

PSIT

INSIGHT

PSIT COLLEGE OF HIGHER EDUCATION (KN 162)

Recognized under section 2(f) of the UGC Act 1956

Affiliated to Chhatrapati Shahu Ji Maharaj University, Kanpur (UP) (NAAC A++)

[AN INITIATIVE OF IQAC]

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PSIT INSIGHT

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ABOUT PSIT COLLEGE OF HIGHER EDUCATION

PSIT College of Higher Education started on the path of Higher education in the year 2015. The college is affiliated with Chhatrapati Shahu Ji Maharaj University, Kanpur (NAAC A++) and is recognised under Section 2(f) of the UGC Act 1956. Since its inception, the college has been designed to train extraordinary minds by providing an ecosystem for holistic development. PSIT College of Higher Education has grown impressively and achieved widespread recognition from industry, academic circles, and professional bodies. The college offers high-quality programmes in business administration and computer applications to a cross section of students across India. The students are imparted a holistic view of life with a "can-do attitude" by faculty members with rich experience in industry and academia.



"A little progress each day adds up to big results". With this faith, apart from covering the university syllabus, the college also provides programme-wise technical training to students in emerging areas like C, Data Structures, Design and Analysis of Algorithms, Robotics, Data Analytics, Python, Full Stack Development, Data Modelling, SPSS, Tableau, R Studio, Power BI, etc. Expert talks and Industrial visits are conducted from time to time to keep the students abreast of the latest developments and practices. Activities in research and innovation, entrepreneurship, and various clubs help the students realise their potential. PSIT College of Higher Education has an impeccable track record of placements and a strong industry interface, which enables the students to get their placements. Besides good placements, our students are excelling in academics as well. They are securing ranks in universities (Gold Medal), admission in IIMs, foreign universities, and other reputed institutes and universities.

MESSAGE FROM CHAIRMAN'S DESK

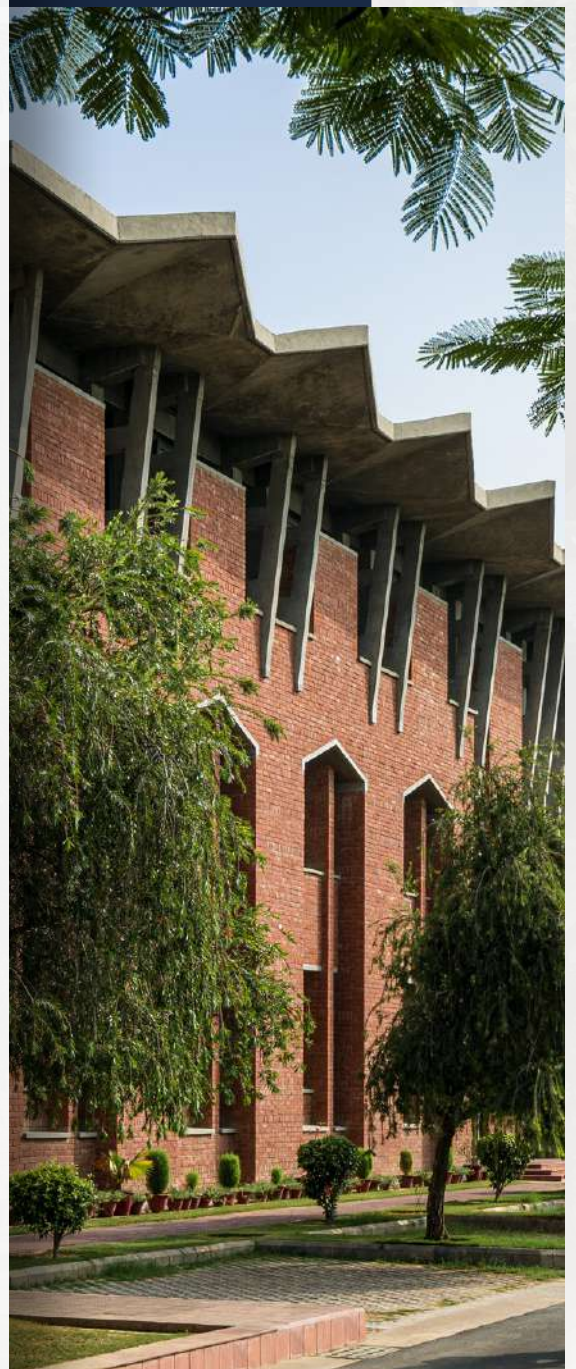


“The rapid rate of technological advancement and information revolution has opened new series of challenges as well as opportunities.”

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 endeavours in future.

Mr. Pranveer Singh
Chairman
PSIT Kanpur



MESSAGE FROM VICE CHAIRPERSON'S DESK



It is with great pleasure that I welcome you to this edition of our bi-annual newsletter PSIT INSIGHT. As we reach this milestone, I'm filled with a sense of pride for the incredible work accomplished by our institute and its dedicated members.

In the past six months, the institute has witnessed a significant progress in academics, placements and research. As we reflect on

our achievements and set our sights on the road ahead, I am filled with optimism and excitement for what the future holds. These achievements are a testament to the collective effort and commitment of our faculty, researchers, students, and staff.

This newsletter serves as a window into the PSIT community. Within its pages, you'll find information on several events conducted by PSIT College of Higher Education, showcasing the diverse range of expertise and passion that drives our institute forward.

I encourage you to take some time to explore the inspiring content featured here. It's a testament to the collaborative spirit and

dedication that define our institute.

In the coming months, let us continue to foster an environment of collaboration and innovation, where new ideas are welcomed and diverse perspectives are celebrated. Let us remain steadfast in our pursuit of excellence, always striving to push the boundaries of knowledge and make meaningful contributions to our discipline.

Mrs. Nirmala Singh
Vice Chairperson
PSIT Kanpur



MESSAGE FROM VICE PRESIDENT



I am delighted to welcome you to the latest edition of our bi-annual newsletter PSIT INSIGHT, a platform through which we celebrate the achievements and progress of our vibrant community at PSIT College of Higher Education.

As we reflect on the past months, I am filled with immense pride at the remarkable accomplishments of our

Institution. We have constantly demonstrated resilience, creativity, and unwavering dedication towards the holistic development of our students.

From innovative research projects to impactful community outreach initiatives, our collective efforts have made a tangible difference in the lives of those we serve. I am continually inspired by the passion and commitment of our students, faculty, staff, alumni, and supporters, who embody the spirit of PSIT in everything they do.

Looking ahead, we are poised to build upon our successes and embrace new opportunities for growth and collaboration. With a renewed sense of purpose

and a commitment to excellence, I am confident that we will continue to make meaningful contributions to our community and beyond.

As we embark on this journey together, I encourage students to stay engaged, share their ideas, and continue to be an active participant in our shared mission. Together, there is no limit to what we can achieve.

Mr. Abhijeet Singh
Vice President
PSIT Kanpur



MESSAGE FROM VICE PRESIDENT



I personally believe that one of the most important things responsible for a nation's growth is quality education, accessible to all. Moreover, such education should aim towards nurturing the intellectual horizons of young minds - the architects of tomorrow. In their hands lies the beacon illuminating a future where every individual, regardless of origin, can draw from the fountains of wisdom and learning.

It is with great pleasure and pride that I extend my warmest greetings to all of you as we come together to celebrate another remarkable period of growth and achievement at PSIT College of Higher Education. The six months, as documented within the pages of our bi-annual newsletter, PSIT INSIGHT, has been marked by significant milestones achieved by the institution and its departments. The newsletter throws light on several activities conducted by the college during the past six months.

PSIT College of Higher Education has always focussed on providing students with the best blend of academic, co-curricular and extra-curricular activities

in the form of innovative pedagogies, faculty training programs, student development programs, course quality and teaching feedback.

