fold’, thereby ensuring a guarantee and a safety that protects an investor from internal or external threats.

The Resource person was Dr. V. K. VijayaKumar, Investment Strategist, Geojit BNP Paribas Financial services Ltd. He initiated his lecture with an overview on Financial Planning and Wealth Management. Further students were advised to use money and





save money in a most productive way and help themselves in managing taxes. Savings are for Planning for retirement, Acquire assets like house, vehicles, Marriage expenses, Educational expenses of children, Medical expenses, and unforeseen contingencies of life. Investment is money deployed in expectation of return or profit in order to beat inflation, to make your money grow, to meet future requirements, to maintain / improve living standard after retirement. He also focused the Importance of Wealth Management ie, the paradox of care in spending and carelessness in investing, Big money is made through intelligent investment, Warren Buffet made his fortune of \$ 44 billion through smart investment, BSE Sensex multiplied by over 260 times from 1979 to 2014. Working for money vs. making money work for you. Wealth is not earned, it is created. He also insists on the mantra of Systematic Investment Plans (SIPs) like Start early, Invest regularly, and Plan for the future. The benefits of SIPs are regular Investing, Diversifying investment over various time periods, Power of Compounding, Rupee Cost Averaging, Buy less when the markets are up, buy more when markets are down, Flexibility. Every person can start with an amount as low as Rs 500 and can continue for as long as you wish.

And most importantly the early principle, which was completely a new concept for the students, was introduced. The speaker also had put out a few benefits of investment and suggested students to invest right from first salary and enjoy the returns. He also highlighted about the various investment avenues like Bank Deposits, Equities, Mutual Funds, Insurance, Bonds, Gold, Real Estate, Company Fixed



Deposits, etc. The session went on by addressing the advantages and disadvantages of Systematic Investment Planning and Derivatives. The session continued with the live practical exposure of trading in stock market. The speaker concluded the session with three different portfolios which the students has to follow like Plan, grow rich and retire peacefully and this can be achieved systematical through the following steps.

- Plan early
- Set your financial goals
- Allocate investible funds based on your risk appetite
- Invest in growth assets early in your career; then slowly switch to fixed income assets. Transit from aggressive to balance to conservative portfolios.
- See your wealth grow
- Retire with peace of mind to live comfortably.

Students found the session to be highly informative and useful. Nearly 350 students benefited through this program.



the complete potential of the teaching outcome.

So, how must we respond? Do we need to discover and operate from that unique space from where we discover internal transformation? The answer might be surprisingly simple. Tap a powerful force we're all born with, a force which cannot be quantified – **“Energy.”**

The key speaker of the event was Dr. Ushy Mohan Das. She is a Doctor by Profession and

“ENERGY” - The Key to Transform Teaching Dynamics, UGC Sponsored, National Level – QIP 4 – FDP - was organized on 15th November, 2014. There are as many teaching methods and techniques as there are teachers, but some stand out due to their **effectiveness**. The biggest challenge for teachers today, is to continue to rapidly evolve to keep pace with the students’ mindset, diverse backgrounds and advanced technology. The pace of change also presents challenges: feelings of doubt, fear, distrust and uncertainty are pervasive. It is a highly competitive world out there and rote learning alone will not tap

an Educator by Passion. She is a credible, dynamic communications expert and a writer. An experienced world class motivational speaker and mind coach. She is an NLP Practitioner and a Hypnotherapist.

Her motivational talk on **USE ENERGY TO TRANSFORM YOUR TEACHING** covered the Teaching Process which includes:

- **Planning**
 - The process of setting performance objectives and determining what actions should be taken to achieve them.





- **Organizing**

- The process of assigning tasks, allocating resources and coordinating the activities of individuals and/or groups.

- **Leading**

- The process of arousing people's enthusiasm to work hard and inspiring their efforts to fulfill plans and accomplish objectives.

- **Controlling**

- The process of measuring performance, comparing results to objectives and taking corrective action.

A total of 108 participants from 31 Colleges participated across Karnataka, Tamil Nadu and Andhra Pradesh.



QIP – 5

“Impact of Social Media Marketing in the 21st Century”, UGC Sponsored, National Level - QIP-5 - FDP - was held on 24th January 2015. The FDP focuses on recent developments in the area of Social Media Marketing and the kind of impact it can have in the 21st century.

