

# **Innovation and incubation Startups**

## Letter of Appreciation

Dear Sir/Madam,

Please accept our sincere gratitude to all the chief functionaries and every members of the IIC Institution's Innovation Council (IIC) of PRESTIGE INSTITUTE OF MANAGMENT for the continuous support and contribution towards building the innovation and entrepreneurship culture development in your campus and also extending support to help other IIC institutions towards growth of the IIC network during the academic year 2022-23.

Chief Functionaries of the IIC at PRESTIGE INSTITUTE OF MANAGMENT, Gwalior


Name	Position
Dr. Nishant Joshi	President
Dr. Navita Nathani	Convener
Anurag Sharma	Innovation Activity
Dr. Abhay Dubey	Internship Activity Coordinator
Aakash Gupta	Start up Activity Coordinator
Dr. HARIOM AWASTHI	IPR Activity Coordinator
Dr. PRAVEEN ARONKAR	NIRF Coordinator
Mahendra Yadav	Social Media

As we are progressing towards a 'quality' driven I&E ecosystem development, we strongly believe that the IIC model and its unique structure is definitely putting your HEI's thoughts, actions and aspirations in a systematic way to achieve inclusive and holistic development of the ecosystem.

Thanks & regards.

Yours Sincerely,

Dipan Kumar Sahu



Assistant Innovation Director  
MoE's Innovation Cell, Govt. of India

## **PRESTIGE INSTITUTE OF MANAGEMENT AND RESEARCH, GWALIOR INSTITUTION'S INNOVATION COUNCIL (IIC)**

### **A. About IIC Institute:**

- **About PIMR, Gwalior**

"Prestige Institute of Management and Research Gwalior is an Autonomous, UGC NAAC accredited 'A' Grade institute. It was set up in the year 1997 by Prestige Education Society, Indore registered under the Societies Registration Act 1860. The Society was setup by Prestige Group of Industries with an objective to meet the widely felt need for globally oriented Management and Information Technology education and training for professionals. The Institute has grown to be recognized as a premier Institute for higher learning. It is a major learning center in Central India. The Institute has approval of All India Council for Technical Education & the State Government and is affiliated to Jiwaji University, Gwalior. Institute is also ranked by the National Institutional Ranking Framework (NIRF) in the management discipline with a rank band 102-125"

The Institute offers MBA, MBA(Business analytics), MBA-Integrated (Five years Programme in management), BBA, BCA, B.Com (Economics/Computer Application), B.Com (Hons), LLM, BBA LLB(Hons.), B.Com LLB(Hons.), and BA LLB(Hons.) programmes. Jiwaji University, Gwalior awards the degree for all the programs offered by the Institute. Institute has received UGC NAAC 'A' Grade accreditation and is recognized under section 2(f) & 12(B) of the UGC Act, 1956. The Institute has permanent affiliation of MBA, BBA & BCA programme with Jiwaji university Gwalior. This Institute is a recognised Research center in Management of Jiwaji university, Gwalior.

- **Vision**

To be an eminent institution of repute that fosters the relentless pursuit of excellence through socially responsible, transformative education, research and training.

- **Mission**

In pursuance to our vision, the institute's mission is to provide value based quality education by innovating and continuously improving upon the disciplines of management, law, commerce and

computer applications through advanced methods of training, meaningful research and intimate relations with industry, business and other institutions in the country and abroad.

- **Journey of IIC established at the Institute**

In September 2022, the Prestige Institute of Management (PIM) embarked on a new academic and entrepreneurial venture with the launch of the institution's Innovation Council (IIC). This marked a significant commitment to fostering innovation and entrepreneurship within the academic community, leading to a remarkable journey of growth and transformation. From its inception, IIC has served as a creative hub, nurturing the entrepreneurial spirit of students, faculty, and the wider community, offering a platform for innovative ideas to thrive beyond traditional classroom boundaries. Central to its journey has been a focus on mentorship and guidance, connecting aspiring entrepreneurs with experienced mentors and industry experts, facilitating the development of business plans and startup navigation. Furthermore, IIC bridged the academia-industry gap, promoting collaboration that applied classroom knowledge to real-world challenges. Over the years, it evolved into a symbol of PIM's commitment to education excellence and the creation of job creators, celebrating numerous successful startups and leaving an enduring mark on the academic and entrepreneurial landscape.

- **Diversified representation in the IIC established at the institute from industry, interdisciplinary & Departments/Units etc.**

1. **Industry Representation:**

- Collaborate with local industries, businesses, and corporate partners to establish connections and participation in the IIC.
- Invite industry experts, entrepreneurs, and professionals to serve as mentors, advisors, or guest speakers.
- Offer internship and project opportunities for students to work with industry partners.
- Create industry-specific advisory boards or committees to provide guidance and support.