May the journey ahead be filled with continued learning, growth, and opportunities for all.

Ms. Tanya Singh
Vice President
PSIT Kanpur



MESSAGE FROM DIRECTOR



PSIT College of Higher Education is not just a place of learning; it is a vibrant community of dreamers, innovators, and achievers. As we embark on our quest for knowledge and growth, let us remember that every challenge we face is an opportunity for growth, every setback a chance to rise stronger, and every success a testament to our dedication and perseverance.

As we journey together towards our goals, let us cultivate a spirit of resilience, courage, and determination. Let us dare to dream big, push the boundaries of our potential, and strive for excellence in everything we do.

Within the pages of our annual newsletter, PSIT Insight, we will celebrate the landmarks, advancements, and accomplishments emblematic of our institution and its departments. Let us take pride in our achievements and derive inspiration from the commendable feats of our peers. As a testament to our commitment to excellence and transparency, the newsletter also offers insights into the latest developments, initiatives, and events

shaping our institution. With each edition, we aim to foster a sense of pride, connection, and engagement among our readers, highlighting the collective impact of our collaborative efforts and inspiring continued growth and success.

Remember, the future belongs to those who believe in the beauty of their dreams. So let us dream boldly, work tirelessly, and never lose sight of our vision for a brighter tomorrow.

Prof (Dr.) Bhagwan Jagwani
Director
PSIT - CHE



MESSAGE FROM DEAN



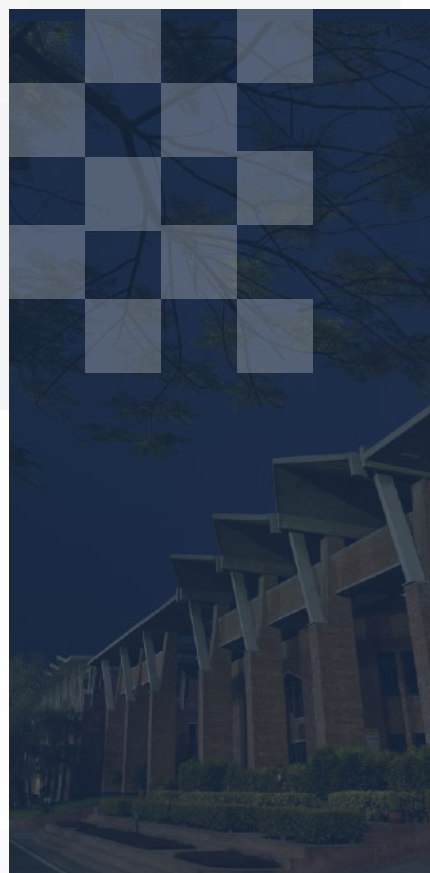
I wish to welcome you to another issue of our Newsletter, PSIT Insight. PSIT College of Higher Education, Kanpur is committed to the holistic development of each and every student. We have been providing quality education in Management and Computer Applications to our BBA & BCA students since 2015. PSIT College of Higher Education, Kanpur, is a team of highly experienced and qualified

teaching professionals dedicated to the overall growth and development of our students.

We provide an effective environment for teaching-learning and innovation in order to transform our students into dynamic, professionally sound and socially responsible citizens. The placement of our students, their ranks in the university, and admission to IIMs are testimonials to our efforts. The various activities organized at our Institute are presented in this Newsletter.

I extend my heartfelt congratulations to the entire team for putting their best in bringing out this Newsletter.

Prof (Dr.) APS Bhadauria
Dean
PSIT-CHE



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FACULTY DEVELOPMENT PROGRAMME ON INNOVATIVE TEACHING PEDAGOGY

7TH JANUARY, 2024

PSIT College of Higher Education organized a session on "Innovative Teaching Pedagogy" on 7th January, 2024 for all the faculty members. The key speaker of the session was the Director of PSIT College of Higher Education, Prof. (Dr.) Bhagwan Jagwani. The session was conducted to apprise faculty members on innovative teaching pedagogy and its effective incorporation in teaching. The session focussed on brushing up skills like interactive learning, adaptability and real-world application of pedagogical tools which foster a dynamic and encouraging educational experience.



PSIT विकसित भारत अभियान 75 आज़ादी का अमृत महोत्सव INSTITUTIONS' INNOVATION COUNCIL

PSIT COLLEGE OF HIGHER EDUCATION
organises

Faculty Development Programme (FDP)

On

Innovative Teaching Pedagogy

Sunday, 7 January 2024

Time: 1:00 pm to 3:00 pm

Venue: Room No. G-19 PSIT-CHE

Resource Person
Prof.(Dr.) Bhagwan Jagwani
Director
PSIT- CHE

An initiative of IQAC www.psitche.ac.in



FACULTY DEVELOPMENT PROGRAMME ON OUTCOME BASED EDUCATION

19TH JANUARY, 2024

PSIT College of Higher Education organized a session titled "Outcome Based Education" on 19th January, 2024 for all the faculty members of College of Higher Education. The key speaker of the session was the Director of PSIT College of Higher Education, Prof. (Dr.) Bhagwan Jagwani. The session was conducted to acquaint faculty members on Outcome Based Education and its effective incorporation in teaching. The session focussed on brushing up skills like assessment and evaluation, feedback and improvement & focus on real-world application. The session laid emphasis on defining learning outcomes before defining curriculum, which will help students in acquiring specific knowledge, skills and abilities by the end of a course or program.



PSIT
Kanpur

विकसित भारत
अभियान
2022-75

75
आज़ादी का
अमृत महोत्सव

INSTITUTION'S
INNOVATION
COUNCIL
Member of Education Society

PSIT COLLEGE OF HIGHER EDUCATION
Department of Business Administration (BBA)
organises

Faculty Development Programme (FDP)

On

Outcome Based Education



Friday, 19 January 2024

Time: 2:30 pm to 3:30 pm

**Venue: Room No. G-19
PSIT-CHE**

Resource Person
Prof. (Dr.) Bhagwan Jagwani
Director
PSIT- CHE

An initiative of IQAC www.psitche.ac.in



EXPERT TALK ON ART OF FACING PERSONAL INTERVIEW SUCCESSFULLY

25TH JANUARY, 2024



Department of Business Administration (BBA), PSIT College of Higher Education, Kanpur organised an Expert Talk on "Art of Facing Personal Interview Successfully" on 25th January, 2024. Professor (Dr.) Bhagwan Jagwani, the Director, provided insights on excelling in personal interviews for better placements. The session was organised for BBA 3rd year students, the main objective behind conducting this session was to equip students with the essential strategies to prepare effectively and perform with confidence during interview. The session had a transformative impact on participants, equipping them with the skills, knowledge, and confidence needed to excel in the competitive job market.



REPUBLIC DAY

26TH JANUARY, 2024

Amidst grandeur, PSIT College of Higher Education, Kanpur proudly commemorated the 75th Republic Day of our nation. The celebration commenced with a flag unfurling ceremony, followed by a splendid Republic Day parade led by our NCC students, and adorned with cultural performances of our students. The entire PSIT Community enthusiastically participated in the event, joining together in celebration to pay a heartfelt tribute to our wonderful nation.



