

PSIT INSIGHT

PSIT
Kanpur

PRANVEER SINGH INSTITUTE OF TECHNOLOGY

Institute Code: 164

PSIT COLLEGE OF ENGINEERING

Institute Code: 348

PSIT COLLEGE OF HIGHER EDUCATION

College Code: KN162

Courses Offered B.Tech • M.Tech | BCA • MCA | BBA • MBA | B.Pharm • M.Pharm

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ABOUT PSIT



PSIT, established in 2004, is a modern educational endeavour and has the finest infrastructure, expert teaching methodology, Research & Development initiatives and excellent placement records. The vibrant eco-friendly campus, spread over 80 acres of land offers the finest facilities such as modern labs, high-tech central library, air-conditioned auditorium, hostels and transportation network that are comparable to the best in Northern India. The institute situated on Kanpur-Agra-Delhi National Highway (NH-2), Bhauti, Kanpur has a world class facilities. The integration of built-form with spectacular landscape, a unique architectural splendor, creates an ideal environment conducive to the pursuit of knowledge. In fact, the lush green, eco friendly and Wi-Fi campus has been designed to cater overall requirements of the students; with 24X7 power back up, 3000 KVA Power Line and Internet access at 100 Mbps. Moreover, PSIT has become the only Institute in U.P. to have more than 1000 Computers Stations, installed at its various labs.

The institute has established itself as a premier group for imparting quality technical education in Northern India. The commitment of the group is to impart knowledge par excellence, motivate the learners in research, and evolve result oriented innovative techniques in Engineering, Pharmacy and Management.

PSIT is the only institute in UP which is ranked among the top positions in B.Tech, B.Pharm, BBA, MBA, BCA & MCA. Apart from moulding students for producing university Ranks and Gold Medals, PSIT gives tremendous importance to research activities. An IEDC Center, IBM Center of Excellence and Microsoft Lab have been set up to inculcate scientific temper, innovative approach and entrepreneurship. PSIT believes in a holistic education that promotes its students to excel in all spheres. As only the best can cultivate the best that is why every year maximum toppers in the AKTU are PSITians. The excellent academic performance and results reinforce our commitment to constantly excel in the quality of education. PSIT has achieved an envious position in a very short span of 11 years only.

The placement portfolio of PSIT is unfolding yet another event of glory & pride and is conspicuous by its outstanding placement records year after year which would undoubtedly motivate the students to carve a niche for themselves in the professional sphere. The institute conducts on campus placement drives which include companies such as TCS, L&T, Infosys, and Wipro to name a few. PSIT is also known for its excellent placement records.

Message from Chairman's Desk

The rapid rate of technological advancement and information revolution has opened new series of challenges as well as opportunities.

To be in tune with the trends in the Industrial dynamics we, at PSIT provide the right ambience to attain excellence in Engineering, Pharmacy, Management and Computer Application studies through appropriate Infrastructural facilities, qualities and inspiring faculty, well established State-of-the-art- Classrooms, Laboratories, Library, Teaching-Learning Process and Working Systems.

The academic rigours are custom crafted to complement academics with a number of programmes both in and out of the classroom. This goes to prove that PSIT is committed to being an institution that invest in developing well rounded students and prepare graduates and post graduates to make a difference in the world.

Thrust on ethical values and social service are the corner stones of this institution, helping students to contribute to great nation building.

I truly appreciate the efforts of the PSITians in bringing out News Letter of PSIT -"PSIT INSIGHT".

I wish the team very best in all the endeavors in future.



Chairman
PSIT, Kanpur

Message from Managing Director's Desk



It has been almost eleven years now, since PSIT has entered in the field of education to serve the society. The Institute has steadily been in the pursuit of its objective of achieving Excellence in Technical Education, Leadership and Corporate.

It gives me great pleasure and delight to present the first issue of the Newsletter of our Institute. This Newsletter carries all the information of our achievements and activities that took place in our campus in the past six months. We extend our thanks to the Hon'ble Chairman of the Institute for always motivating us to do better and providing us valuable support in developmental activities. I personally look forward to your feedback.

Best Wishes

Ms. Shefali Raj
Managing Director
PSIT, Kanpur

Outreach



Ignitia 2016 Launch

Fests are the time when one can break out of the monotonous routine of college and studies, showcase one's talent and can participate in most of workshops and other activities. In order to provide an opportunity to the emerging technocrats and managers to showcase the talent, creativity and analytical skills, a 3 day annual Techno-Management-Cultural Youth Fest "IGNITIA-2016" is being organized every year in the institute. The promo launch of IGNITIA 2016 was organized on 25th January 2016 with "Let's Go Digital" theme. Honorable Chairman, Directors, Deans, HODs, Faculty, Staff Members and Students were present to witness the occasion. Students of organizing committee of IGNITIA-2016 launched a Mascot "DEXTER" on the occasion.



Republic Day Celebration

Republic Day Celebration was held on 26th January 2016 at PSIT, Kanpur. Hon'ble Chairman, Vice Chairperson, Managing Director, Directors, Deans, HODs, Faculty, Staff Members & Students were present at the institute to witness the proud moment of our nation. Hon'ble Chairman hoisted the National Flag at 9:15 a.m. and National Anthem was sung. All remembered our freedom fighters and paid homage to them for their sacrifices. Patriotic songs and plays were performed by the students followed by **Freedom of Speech**: A Debate Competition on the topic "Net Neutrality in India". 10 Teams were constituted comprising of two students each. Most of the students were in favour of strong Net Neutrality. They said that an open Internet is very necessary for country's economical development. Participants emphasized that by lowering the cost of launching a new idea, igniting new political movements, becoming

an entrepreneur and bringing communities closer, "Net Neutrality" can play a very vital role. The Internet has been one of the greatest gifts of our economy than our society has ever known.

Promotion of 'Jai Ganga Jal'

On 4th Feb 2016, renowned director Mr. Prakash Jha with his fellow actor Mr. Manav Kaul visited PSIT for the promotion of his movie "Jai Gangajal". The management of PSIT welcomed them warmly. Mr. Jha was impressed with the ambience and Hi-tech campus life of PSIT. Students were very excited & thrilled to see the Famous Director & Actor in the campus. The Trailer of the movie was displayed at the centre stage. Mr. Jha, while interacting with students,



Bollywood Celebrities: Director Prakash Jha & Actor Manav Kaul

said that he found whole India in PSIT Campus and assured students a further visit to PSIT. A good number of media personnel were present to cover the event.

IGNITIA 2016

In the month of January 2016, cultural department organized workshops of music (vocal + instrumental) related to IGNITIA. Auditions were conducted to bring out best talents for events like singing, dancing, plays, RJ hunts & fine arts competitions. etc. Numbers of activities for the promotions of Ignitia16 like Nukkad Natak, Flash mob, singing etc.



Javed Ali (Playback Singer) performing at Ignitia Celebs Night

End of Feb & March came with the breeze of festivity and gala of IGNITIA 2016. The ceremony was jollified with three day event covering celebrity night (Band ASTITVA & JAVED ALI) DJ night, Fashion show, One India One World, MNR. PSIT cultural team feels appreciative to reveal the formation of replica of coke studio that was named as PSIT STUDIO. Fine art activities were organized covering Mehendi competition, Rangoli competition, Poster painting etc. Moves and Rhythm event appreciated and welcomed the talents of other institutes as well. Finally the closing ceremony of IGNITIA 2016 was organized on 20th April 2016 with the feeling of gratitude towards all PSITians who worked day and night to make the event a grand success.

Felicitation Ceremony

15th May 2016, PSIT has always believed in commending the students to inspire them to scale greater heights. A felicitation ceremony was held on 15th May, 2016 at PSIT, to honour the brilliant stars of PSIT/PSIT-COE who have been placed in various companies. Hon'ble Chairman, Chairperson, Managing Director, Directors, Deans, HODs, and faculty were present to grace the occasion, mementos and commendation letters were presented to students for their meritorious performance. The ceremony was witnessed by the proud parents of the achievers. The parents spoke highly about the dedicated approach of PSIT towards achieving excellence. Speaking on the occasion, the Chairman urged the students to always remember the values they have ingrained at PSIT which will help them etch a life embellished with success.



Sammvad Lite: A Working Fraternity Meet was organized on 21st June, 2016 for Faculty members, Trainers, Member of PR Cell & CR Cell at S-11 which was a kind of stress buster exercise where members can show their hidden talents by participating in events like Antakshari (Battle of Bollywood Rhythms), Fun Quiz (Amusing Questions about PSIT), Tol Mol Ke Bol, Games etc. Hon'ble Chairman, Vice Chairperson, Managing Director, Directors & Deans were present to grace the occasion. Chairman Sir's Team won by gaining maximum points in all rounds of special Antakshari (Battle of Bollywood Rythms) which was specially organized for management. Tol Mol Ke Bol- a special



attraction of the event where the price of various products were to be identified by the participants, the members were excited to take part in all events, winners were felicitated by prizes, Programme ended up with a declaration from honorable Chairman of same to be held on 15 August for members to feel good.



Oration - A Talk Show

Dr. Alok Bajpai, Sr. Psychiatrist of Kanpur delivered an interactive talk to the students of PSIT. He explained why student should choose the path of what they really want to be in their lives. He emphasized on the skill development aspect of human life. He also encouraged the students to take up issues and work on them which give them real happiness and can benefit the society. He explained the functioning of human brain and ways to concentrate on given assignments. Students enthusiastically raised queries & discussed their problems with him.

Utthan - The Rainbow of Hope



Solutions to large global challenges may often start with small, local actions.

When we see a need or a problem in the community, we make a difference by standing up and taking action.

Utthan actively and positively contributes to uplift the underprivileged



communities and its efforts are appreciated by all. We are proud of our students and employees who volunteered for this social cause with a strong belief in supporting and helping people in need. Along with education, the society focuses on the hygiene and health conditions. Committed Volunteers are the real backbone behind this project's success. Our main objective is to uplift poor people by providing them

health and academic education, life skills development, self employment training and health care assistance.