The resource person of the event was Mr. Suresh Babu, CEO, Web Marketing Design. He highlighted on how to supplement and refurbish

the approach of faculty teaching in the area of Marketing and to effectively deliver various concepts of Social Media, how to understand the various futuristic areas of sales and marketing by using popular e-commerce modes of customer interaction, and also helped the participants to enhance their knowledge in the field of Social media



Marketing and related fields.

This FDP empowers participants to identify areas in business through various techniques of marketing that can be used to enhance sales and marketing. 152 persons across Karnataka, Tamil Nadu and Andhra Pradesh, participated in it.



THE JYOTI SUMMIT 2014

International Conference on “FUTURISTIC INNOVATIONS & CHALLENGES TO DIVERSITY MANAGEMENT, EMERGING TECHNOLOGIES & SUSTAINABILITY FOR INCLUSIVE INDUSTRIAL GROWTH”

You are at the Perfect place on your perfect journey.
Have good learning experience here in this abode of light

UGC Sponsored International conference was organized by Jyoti Nivas College, PG Centre, on November 30th and 31st of, 2014. The main theme of the conference was “Futuristic Innovations and challenges to diversity management, Emerging Technologies and Sustainability for Inclusive industrial growth”. This conference made researchers, practitioners, academicians, industrial people and students to meet together on a single platform to share and acquire knowledge on varied topics.

Diversity management emerges as a flourishing area in the understanding of the employees in corporate houses in modern times. Recent research could provide new and significant insights about diversity management and its relationship with the actual corporate crisis. Generally management tries to make optimum utilization of available resources by reducing wastage and increase efficiency of employees. It encourages team work, motivates, and reduces absenteeism and labour turnover. The growth, expansion and diversification of the





organization will take place only if there is a diverse mindset of individuals.

We believe that educational institutions must aim at improving educational levels to meet the new technological needs. Teachers and research scholars have to engage in continuous research and research base is a must for knowing the current state of the field and this conference provides a platform for collaborative research and sharing of knowledge. The panel discussions and the technical sessions will make this conference a truly unique experience and add great value for corporate and research activities.

- ✓ One of our **main purposes** was to provide an opportunity for great minds of the industry to meet and share their knowledge, experience and insights about *futuristic innovations and challenges in diversity management, emerging technologies and inclusive industrial growth*. Also, to learn about the new technologies, best practices, and to understand the implications of globalization, technological changes, workforce diversity and changing skill requirement.
- ✓ The International conference offered a **great learning experience** for our post graduate students, as they gain a first-hand experience of a mega event, right from conceptualization to the art of planning, organizing, co-ordinating the various aspects of event management. Besides, they learned to think on global issues of diversity management and were even able to prepare and present papers on emerging technologies as well.



The conference had renowned resource persons from various organisations like Mr. Charan Singh from IMF, Mr. Sridhar from Bangalore University and many more key note speakers as well. The contributors hail from 11 countries, 10 states of Indian Territory, an over all of 68 institutes and the papers discussed were 80 in number. There were two Panel Discussions and four Technical Discussions which threw light on various topics which are of paramount importance in the present era. Panel Discussions were held on topics like Culture: Performance relationships in mergers and acquisitions and The Growth of BYOD and the implications it has for enterprises. The first panel discussion was headed by Mr. Charan Singh on the topic Culture. It gave an insight of how culture plays a significant role on part of the Human resource in case of mergers and acquisitions. The second panel discussion was on the topic Bring Your Own Device (BYOD). This discussion gave the importance of bringing an own device by oneself and also stated the associated drawbacks of the same. Four Technical sessions were held on the



topics like Leveraging Diversity to business results, Integrating cloud and mobility into business strategy, Challenging unproductive beliefs and stereotypes and Big Data. These sessions were made more informative and interesting by the use of videos and real time examples.

**PANEL DISCUSSION - CULTURE:
PERFORMANCE RELATIONSHIPS IN
MERGERS & ACQUISITION:**

Dr. Charan Singh, IMF–World Bank Specialist & RBI Chair, Indian Institute of Management, Bangalore was the Chair for the first Panel discussion, he addressed the audience and his fellow speakers with the fast moving trend of M&A's and their influence on the employees as well as their internal and external state of mind which results in poor performance and ultimately ends up unemployed. In his two and a half decade of work and external experience he doted on various culture stress points stating that the size of the company or bank can also be an influencing factor in performance relation of any employee regardless of the position or status in his/her possession. Globalization with all its benefits is also a reason for the various M&A's in the name of progress and chasing a faster evolution because by efficient work we leave the main aspect of human resource retention, they are a cost cut strategy and hence they are at a dismay as what would happen to their employment position if and after an M&A occurs. This is an aspect



to be taken into consideration sincere work as only when the HR and the employees are at a positive and motivated way of life. He did not stop there but also advanced to arenas of spearheading innovations and technology advancements even to the point of how and artificially engineered machine can be a greater threat to a human being employed and can be sent home as the machine can replace the employee and probably more than just a few employees may be asked to leave. He then invited the three speakers of the panel to take over and speak on employee reactions, performance results... etc.