MOU WITH IITIANS4NATION FOUNDATION

31TH JANUARY, 2024

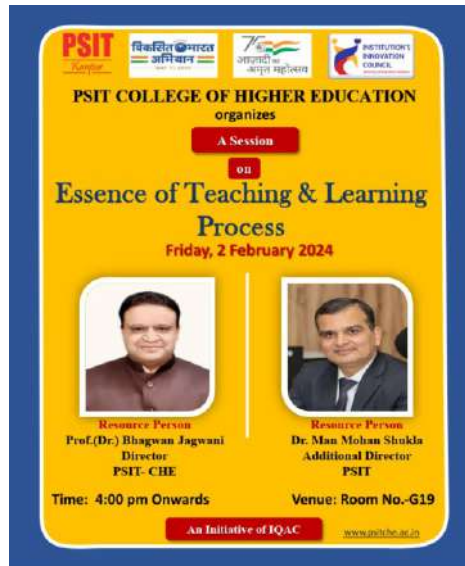
PSIT College of Higher Education entered into a Memorandum of Understanding with IITians4Nation Foundation, Delhi on 31st of January, 2024. The event was represented by Director PSIT College of Higher Education, Prof. (Dr.) Bhagwan Jagwani, Dean Prof. (Dr.) APS Bhadauria and President of IITians4Nation Foundation, Delhi, Mr. Ravindra Prakash Dubey, General Secretary, Mr. Dinesh Jain, and Treasurer, Mr. Dinesh Mishra. Close co-operation between the two parties in this direction is expected to bring major benefits to the student community in terms of enhancing their skills and knowledge.



ESSENCE OF TEACHING AND LEARNING PROCESS

2ND FEBRUARY, 2024

PSIT College of Higher Education organized a session on "Essence of Teaching & Learning Process" on 2nd February, 2024 for all the faculty members of PSIT College of Higher Education. The key speakers of the session were Prof. (Dr.) Bhagwan Jagwani Director PSIT College of Higher Education and Dr. Man Mohan Shukla, Additional Director, Training and Placement, PSIT. The session was conducted to apprise faculty members about the main components of the teaching and learning process emphasizing mainly on aspects like punctuality, categorization of students based on performance, attendance and communication. Furthermore, the importance of learning for the faculty members were discussed.



WORKSHOP ON FINANCIAL LITERACY FOR WOMEN

2ND FEBRUARY, 2024



PSIT College of Higher Education organised a "Workshop on Financial Literacy for Women" to empower all women by enhancing their understanding of financial principles, tools, and practices. CA Neha Agarwal was the esteemed keynote speaker for the event. This workshop provided participants with the knowledge and skills needed to manage personal finances effectively, make informed financial decisions, and achieve financial independence.

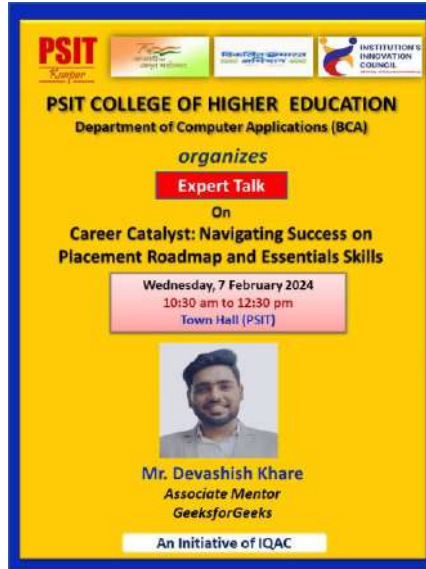


EXPERT TALK ON CAREER

CATALYST NAVIGATING SUCCESS ON THE PLACEMENT ROADMAP AND ESSENTIAL SKILLS

7TH FEBRUARY, 2024

An Expert Talk: "Career Catalyst: Navigating Success on the Placement Roadmap and Essentials Skills" was organized by Department of Computer Applications (BCA), PSIT College of Higher Education, Kanpur, on February 7th, 2024.



Mr. Devashish Khare, Associate Mentor at GeeksforGeeks, was the esteemed guest speaker for the event. Mr. Khare shared valuable insights and strategies for navigating the job market and honing the skills necessary for career success. His talk was both inspiring and informative, providing students with practical advice and motivation. The event was also graced by Dr. Uday Bhan Trivedi, Dean IQAC, and Dr. Pragati Upadhyay, Head of the Department BCA, PSIT College of Higher Education, Kanpur. Their presence provided additional support and encouragement to the students.

Students were given knowledge about the importance of recognizing the distinctions between service-based, product-based, and startup companies. They were encouraged to invest time in problem-solving, Data Structures and Algorithms (DSA), soft skills, and core subjects relevant to their field. Students were advised to leverage their peer connections, actively engage on LinkedIn, and attend industry events to expand their network. Building meaningful connections can open doors to valuable opportunities.



BOOK-A-THON

14TH FEBRUARY, 2024

The BBA department of PSIT College of Higher Education organized the much anticipated "Book-A-Thon" competition on 14th February, 2024. The event, exclusively designed for 1st-year students, aimed to focus on informing users about the resources, services, and facilities offered by a library. The first round comprised of a quiz conducted in each section consisting of multiple questions. The Screening round comprised of three activities "Mind-Bender", "Under the book" and "Books, Snakes and Ladder". The library buzzed with energy as the teams delivered captivating performances. The final round in which teams participated was "The treasure hunt". The three teams which made it to the finals were gauged on various parameters. The students put in a lot of effort and creativity thereby making the event a great success.



BUDGET-O-NOMICS

15TH FEBRUARY, 2024

The BBA department of PSIT College of Higher Education organised the finale of "Budget-O-Nomics" competition on 15th February 2024. The screening rounds of the competition were held on 9th and 12th February, 2024. The participants were judged on various parameters by CA Govind Maheshwari and Dr. Vandana Dwivedi. Students depicted presentations on diverse topics that included "Agriculture, Cooperatives and Food processing", "Financial Management", "Infrastructure Development", "Inclusive Development", "Rupee come and Rupee go and Allocation to Industries", "Indian economy:-Past, Present and Future" and "Economic Resilience". The participants used various tools and techniques and presented marvellously thereby making the event a great success.



INTERNATIONAL CONFERENCE ON “INDIA \$5 TRILLION ECONOMY: CHALLENGES AND GATEWAYS”

23RD - 24TH FEBRUARY, 2024



A two-day multidisciplinary International Conference was organized by PSIT College of Higher Education on the theme 'India A \$5 Trillion Economy: Challenges and Gateways' on February 23rd and 24th, 2024. The inaugural ceremony entailed the release of the conference souvenir. The audience were addressed by the esteemed Chief Guest Prof. O.P Shukla, Principal NDA, Pune followed by the Guest of Honour, Prof. Lhato Jamba, Former President, Yonphula college, Royal University, Bhutan along with other prominent dignitaries. The second day of the conference started off with an insightful Panel Discussion among the esteemed guests who illuminated the challenges and opportunities that would help India establish itself as a \$5 Trillion Economy, followed by technical sessions. The Two-day conference came to an end with a valedictory session where the certificates were presented by the Chief Guest Prof. Adya Prasad Pandey President, India Economic Association and Former Vice Chancellor Manipur Central University, Manipur and Prof. Abhijit Singh, Institute of Management Studies, BHU, to the winners of each track for the Best Paper as well as Best Poster presented.

BRAND CRAFT 24

2ND MARCH, 2024

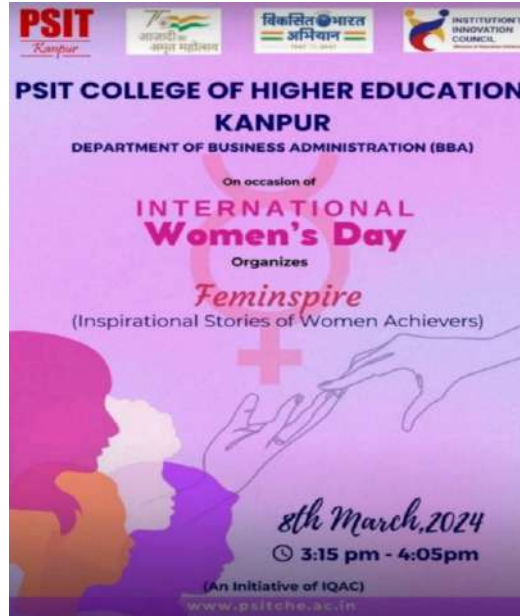
BBA students from PSIT College of Higher Education participated in Brand Craft 24, a Brand Story Telling Competition organised by Dr. Gaur Hari Singhania Institute of Management and Research, Kanpur. A marketing event that brought together academia, industry professionals, and students to explore and discuss the latest trends, innovations, and challenges in the field of marketing. Among participants from various colleges, our first and second-year BBA students bagged the first prize.