Following activities were organized by Utthan

1. Students of the college took initiative to teach and educate the poor and needy children after the college hours within college premises.
2. Donation of clothes and stationary to needy children.
3. Blood Donation Camps with proper Medical Care.
4. Students actively participated in Government of India HIV awareness program.
5. Blankets were distributed by the college to the labours and Class IV workers.
6. Organized a session for mothers and children

for spreading Hygiene & Cleanliness awareness.

7. Free eye check up camp.
8. Visit to old age homes for distribution of clothes & eatables as well as to spend time with the old people to share their wisdom & feelings.
9. Joined hands with PR team to do social work as they celebrate one week for CII social activities.



Go Green Plantation

We PSITians are very conscious about environment that once this effort is replicated globally, it will for which PSIT initiated a unique campaign called give a significant impetus to the fight against "Go Green Campaign" to plant trees. It is expected global warming.

Jagran Samvaad:

A talk show was organized in PSIT on 19th April, 2016 in which the Chief Guest were Ms. Anuradha Beniwal & Mr. Swanand Kirkire. Both interacted with the students of PSIT and discussed various aspects of Freedom in one's life. Ms. Anuradha beniwal shared her experiences of life in India &

Abroad. Mr. Kirkire appraised the audience about the book written by Beniwal in which she has put experiences of her journey in India & Abroad. PSITians enthusiastically interacted with Ms. Beniwal & Mr. Kirkire. It was an interactive session where students' queries were discussed & solved.

It's an initiative of PSIT where we encourage students of renowned schools to scale up their knowledge in technology. The workshop is intended for class 11th & 12th (PCM, PCB & Commerce) students for 4hrs and approx. 80 - 100 students participate in it with pick and drop facility provided by PSIT.

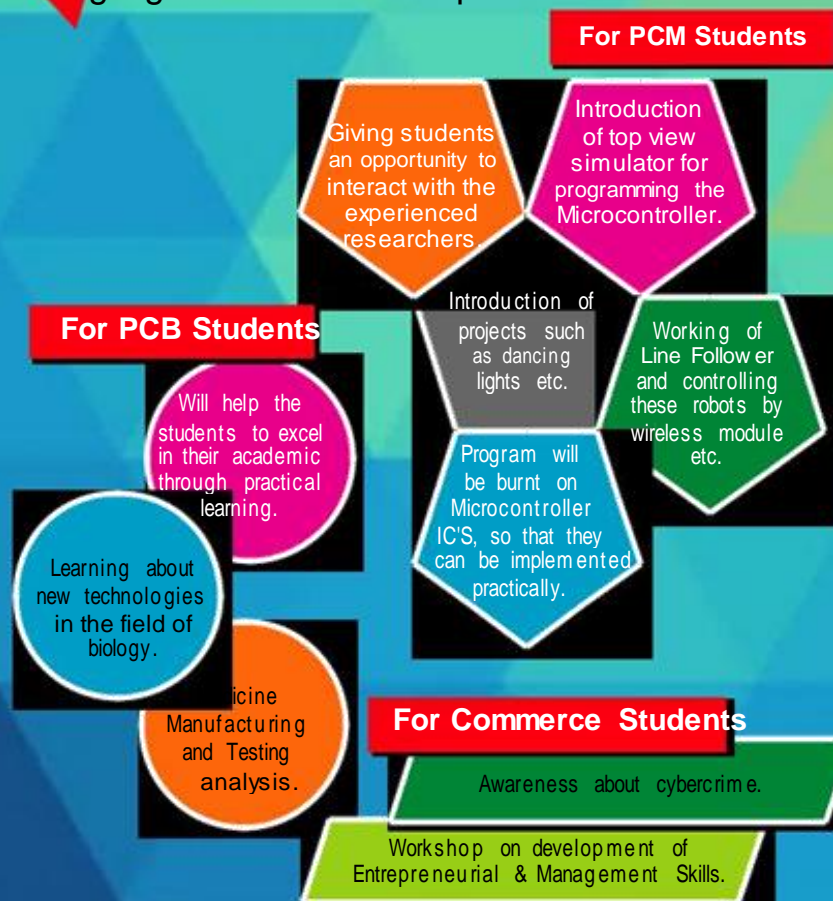


Schools participated in Connect program:

Name of School	Date
US International school, Unnao	5th February 2016
Sacred Heart School, Lucknow	9th May 2016
DPS Azad Nagar, Kanpur	10th May 2016
DPS Azad Nagar, Kanpur	11th May 2016
New Public Inter College, Lucknow	19th May 2016



Highlights of the workshop:



Industrial Visits

Industrial Visit of BBA Students: On 25th Feb 2016, An Industrial Visit was organized by PSIT College of Higher Education, Kanpur for BBA students to PEPSICO Pvt. Ltd. A-2 UPSIDC Industrial Area, Jainpur, Kanpur Dehat. The main objective behind the visit was to make students aware of operation functions in unit and give them feel of management functions. The students along with faculty members went to the site. The visit provided industrial exposure to the students. The students gained technical and practical knowledge from the visit. Students were very excited while interacting with the Pepsico Officials.





Guest Lectures, Workshops & Seminars

MSME-EDP Workshop

MSME-EDP workshop was organized by PSIT College of Higher Education, Kanpur from 18th Feb to 27th Feb 2016. The Inauguration of the workshop was held on 18th Feb 2016 at L-4. Mr. Sanjeev Chawla, Director & Mr. L.B.S. Yadav Dy. Director of MSME-DI, Kanpur, Director R&D, Deans, HODs & Faculty members were present to grace the occasion. About 25 students participated in this workshop. The main objective of the workshop was to develop entrepreneurial quality among students. They were given business ideas based on assumptions about desirable product features, marketing effectiveness and customers' willingness to pay, and so on. They were also acquainted with the process of establishment for new venture that will enable them to clarify and test key assumptions for their business. Lectures on various topics were delivered by the Delegates of MSME-DI & Faculty members of PSIT. They were given tips on arranging funds, loans, raw materials, labors etc. The workshop ended on 27th Feb 2016.



One Day Industrial Motivational Workshop

A one day Industrial Motivational Workshop was organized by the Dept. of R&D on 19th February 2016. Directors, HODs Faculty members and final year students were present in the workshop. The aim of the workshop was to make the students aware of the procedures to grow their own business. Participants were introduced to the basics of business plans because a good business plan help them to raise the funds. They were also given the ideas of raising fund through short and long term approaches and through bank loans. They were told about the bankable documents, business plan charts, the environment through which an organization can steer its way to prosperity, and provides financiers with a clue on entry points for their support.



National Seminar sponsored by ICSSR organized by PSIT che

A two day National Seminar was organized by PSIT College of Higher Education, Kanpur on "Impact of Tourism on Income and Employment in Indian Economy in the Globalized Era – Problems and Challenges" on Saturday, 09th & Sunday, 10th April 2016 sponsored by ICSSR, New Delhi.

The seminar commenced with the Inaugural Ceremony which entailed the customary practice of lighting of the lamp followed by a heart warming benison recital by the students of BBA & BCA. The Dias was marked by the presence of esteemed Prof. (Dr.) J. V. Vaishampayan, Hon'ble Vice Chancellor, CSJM University, Kanpur as Chief Guest, Dr. Lavkush Mishra, Director Institute of Hotel & Tourism Management Dr. B.R. Ambedkar University, Agra as Guest of Honour, Prof. O.P. Shukla, Principal, NDA, Pune, as Key Note Speaker, Dr. K.D. Gaur, Ex- Director, ICSSR, New Delhi, as Guest of Honour. Managing Director, Directors, Deans, HODs', Faculty, staff members and students were present to witness the National Seminar. In their address speech, they focused on various aspects of Tourism and further pointed out the requisite solutions and suggestions to meet the challenges.



The valedictory address was given by Chief Guest Prof. R.K. Trivedi, Director STEP-HBTI, Kanpur.

Industry Academia Partnership Seminar

We at PSIT sincerely believe in practicing what we preach. We have undertaken several steps in the direction of academia-industry interfaces. We understand that it is essential to have inputs from the industry so that whatever gap exist in our academic curricula vis-à-vis industry requirements, they can be properly taken care of. The capabilities of the intellectual forces at PSIT have established a compatibility match with the requirements of the industry.

In view of above, an industry Academia Partnership Seminar was organized by R&D Dept. on 15th April 2016.

Mr. Arvind Karandikar, Managing Director, Nexus Energytech Pvt. Ltd., Mr. Ajey Walavalkar, President, GexCon India Pvt. Ltd., Mr. Debojit Chakrabarty, Technology and Innovation Consultant, Ideapoke, Inc, Dr. Sameer Khandekar, Associate Dean (Innovation and Incubation), IIT, Kanpur were the Key Note Speaker of the Seminar.





Expert Lectures on "CONCRETE MIX DESIGN"

Expert lectures on 'Concrete Mix Design' were organized on 23-01-16 by the Civil Engineering Department in association with Heidelberg Cement India Ltd., Lucknow at PSIT College of Engineering, Kanpur. In this program, experts of Heidelberg Cement India Ltd., Lucknow, Mr. Vybhav Gupta, Deputy General Manager and Mr. Ashutosh Awasthi, Deputy Manager were invited. Topics such as cement, aggregates for mortar and cements, essential requirements and proportion of concrete,

admixtures/construction chemicals, and concrete mix design were covered in the lectures.

Speech Control Robot Workshop

A two day Speech based robot program was organized by ECE Department of PSIT coe from 30th Jan 2016 to 31st Jan 2016. This workshop was related to speech processing which will be actuated with the robot wirelessly for controlling its different actions. Students learnt the use of MATLAB for speech processing and for wireless communication and the use of Bluetooth module. Students also learnt how to control robot wired, wirelessly through computer and also to control the robots through commands. The software used were AVR studio, MATLAB & visual studio.

