



# AIMETC NEWSLETTER



HALF-YEARLY NEWSLETTER OF APEEJAY INSTITUTE OF MANAGEMENT & ENGINEERING TECHNICAL CAMPUS, JALANDHAR

Vol. XIX Issue No. 3  
January 2020 – June 2020

## EDITORIAL



*All over the world, the economic analysts are worried expecting the world falling into the trap of financial crisis due to Covid 19. The Indian economy diminished by 23.9% in the second quarter during the pandemic which is a steep decline. Millions of employees have lost their jobs from April to August, according to the Centre for Monitoring Indian Economy. The people working in the unorganized sector which constitute a major population of India's population and is the foundation on which our economy is built, have suffered the most. Most people in the unorganized sector do not have any savings and live off what they earn each week, making it impossible for them to cope with months of a protracted shutdown. The loss of income and the decline in purchasing power has reduced demand. The need of the hour is a solid fiscal stimulus to be given by our government with the objective to give a boost to domestic demand and bring about a rise in investment. The main emphasis of such fiscal stimulus should be on the MSMEs, the self-employed and workers of unorganized sector who have been hit hard by the lockdown.*

**Dr Rajesh Bagga**

**Director**





The quarter was marked by rigorous academic pursuits and co-curricular activities. In order to help the students, enhance their potential and become competitive members of the corporate world, guest lectures, seminars and excursions etc. were organized. The students toiled day and night to emerge victorious in their final exams in November and December. The quarter also witnessed the beginning of a new semester in December. The faculty and students vowed to put in their best efforts in the new semester as well, to take their level of excellence at a next higher level.

## Campus News

- Festive spirits run high at Apeejay as students participated in various competitions organized to celebrate Basant Panchami. Students from all courses participated in Kite Flying, Kite Decoration and Turban Tying competitions with great fervor.
- On the occasion of **Republic Day**, the students were honoured for their invaluable contribution in the 'Swachh Jalandhar Abhiyaan' by Hon'ble Mayor, Sh. Jagdish Raja at a function held at Municipal Corporation Jalandhar.
- AIMETC celebrated the festival of **Lohri** in the campus on January 13, 2020. Director, Dr. Rajesh Bagga remarked on the occasion that festivals are celebrated because they connect students with the cultural roots of the country.
- Finance Club organized a **Panel Discussion** on January 30, 2020 in which students were enlightened regarding various aspects of **Digital Payments**. The panel members threw light on the following aspects: Meaning and applications of Digital Payments, Various mobile applications for Digital Payments and Challenges of Digital Payments.
- Apeejay Institute of Management & Engineering, Jalandhar today organized an Online Prayer Meeting to pay tribute to Ms. Rajeshwari, wife of Late Dr. Stya Paul, Founder President Apeejay Education Society, on the occasion of her





fifth Punya Tithi. Mrs. Rajeshwari Paul was a motherly figure and lady of kind and gentle nature. She was also very fond of listening to hymns, bhajans and devotional music. Some of her favourite bhajans like “Raghupati Raghav Raja Ram”, “Hey Ram Hey Ram”, “Itni Shakti Hummey Dena Daata”, “Allah Tero Naam” and couplets of Saint Kabir were played on the occasion. One of the favorite bhajans of Ms. Rajeshwari Paul was sung by Mr. Pahulpreet Singh, Assistant Professor, School of Engineering.

Speaking on the occasion, Director Dr. Rajesh Bagga said that Mrs. Rajeshwari’s kind and gentle disposition charmed everybody around. She was a motherly figure who was keenly involved in various charitable works. Her contribution in the field of education is immense. She was one of those rare persons who rise above others to bring hope and faith in life of many making their life all the more beautiful.



- AIMETC organized a **guest lecture** on “**Programming using C/C++**” for the students of Engineering and Computer Applications on 24th Jan 2020. Mr. Gurmeet Singh from Geekers Technologies guided the students about how to program effectively using logic development. The OOPS concepts such as Polymorphism, Inheritance, Abstraction and Encapsulation were discussed with examples.
- AIMETC organized **Spark 2020**, an inter college mega event on February 28. Around 800 students from 30 different colleges participated in 21 events including Literary, IT, Fine Arts, Management, Singing, Theater & Dancing.