FEMINSPIRE

8TH MARCH, 2024

Feminspire event was organised by PSIT College of Higher Education as a celebration of International Women's Day by showcasing the diverse stories and achievements of women entrepreneurs, inspiring and empowering attendees through their journeys of resilience, innovation, and success in various industries. The attendees had the opportunity to immerse themselves in the captivating stories of these trailblazing women. From overcoming obstacles to seizing opportunities, each narrative highlighted the power of determination and innovation in driving entrepreneurial success. The event served as a platform for networking, learning, and empowerment, encouraging students to pursue their passions and ambitions with unwavering determination.



MANIFESTATION DECODED

10TH MARCH, 2024

The workshop was led by Mr. Shreans Daga, a well-known successful entrepreneur and spiritual guru. In this transformative session participants explored stress management techniques, embraced mindfulness, and unlocked the keys to personal and professional fulfillment under his guidance. Highlights included strategies for building resilience, fostering happiness, and creating a life of abundance.



AAGAZ

(INTER - COLLEGE SPORTS FEST)

13TH - 15TH MARCH, 2024

The BBA students of PSIT College of Higher Education recently participated in the spirited sports fest, "Aagaz" which was organized by HBTU. This inter-college competition showcased talent, teamwork, and determination.

Students were engaged in a variety of indoor and outdoor activities like Table Tennis, Badminton, Volleyball, Basketball, Athletics, and Long Jump etc. Our BBA students clinched the first position in both badminton and table tennis, showcasing their individual brilliance and teamwork.

The volleyball and football teams performed exceptionally well, earning a commendable second place. Their skills and determination were evident as they fiercely competed against formidable opponents. The evening ended on a high note with a look of accomplishment and pride on the faces of students.



INNOVATIVE TEACHING AND LEARNING PEDAGOGY IN MANAGEMENT EDUCATION

19TH MARCH, 2024



The much-anticipated Faculty Development Program was designed for newly joined faculty members with the aim of fostering an innovative approach towards engagement, critical thinking, creativity, and adaptability, empowering students into becoming effective leaders, decision-makers, and change agents in the organizations of tomorrow.

The speaker of the session Director PSIT College of Higher Education, Prof. (Dr.) Bhagwan Jagwani, commenced the FDP along with enthusiastic participation from faculty members who were eager to learn from their esteemed head, whose experience and exceptional communication skills exemplify the qualities of true leadership.

The Faculty Development Program was a resounding success, achieving its objectives of enhancing teaching effectiveness and fostering a culture of continuous learning and collaboration among faculty members.



FOOTPRINTS

29TH MARCH, 2024



Footprints 2K24 kicked off on March 29th, 2024 with an exhilarating inauguration ceremony. Esteemed Chairman, Directors, Deans, and department heads graced the event, which began with a ceremonial march, oath-taking, and the lighting of the Footprints flame. The atmosphere was further enlivened by cultural activities and the gifting of Footprint T-shirts to dignitaries, adding a touch of festivity to the occasion. It unfolded with competitions across various disciplines including badminton, basketball, chess, carrom, and athletics. Athletes, both male and female, participated with full zeal, displaying remarkable skill and sportsmanship.



IGNITIA 2K24

5TH - 6TH APRIL, 2024

The first day of IGNITIA-2K24 started with a vibrant blend of technical excellence and cultural splendor. The inauguration set the stage for a day filled with innovation and artistic flair. From groundbreaking tech exhibits to dynamic cultural performances, including mesmerizing dance sequences, soulful musical acts, and impactful plays, the event radiated energy and creativity. The participants captivated the audience, showcasing the rich diversity of India's cultural heritage and setting the stage for an exhilarating journey ahead.





The second day witnessed a new level of excitement from students as the event was graced by world known singer and performer Kailash Kher, whose mesmerizing voice won many hearts.



AD MAGIC

5TH APRIL, 2024

BBA department of PSIT College of Higher Education organised "Ad Magic " competition on 5th April 2024, as a part of IGNITIA 2024 under the Idegy club. Participants presented their ads in form of skit and advertised their products and services in such a manner that it was appealing to the audiences. AD Magic was a group event and hypothetical names for brands were used by the groups. Products were given on the spot and the ads were developed in the form of skits. The event helped the students to showcase their creativity, strong marketing skills, presentation skills and develop management skills.



PSIT COLLEGE OF HIGHER EDUCATION
Department of Business Administration (BBA)
organizes

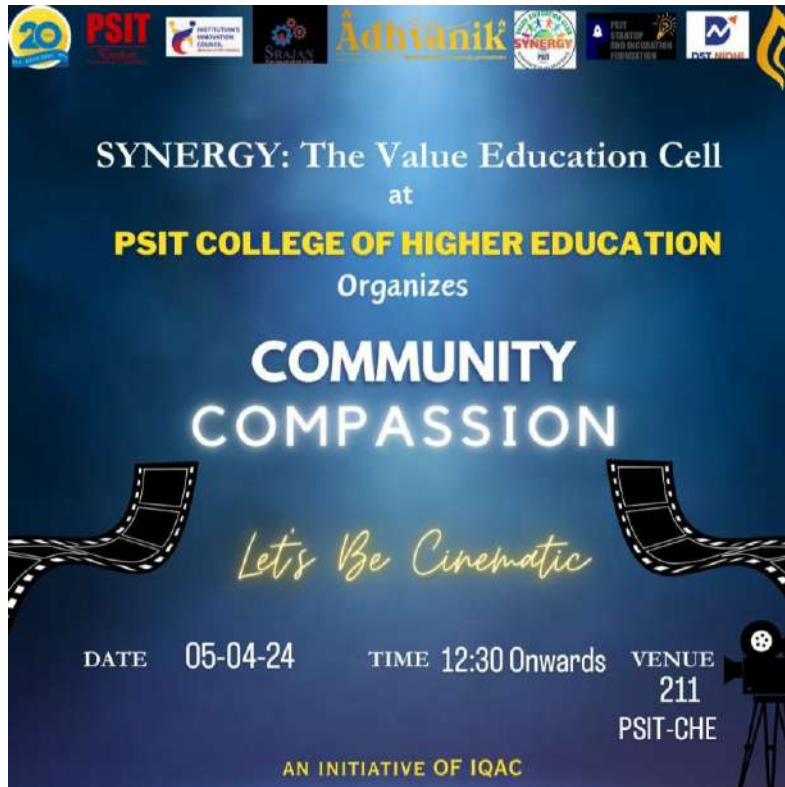
AD MAGIC

Date: Friday, 5 April 2024
Time: 11:00 am - 12:30 am
Venue: G-19, PSIT-CHE
An Initiative of IQAC



COMMUNITY COMPASSION

5TH APRIL, 2024



BBA department of PSIT College of Higher Education organised "Community Compassion" activity on 5th April 2024, as a part of IGNITIA 2024 under the Synergy club. The "Community Compassion" activity engaged students in creating one-minute reels showcasing their involvement in social service or community-oriented activities. The competition served as a catalyst for enhancing students' social awareness and cultivating a culture of compassion within the academic community.