LFR (Line Following Robot) workshop

A two day LFR (Line Following Robot) Workshop was organized by the Dept. of Electronics & Communication Engg. of PSIT-COE on 6th & 7th February 2016 for the final year students of ECE to provide basic knowledge of the working of robots. Mr. Rajiv Shankar Sinha (Former Student IIT, Kanpur) came to share his experience and knowledge. This workshop helped participants to understand the designing concepts and use of microcontrollers, serial communication and microcontroller programming in Embedded 'C' language. They have also been provided with the basics of construction of robots and working on instructions. Mr. Sinha also provided Training & Conceptual Learning to the students of ECE. It was a real life experience for the students that how the programming works with logical signals. At the end of the workshop, students were able to construct their own Robots within the two days of workshop.

Expert Lectures on "LIGHT WEIGHT CONCRETE"

Expert lectures on 'Light weight concrete' was organized on 28-02-16 by the Civil Engineering Department in association with Associated Cement India Ltd., at PSIT College of Engineering, Kanpur. In this program, experts of Associate Cement India Ltd., Kanpur, Mr. Arun Kumar Sharma, Assistant Manager and Mr. Jitendra Kumar Rawat, Assistant Manager were present.



Expert Lectures on "Civil Engineering, Materials and Construction"

The lectures on the topic "Civil Engineering, Materials and Construction" were organized on 29-02-16 by the Civil Engineering Department in association with Larsen & Toubro Limited, Lucknow, at PSIT College of Engineering, Kanpur. Mr. K. S. GOPALA KRISHNAN, Planning In-Charge, Unnao Lucknow Expressway Project, Larsen & Toubro Limited, Lucknow was invited for delivering the expert lectures. Mr. Gopala Krishnan explained about the project entitled "Unnao to Lucknow Expressway Green Field Road Project".



Lecture on "Building Information Modeling"

Mr. Sankalp Bhargava, CEO, CADD Concepts, Kanpur, delivered lecture on the topic "Building Information Modeling (BIM)". Mr. Bhargava explained the concept of intelligent models-based process that can be used to complete building and infrastructure projects faster, more economically, and with less environmental impact. The Autodesk BIM software includes comprehensive solutions for design, visualization, simulation, etc, for the civil engineering structures. Students were given drawings of residential building showing plan, elevation and section as reference. They created a 3D model using "Autodesk Revit Architecture software" for the drawing assigned to them. Students had good interaction during the lecture.

Lecture on Innovation by MCA Department

Lecture on Innovation was taken by Mr. Santosh Kumar Singh, Terminal Manager, Federation of Indian Chambers of Commerce and Industry (FICCI). He addressed about various tools, resources and methods for innovation.



Faculty Development Programme on "Data Mining and Its applications"



The Faculty Development Program on "Data Mining Techniques and Its Applications (DMTA-16)" was organized by the Dept. of CS & MCA between 17th March to 22nd March 2016. The aim of the programme was to gather faculty members, researchers and application

developers from a wide range of data mining related areas such as statistics, computational intelligence, pattern recognition, databases and its visualization. FDP-DMTA'16 was aimed to advance the state-of-the-art in field of data mining and its various real world applications. It will provide opportunities for technical collaboration among data mining and machine learning through hands on experience on various tools and programming Languages of Data Mining.



Placement Drives

Placement Companies

The training & Placement Cell is committed to provide all possible assistance to its graduates and post graduates in their efforts to find employment. This commitment is demonstrated by the existence of a full-time Placement Staff. The training & Placement service operates year round to facilitate contacts between companies

& Graduates. Staff members are available to respond to student's questions and concerns of all kinds. This may include advice on placement procedures; help to prepare applications for employment and mock Interviews. The aim is to ensure that students have the information and skills necessary for an effective job search.

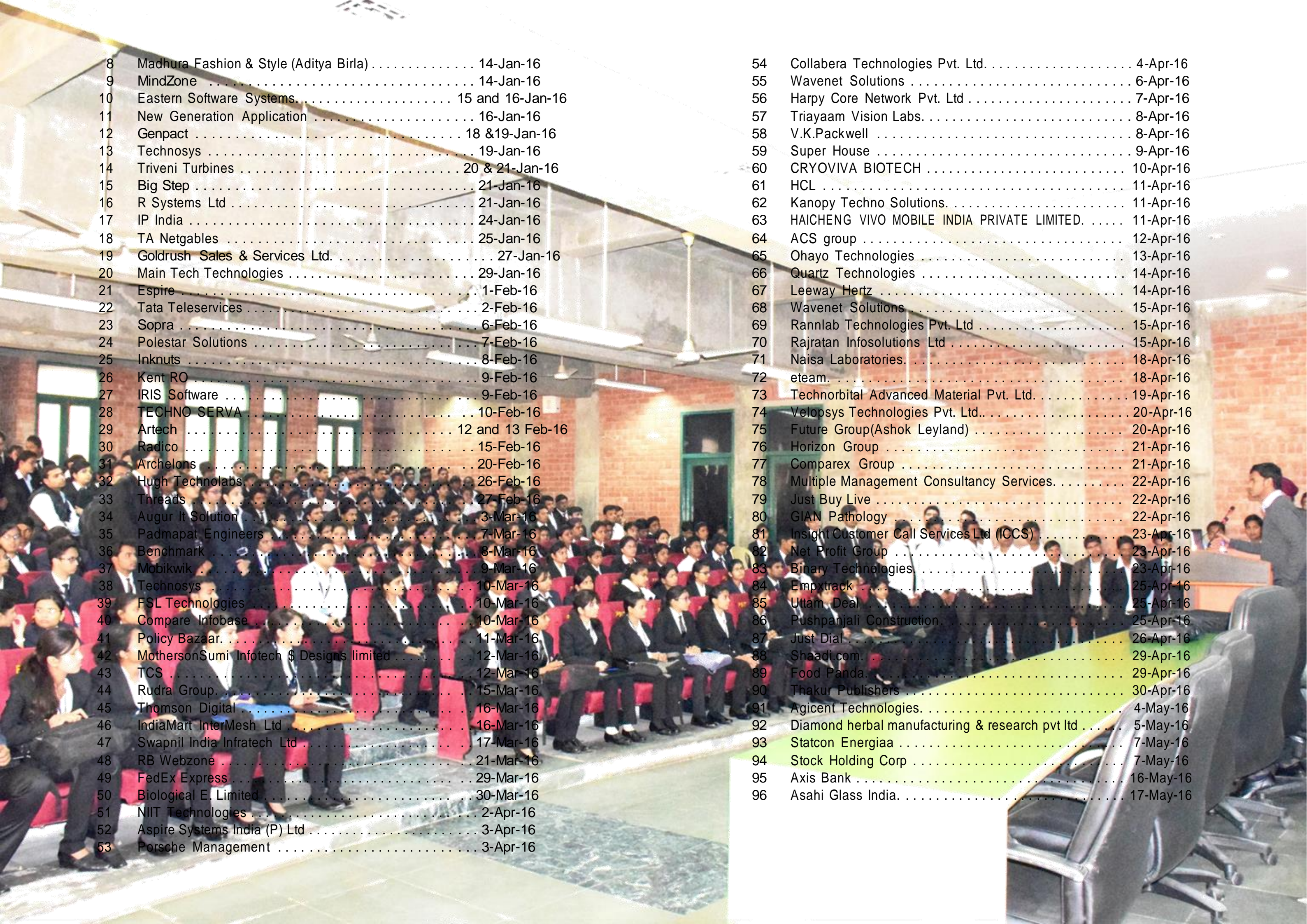
Those considering careers in education or its related fields are offered detailed career guidance at the Training & Placement Cell. All counseling is based on up to-date placement statistics and an envisioned view of future educational and industrial trends. Additionally, the Training &

Placement Cell helps the students to improve their communication Skills and Presentation Skills, as a result of which reputed companies are visiting PSIT to recruit the students. The details of placement drive from January to June 2016 are given below:

Placement Calender (Jan-June)

Sl.	Company	Date
1	Polestar	5-Jan-16
2	Infoseek.	5-Jan-16
3	Blue Digital.	7-Jan-16
4	SakSoft Group	9-Jan-16
5	IBM.	11-Jan-16
6	Nurbs 3D Solutions Pvt. Ltd	11-Jan-16
7	Campus Lab	11-Jan-16





8	Madhura Fashion & Style (Aditya Birla)	14-Jan-16
9	MindZone	14-Jan-16
10	Eastern Software Systems	15 and 16-Jan-16
11	New Generation Application	16-Jan-16
12	Genpact	18 &19-Jan-16
13	Technosys	19-Jan-16
14	Triveni Turbines	20 & 21-Jan-16
15	Big Step	21-Jan-16
16	R Systems Ltd	21-Jan-16
17	IP India	24-Jan-16
18	TA Netgables	25-Jan-16
19	Goldrush Sales & Services Ltd.	27-Jan-16
20	Main Tech Technologies	29-Jan-16
21	Espire	1-Feb-16
22	Tata Teleservices	2-Feb-16
23	Sopra	6-Feb-16
24	Polestar Solutions	7-Feb-16
25	Inknuts	8-Feb-16
26	Kent RO	9-Feb-16
27	IRIS Software	9-Feb-16
28	TECHNO SERVA	10-Feb-16
29	Artech	12 and 13 Feb-16
30	Radico	15-Feb-16
31	Archelons	20-Feb-16
32	Hugh Technolabs	26-Feb-16
33	Threads	27-Feb-16
34	Augur It Solution	3-Mar-16
35	Padmapat Engineers	7-Mar-16
36	Benchmark	8-Mar-16
37	Mobikwik	9-Mar-16
38	Technosys	10-Mar-16
39	FSL Technologies	10-Mar-16
40	Compare Infobase	10-Mar-16
41	Policy Bazaar.	11-Mar-16
42	MothersonSumi Infotech & Designs limited	12-Mar-16
43	TCS	12-Mar-16
44	Rudra Group.	15-Mar-16
45	Thomson Digital	16-Mar-16
46	IndiaMart InterMesh Ltd	16-Mar-16
47	Swapnil India Infratech Ltd	17-Mar-16
48	RB Webzone	21-Mar-16
49	FedEx Express	29-Mar-16
50	Biological E. Limited	30-Mar-16
51	NIIT Technologies	2-Apr-16
52	Aspire Systems India (P) Ltd	3-Apr-16
53	Porsche Management	3-Apr-16