Mr. Vikas Saxena, CEO, Professional Expertise Group; was quick to respond and he talked about two aspects that are important to the success of an employee in such situations where the job or career developed by him would be lost in the case of an M&A scenario, the first is the attitude as only one remains unscathed to the change around can he accept it but he also stated that ignorance is not always a bliss but rather considered arrogant in today's fast paced world. One must accept and adapt and soon overtake the changes in the surroundings, and become flexible and use it as an opportunity as well rather than think of ways to impress the heads





ensuring a seat to stay because if there is a need for it then in the past even the Top Management level CEOs of ‘an unnamed company’, have been relieved. The second is the Modus Operandi, where one seeks success and the success is soon seen by the hardworking and smart working individuals as they handle the rising challenges of survival so that they will not be inferior but face the challenge as an opportunity to be successful and show their talent even in a pressurizing scenario.

Mr. Mukund, Head of HR, Biocon Research Centre, Bangalore, recalled an incident or rather a memory of a takeover which was successful in its goal, was able to merge initially then adapt to a mold that benefit either companies. The companies were of the pharmaceutical industry a Swedish and a British Pharma Company were in the state of merge and then British stood at the apex of the controlling decisions that would bind both companies. He was a researcher and an employee to the Swedish Company that initiated the merger but then for the overall success the takeover took place and when that time came he stated that he lost a lot of his colleagues and sub-ordinates as there were cost cutting strategies that were being implemented and one source that takes the most of finance is ‘salary’.

He recalled the scenario that the merger and takeover took place almost without a glitch because the officials were the only ones aware of the situation and as such the interference of the employees at other levels decreased thereby eliminating false decision plans that would strike fear and effect the psychological plane of the employees, he also stated that once the merger as done there was a meet, kind of celebration where the HR employees were

entertained and oriented to the new transformed company with combined employees of both parent companies. They discussed performance systems, operations, payrolls, grading, and so on. This was an advantage to the employees as the HR went back with positivity and optimism themselves and as they reassured the employees they became motivated to perform better. Even though the venture into a new company of and already existing market is a tricky and risky segmentation the concrete to be laid was outlined and a road map was created. In his view the less the people know the better and if people know they should be of proper understanding and be given full information and not half the deeds document which is insecure and most of all mistrusting.

Mr. Amit Sheth, CFO, Valtech India; spoke on the importance on why a merger or a takeover occurs. It means the purpose for two or more companies to combine or buy in the others to form as one, there may be reasons for expansion, less cost effective method of survival, wider market, technological advances and labour. The main reasons for the trend of a merger or takeover are ‘growth’, ‘diversification’, ‘synergy between companies alike’, and ‘convergence to meet demand’. Then he spoke of the reasons of a failure of a merger and any takeover, is because they are developed and established only a short term as the main objective is to achieve the maximum of benefits with the minimum of resources spent, and this is a means that disturbs all employees as their peace and interest towards their work is diminished by the fear of being sent away or neglected, the name and fame also come into picture as all the personal will not be in a calm state and this frantic behavior arises because the targets are fixed sooner and this



adds pressure when there is no recognition as it sidelines the emotion of people who are talented and skilled resources to becoming machines that are only goal oriented, miscommunication and an unhealthy atmosphere arises at such situations as well this is the main high lights that must be over viewed by the higher ups and the HR team in the companies at question. Therefore the key points and important facts are to be maintained for example the personnel, communication, information, schedules, targets, durations and duties are to be clearly maintained. The most shocking fact is that he is a hardcore finance person and even he stated the importance of employee satisfaction, assurance and safety rather than the finance aspect, he stressed on the culture of the merger and the takeover than the stocks and shares this shows the importance of a happily synergized and efficient company over an efficiently organized company.