CLEAN YOUR CITY

5TH APRIL, 2024



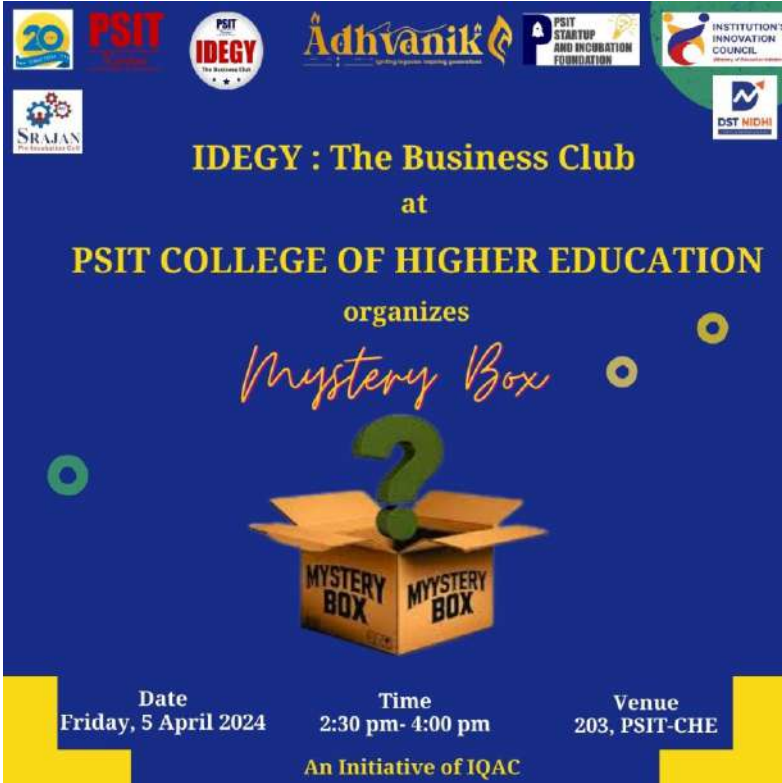
PSIT College of Higher Education organized an event "Clean Your City" under the umbrella of Prayas Club on 5th April, 2024 in IGNITIA 2K24. This event was organized to promote the importance of cleanliness in our surroundings as well as in our city. Students presented their innovative idea with role play to clean our city and promoted the use of eco-friendly products that would reduce the consumption of plastics. The event was the result of collaboration and innovative ideas to foster a sense of responsibility among students towards their surroundings.



MYSTERY BOX

5TH APRIL, 2024

The BBA Department of PSIT College of Higher Education organized the event called Mystery box under Idegy Club, in IGNITIA 2K24, where participants were invited to immerse themselves in a world of mystery and intellect. At this event, attendees were given the opportunity to engage in a thrilling experience centered around solving riddles. Participants had to answer riddles within chosen boxes using their cognitive skills. The event aimed at enhanced thinking capabilities of the students and provided ample learning opportunities.



IDEGY : The Business Club
at
PSIT COLLEGE OF HIGHER EDUCATION
organizes
Mystery Box

Date
Friday, 5 April 2024

Time
2:30 pm - 4:00 pm

Venue
203, PSIT-CHE

An Initiative of IQAC



SQUANDRA

5TH APRIL, 2024

PSIT College of Higher Education organized an event "Squadra" in IGNITIA 2K24, which is a game based on management skills such as team Building and leadership. The main purpose of the game was to motivate students to cross hurdles in life. Teams comprised of three students, among which one guided the other two blindfolded students to Cross the hurdles. This taught them the role of teamwork in achieving success in life.



PSIT COLLEGE OF HIGHER EDUCATION
Department of Business Administration (BBA)
organises

Squadra: The Team Building Game



Date Friday, 5 April 2024 **Time** 1:00 pm - 2:29 pm **Venue** PSIT-CHE Lawn

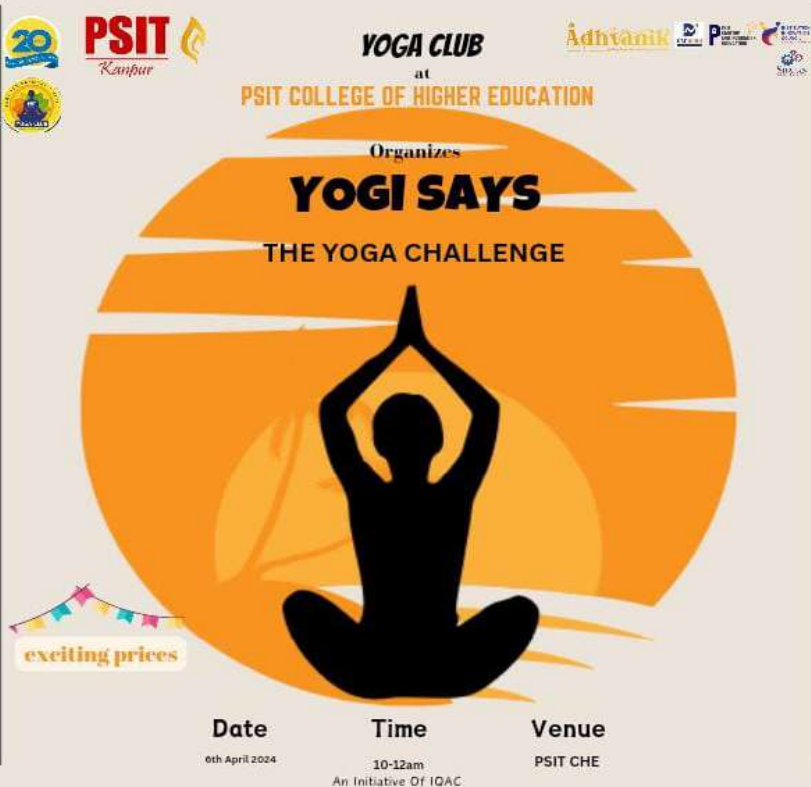
An Initiative of IQAC



YOGI SAYS

6TH APRIL, 2024

Yoga Club of PSIT College of Higher Education organized an event "Yogi Says: The Yoga Challenge". The event had three rounds. Round one was Uni-Leg Balance in which participants stood by making a Vriksha Asana Pose at least two minutes. Round two was Yogi says where one participant had to become Yogi for the entire group and the group had to imitate their Yogi when he utters the words, "Yogi Says." Round three was the Final quiz where participants attempted a quiz of two questions regarding yoga, animals and humans. The event inculcated learning about different yoga asanas and raised consciousness in a fun environment.



PSIT Kanpur

YOGA CLUB at
PSIT COLLEGE OF HIGHER EDUCATION

Organizes
YOGI SAYS
THE YOGA CHALLENGE

exciting prices

Date	Time	Venue
6th April 2024	10-12am An Initiative Of IQAC	PSIT CHE



PITCH PRODIGY

6TH APRIL, 2024

The "Pitch Prodigy" event held at PSIT College of Higher Education on April 6th as part of IGNITIA 2K24, aimed to provide students with a platform to showcase their entrepreneurial and sales skills. Through this event, students were encouraged to develop and deliver compelling sales pitches, fostering critical thinking, communication, and persuasion abilities. The event facilitated practical exposure to sales and marketing communication. Participants presented innovative business ideas to a panel of judges, showcasing their understanding of market dynamics and value propositions. After their pitch, they were bombarded with counter questions by the judges which they handled skilfully. The participants were judged on the following criteria: Clarity, content delivery, persuasiveness, customer centric, salesmanship and USP that they present. Overall, "Pitch Prodigy" empowered students with essential skills and an entrepreneurial mindset, setting them on a path towards future success in sales, marketing, and business development.



ROLE PLAY RESOLVES FIESTA

6TH APRIL, 2024









PSIT COLLEGE OF HIGHER EDUCATION

Department of Business Administration (BBA)

organizes

ROLEPLAY RESOLVES FIESTA



Date
Saturday, 6 April 2024

Time
1:00 pm - 2:29 pm

Venue
112, PSIT-CHE

An Initiative of IQAC

The BBA department of PSIT College of Higher Education organised "Role Play Resolves Fiesta" competition, as part of IGNITIA 2K24. The event, aimed to showcase tireless efforts, creative insights, and unwavering dedication of the group who enacted their role according to the given situation.