54	Collabera Technologies Pvt. Ltd.	4-Apr-16
55	Wavenet Solutions	6-Apr-16
56	Harpy Core Network Pvt. Ltd	7-Apr-16
57	Triayaam Vision Labs.	8-Apr-16
58	V.K.Packwell	8-Apr-16
59	Super House	9-Apr-16
60	CRYOVIVA BIOTECH	10-Apr-16
61	HCL	11-Apr-16
62	Kanopy Techno Solutions.	11-Apr-16
63	HAICHENG VIVO MOBILE INDIA PRIVATE LIMITED.	11-Apr-16
64	ACS group	12-Apr-16
65	Ohayo Technologies	13-Apr-16
66	Quartz Technologies	14-Apr-16
67	Leeway Hertz	14-Apr-16
68	Wavenet Solutions	15-Apr-16
69	Rannlab Technologies Pvt. Ltd	15-Apr-16
70	Rajratan Infosolutions Ltd	15-Apr-16
71	Naisa Laboratories.	18-Apr-16
72	etteam.	18-Apr-16
73	Technorbital Advanced Material Pvt. Ltd.	19-Apr-16
74	Velopsys Technologies Pvt. Ltd.	20-Apr-16
75	Future Group(Ashok Leyland)	20-Apr-16
76	Horizon Group	21-Apr-16
77	Comparex Group	21-Apr-16
78	Multiple Management Consultancy Services.	22-Apr-16
79	Just Buy Live	22-Apr-16
80	GIAN Pathology	22-Apr-16
81	Insight Customer Call Services Ltd (ICCS)	23-Apr-16
82	Net Profit Group	23-Apr-16
83	Binary Technologies.	23-Apr-16
84	Empxtrack	25-Apr-16
85	Uttam Deal	25-Apr-16
86	Pushpanjali Construction.	25-Apr-16
87	Just Dial	26-Apr-16
88	Shaadi.com.	29-Apr-16
89	Food Panda.	29-Apr-16
90	Thakur Publishers	30-Apr-16
91	Agicent Technologies.	4-May-16
92	Diamond herbal manufacturing & research pvt ltd	5-May-16
93	Statcon Energiaa	7-May-16
94	Stock Holding Corp	7-May-16
95	Axis Bank	16-May-16
96	Asahi Glass India.	17-May-16

COLLEGE ACHIEVEMENTS

PSIT ranked 71st in All India Engineering Institute 2016 survey

PSIT is recognized among top 150 colleges in India & is ranked 71st among IITs, Govt. & private engineering institutes as per All India Engineering Institute 2016 survey conducted by i3RC & 33rd rank among the Top private engineering institutes across India by Times of India Engineering Institute Survey 2016.

PSIT has achieved great heights because of its excellent Placement records, best infrastructure & highly qualified & experienced faculties, it provides technical & aptitude training Program for overall Personality development of students. PSIT organizes industrial visit and includes project work as part of curriculum essential for inculcating innovation, entrepreneurship and practical knowledge to students. PSIT offers a plethora of cultural and academic events

PRANVEER SINGH INSTITUTE OF
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Faculty Achievements

- Research Paper, “MAXIMUM POWER POINT TRACKING WITH ARTIFICIAL NEURAL NETWORK, authored by **Ms. Arti Saxena**, published in International Journal IJECET Volume 7, Issue 2, Mar- Apr (2016),Impact Factor- 8.2691.
- Research Paper, “*Quadrona a Vision for tomorrow*”, authored by **Mr. Vikas Srivastava** published in IJESRD having ISSN number 23496185.
- **Mr. Vikas Srivastava** participated in NPTEL Course on “**Estimation of Wireless Communication MIMO/ OFDM Cellular and Sensor Network**” conducted by IIT Kanpur and got 67% marks in its evaluation.
- **Ms. Akanksha Srivastava** participated in NPTEL Course in Estimation of Wireless Communication MIMO/ OFDM Cellular and Sensor Network conducted by IIT Kanpur.
- **Ms. Akanksha Pandey** participated in Faculty Development Program of Network Simulation using “**Netsim Software**”
- **Mr. Ankur Goyal** qualified CBSE/ UGC NET Exam 2016 with 76% score.
- Research Paper “**Assessment of health risk due to contaminated soil and remediation techniques – A case study**”, authored by **Abhishek Dixit and Surendra Roy** published in “*Jordan Journal of Civil Engineering* (Communicated) (2016)”.

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- Research Paper “Delay in Indian residential construction projects”, authored by **Kshitij Kumar Sachan, A. K. Nigam and Surendra Roy** published in International Journal of Earth Sciences and Engineering (Communicated) (2016).
- **Mr. Manish Nigam**, Associate Professor, successfully completed two NPTEL online certification course organized during Jan to Mar 2016 on topic “**Project Planning and Control**” from IIT Madras and “**Engineering Graphics**” from IIT Kanpur.
- **Mr. Manish Nigam**, Associate Professor participated in one day seminar “**Industry- Academia partnership on R & D Initiatives**” on 15/04/2016 at PSIT Kanpur.
- **Mr. Kshitij Kumar Sachan**, Assistant Professor, successfully completed two NPTEL online certification course during Jan to Mar 2016 on topics “**Project Planning and Control**” and “**Introduction to Research**” from IIT Madras.
- **Dr. Shivani Kapoor** authored & presented paper entitled "**The Challenge of Good Governance in India- Need for Innovative Approaches**" in International Seminar on Changing Economic Parameters and Prospects of Growth in India and South Asia organized by Dept. of Economics, University of Lucknow on 5-7 February 2016.
- **Dr. Shivani Kapoor** authored & presented paper entitled, "**Reorganization of Higher Education**" in National Seminar on Reorganization of Higher Education in Present Scenario" organized by Dept. of Education, S.N. Sen B.V.P.G. College, Kanpur under the aegis of Dept. of Higher Education, Govt. of Uttar Pradesh on 20 Feb. 2016.
- **Dr. Shivani Kapoor** authored & presented paper entitled, "**Sustainable Development in India- Economic issues & Policy Initiatives**” in International Conference on “Changing Paradigm of Management Practices for Sustainable Development” organized by BBA University, Lucknow on 5-6 March 2016.
- **Dr. Shivani Kapoor** attended a workshop on "**Paradigm Shift in Management**" organized by Allenhouse Business School, Kanpur on 13 April 2016.
- **Dr. Shivani Kapoor** was the Convener of National Seminar entitled, " “**Impact of Tourism on Income and Employment in Indian Economy in the Globalized Era: Problems and Challenges**” organized by PSIT College of Higher Education, Kanpur under the aegis of ICSSR, New Delhi on 9-10 April 2016.
- **Dr. Shivani Kapoor** was the member organizing committee of one day Seminar on "**Industry-Academia Partnership**

on R&D Initiatives" organized by PSIT Kanpur in Association with National HRD Network Lucknow Chapter on 15 April 2016.

- **Dr. Shivani Kapoor** participated in one day Seminar on "**Industry-Academia Partnership on R&D Initiatives**" organized by PSIT Kanpur in Association with National HRD Network Lucknow Chapter on 15 April 2016.
- **Dr. Shivani Kapoor** delivered Guest Lecture on "**Entrepreneurship Quality and Other Aspects**" in EDP organized by SMSE-DI Kanpur from 18 - 27 Feb 2016 at PSIT Kanpur.
- **Dr. Shivani Kapoor** delivered Guest Lecture on "**MSME & Economic Development of India**" in EDP organized by SMSE-DI Kanpur from 18 - 27 Feb 2016 at PSIT Kanpur.
- **Dr. Shivani Kapoor** attended One Day FDP on "**Case Based Teaching Methodology**" organized by STEP-HBTI Kanpur on 26 March 2016. Prof. Ramendra Singh of IIM Calcutta was the resource person.
- **Dr. Shivani Kapoor** was recognized and acknowledged for her outstanding performance and dedication to make the youth fest "IGNITIA'16" successful at PSIT Kanpur.
- **Dr. Shivani Kapoor** has been appointed as **dean R&D of PSIT-CHE, Kanpur** on 14th January, 2016
- **Dr. Shivani Kapoor** has been **Co-ordinator of DST-NIMAT project 2016-17 for EDP, WEDP and TEDP.**
- **Dr. Shivani Kapoor** awarded a project entitled, "**Economics of Handloom Industry in Uttar Pradesh - An Empirical Study**" by ICSSR, New Delhi (**Grand amount Rs. 6,00,000/-**)
- **Dr. A.P.S. Bhadauria** authored & presented paper entitled "**Social Sector Challenges and Human Development in India**" in International Seminar on Changing Economic Parameters and Prospects of Growth in India and South Asia organized by Dept. of Economics, University of Lucknow on 5-7 February 2016.
- **Dr. A.P.S. Bhadauria** authored & presented paper entitled, "**Role of Education in Human Being's Life**" in National Seminar on Reorganization of Higher Education in Present Scenario" organized by Dept. of Education, S N Sen BVP College, Kanpur under the aegis of Dept. of Higher Education, Govt. of Uttar Pradesh on 20 Feb. 2016.
- **Dr. A.P.S. Bhadauria** authored & presented paper entitled, "**International Human Resource Management - Challenges and Opportunities**" in International Conference on "Changing Paradigm of Management Practices for Sustainable Development" organized by BBA University, Lucknow on 5-6 March 2016.
- **Dr. A.P.S. Bhadauria** participated in 2 week FDP on "**Capacity Building for Teaching Research in Social Sciences**" from 11 to 25 January 2016 organized by IBM, CSJMU Kanpur.
- **Dr. A.P.S. Bhadauria** attended a workshop on "**Paradigm Shift in Management**" organized by Allenhouse Business School, Kanpur on 13 April 2016.
- **Dr. A.P.S. Bhadauria** coordinated National Seminar entitled, " "**Impact of Tourism on Income and Employment in Indian Economy in the Globalized Era: Problems and Challenges**" organized by PSIT College of Higher Education, Kanpur under the aegis of ICSSR, New Delhi on 9-10 April 2016.
- **Dr. A.P.S. Bhadauria** participated in one day Seminar on "**Industry-Academia Partnership on R&D Initiatives**" organized by PSIT Kanpur in Association with National HRD Network Lucknow Chapter on 15 April 2016.
- **Dr. A.P.S. Bhadauria** delivered Guest Lecture on "**Corporate Social Responsibility**" in EDP organized by SMSE-DI Kanpur from 18 - 27 Feb 2016 at PSIT Kanpur.
- **Dr. A.P.S. Bhadauria** delivered Guest Lecture on "**Ethical Issues for an Enterprise**" in EDP organized by SMSE-DI Kanpur from 18 - 27 Feb 2016 at PSIT Kanpur.
- **Dr. A.P.S. Bhadauria** delivered Guest Lecture on "**Changing Teaching Methods with Changing Time**" in FDP at Institute of Research, Development and Training, Kanpur (Govt. of UP) Kanpur on 29.01.2016.
- **Dr. A.P.S. Bhadauria** was invited as **Subject Expert** at Institute of Research, Training, & Development (Govt. of UP) Kanpur on 17 Jan 2016 as member of BOS for designing Syllabus of "**PG Diploma in Foreign Trade**" for Uttar Pradesh Polytechnics.
- **Dr. A.P.S. Bhadauria** was invited as **Subject Expert** at Institute of Research, Training, & Development (Govt. of UP) Kanpur on 03 June 2016 as member of BOS for designing Syllabus of "**Teaching Methodology**" for teaching of