The panel discussion concluded with the question and answer session

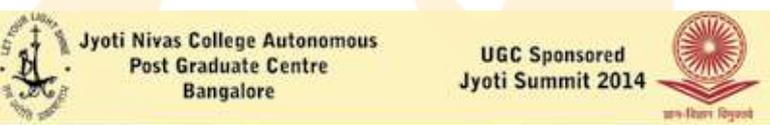
TECHNICAL SESSION: LEVERAGING DIVERSITY TO BUSINESS RESULTS

Ms. Ritu Tripathi, Assistant Professor, IIM, Bangalore; worked for about 20 years at the Heart &

Soul Company, and with her expertise and knowledge was able to express the two very important aspects of cultural diversity and its mark in the global aspect.

1. Does the National Cultural Identity matter?
2. Reliable source of information covering the importance of culture?

She spoke of her own experiences where in the Indian families of today and yester years differ and their difference in Indian families rooted in India and settled abroad against those Indian families who were established abroad, she brought in the variations of understanding and the difference in perception. She has done research on ‘Socio-economic Status’, and gained her response as conservative, she also spoke about Cultural identity and its importance to MNC’s, as the understanding of cultural psychology is more vital to achieving a global trend or brand. Individual self empowerment and self esteem also is quite crucial to an individual. Then she spoke about the resources available abroad, the big public libraries, magazine stalls at every corner and turns all provide information. Even listening to an individual and their perspective sheds value to anecdotal stories of experience. Stereo-type groups still exist and they always will and so one must work a way to survive and recreate around it but not create from its dwelling. There are also various problems that were estimated and had to be kept in check like negative carrying and sharing false raised information as well as basking in effortless conspiracies. For which she advised the study of the Ice Berg Chart as it constitutes tangibles such as ethics and etiquettes, values that can be expressed with intangibles as well must be covered.



International Conference on

“Futuristic Innovations & Challenges to Diversity Management,
Emerging Technologies & Sustainability
For Inclusive Industrial Growth”

56 | Jyoti Nivas College (Autonomous) PG Centre

ICFIDM '14
October 30, 31, 2014



Ms. Jovita Lall, Regional Director, India Morneau Shepell; focused on the training and its importance to be given to ‘expatriates’, and here she didn’t mean technical or theoretical but cultural training. There was a video that showcased the existence of diversity and that co-existence can be an advantage than a problem that would be cut off than reasoned with. Diversity is of many forms age, gender, culture, religion, race which is quite well known but she brought out the importance of Socio-economic Status and the impact of a Socio-economic society. This society today encompasses uniqueness, acceptance and appropriates it to all the working folk in any organization belonging to any industry.

There are various 5 important aspects she brought out:

1. Increased Adaptability
2. Broader Service Range
3. Variety of viewpoints-Creativity
4. Increased Engagement & Productivity
5. Freedom for All- equality provides equal opportunity for all

TECHNICAL SESSION: ‘INTEGRATING CLOUD AND MOBILITY INTO BUSINESS STRATEGY’

The session was handled by two eminent personalities Dr. Krushna Chandra Gouda, Scientist, CSIR, C-MMACS, NAL and Dr. Ravi Mittal, Managing Director, IP Infusion Software Pvt. Ltd.



Dr. Krushna Chandra Gouda started the session with cloud computing which is “a type of internet –based computing” where different services — such as servers, storage and applications — are delivered to an organization’s computers and devices through the Internet. The cloud computing is referred as “Fourth Paradigm Era” or “Golden Era in computing”. Dr. Gouda’s talk includes the trends of cloud computing, requirements and models for cloud computing where he stated cloud computing as “pay as you go model of business”, enabling technologies for cloud and its implementation. He carried out the session with his thought provoking humor which was a great success. It was an interactive session where people from different stream like MBA, MFA also participated with great enthusiasm.

Dr. Ravi Mittal started the session with “Networking the Cloud” where he focused on the technology behind cloud computing he spoke on the topics like: What enables the cloud computing; Utilities, Evolution of electricity as utility, Computing as utility and impact of low cost computing.

The session was interactive and we as students got a chance to participate in the session and learnt about cloud computing which has a high impact on society in all aspects like: Living, work, education and entertainment. These distinctive services provide enhanced business values by integrating cloud & mobility roadmap with enterprise IT strategy and enable us to derive the fullest advantages these technologies bring to the fore in terms of key business improvements indicators such as time to market, enhanced productivity, elasticity in scale, flexibility in deployment and high level of reusability and integration.