The competition unfolded with an enthusiastic participation from students, where each group acting marvellously with their ideas on given themes.

The room buzzed with energy as the teams delivered captivating drama, dissecting the nuances and bringing out innovative insights.

Participants immersed themselves in simulated scenarios to practice real-life situations, leading to personal and professional growth while having fun and building stronger connections with others.



SCHOLAR OF THE YEAR

6TH APRIL, 2024



A competition "Scholar of the year" was organised as part of IGNITIA 2K24 to discover the best and the brightest among our students pursuing diverse fields of study. Yogita Bhambhani from BBA second year was awarded the prestigious title "Scholar of the Year" by our honourable Chairman Mr. Pranveer Singh and Vice Chairperson Mrs. Nirmala Singh.

KANPUR THE HAPPIEST CITY IN INDIA

6TH APRIL, 2024

A cash prize of ten thousand rupees for the best write-up on the topic 'Kanpur-The Happiest City in India', was declared by Prof. Zawahir Siddique, one of the Guests of Honour at the International Conference organized by PSIT-CHE. Palak Rochlani from BBA first year has been adjudged as the 'Best Write-up' and was further awarded a cash prize of five thousand by our Honourable Chairman sir Mr. Pranveer Singh and Vice Chairperson Mrs. Nirmala Singh.



VIRTUAL LABORATORIES

10TH APRIL, 2024

Virtual Laboratories workshop was organized by "Department of Computer Applications (BCA), PSIT College of Higher Education, Kanpur", dated on April 10th, 2024. Dr. Uday Bhan Trivedi, Dean IQAC, PSIT College of Higher Education, Kanpur highlighted the importance of digital education for technical colleges and welcomed the speakers from IIT Kanpur.

Dr. Pragati Upadhyay, Head of Department BCA, PSIT College of Higher Education, Kanpur introduced the speakers to the audience and highlighted the important points of Virtual labs.

PSIT COLLEGE OF HIGHER EDUCATION
Department of Computer Applications

organizes

Workshop on Virtual Labs
Wednesday, 10 April 2024

Ms. Suman Tripathi
Senior Project Associate
Virtual Labs, IIT Kanpur

Mr. Dhananjay Umrao
Senior Project Engineer
Virtual Labs, IIT Kanpur

Mr. Pradeep Patel
Workshop Coordinator
Virtual Labs, IIT Kanpur

Time:
11:00 AM onwards

Venue: TownHall

An Initiative of IQAC



Ms. Suman Tripathi introduced the concept of virtual labs and explained the benefits of virtual labs. Later, Mr. Dhananjay Umrao and Mr. Pradeep Patel demonstrated multiple virtual labs and also discussed the importance of virtual labs. This initiative by the Ministry of Education, Government of India, National Mission on Education through Information and Communication Technology (NMEICT) is highly benefitting to the local colleges nationwide. Students were able to understand the importance of online education and virtual simulation of labs.

HACKATHON CONTEST

16TH APRIL, 2024

The "Hackathon Contest" organized by the Department of Computer Applications (BCA) at PSIT College of Higher Education, Kanpur, took place on April 16th, 2024. The competition saw enthusiastic participation from students in the first and second years of the BCA program. Dr. Pragati Upadhyay, Head of the Department BCA, along with other faculty members from the BCA Department, lent their support to the event.



This contest focused on Problem Solving Algorithms (PSA) and Data Structures and Algorithms (DSA), challenging students to apply their knowledge and skills in these areas. The event provided an excellent platform for students to hone their programming abilities and demonstrate their proficiency in algorithmic thinking. Overall, the "Hackathon Contest" was a testament to the department's commitment to promoting practical learning and innovation among its students.

SESSION ON INTELLECTUAL PROPERTY RIGHTS

19TH APRIL, 2024

PSIT College of Higher Education organised a session on Intellectual Property Rights on the occasion of World Intellectual Property Rights Day. Guests for the session were Mr. Navdeep Sridhar and Ms. Neelam Sridhar. The discussion included various topics such as the seventeen Sustainable Development Goals by United Nations and Setting, Case studies on Parle-G and Dominos; various types of Intellectual properties including trademark, brand names, copyrights, patents and GI tags; protecting of Intellectual Property in business; different schemes by government on IPR for start-ups. It was a highly informative and educational session.



SESSION ON CREATIVITY AND INNOVATION

19TH APRIL, 2024

The BBA department of PSIT College of Higher Education organised a session on creativity and innovation on the occasion of World Creativity and Innovation Day. The session was attended by students of BBA second year students. In the session, Mr. Prakhar Mishra, faculty at PSIT College of Higher Education discussed the topic Importance of Creative Thinking, Ms. Shreya Singh, faculty at PSIT College of Higher Education engaged the students with a discussion on Innovation, types of innovation, Schumpeter's view on innovation and stories on innovative thinking. Several interactive activities were conducted for the students including Creative drawing, Creative thinking Techniques, Creative thinking in Business and iWish - why to be innovative & how you can be innovative. The session was interactive and full of learning opportunities.



VIDEO SESSION ON INTELLECTUAL PROPERTY RIGHTS

22ND APRIL, 2024



Third year students of BBA, PSIT College of Higher Education were given the opportunity of a lifetime by attending a video session on Intellectual Property Rights from Prof. Unnat P Pandit, Office Of The Controller General Of Patents, Designs And Trade Marks (CGPDTM). This year's theme of World Property Right Day, "IP and the SDGs: Building our common future with innovation and creativity," highlights the important role intellectual property rights play in achieving the UN's Sustainable Development Goals (SDGs). The session raised awareness about intellectual property and how it fosters creativity and innovation.



EMPOWERING YUVA VOICES: MERI AWAZ MERA VOTE

24TH APRIL, 2024



PSIT College of Higher Education, Department of Business Administration (BBA), in collaboration with Young Indians and Yi Yuva, successfully conducted the event "Empowering Yuva Voices" on April, 24th 2024. The session was specifically designed for BBA third year students, with the primary goal of inspiring the youth and equipping them with the knowledge and confidence to exercise their right to vote responsibly. Mr. Sparsh Mehrotra, Chair Young Indians also addressed the gathering and enlightened the gathering with his inspiring words. The initiative taken by PSIT College of Higher Education and Yuva has been a commendable effort in empowering the youth and advocating for a well-informed electorate, thereby contributing to the strengthening of our democracy.



TECHNOVATION: A PROJECT EXPO

26TH APRIL, 2024

"Technovation: A Project Expo" was hosted by the Department of Computer Applications (BCA) at PSIT College of Higher Education, Kanpur on April 26th, 2024. The event featured participation from students across all three years of the BCA program. Distinguished guests included Mr. Abhijeet Singh, Vice President PSIT Kanpur; Ms. Tanya Singh, Vice President PSIT Kanpur; and Professor (Dr.) Bhagwan Jagwani, Director PSIT College of Higher Education.