Subjects - Foundation Communication, Functional Communication & Integrative Communication at Uttar Pradesh Polytechnics.

- **Dr. A.P.S. Bhadauria** attended One Day FDP on "**Case Based Teaching Methodology**" organized by STEP-HBTI Kanpur on 26 March 2016. Prof. Ramendra Singh of IIM Calcutta was resource person.
- **Dr. A.P.S. Bhadauria** authored & presented a paper entitled "**Human Behaviour and its Impact on Indian Tourism Industry**" in National Seminar on "**Impact of Tourism on Income and Employment in Indian Economy in the Globalized Era: Problems and Challenges**" organized by PSIT College of Higher Education, Kanpur under the aegis of ICSSR, New Delhi on 9-10 April 2016.
- Research paper, "**Behavioral Reformation for Make in India: Need of the Hour**" authored by **Dr. A.P.S. Bhadauria**, accepted for publication in Peer Reviewed, Biannual, Journal of Management, Technology and social Sciences, "**SHODH**" (ISSN **2249 - 152X**) published by STEP-HBTI, Kanpur.
- **Dr. Udai Bhan Trivedi** was assigned the responsibility of **Member Advisory Committee** in 2nd International Conference on Contemporary Development in Business-2016.
- **Dr. Udai Bhan Trivedi** became **Member Editorial Board of ARSEAM' Journal** "International Journal of Advances in Engineering & Scientific Research". <http://www.arseam.com/editorial-board/158?page=2>.
- **Dr. Udai Bhan Trivedi** was assigned the responsibility of **Member Organizing Committee of ICSSR** Sponsored National Seminar on "**Impact of Tourism on Income and Employment in Indian Economy in the Globalized Era: Problems and Challenges**" Dated 09 & 10 April, 2016 Organized by PSIT Kanpur.
- **Dr. Udai Bhan Trivedi** Presented a paper titled "**Role of ICT in Tourism**" in ICSSR Sponsored National Seminar on "**Impact of Tourism on Income and Employment in Indian Economy in the Globalized Era: Problems and Challenges**" Dated 09 & 10 April, 2016 Organized by PSIT Kanpur.
- **Dr. Udai Bhan Trivedi**, Presented paper "**Digitization of India: movement towards cloud computing**" on 13th Feb, 2016 at BIMS National Seminar, Lucknow.
- **Dr. Udai Bhan Trivedi** attended One Day Seminar Industry - Academia Partnership on R&D Initiatives Programme (15th April 2016) Organized by PSIT Kanpur.
- **Mr. Mohd Asad Khan** Organized Industry Visit for BBA I year students to PEPSICO bottling plant at Varun Beverages Pvt. Ltd. Jainpur, Kanpur, on 25th Feb 2016.
- **Mr. Mohd Asad Khan** Presented Research Paper titled "**Unique Business Management Strategies of Indian Incorporations: Learning for Global Business Organizations**" at International Seminar on Changing Economic Parameters and Prospects of Growth in India and South Asia (5-7th Feb'2016). Organized by Dept. of Economics, University of Lucknow. Page No. 84.
- **Mr. Mohd Asad Khan** has been assigned the responsibility of **Member Organizing Committee of ICSSR** Sponsored National Seminar on "Impact of Tourism on Income and Employment in Indian Economy in the Globalized Era: Problems and Challenges" Dated 09 & 10 April, 2016 Organized by PSIT Kanpur.
- **Mr. Mohd Asad Khan** Presented Research Paper titled "**Film Tourism: A tool to increase competitiveness of tourist destinations in the state of Uttar Pradesh**" in ICSSR Sponsored National Seminar on "Impact of Tourism on Income and Employment in Indian Economy in the Globalised Era: Problems and Challenges" Dated 09 & 10 April, 2016 Organized by PSIT Kanpur.
- **Mr. Mohd Asad Khan** Presented Research Paper titled "**IMPORTANCE OF OPTIC FIBER COMMUNICATION NETWORK, IN DIGITIZATION OF HEALTHCARE SERVICES**" at BIMS National Seminar 2016 on "Digitalization of India: Empowering online Infrastructure". Organized by Bora Institute of Management & Science, Lucknow, on 13th Feb. 2016.
- **Mr. Mohd Asad Khan** attended One Day Webinar "**Overview of Business Relationship Management (BRM)**" on 18th Feb 2016 Organized by (IIL) International Institute for Learning, Inc.
- **Mr. Mohd Asad Khan** delivered a lecture on "**Business Environment**" at the Entrepreneurship Development Programme by MSME-DI, Kanpur organized by PSIT College of Higher Education from February 18-27, 2016.
- **Ms. Garima Gupta** Presented a paper titled "**Development and Impact of Tourism in India**" in a National Seminar on

- **“Impact of Tourism on Income and Employment in Indian Economy in the Globalized Era: Problems and Challenges”** organized by PSIT College of Higher Education, Kanpur in association with ICSSR, New Delhi held on 9-10 April 2016.
- **Ms. Garima Gupta** Presented a paper titled **“Managing Workplace Negativity”** in an International Seminar on “Changing Paradigm of Management Practices for Sustainable Development” organized by BBAU, Lucknow held on 5-6 March 2016.
- **Ms. Garima Gupta** Presented a paper titled **“E-learning: A step towards Digitalization”** in a National Seminar on **“Digitalization of India: Empowering online Infrastructure”** organized by BIMS, Lucknow held on 13 Feb 2016.
- **Ms. Garima Gupta** has been assigned the responsibility of **Member Organizing Committee of ICSSR** Sponsored National Seminar on “Impact of Tourism on Income and Employment in Indian Economy in the Globalized Era: Problems and Challenges” Dated 09 & 10 April, 2016 Organized by PSIT Kanpur.
- **Ms. Garima Gupta** attended one day seminar on **“Industry- Academia Partnership on R & D Initiatives”** organized by PSIT, Kanpur in association with National HRD Network, Lucknow Chapter held on 15th April 2016.
- **Ms. Garima Gupta** Presented a paper titled **“Development & Impact of Tourism Industry in India”** in an National Seminar on “Impact of Tourism on Income and Employment in Indian Economy in the Globalized Era: Problems and Challenges” organized by PSIT College of Higher Education, Kanpur in association with ICSSR, New Delhi held on 9-10 April 2016.
- **Ms. Garima Gupta** has been assigned the responsibility of **Editorial and Designing Committee Member** of “PSIT Insight”.
- **Ms. Garima Gupta** has been assigned the responsibility of **Editorial Committee Member** of “PSIT – International Journal of Multidisciplinary Research”.
- **Ms. Anshika Tiwari** delivered a lecture on **"Inventory Management"** at the Entrepreneurship Development Programme by MSME-DI, Kanpur organized by PSIT College of Higher Education from February 18-27, 2016.
- **Ms. Anshika Tiwari** Presented a paper titled **"Corporate Social Responsibility- where humanity begins"** at the International conference on "changing paradigm on management practices for sustainable development" organized by School of Management Studies, BBAU on March 5-6, 2016.
- **Ms. Anshika Tiwari** Presented a paper titled **"Rural Tourism: Its development and impact on Indian economy"** at the National seminar on "Impact of Tourism and Employment in Indian economy in the globalized era: Problems and Challenges organized by PSIT College of Higher Education, Kanpur on April 9-10, 2016.
- **Ms. Anshika Tiwari** Participated in a seminar on **"Industry-Academia partnership an R&D Initiatives"** organized by PSIT, Kanpur in association with National HRD Network, on April 15, 2016.
- Research Paper **“XIBA Business Review”** authored by **Mr. Dhananjai Gupta** published on (ISSN No. 2349 6576) (Vol 2, Issue 1, Jan-June, 2016). Paper Title: **Blog Marketing: An Innovative Tool in the Current Digital Era.**
- **Mr. Dhananjai Gupta** attended 15 days Faculty Development Programme on **“Capacity Building for Teaching and Research in Social Sciences”** organized by Institute of Business Management, CSJM University, Kanpur held on 11 January- 25 January 2016.
- **Mr. Dhananjai Gupta** attended one day seminar on **“Industry- Academia Partnership on R & D Initiatives”** organized by PSIT, Kanpur in association with National HRD Network, Lucknow Chapter held on 15th April 2016.
- **Mr. Dhananjai Gupta** Presented a paper titled **“Tourism & Supply Chain Management: A Linkage”** in an National Seminar on “Impact of Tourism on Income and Employment in Indian Economy in the Globalized Era: Problems and Challenges” organized by PSIT College of Higher Education, Kanpur in association with ICSSR, New Delhi held on 9-10 April 2016.
- **Mr. Dhananjai Gupta** Presented a paper titled **“Attaining Sustainability through Eco-Friendly Marketing Practices”** in an International Conference on “Changing Paradigm of Management Practices for Sustainable Development” organized by BBAU, Lucknow held on 5-6 March 2016.
- **Mr. Dhananjai Gupta** has been assigned the responsibility of **Editorial Committee Member** of “PSIT Insight”.