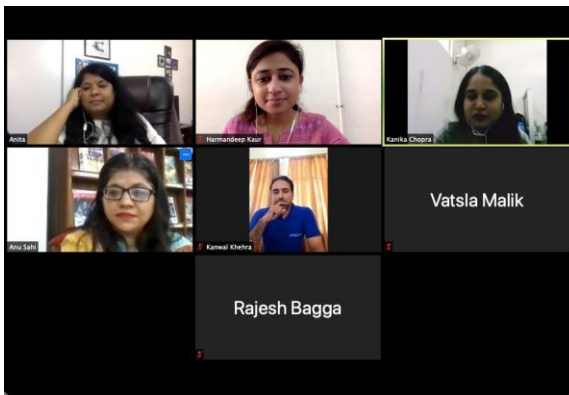


- School of Engineering and Technology organized a **Slogan making competition** on the theme and occasion of World Wildlife Day on March 3, 2020. Students of B.Tech participated in the event.





- AIMETC organized a **workshop for Career Guidance Facilitators** in the campus on February 12. Teachers from various prominent schools of Jalandhar participated in discussion and gave valuable suggestions to improve the education scenario of Punjab. Also, Selected teachers were felicitated for their contribution in education sector. The workshop included special talks, lectures, activities and discussions.



- Students of Apeejay participated and won prizes in an **Inter-College Competition** held at Jalandhar in March 2020. Smily Sharma and Urvashi Chopra got 1st position in B- Plan, Manya and Maninder came 2nd in Food Poker, Smily Sharma, Urvashi Chopra, Manya and Maninder stood 2nd in Ad Mad Show, Ojas and Avneet stood first in Debate and Rashmi stood 2nd in Video Jockey
- The students of NSS Club has participated in '**Swachh Jalandhar Abhiyaan**' in association with Municipal

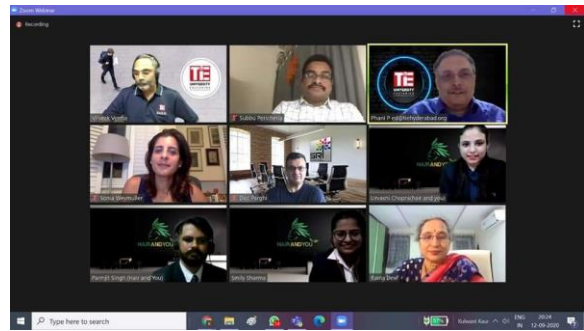
Corporation, Jalandhar on January 17, 2020. In this campaign students spread awareness regarding cleanliness among the people. Around 75 students were part of the drive who carried out this awareness campaign at Ramamandi Flyover.

## ACCOLADES

The students of Apeejay Institute of Management & Engineering, Urvashi Chopra and Smily Sharma has brought laurels to the institute by bagging first position and emerging winners of the TAP B-PLAN COMPETITION 2020, a joint effort of IKGPTU and TiE, Chandigarh. Urvashi and Smily got a cash award of Rs. 40,000 for their business idea 'Hair & You' which didn't seem just economically viable and beneficial but would also bring a ray of hope in the lives of many. The students also represented India in USA for Global TiE B-Plan Competition. The team of Apeejay Institute of Management & Engineering represented IKG-PTU and TIE Chandigarh was the First Runner Up in People's Choice Award of the competition. Their idea 'Hair & You' was considered as the second most popular idea among all the other business ideas. The team of IIT Hyderabad won the People's Choice