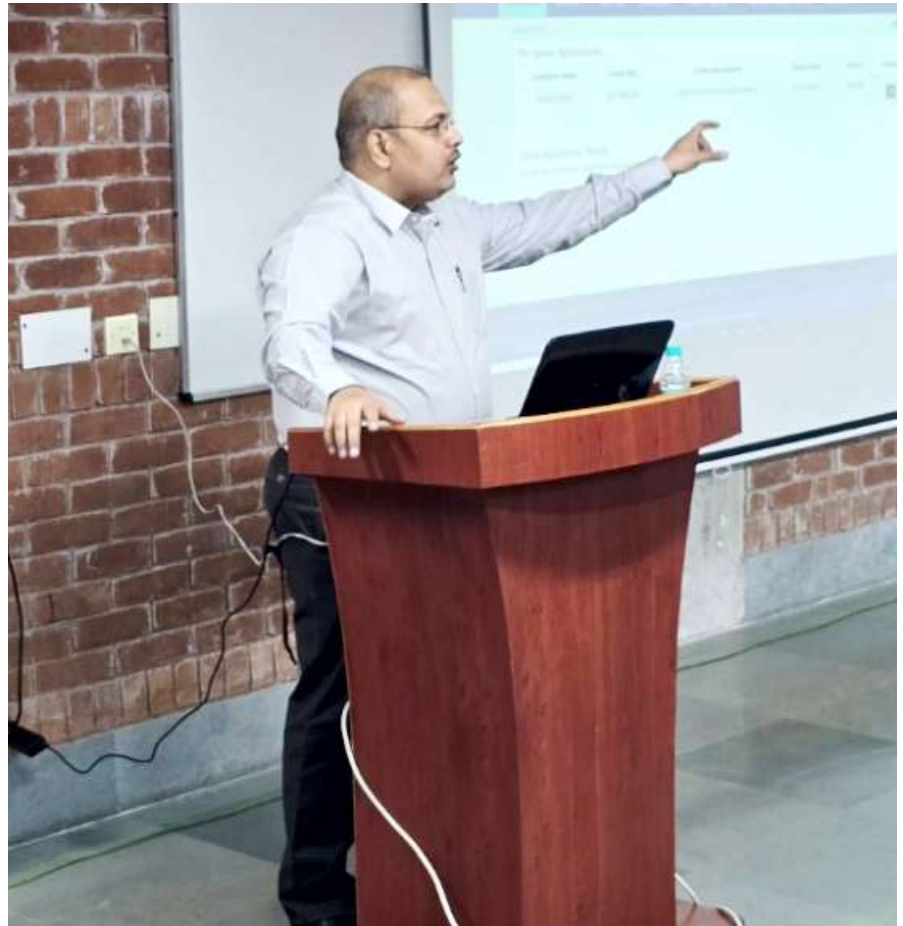
Dr. APS Bhadauriya, Dean, Dr. Uday Bhan Trivedi, Dean IQAC, Dr. Pragati Upadhyay, the Head of the Department BCA at PSIT College of Higher Education, Kanpur, also graced the occasion with her presence. The event served as a platform for students to showcase their innovative projects, providing them with an opportunity to demonstrate their skills and creativity. It was a testament to the commitment of both students and faculty to foster a culture of innovation and excellence within the department.



SESSION ON GOODS AND SERVICES TAX

29TH APRIL, 2024

The BBA department of PSIT College of Higher Education organised a Session on 'Goods & Services Tax' on 29th April 2024. The session was designed for students of BBA third year students with the aim of providing practical knowledge regarding registration process on GST portal, uploading of GSTR forms & payment of taxes. The speaker of the session was CA Vineet Sharma. The session was a resounding success, achieving its objectives of enhancing effectiveness and fostering a culture of continuous learning and collaboration among students.



INTRODUCTORY SESSION ON BUSINESS ANALYTICS

16TH MAY, 2024



PSIT College of Higher Education organised an Introductory Session on Business Analytics. Er. Saurabh Agarwal, alumni of IIT-Kanpur and IIT-Delhi, Consultant and Developer at Predictive Analytics Solutions Pvt Ltd, was the resource person for the event.

In an enriching session, the speaker highlighted the importance of Data Analytics in a wide range of industries including government, healthcare, automotive industry and IT industry. The session focused on sensitising the BBA first year students on the upcoming data analytics trends and how the students should acquire training to fulfil the requirements of the industry.

The students were given basic understanding of predictive analytics, associative models, prediction, and forecasting skills and its applications in improving customer experiences and providing value. The session provided the students more clarity and optimism to take on the challenges of today's business environment by learning and applying data analytics to provide valuable insights and better decision making.



AWARENESS SESSION FOR THE ELITE BATCH OF BBA

20TH MAY, 2024

PSIT College of Higher Education organized an inspiring session for the first-year BBA students. Prof (Dr.) Bhagwan Jagwani, Director PSIT College of Higher Education commenced the session by emphasizing the importance of setting high goals and shared valuable insights on the significance of additional efforts needed to be put zealously in one's career and how it can drive success and personal growth. The Director's words resonated with the students.



Following the Director's address, Additional Director, PSIT Dr. Manmohan Shukla elaborated on the specifics of the 'Elite Batch.' The benefits of being part of the 'Elite Batch,' were highlighted, including enhanced career support and preparation for higher studies. The session concluded with an interactive segment, where students had the opportunity to clarify their doubts and gain motivation.



AWARENESS SESSION FOR THE ELITE BATCH OF BCA

8TH JUNE, 2024

On June 8th, 2024, an "Awareness Session for the Elite Batch of BCA" was organized by PSIT College of Higher Education, Kanpur.

The event featured Professor (Dr.) Bhagwan Jagwani, Director of PSIT College of Higher Education and Dr. Manmohan Shukla, Additional Director of PSIT, who provided valuable insights to the students. They emphasized the importance of supplementing the BCA syllabus with training in PSA (Problem Solving and Algorithms), DSA (Data Structures and Algorithms), and FSD (Full Stack Development), highlighting that proficiency in these areas is crucial for placement purposes as most companies seek candidates proficient in the latest technologies.

The session was also attended by Dr. Uday Bhan Trivedi, Dean IQAC, Dr. Pragati Upadhyay, Head of the BCA Department, and other faculty members of PSIT College of Higher Education, Kanpur.



FELICITATION CEREMONY

16TH JUNE, 2024

On June 16, 2024, PSIT, Kanpur, organized a Felicitation Ceremony to honor final year students who secured placements in various companies. The event saw the presence of esteemed guests, including Ms. Tanya Singh Vice President PSIT Kanpur; Dr. Manmohan Shukla, Additional Director of PSIT; and Professor (Dr.) Bhagwan Jagwani, Director of PSIT College of Higher Education. Dr. Pragati Upadhyay, Head of the Department of BCA and Dr. Amit Sharma, Head of the Department of BBA at PSIT College of Higher Education, Kanpur, also attended the ceremony.



INTERNATIONAL YOGA DAY

21ST JUNE, 2024

Yoga is the art of transformation. With this thought in mind, PSIT College of Higher Education, Kanpur, celebrated International Yoga Day on 21st June, 2024, with participation from all faculty members and students. The event was graced by Professor (Dr.) Bhagwan Jagwani, Director of PSIT College of Higher Education; Dr. APS Bhadauria, Dean of PSIT-CHE; Dr. Uday Bhan Trivedi, Dean IQAC; and Dr. Pragati Upadhyay, the Head of the Department BCA at PSIT College of Higher Education, Kanpur. The program included various yoga sessions, where participants practiced different asanas and meditation techniques.



The celebration not only aimed to enhance physical health but also to instill a sense of mental peace and balance, reflecting the core values of PSIT College of Higher Education. Here are some glimpses of our vibrant Yoga Day celebration on campus, filled with positivity and mindfulness.

ARTICLES

Sustainable Development in Organizations: A Way Forward to Lasting Success

Sustainable development is the new mantra for modern organisations in the pursuit of striking a fine balance between economic growth and environmental protection with social responsiveness. This integrated approach will help not only resolve the most serious challenges facing our times but also be a driver of long-term success and resilience. In essence, sustainability is inducted into organizations through the integration of environmental, social, and economic issues into their business strategies and operations. Corporations are probably increasingly adopting practices that reduce their carbon footprint by optimizing energy use, reducing waste, and investing in renewable sources of energy. By so doing, companies are not only contributing towards mitigating global warming but most often realize savings through enhanced efficiency.