- **Mr. Dhananjai Gupta** has been assigned the responsibility of **Editorial Committee** Member of “PSIT – International Journal of Multidisciplinary Research”.
- **Mr. Dhananjai Gupta** delivered a lecture on **"Marketing Mix & Pricing"** at the Entrepreneurship Development Programme by MSME-DI, Kanpur organized by PSIT College of Higher Education from February 18-27, 2016.
- **Mr. Deepak Srivastava** organized a guest lecture by DGM (State Bank of India) Mr. Mahesh Goyal on Indian Philosophy & Policy Management on **Feb. 01, 2016.**
- **Mr. Deepak Srivastava** organized a two- day workshop on **“Micro analysis of Financial Statements- A Unique Approach”** by **S. Chandrasekar**, B-School & Corporate Trainer, Managing Director, EmpoVer HR Solutions Pvt. Ltd. on **April 01- 02, 2016.**
- **Mr. Deepak Srivastava** was deputed to represent the institute to review & redesign **MBA course curriculum** to meet growing demands of Industries & at par with global standard with **Choice Based Credit System (CBCS)** in all Undergraduate and Postgraduate Programs. The new syllabus would be implemented from forthcoming **session 2016-17.** For the aforesaid purpose and as per the University Circular **AKTU/ VCO/2016/7692** dated **March 21, 2016**, a **two day workshop** was organized for the purpose of Finalization of Subjects/ Syllabus for all the three programs of **MBA, MAM (Integrated MBA)& MBA (TM)** at **ABES Engineering College, Ghaziabad on April 22 -23, 2016.**
- **Mr. Deepak Srivastava** successfully cleared NPTEL course on **“Applied Multivariate Statistical Modeling”**, by **IIT Kanpur** online exams for which were held on **24th April, 2016.**
- **Mr. Deepak Srivastava** presented a paper on **“Tourism in India: The Journey So Far and New Pathways- A Critical Appraisal”** in. ICCSR sponsored National Seminar on Impact of Tourism on Income and Employment in Indian Economy in the Globalized Era : Problems and Challenges organized by **PSIT- CHE on April 9-10 2016.**
- **Mr. Deepak Srivastava** was selected for a one week workshop form **May 16- May 20, 2016** on **“Statistical Analysis for Engineers and Researchers- 2016 (SAFER- 2016)** at **IIT- Kanpur.**
- **Mr. Deepak Srivastava** was awarded certificate for the same on successful completion.
- **Mr. Deepak Srivastava** was nominated to participate in refresher course under faculty Development program on **“Human Values and professional ethics”**, **1-8 June 2016** at (046) Maharana Pratap Engineering College, Kanpur.
- **Ms. Anila Khalid** Attended a one day workshop on **“Indian Financial Market: Riding the waves of opportunities”** for providing a bird's eye view on investor's education to the students of MBA (PSIT & PSIT CoE), dated 24th February, 2016.
- **Ms. Anila Khalid attended a National Seminar on Industry -Academia partnership** organized by NHRD & Research and Development initiatives on 15th April 2016 at PSIT, Kanpur.
- **Ms. Anila Khalid** attended a Speaker Session conducted by Mr. Sunil Alagh and Mr. Nidhish Mehrotra based on **“Marketing challenges & opportunities in current Business Eco-system”** organized by **The Indian entrepreneurs, (TIE-UP)** at merchant Chambers, Kanpur on April 30, 2016.
- **Ms. Anila Khalid** have been an event coordinator of a management event **“Masterpreneur-A Success Mantra”** February 29, 2016 where the esteemed members of **Rotary Club of Kanpur Industrial** like Rtn. Kapil Bhatia-Frontier Springs, Rtn. Vishwanath Gupta-Anand Builders, Rtn. Naveen Jain-Sigma Casting (Kamdhenu Sariya), Rtn. Komal Jalan-Board Advisor, Australia Dance Academy and Rtn. Ridhu Bhatia-VP, Canvas Technologies graced the occasion and shared the stories of their journey of success, Rtn. Pradeep Agarwal-MD-Bajinath Jewellers was the convener of the event.
- **Ms. Anila Khalid** presented a research paper titled **“Impact of Celebrity Endorsement on the Economic Viability of the Tourism Industry”** in a National Seminar on Impact of Tourism on Income and Employment in Indian Economy in the Globalized Era : Problems and Challenges at PSIT on April 9, 2016.
- **Ms. Anila Khalid** presented a research paper titled **“The Study of Emerging Trends and Impact of Viral Marketing for Successful Business”** in a National Conference on Business Management in 21st Century: Role of Academic Research which was held at prestigious India International Center in New Delhi on April 17, 2016. The following research paper will be published in the upcoming issue of International Journal of Business Studies which is a double

blind peer reviewed journal with ISSN.

- **Ms. Rupa Bhalla** has been in **organising committee of ICCSR sponsored National Seminar** on Impact of Tourism on Income and Employment in Indian Economy in the Globalized Era: Problems and Challenges at PSIT on April 9-10 2016.
- **Ms. Rupa Bhalla** was part of training of **EDP by MSME-DI**, Kanpur starting from 18th Feb. 2016 in PSIT & delivered a lecture on Recruitment & Selection.
- **Ms. Rupa Bhalla** was **Key speaker** in Workshop of **HVPE** held in PSIT during IGNITIA'16.
- **Ms. Rupa Bhalla** presented a research paper titled on “**Sustainability & Tourism: A perfect Blend**” in. ICCSR sponsored National Seminar on Impact of Tourism on Income and Employment in Indian Economy in the Globalized Era: Problems and Challenges at PSIT on April 9-10 2016.
- **Ms. Rupa Bhalla** presented a research paper titled “**CORPORATE SOCIAL RESPONSIBILITY (CSR) IN EDUCATION SECTOR: A CASE STUDY OF PSIT, KANPUR**” communicated & got selected and soon published in International Journal of Human Resource Management.
- **Ms. Rupa Bhalla** participated as a delegate of PSIT in National Seminar on **Industry -Academia partnership** on 15th April, in PSIT.
- **Mr. Durgesh Agnihotri** has been an event coordinator of a management event “**Campus Debate**” February 29, 2016 where students from different branches participated to showcase their talent.
- **Mr. Durgesh Agnihotri** organized a one day workshop on “**Indian Financial Market: Riding the waves of opportunities**” for providing a bird's eye view on investor's education to the students of MBA (PSIT & PSIT CoE), dated 24th February, 2016.
- **Mr. Durgesh Agnihotri** Presented a research paper titled “**To analyze the impact of inbound tourism on local employment in India**” in a National Seminar on Impact of Tourism on Income and Employment in Indian Economy in the Globalized Era: Problems and Challenges at PSIT on April 9, 2016.
- **Mr. Durgesh Agnihotri** published a paper titled” **A study on impact of Shopper Navigation & E-service quality on Ecommerce Conversion in** International Journal in Management and Social Science (Impact Factor- 4.358) , Vol.04 Issue-01 (January, 2016) ISSN: 2321-1784.
- **Mr. Durgesh Agnihotri** Delivered a lecture on “**Market survey, demand and supply analysis**” in Entrepreneurship development Programme by MSME-DI, Kanpur on 20th Feb 2016.
- **Ms. Mansi Yadav** delivered a lecture on “**Book keeping and Basic Accountancy**” in Entrepreneurship development Programme by MSME-DI, Kanpur on 22nd Feb 2016.
- **Ms. Mansi Yadav** presented a research paper titled “**Culinary Tourism as an Important Pillar for the growth of Indian Tourism Industry**” in a National Seminar on Impact of Tourism on Income and Employment in Indian Economy in the Globalized Era : Problems and Challenges at PSIT on April 9, 2016.
- **Ms. Mansi Yadav** participated in the National Seminar on **Industry -Academia partnership conducted** on 15th April 2015, at PSIT.
- **Ms. Mansi Yadav** actively contributed in conducting a two day workshop on “**Micro analysis of Financial Statements- A Unique Approach**” by **S. Chandrasekar**, B-School & Corporate Trainer, Managing Director, EmpoVer HR Solutions Pvt. Ltd. on **April 01- 02, 2016.**
- **Ms. Mansi Yadav** have been an event coordinator of a management event “**Minute to win**” February 29, 2016 where students from various branches participated to have some fun.
- **Ms. Mansi Yadav** Coordinated for the Industrial Visit to **INDUSTRIAL VISIT TO NAMASTE India** on Dated 22, April 2016, Organized by Department Of Business Administration in association with Corporate Relation PSIT for MBA I year students.
- **Dr. Ajay Pratap** communicated for publishing a paper title “**Designing of testing framework through finite state automata for object oriented system using UML**” on Journal IJCA ISSN NO.0975- 8887 vol 127 no. 11
- **Ms. Priyanka Singh** presented Research Paper titles “**Exploring the Determinants of Education Branding & Image Creation Model Of B-School Using Factor Analysis**”. At International Conference on Brand Management at IIT

Delhi on 16th April 2016 and paper is published with conference proceedings in association with **Emerald with ISBN-9781786354112**