Award by a margin of 6% votes. The team were awarded 6000\$ in kind by various companies like Dell4 Entrepreneurs, Azure Credits, Cloud4C Credits, Martin Patents and Aprio. A total of 125 teams vied for the top positions in the first round. Out of these 125 teams, 20 were further shortlisted for the 'pitching round'. The other teams who were vying for the top honours were from prestigious universities across the globe like Georgia Institute of Technology, Atlanta, San Jose University, Silicon Valley, University of Toronto, IIT Hyderabad, BITS Pilani etc. Dr. Rajesh Bagga, Director, Apeejay Institute of Management and Engineering Technical Campus expressed his gratitude to TIE Chandigarh and IKG- PTU for providing this wonderful opportunity to the students of the institute. Dr. Bagga also congratulated the students for their remarkable achievement. He encouraged them to work hard on their idea and ensure that it becomes a successful venture. Dr. Kulwant Kaur, Dean School of Information Technology also bagged Individual Award of 3500 Rs in the event. Apeejay Institute of Management and Engineering Technical Campus has always proven its mettle in academics.



The students of all the courses run by the institution have always brought laurels by bagging top positions in the university examinations held by IKG Punjab Technical University, Jalandhar. In the Merit List for April 2019 University Examinations declared recently by IKG-PTU, the students of all the courses have shown commendable performance by notching top university positions. All the students of the institution expressed their joy on getting good marks. They were thankful to their teachers for their support and guidance in enabling them achieve good scores. The teachers too were glad that the students have brought laurels to the institute by their excellent performances. Dr. Rajesh Bagga, Director Apeejay Institute of Management and Engineering Technical Campus expressed his happiness saying that these outstanding university results are due to the fact that we integrate best instructional styles like case studies,



virtual class room teaching etc. with industry-oriented pedagogy. Dr. Bagga further added that we recruit best teachers who go beyond the university curriculum and hone the communication and technical skills of the students. Dr. Rajesh Bagga congratulated all the university position holders, the students and faculty for excellent university results.

## Placements

---

The placement record of Apeejay Institute of Management and Engineering Technical Campus is one of the finest among all the institutes providing professional education in the region. Continuing the excellent trends of placements, this year also more than 60 reputed companies recruited the students of Apeejay Institute of Management & Engineering Technical Campus. It was a time of jubilation for the students since the placement campaign, as always, was a great success.

The highest package of 10 Lakhs was offered by two companies- BYJU's and Lido Learning. Byju's recruited 4 students from Apeejay Institute at a package of Rs10 Lakh per annum. Jaro Education offered a

package of Rs 7.5 lakhs and Edu Finn offered a package of Rs 7 lakhs.

22 MBA students were selected in ICICI Bank at the position of Deputy Manager. Similarly, 11 students were selected in HDFC AMC. 13 Students were selected in ICICI Securities.

Some of prominent companies which visited the campus were HDFC Bank, Jaro Education, BYJU's, ITC, Saint Gobain Glass, ICICI Bank, ICICI Securities, ICICI Prudential, India Mart, Tommy Hilfiger, Software1, Sunderam Finance, Okaya Infotech, ESAF Small Finance Bank, Apollo Munich, Curefit among many others.

Dr. Rajesh Bagga, Director, Apeejay Institute of Management and Engineering Technical Campus congratulated the students for getting lucrative jobs and motivated them to work sincerely in their respective organizations. Dr. Bagga said that the students of the institute would be valuable assets to the organizations.

Apeejay Institute of Management and Engineering Technical Campus has emerged as one of the most sought after academic institutes by a large number of organizations for recruiting students. These organizations impressed by the





potentiality and professional readiness exhibited by the students have usually offered more jobs than they intended.