A second element of importance within sustainable development is social responsibility. This would refer to labour practices, improvement, fair trade, and community outreach or involvement. In most cases, this can improve

employee satisfaction, strengthen good relations between the stakeholders, and create a positive reputation. For example, companies that make an effort to treat all workers fairly by embracing diversity and inclusion experience increased innovation and problem-solving ability because of the simple fact that diverse teams offer different perspectives and numerous ideas.

Economic sustainability ensures the profitability of organizations while pursuing their environmental and social goals. In other words, it institutionalizes flexible business models that are resilient to changing market conditions and regulatory environments. Another additional advantage of sustainable development is access to new markets from increased consumer preference towards products from companies with environmentally and socially responsible policies. Making sustainable development part of organizational practice is not a fad but a strategic necessity. Sustainability management enables organizations to manage risks, capitalize on new opportunities, and generate sustained value over time. The commitment to sustainability gives a business a competitive edge, builds its brand reputation,

and offers a positive contribution toward solving global challenges in efforts to secure a license to operate in a more sustainable future.



Kritika Kanodia
(BBA 2E)

Cybersecurity: Guarding Digital Frontiers

There is nothing more severe than cybersecurity, which has been identified as among the global threats facing the modern world. In this moment, it influences governments, organizations, and ordinary citizens on a significantly large scale. The predetermined objectives and increasingly complex threats also increase the challenges of attaining information, critical systems, and personal privacy protection.

One of the great concerns is the fact that threats in the cyber domain are ever-evolving. Cyber attackers have begun shifting to a new

generation of attacks leveraging artificial intelligence and machine learning. This threat would evolve relatively quickly, thus letting it circumvent security and outweigh other protective measures. This is made worse by the fact the internet can be accessed anywhere in the world. This means that cybercrimes can be initiated anywhere in the world, and it would be extremely difficult to identify and prevent them. However, it has also been made even more intricate given the fact that, among other things, cyber threats are global and the responses to the problems have not been uniform due to the absence of standard international rules for combating cyber threats.

Secondly, there is already a scarcity of adequate cyber security professionals in the global market. Since organizations have moved most of their operations online, it cannot cope with the demand of professionals who can exploit weaknesses in various systems. Other issues include threats that originate from new devices like IoT and 5G that are developed and launched with little or no security in mind. These challenges call for international cooperation. Most social provisions may perhaps be focused on international collaboration in the establishment of norms of behavior for cybersecurity, sharing of information, and cross-border threat engagement. While intelligent systems could be used to enhance defenses and push for better threat detection, there is also the power of using block chains to facilitate secure transactions. Besides, education and the development of human

capital also have very significant roles in the elimination of these vulnerabilities. More of the right kind of cybersecurity professionals should be trained, and good cyber practices should be promoted to reduce risks. Global cyber threats are enormous, and seeking solutions for them may also be gigantic in terms of their scale, but it is not an impossible challenge given the fact that it can be effectively addressed by international collaborative efforts, technological advancement, and awareness with a view to developing trainings.



**Avneesh Kumar Pandey
(BCA 2C)**

The Rise of Smart Cities and IoT

Smart cities represent a radical shift in how urban environments are managed and experienced. Integrating advanced technologies to meet the complex challenges posed by increasing urbanization is addressed. Smart city development relies on the use of IoT, where devices ranging from sensors to smart meters work together to collect, analyze, and process data in real-time. Such interconnectedness allows for more efficient and flexible municipal planning,

improving services such as public transport, energy distribution, and waste management. For example, IoT-enabled traffic management systems can analyze real-time traffic data to modify signal timing, reduce accidents, and reduce journey times, as well as smart grids balancing demand and supply, which combine renewable energy sources. Composite energy efficiency is improved by reducing energy waste.

In water management, smart sensors monitor consumption, detect leaks, and ensure efficient use of available water resources, addressing critical issues in many cities. Furthermore, smart cities prioritize environmental sustainability with innovations such as air quality monitoring systems that monitor pollution levels in real time, allowing them to take action faster on potential health hazards, revolutionize waste management by signalling intelligent trash cans that know when to empty, and ensure more efficient strategies for collection and environmental reduction of waste disposal. Despite these advantages, the implementation of smart cities is not without its challenges. The amount of data generated by IoT devices raises significant privacy and security concerns. Protecting this data from cyberattacks and unauthorized access is essential to ensuring public confidence in these systems. Furthermore, the investment and maintenance costs for smart cities can be substantial, requiring collaboration among governments, the private sector, and other stakeholders to develop secure solutions that are cost-effective to overcome these

challenges that plague low-income cities. We look to the future. The continued development of IoT technologies in the form of 5G networks, artificial intelligence, and blockchain will further enhance the capabilities of smart cities. These technologies will make cities more active in meeting the needs of their residents and will create an environment that is not only efficient but also adaptable to changing conditions. Ultimately, smart cities will play a key role in shaping the future of urban living, providing models for sustainable, connected, and resilient communities that improve the quality of life for millions of people around the world.



**Prateek Gupta
(BCA 3A)**

Words Have Power

Words bind us to our environment, our spirit, and our deeds. They serve as a tie to the outer world, a voice to the soul, and a seal to the mind. These have the potential to foster relationships or breed loneliness. It is believed that words are the most fundamental and potent of all human "doings."

They have the power to uplift or depress us, much like tiny messengers. I would begin by unravelling the idea of

self-talk and how the language we use to speak to ourselves may have a significant impact on our state of mind and general well-being.

Words have not been deemed powerful by me or anybody else; rather, scripture and the "Law of Attraction" are the sources of this honour. According to the adage "as you sow, so shall you reap," the law of attraction operates. This illustrates the idea that everything a man sends out, whether in the form of words or deeds, will eventually come back to him; in other words, the thoughts he expresses through his words will undoubtedly come back to him.

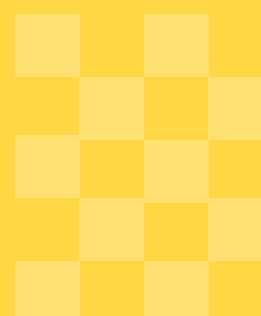
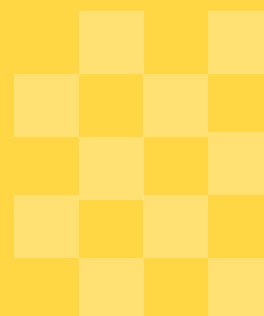
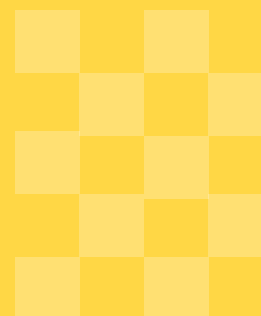
He will meet hate with hate if he emits hate, love if he provides love, and so on. He will also get criticism if he holds people to a high standard. Words, then, are the road that will lead to a prosperous and just future for you. Words are like seeds; when you speak, your words take on life of their own. The idea that God lives in words that are released from one's soul to another is supported by one of the most important lessons found in the Bible.

A soul utilises its mouth to express itself because it is unable to talk. I want to tell every reader that they have a magic wand that can enlighten them, blossom their life, and transform them from a lack of abundance to a lot of it. You do really have it. Do you want to find it? Yes, the enchanted, potent wand is inside your words. Additionally, Jesus Christ underlined, "By Thy Words Thou Shalt Be Condemned." Moreover, "the power of the tongue determines life and death." Our words, which

uphold optimism by believing whatever you say will bring about the change you desire. I am hoping that going forward, we will begin addressing our goals and speaking positively enough to ensure a bright future.



**Palak Awasthi
(BBA 2F)**



INSIGHT



PSIT COLLEGE OF HIGHER EDUCATION (KN 162)

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