- **Ms. Priyanka Singh** presented a research paper titled “**Impact of Tourism on Income and Employment in Indian Economy in the Globalized Era – Problems and Challenges**” in a National Seminar on Impact of Tourism on Income and Employment in Indian Economy in the Globalized Era : Problems and Challenges at PSIT College of Higher Education on April 9, 2016.
- **Ms. Priyanka Singh** published Research Paper titled, “**A Study Of Hospitality Marketing Mix With Reference To Indian Hotel Industry**”, Intercontinental Journal Of Marketing Research Review, Volume 3, Issue 12, Page Number: 14-23 December 2015, Issn:2347-1670.
- **Ms. Priyanka Singh** published Research Paper titled “**Neuro marketing: An Emerging Tool of Market Research**”, International Journal of Engineering and Management Research, Volume-5, Issue-6, Page Number: 530-535 December-2015ISSN (ONLINE): 2250-0758, ISSN (PRINT): 2394-6962.
- **Ms. Priyanka Singh** published Research Paper titled “**A Relational Study between Religious Interface and Academic Excellence**”, **International Journal of Research in Management, Science & Technology**, Volume-4, Issue-1, Page Number: 45-49, April (E-ISSN: 2321-3264)
- **Ms. Priyanka Singh** have been an **event coordinator** of a management event of Blazer Quizzer competition of Department of Business Administration gala event on 1 st of March 2016 - Blazer Quizzer was a platform to evaluate the knowledge, intelligence and presence of mind of individuals a competition among teams as a form of entertainment. It was presented by **TATA Motors** in association with **NHRD**. Quiz Master **Mr. Saud Usmani, Head Talent Acquisition TATA motors**. Technical and Content support was provided by **Mr Lokesh and Mr Prashant Pandey respectively of TATA motors**. Total 69 teams participated in the quiz with divers background of MBA, B.Tech BBA, BCA both internal PSIT participant and external participant of different colleges were present. Position holder were awarded by **Mr Lalit Kumar, General Manager Head (HR IR & ADMIN TATA motors)** on Ignitia Pronite 3.
- **Ms. Priyanka Singh** Coordinated for the Industrial Visit to **INDUSTRIAL VISIT TO NAMASTE India** on Dated 22, April 2016 Organized by Department Of Business Administration in association with Corporate Relation PSIT for MBA I year students.
- **Mr. Anurag Shukla** successfully completed course “**Introduction to Research**” from NPTEL (IIT Chennai), Jan to Feb 2016.
- **Mr. Anurag Shukla** have worked as a class coordinator of MBA final year batch for the even semester session 2015-16.
- **Mr. Anurag Shukla** has been Management Game's Coordinator in “**Manageria**” (Annual fest), 2016.
- **Mr. Anurag Shukla** published a research paper “**A study on Gender of Investors and Herd Behavior of Investors**”, *Global Journal for Research Analysis, ISSN No.2277-8160, Volume 5, Issue 1, Jan 2016.*
- **Mr. Anurag Shukla** published a research paper “**A Study on Regret Aversion Bias With Special Reference to Trading Experience Of Investors**” *JOURNAL "SHODH" JOURNAL OF MANAGEMENT, TECHNOLOGY AND SOCIAL SCIENCES, (ISSN 2249 - 152X) Published by STEP-HBTI, Kanpur.*
- **Mr. Anurag Shukla** presented a Research Paper on “**Growth of Travel and Tourism in India: A driver of employment generation and economic development**” in April 2016 at National Seminar organized by **Indian Council of Social Science research** and PSIT, Kanpur.
- **Mr. Anurag Shukla** attended One day seminar on **Industry-Academia Partnership on R&D Initiatives** organized by **NHRD** and PSIT, Kanpur.
- **Mr. Anurag Shukla** attended Faculty Development Programme on **Case Based Teaching Methodology in STEP-HBTI** Kanpur instructed by Prof. Ramendra Singh (IIM, Calcutta) 2016.
- **Mr. Anurag Shukla** has been Coordinator for one day workshop on “**Indian Financial Market: Riding Wave of Opportunity**” organized by Franklin Templeton and Financial Kundli and PSIT, Kanpur.
- **Mr. Anurag Shukla** has been nominated to participate in refresher course under faculty Development program on “**Human Values and professional ethics**”, **1-8 June 2016** at (046) Maharana Pratap Engineering College, Kanpur.
- **Ms. Pallavi Chaturvedi** presented a research paper titled “**To analyze the impact of inbound tourism on local**

employment in India” in a National Seminar on Impact of Tourism on Income and Employment in Indian Economy in the Globalized Era: Problems and Challenges at PSIT on April 9, 2016.

- **Ms. Pallavi Chaturvedi** Published a paper titled” **A study on impact of Shopper Navigation & E-service quality on Ecommerce Conversion in** International Journal in Management and Social Science (Impact Factor- 4.358) , Vol.04 Issue-01 (January, 2016) ISSN: 2321-1784.
- **Ms. Pallavi Chaturvedi** has been an event coordinator of a two- day workshop on “**Micro analysis of Financial Statements- A Unique Approach**” by **S. Chandrasekar**, B-School & Corporate Trainer, Managing Director, EmpoVer HR Solutions Pvt. Ltd. on **April 01- 02, 2016**.
- **Ms. Pallavi Chaturvedi** Participated in the National Seminar on **Industry -Academia partnership** conducted on 15th April 2015, at PSIT.
- **Ms. Pallavi Chaturvedi** has worked as a Time Table Coordinator of MBA Department for the odd & even semester (session 2015-16.)
- **Ms. Pallavi Chaturvedi** contributed as a member of “Students' Grievance Cell for the academic session 2015-16.
- **Mr. Sohail Yasin Ahmad** has been an event coordinator of Management Game for the mega event IGNITIA 2016.
- **Mr. Sohail Yasin Ahmad** has been research coordinator for subject code NMBA-045(Research Project Report).
- **Mr. Sohail Yasin Ahmad** presented a Research paper “**Study on the potential of film-induced tourism and its impact on destination development**” in a National Seminar on Impact of Tourism on Income and Employment in Indian Economy in the Globalized Era: Problems and Challenges at PSIT on April 9, 2016.
- **Mr. Sohail Yasin Ahmad** attended One day seminar on **Industry-Academia Partnership** on R&D Initiatives organized by NHRD and PSIT, Kanpur.
- **Mr. Prashant Mishra** has been Member, Organizing committee - **National Seminar on Impact of Tourism** on Income and Employment in Indian Economy in the Globalized Era: Problems and Challenges at PSIT on April 9, 2016.
- **Mr. Prashant Mishra** presented a **research paper** on “**Impact of natural disaster on the tourism industry**” in the National Seminar on Impact of Tourism on Income and Employment in Indian Economy in the Globalized Era: Problems and Challenges at PSIT on April 9, 2016.
- **Mr. Prashant Mishra** has been Member, Organizing Committee: **National Seminar on Industry -Academia partnership** organized by NHRD & Research and Development initiatives on 15th April 2016 at PSIT, Kanpur.
- **Mr. Prashant Mishra** has been Member, Organizing Committee: One day workshop on “**Indian Financial Market: Riding Wave of Opportunity**” organized by Franklin Templeton and Financial Kundli on 24th Feb.' 2016 at PSIT, Kanpur
- **Mr. Prashant Mishra** has been Resource Speaker on “**Various Quality aspects: ISO9000, FPO, Agmark, ISI etc.**” in **Entrepreneurship development Program** by **MSME-DI, Kanpur** on 23th Feb 2016.
- **Mr. Prashant Mishra** has Co-ordinated a two- day workshop on “**Micro analysis of Financial Statements- A Unique Approach**” by **S. Chandrasekhar**, B-School & Corporate Trainer, Managing Director, EmpoVer HR Solutions Pvt. Ltd. on **April 01- 02, 2016**.
- **Mr. Prashant Mishra** has been Member: Organizing Committee, **Ignita-2016: Convened:** Internal promotions of the Annual Fest.
- **Mr. Prashant Mishra** attended **CII & YI 2nd Annual Summit** on efforts towards awakening of the youth held on 19th May 2016 at Knowledge Capital.
- **Mr. Prashant Mishra** attended a workshop “**Emerging trends in management and its role with business**” organized by CII, on 2nd May 2016, **Kanpur Chapter**.
- **Mr. Prashant Mishra** attended a Speaker Session based on “**Marketing challenges & opportunities in current Business Eco-system**” organized by **The Indian Entrepreneurs (TIE-UP)** at merchant Chambers, Kanpur on April 30, 2016.