PANEL DISCUSSION - 'THE GROWTH OF BYOD AND THE IMPLICATIONS IT HAS FOR ENTERPRISES'



The panel discussion was conducted out by the resources persons:

Mr. Mosesraj R, Head of IT at Brillio Technologies, Bangalore.

Mr. Aseem Rastogi, IIT Roorkee Alumnus, Practice Head, Wipro Technologies, Bangalore.

Ms. Tripthi Rai, Head, Healthcare Mobility CoE, UST Global, Bangalore.

Ms. Deepa R, Head Business IT Services, Wipro Technologies, Bangalore.

Mr. Mosesraj R moderated the session very effectively and gave an overview on what and why this BYOD; How is this BYOD enabled and its advantages and disadvantages. The panel had a discussion on the widespread Bring Your own Device a technological change allowing IT customers to use their own devices like tablet, smart phones and laptops to enable business services also allowing the staff members to connect to their organizations network and access official data on their personal devices. The discussion on BYOD approaches and technology, need for BYOD policy, Mobile Device Management implementation with an example for a leading oil and gas exploration and production company; the advantages of BYOD like Asset Management, Cost advantages, Employee satisfactions and efficiencies with some challenges like Security issues and compliances was informative and thought provoking.

With the consumerization of mobility, many enterprises are turning to Bring Your Own Device

(BYOD) programs which allow employees access to corporate resources from anywhere, increasing productivity and driving employee satisfaction.

TECHNICAL TALK - BIG DATA: OPPORTUNITIES AND CHALLENGES

The promise of data-driven decision-making is now being recognized broadly, and there is a growing enthusiasm for the notion of "Big Data." Big Data has the potential to revolutionize not just research, but also education. **Dr. L. Arockiam**, Associate professor in the Department of Computer Science, St Joseph's College, Tiruchirapalli, Tamil Nadu.' Dr. Arockiam has a passion for serious research has published 205 Research articles in the International and national journals and conferences in India and abroad; have completed 4 UGC minor research projects and 1 DST project.



Dr. Arockiam started the session by defining what is Big Data and Big Data Analytics and he spoke on the topics like: characteristics of Big Data, its volume, velocity and variety; sources of Big Data ((Big Data=Transaction+ Interactions+ Observations); area of applications; Big Data Analytics and analytic model with three components: Descriptive (What is happened?), Predictive (What will happen?) and Prescriptive (What should happen?). His talk was well received by the participants. The technical sessions gave a lot of insights about the latest IT trends such as Cloud & mobility, BYOD (Bring in Your Own Device) and Big Data and the impact they have on our day-to-day living.

The conference also provided a platform to the research people from different places to present their



research papers of their interest. The best papers which were received were presented on the first day and the remaining were presented according to the different tracks like Finance, Management and IT field on the following day. Best papers awards were awarded for each of the tracks respectively.

The International Conference offered a great learning experience for our Post Graduate students, as they gain a first-hand experience of a mega event, right from conceptualization to the art of planning, organizing, coordinating the various aspects of event management. Besides, they learn to think on global issues of diversity management and are even able to prepare and present papers on emerging technologies as well.

This International Conference added value and provided opportunities to gather and exchange information among the participants. Finally the conference concluded with an overview of the activities carried on in the two days of the conference.

Our director Dr. Sr. Lalitha, made the following observations at the inauguration of the International Conference “I recall an African proverb - If you want to walk fast, walk alone; if you want to walk far, walk together. As a college of excellence we need to walk far / we need to collaborate with learned

persons who can wisely guide, direct and inspire / to create something that lasts. We have found people who could walk at our speed and walk together in the path of knowledge. We are indeed indebted to all authors who trusted us with their work. We had 82 papers selected from over 115 papers for oral presentation. 15 external referees and 5 internal referees gave their quality and depth reviews on the research papers. During these two days we had 30 resource persons as track chairs, panel chairs, and technical sessions. The participants / paper presenters and resource persons had come from – across the globe - Total number of registered participants were 576 from 10 states within India (Uttar Pradesh, Tamil Nadu, Pondicherry, Kerala, Karnataka, Andhra Pradesh, Telangana, Chhattisgarh, Rajasthan, Odisha) and 11 countries (Srilanka / Ivory Coast / Afghanistan / Africa / Mauricio’s / Nepal / Russia/ Afghanistan / Saudi Arabia /) and a total of 67 institutes participated in the conference.

The conference was rich and varied with 1 keynote speech, 4 technical sessions, 2 panel discussions and around 82 technical papers split between 4 parallel oral sessions.