## Faculty News

- Dr. Kulwant Kaur, Dean, School of Computer Applications, got her paper on **“Evaluating Performance of Academic Websites Using Web Analytic Tools”** published in International Journal for Research in Engineering Application & Management (IJREAM), 4 (10) : 341 – 348, ISSN : 2454-9150, [UGC Journal No.64077]
- Dr. Kulwant Kaur, Dean, School of Computer Applications got her paper on **“Investigation on Test Effort Estimation of Mobile Applications: Systematic Literature Review and Survey”**, published in Information and Software Technology, Volume 110, June 2019, Pages 56-77, ISSN: 0950-5849, [UGC Journal No.64077] (SCIE Indexed)
- Dr. Kulwant Kaur, Dean, School of Computer Applications attended meetings of Board of Studies, Computer Applications at IK Gujral Punjab Technical University Jalandhar, Jalandhar-Kapurthala highway on held on March 6,2020.
- Dr. Kulwant Kaur, Dean, School of Computer Applications attended One Week Online Short Term Course on **“Blockchain and Machine Learning”** organized by the Faculty of Engineering & Technology, Gurukul Kangri Vishwavidyalaya, Haridwar in Technical Collaboration with **IBM, AICTE** and **ATAL Academy** held from June 29, 2020 to July 3, 2020.
- Dr. Kulwant Kaur, Dean, School of Computer Applications attended Online Workshop on Universal Human Values on the theme **“NWRO Incorporating Universal Human Values in Technical Education”** during May 3 -7, 2020 organised by **All India Council for Technical Education**.
- Dr. Kulwant Kaur, Dean, School of Computer Applications attended Four days Online Course on **“AICTE Online Course on Exam Reforms”** from April 29 to May 2, 2020 organised by **All India Council for Technical Education**.
- Dr. Kulwant Kaur, Dean, School of Computer Applications, got her paper **“A Cosmic Function Point Test Effort Estimation Model For Mobile Apps:**





- An Industrial Case Study**”, published in Compliance Engineering Journal, 11(6) : 678 – 695; ISSN NO: 0898-3577
- Shagun Gupta, Assistant Professor in Management, attended a FDP on Artificial Intelligence and Machine Learning organised by IKGPTU, Jalandhar from 26th-31st December 2019.
  - Shagun Gupta, Assistant Professor in Management, attended a webinar on Indian Economy amidst Covid-19 organized by Apeejay Institute of Management and Engineering Technical Campus, Jalandhar on 27th May,2020.
  - Shagun Gupta, Assistant Professor in Management, attended a webinar on How to Publish and Succeed with Open Access Publications organized by IIT Delhi and Taylor and Francis Group on 10th June 2020.
  - Shagun Gupta, Assistant Professor in Management, attended a webinar on How to be an effective Peer Reviewer organized by IIT Delhi and Taylor and Francis Group on 12th June 2020.
  - Shagun Gupta, Assistant Professor in Management, attended a webinar on Increasing Research Impact organized by IIT Delhi and Taylor and Francis Group on 15th June 2020.
  - Shagun Gupta, Assistant Professor in Management, attended a webinar on Publishing Ethics organized by IIT Delhi and Taylor and Francis Group on 19th June 2020.
  - Shagun Gupta, Assistant Professor in Management, attended a webinar on Editorial Experiences and Perspectives organized by IIT Delhi and Taylor and Francis Group on 29th June 2020.
  - Shagun Gupta, Assistant Professor in Management, completed a Five day online FDP on New Pedagogies- Creative learning and Creative Teaching- A Futuristic Approach organised by Dashmesh Khalsa College, Zirakpur from 20th-24th June 2020.
  - Shagun Gupta, Assistant Professor in Management, completed a Seven day online FDP on Innovative Approaches in Management Teaching organised by Panipat Institute of Engineering and Technology, Panipat from 16th- 22nd July 2020.
  - Shagun Gupta, Assistant Professor in Management, attended a webinar on Basic Author Workshop Research Article Writing and Reference Management using Mendley organised by Annamalai University on 22nd June 2020.







- Shagun Gupta, Assistant Professor in Management, attended a webinar on Aatmnirbhar Bharat- Role of Higher Institutions organised by ASSOCHAM INDIA on 20th July 2020.
- Shagun Gupta, Assistant Professor in Management, attended an international webinar on Overview of US Regulatory Affairs organised by Annamalai University in association with Apotex Corp, Florida, USA on 24th July, 2020
- Neha Kalra, Assistant Professor in Management, attended a Webinar on “How to Publish and succeed with open access publications” organized by Taylor & Francis Group and IIT, Delhi on June 10, 2020.
- Neha Kalra, Assistant professor in Management attended Four-days Online Course on Examination Reforms conducted during April 29th-2nd May 2020 organized by AICTE.
- Neha Kalra, Assistant Professor in Management attended FDP on “Online Workshop on Designing Effective Questionnaire” organised by Apeejay School of Management, Dwarka on 25 April 2020.
- Neha Kalra, Assistant Professor in Management attended FDP on

“Execution of Social Media Strategy” held on April 24, 2020.