- **Mr. Prashant Mishra** Introduced the concept of **Mentorship & Entrepreneurship Awareness amongst students** for the forthcoming **I START-** the entrepreneurship cell. PSIT-Kanpur under the supervision of **IIT- Kharagpur**.
- **Mr. Prashant Mishra Member, Proctorial Board**, PSIT CoE: Ensured Discipline and coherent work atmosphere within the college Premises.
- **Ms. Ruchika** has been coordinated Management Games in “Ignitia-2016”.As a coordinator she managed various management games.
- **Ms. Ruchika** has successfully completed NPTEL exam with 82% in “**Principles of Human Resource Management**”.
- **Ms. Ruchika** Participated in refresher course under faculty Development program on “**Human Values and professional ethics**”, **1-8 June 2016** at (046) Maharana Pratap Engineering College, Kanpur.
- **Ms. Ruchika** published a paper in a Bi-Annual Journal “IMR Management Speak” on “**Obstacles for Rural Kanpur in accessing Multiple Credit and Saving options**”.
- **Ms. Ruchika** published paper published in International Journal of Research in Management, Science and technology on “**An impact of Microfinance Institutions on Rural Households in accessing credit options**”.
- **Ms. Ruchika** published presented a **research paper** on “**A Study of Microfinance on Tourism Development and Growth in India with Special Reference to Kanpur**” in the National Seminar on Impact of Tourism on Income and Employment in Indian Economy in the Globalized Era: Problems and Challenges at PSIT on April 9, 2016. This paper will publish in Samiksha (Journal of United Institute of Management, Allahabad).
- **Mr. Harit Kumar** has worked as a class coordinator of MBA first year batch for the even semester session 2015-16.
- **Mr. Harit Kumar** have been an event coordinator of a management event of **B-Plan** a project model competition of Department of Business Administration gala event on 1st of March 2016 - B-Plan was a platform to evaluate the knowledge, intelligence and Entrepreneurial Skills of students.
- **Mr. Harit Kumar** rendered his services as the core member Food & Stall Committee of IGNITIA 2K 16.
- **Mr. Harit Kumar** successfully cleared NPTEL course on “**Principles of Human Resource Management**”, by **IIT Kharagpur**.
- **Mr. Harit Kumar** Successfully cleared NPTEL course on “**Marketing Management-I**”, by **IIT Kanpur**.
- **Mr. Harit Kumar** Presented a research paper titled “**ROLE OF EMERGENGENING NEUROMARKETING TECHNIQUES IN ADVERTISING WITH PARTICULAR REFERENCE TO INDIAN MEDICAL TOURISM INDUSTRY: A DISCUSSION AND AGENDA FOR FUTURE RESEARCH** ” in a National Seminar on Impact of Tourism on Income and Employment in Indian Economy in the Globalized Era : Problems and Challenges at PSIT College of Higher Education on April 9, 2016
- **Mr. Harit Kumar** published Research Paper titled , “**A Study Of Hospitality Marketing Mix With Reference To Indian Hotel Industry**”, Intercontinental Journal Of Marketing Research Review, Volume 3, Issue 12, Page Number: 14-23 December 2015, Issn:2347-1670.
- **Mr. Harit Kumar** published Research Paper titled “**Neuromarketing: An Emerging Tool of Market Research**”, International Journal of Engineering and Management Research, Volume-5, Issue-6, Page Number: 530-535 December-2015 ISSN (ONLINE): 2250-0758, ISSN (PRINT): 2394-6962.
- **Mr. Harit Kumar** published Research Paper titled “**NEUROMARKETING: A NEW AGENDA FOR MARKETING RESEARCHES WITH PARTICULAR REFERENCE TO EYE TRACKING** , Volume 3, Issue 2, May 2016 Page Number: 1-14 , (E-ISSN: 23489510).
- **Mr. Harit Kumar** participated in the National Seminar on **Industry-Academia partnership** conducted on 15th April 2015, at PSIT.
- **Mr. Harit Kumar** Coordinated for the Industrial Visit to **INDUSTRIAL VISIT TO NAMASTE India** on Dated 22 April, 2016 Organized by Department Of Business Administration in association with Corporate Relation PSIT for MBA I year students.

Students' Achievements

- Priyanka Mehra, Roll No. 1234831076 student of final year Electronic & Communication Engg. qualified GATE EXAMINATION.
- Ravindra Pratap Yadav, Roll No. 1234831084 student of final year Electronic & Communication Engg. Qualified GATE EXAMINATION.
- Students of MCA participated in One day seminar based on "Industry-Academia Partnership on R & D Initiatives". It emphasized on relationship between Industry-Academia. It also describes how to patch the gap between industry and academia.
- Students of MCA participated in IGNITIA 2016 (Techno-Cultural Fest) under the banner of Master Stroke.
- MCA Department organized an IT Quiz for students in which a good number of 1st year students participated.
- Students of MCA second year Shivam Sharma and Shubham Goswami won the Best Project Award in IGNITIA 2016.
- Model of 'Smart City' was prepared by students of BBA 1st year under the guidance of Ms. Garima Gupta where Akanksha Pandey, Vaishali Singh, Ayushi Deo, Avinash Kumar, Aditya Mishra & Devashish Bajpai won the best project award (management) in IGNITIA-2016.
- Pratyush Asthana student of BCA awarded for Best Logo Designing in IGNITIA-2016.
- Models of PSIT campus were prepared by the students of 3rd year Civil Engg. under the guidance of Mr. Kshitij Kumar Sachan and Burj Khalifa model by 2nd year students under the guidance of Mr. Abhishek Dixit and other faculty members.
- The students of 3rd year Civil Engg. department have prepared the drawing and design of RAIN WATER HARVESTING PLANT under the guidance Mr. Manish Nigam, Mr. Abhishek Dixit and other faculty members. The layout of the plant was laid on 05-04-16 by the students. Accordingly, construction works have to be initiated shortly.
- Shashank Gaur & Shivam Tripathi students of 2nd year Computer Science & Engineering of PSIT participated in CISCO Networking Workshop.
- Sankalp Chaturvedi student of 3rd year & Veenus Verma student of 1st year Computer Science & Engg. of PSIT participated in Ethernet Hacking Workshop.
- Khyati Grover student of 3rd year Computer Science & Engg. of PSIT participated in Industrial Training, Web Development, Android with Core Java & Java Workshop.
- Neha Pandey of 3rd year Computer Science & Engg. of PSIT participated in various workshops like Industrial Training, Web Development, Android with Core Java & Java, Code Rush & Glider Design and Fabrication.
- Neha Pandey of 3rd year Computer Science & Engg. of PSIT participated in Hindi Debate competition & secured 3rd position.
- Riya Pandey & Preeti Maurya students of CS-IIInd year of PSIT participated in Cloud Computing Workshop.
- Sulakshi Agarwal student of IIIrd year CS participated in Code Rush & Network M a n a g e m e n t a n d W e b D e v e l o p m e n t Workshops.



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सोनम द्विवेदी को मिला एकेटीयू का स्वर्ण पदक

पीएसआईटी



सोनम द्विवेदी को 100 पदार्थों का स्वर्ण पदक मिला है। इस पदक के साथ सोनम द्विवेदी को 100 पदार्थों का स्वर्ण पदक मिला है।

एकेटीयू की मेरिट में कानपुर की बेटियों का जलवा

पीएसआईटी को मिला एक्सीलेंस अवार्ड



कानपुर (15 June): पीएसआईटी को एक अवार्ड मिला है। एक्सीलेंस अवार्ड के तहत, पीएसआईटी के बेटों को अवार्ड मिला है।

मेरीटोरियस स्टूडेंट्स का सम्मान



सम्मान समारोह के दौरान अखिलेश को सम्मानित करते हुए मेस्टर्स.

KANPUR (15 May): पीएसआईटी एचोर्स क्लब के तत्वावधान में सेंट्रल को संस्थान में सम्मान समारोह आयोजित किया गया। जिसमें कौलिंग से पदार्थ कर डॉ. एपीके अक्कल कलाम प्राविधिक विश्वविद्यालय लखनऊ की मेरिट लिस्ट में सम्मिलित व कंपनी में चयनित 715 स्टूडेंट्स व उनके अभिभावकों को पुरस्कार देकर सम्मानित किया गया। कार्यक्रम का शुभारंभ सोसल जागद्विका पाल, संस्थान के चैयरमैन प्रणवीर सिंह व बाइस चैयरपर्सन निर्मला सिंह ने दी। प्रणवीर सिंह ने कहा कि पीएसआईटी का प्लेसमेंट रिकॉर्ड साल दर साल बेहतर हो रहा है।

पीएसआईटी में स्वस्थ रहने का टिप्स

कानपुर। पीएसआईटी की वीमैन डेवेलपमेंट सेल की ओर से मंगलवार को शारीरिक स्वास्थ्य पर कार्यशाला का आयोजन किया गया। इसका उद्घाटन स्वी एवं प्रसूति सेम प्रिन्सिपल डॉ. मीरा अग्निहोत्री और सेल प्रमुख डॉ. गरिमा प्रियन्का ने किया। डॉ. अग्निहोत्री ने महिला शिक्षक, छात्राओं और कर्मचारियों को स्वास्थ्य संबंधी टिप्स दी। कहा कि सेहत दुस्त करके समस्याओं का समाधान हो सकता है। इस मौके पर प्रबंध निदेशक शेखरी राज, निदेशक डॉ. केटीवी रेड्डी, डॉ. सुरिंदर कौर, डॉ. अर्पण वीक्षित और सौरभ मिश्र मौजूद रहे।

पीएसआईटी को 71वीं रैंकिंग मिली आईश्रीआरसी सर्वे में

मिनी इंजीनियरिंग कॉलेजों की सूची में संस्थान 71वां स्थान पर आया। कानपुर (ब्यूरो): प्रणवीर सिंह इंस्टीट्यूट ऑफ टेक्नोलॉजी (पीएसआईटी) देश के 100 कॉलेजों में फिर सुधार को पाया है। सर्वे एनसी आर्टिफिशियल की तादाद रैंकिंग में संस्थान को 71वां स्थान हासिल हुआ है। इससे पहले संस्थान की रैंकिंग 72वां थी। इसके अलावा मिनी इंजीनियरिंग कॉलेजों की सूची में संस्थान एक स्थान और ऊपर आ गया है। इस क्षेत्र में संस्थान की रैंकिंग 33 थी है। संयुक्त उद्यम प्रवेश (एनसीआर) की कोइकर रैंकिंग में संस्थान पहले स्थान पर आ गया है। संस्थान के चैयरमैन प्रणवीर सिंह ने बताया कि आर्टिफिशियल टाइम सर्वे सूचकांक की ओर से जारी सूची के बाद पाठ्यपुस्तिका है। सर्वे में संस्थान की फैकल्टी, इन्फ्रास्ट्रक्चर, एम्प्लॉय, इंटरनेट इंटरफेस, कनेक्शन एक्सेसिबिलिटी को ध्यान में रखा गया है। बताया कि संस्थान की स्थापना 2004 में हुई थी। अब संस्थान को नवीकृत एक्सेलेंस भी मिला गया है। संस्थान के देश के 100 इंजीनियरिंग कॉलेजों में सम्मान करने का लक्ष्य है।

आजादी के लिए कुछ पुरानी, कुछ नई पीढ़ी बढ़ाए कदम

जागरण सभा में पार्श्व गायक स्वानंद किरिफेरे व राष्ट्रीय शतरंज चैंपियन अनुराधा बेनीवाल ने युवा पीढ़ी से कहा। कानपुर (15 जून 2016): पीएसआईटी के 100 पदार्थों का स्वर्ण पदक मिला है। इस पदक के साथ सोनम द्विवेदी को 100 पदार्थों का स्वर्ण पदक मिला है।

कानपुर (15 जून 2016): पीएसआईटी के 100 पदार्थों का स्वर्ण पदक मिला है। इस पदक के साथ सोनम द्विवेदी को 100 पदार्थों का स्वर्ण पदक मिला है।

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