The conference had more than one advantage. The first one is that the Best articles would be **published** in the following journals: total of 52 papers have been published:

- International Research Journal of Business & Management ISSN (2322-083X)
- International Journal of Computer Applications ISSN (0975-8887), listed & indexed on ProQuest CAS Technology research database.

The second advantage was that the ‘**Jyoti Award**’ cash prize was awarded to 4 best papers and second best papers were awarded certificates.”



National Level Management Annual Fest Spark 2015

SPARK has always been the most anticipated managerial event that helps the students to accentuate and demonstrate their creative skills and hidden talents.

Under this banner of Spark, the students of MBA conducted a national level intercollegiate Marketing Fest entitled 'Esperanza' on the 11th of March, 2015.



“ESPERANZA” denotes the hope for overcoming the challenges faced in life. We introduce Espacio, Reklame, Ingenia and Futurista which shall provide a platform for the students to display their multifarious marketing skills and talents through a symphony of these marketing events involving creativity, fun and exchange of marketing ideas. 21 colleges from 3 States participated in it.

Department Workshop / Seminar

Workshop on **Leadership**, was organized on **1st and 2nd August, 2014**: Who Am I as A Leader? Stories are a means of storing and evoking leadership elements. As artifacts, they can convey values in an organization. Most people become good leaders only after stumbling through new situations, making mistakes, and learning from them. The benefit



Third activity was conducted on 21st August, 2014: Based on the theme “Techno Buzz” Events based on jumbled words, binary conversion and Boolean expression simplification were conducted.

The fourth IT club event was conducted on 18th September, 2014: on the theme “CodeManiac”: It was the last IT Club activity for the semester. Events related to the coding were conducted. Demonstration on LATEX software (text document software) and TEAMVIEWER were given to the student. Videos on big data and cloud computing were played.



Enthios 2015 - INTER-COLLEGIATE IT EVENT - JYO-NET (connecting Intelligence)

“Enthios”, the inter-collegiate National level IT fest organized on 4th and 5th of March 2015 was a successful event. We had 70 students from 11 different colleges in and around Bangalore and Kerala to help showcase their talents and innovative ideas. This enthusiasm grooms every individual to be a better professional and so goes our motto “connecting intelligence”.

Our chief guest for the fest was Mr. Samson Selwyn, who declared Enthios open. Mr. Selwyn delivered an exceptional talk on IoT, the technology, the trends, future demands, pros and cons of IoT and the challenges to behavioral changes and interpersonal relations.

On the first day of the fest started we had a workshop on “Game Development” using Unity 3D. We are fortunate to have Mr. Evans Thomas and Mr. Freddy John, the passionate game developers and winners of several game development contests as the resource persons. The workshop had 20 participants from five different colleges in and around Bangalore and Kerala.



Connaissance

It was the first of its kind as it was different from the club activities conducted annually. As this event brought out other financial areas of easily neglected or ignored elements which usually form part of our syllabus. This was conducted on 7th August 2014, the main objective was to create a platform to discuss about current affairs.

The main goal of conducting Connaissance is *First* to create challenging environments to the first years so as to take up responsibilities and co-ordinate better within their class and in the department. *Second* to cover areas that are not undertaken in the club activity but still new in common territory

There were two successful events that were conducted under this new category, IPO's and RBI rules. Both areas extremely relevant to the participants and can be categorized as necessary for common knowledge was served up in a entertaining way.

NATIONAL LEVEL FINANCE FEST



NATIONAL LEVEL FINANCE FEST – LUMIERE 2015 is the annual Management fest of Jyoti Nivas College Autonomous, PG Centre focusing on the core area of Marketing and Finance. Department of MFA took initiative to organize the stream Finance with the name called PRIAM on 11th March 2015. PRIAM' offered an exposure to the graduating professionals in the skills that is required to not just survive but thrive in the world of today.

The objective of conducting this program is *First*, to make the participants to have an insight into the current and long term effects of stock market. *Second*, to create basic importance and understanding of handling pressure and projecting it in a positive and productive manner. *Third*, to create a positive influence in the minds of evolving professionals through practical CSR accounting activities. On the basis of the above objectives the events are named as Stock - Thunderbolt, Board warz - Pitchfork and

CSR Accounting - Trident. Participating students will be challenged with simulations of real time issues, stress handling, problem solving, communication, leadership, creativity, subject knowledge and team play all of which are credible skills and the finer the edge, the sharper the tool.