- Neha Kalra, Assistant Professor in Management attended a Two-day workshop on “Instructional Design” by Ms. Sucheta Phadke (E-Learning Expert) organized by Apeejay Education Society on April 8-9th, 2020.
- Neha Kalra, Assistant professor in Management attended Webinar on “Action Plan for the Implementation of Online Teaching & Learning” by Prof K Srinivas, Head ICT & Project Management Unit, NIEPA organized by Apeejay Education Society on April 3, 2020.

## Webinars/ FDPs/ Guest Lectures

- **Mr. Adita Berlia**, Member, Management Board: Apeejay Stya SVRAN Group delivered a lecture on “**Use your e learning platforms effectively and Safely**” organized by Apeejay Education Society on April 20, 2020.
- **Mr. Adita Berlia**, Member, Management Board: Apeejay Stya SVRAN Group delivered an expert talk on “**Marking Attendance just got Simpler!**”





organized by Apeejay Education Society on April 3, 2020.

- Apeejay Institute of Management & Engineering Technical Campus, Jalandhar, organised a webinar on Digital Detoxification. The resource person for the webinar was BK Sanjeev. The speaker of the session, BK Sanjeev is associated with Brahma Kumaris for the last 20 years. Also, he is one of the faculty members of the Organization. He holds a Master's Degree in Spirituality & Value Education and a Bachelor's degree in Commerce from Delhi University. He has conducted more than 500 workshops, lectures and motivational sessions for all age groups. Currently he is working as an Inspector / PRO in Delhi Police. The objective of the webinar was to acquaint the students of the harmful effects of too much screen time. The participants were told that one should limit their screen time and be cautious of the stimuli they are receiving on screen. What we see, hear, watch on screen has a tremendous influence on us, so we should restrict our screen usage. Some tips and strategies for detoxification were also given. These included leaving sometime for meditation, reading good and positive thoughts and physical exercise. Dr.

Rajesh Bagga, Director Apeejay Institute of Management & Engineering Technical Campus expressed that meditation indeed helps us have optimistic attitude towards life and exercise self restraint and self control. He also added that such webinars are of great importance in the present times.

- An FDP on "**Execution of Social Media Strategy**" was held on April 24, 2020.
- An FDP on "**Online Workshop on Designing Effective Questionnaire**" was organised by Apeejay School of Management on 25 April 2020.
- AICTE organised Webinar on "**Student Ethics**" under Clean Exit Programme held on May 20, 2020.
- Under Soft Computing Research Society (SCRS), New Delhi Lecture Series on soft computing for problem solving, the lectures on "**Fuzzy Logic**" was held from May 30, 2020 - June 1, 2020.
- An FDP on "**IPR and Free Knowledge Access Resources and on Plagiarising**" was delivered by Dr R Sreedher, Professor (Emeritus), Apeejay Stya University, Gurugram on June 3, 2020.



**EDITOR:**  
**Dr. Rajesh Bagga**

**For any suggestions or feedback, please contact:**  
**The Director**  
**APEEJAY INSTITUTE OF MANAGEMENT & ENGINEERING**  
**TECHNICAL CAMPUS**

**EDITORIAL COMMITTEE:**

**Ms. Kanika Chopra (Convener)**  
**Mr. Rohit Verma**  
**Mr. Amanpartap Singh Pall**  
**Mr. Gagandeep Singh Kahlon**

**Rama Mandi, Hoshiarpur Road, Jalandhar-144 007**

Ph : 0181-2410263, 2410264, 2411269 | E-mail : aim.jln@apj.edu | For Placements Contact : 88720 20166, 88720 20167