2. **Interdisciplinary Approach:**

- Encourage collaboration between different academic departments and units within the institution. Foster a culture of cross-disciplinary innovation.

- Organize events, workshops, and seminars that bring together experts from various fields to discuss and work on innovative projects.
- Promote research and projects that blend insights and expertise from different disciplines.
- Establish interdisciplinary teams or working groups within the IIC to tackle complex challenges.

### 3. Department/Unit Involvement:

- Ensure that all academic departments and units within the institution are aware of the IIC's goals and objectives.
- Encourage faculty members and students from diverse departments to participate in the IIC's activities.
- Provide resources and support for departments to align their research and projects with the goals of the IIC.
- Foster a sense of ownership and engagement among all departments and units.

### B. Brief mention of key functionaries at the IIC Institute

<b>Sr. No.</b>	<b>Name of Member</b>	<b>(Teaching/ Non teaching /Student/External Expert)</b>	<b>Key Role/ Position assigned in IIC</b>
1	Dr. NISHANT JOSHI	TEACHING	PRESIDENT
2	Dr. SANJEEV PATNI	TEACHING, EXTERNAL ( CEO, AIC, PIMR INODRE)	VICE PRESIDENT
3	Dr. NAVITA NATHANI	TEACHING	CONVENER
4	ANURAG SHARMA	TEACHING	INNOVATION ACTIVITY COORDINATOR
5	Dr. ABHAY DUBEY	TEACHING	INTERNSHIP ACITIVITY COORDINATOR

6	AAKASH GUPTA	TEACHING	START UP ACTIVITY COORDINATOR
7	Dr. HARIOM AWASTHI	TEACHING	IPR ACTIVITY COORDINATOR
8	MAHENDRA YADAV	TEACHING	SOCIAL MEDIA COORDINATOR
9	PRAVEEN ARONAKAR	TEACHING	NIRF COORDINATOR
10	VISHESH UPMANYU	TEACHING	MEMBER
11	NIDHI JAIN	TEACHING	MEMBER
12	AABIL HUSIAN	TEACHING	MEMBER
13	JITENDRA PRATAP SINGH	TEACHING	MEMBER

C. Tabular representation of Resource strength (human capital and physical capital) of the IIC institution.

<b>1.</b>	Total No. of IIC Members	<b>13</b>
<b>2.</b>	Total No. of IAs	<b>NIL</b>
<b>3.</b>	Total No. of faculty Mentors from portal	<b>NIL</b>
<b>4.</b>	Pre-Incubation Units	<b>YES</b>
<b>5.</b>	Incubation Units	<b>YES</b>
<b>6.</b>	IP Facilities Units	<b>YES</b>

**D. Infrastructure of Pre-Incubation & Incubation kind and Student Bodies/ Clubs engaged in promotion of innovation and Entrepreneurship in campus.**

The Entrepreneurship Development Cell was being promoted in PIMG in the year 2006. The mission was to develop institutional mechanism to create entrepreneurship culture to foster growth of innovation and entrepreneurship amongst the faculty and students.

### **Objectives of EDP Cell**

- To provide various services including information on all aspects of enterprise building to budding entrepreneurs.
- To inculcate a culture of innovation driven entrepreneurship through student projects.
- To catalyze and promote development of S&T knowledge-based enterprises and promote employment opportunities in the innovative areas.
- To respond effectively to the emerging challenges and opportunities both at national and international level relating to SMEs and micro enterprises.

### **Functions of EDP Cell**

- To organize Entrepreneurship Awareness Camps Entrepreneurship Development Programs. Faculty Development Programs and Skill Development Programs in the college/institution for the benefit of students and faculty members.
- To initiate five innovative student projects each year for new innovative product development.
- To organize Business Plan Competitions every year.
- To guide and assist prospective entrepreneurship on various aspects such as preparing project reports, obtaining project approvals, loans and facilities from agencies of support system, information on technologies, etc.
- To arrange interaction with entrepreneurs and create a mentorship scheme for student entrepreneurs.
- To act as Regional Information Centre on business opportunities, processes, technologies, markets, etc. by creating and maintaining relevant data bases.

**E. Achievements:**

1	I&E and IPR Activities Conducted	03
2.	No. of student's & faculty ideas generated	00
3.	No. of student's & faculty Innovation/prototypes developed	00
4.	No. of IPs generated, published and granted	04
5.	No. of student's & faculty start up/ ventures established	00
6.	Amount Spent on promotion and awareness generation on Innovation Entrepreneurship in campus	00
7.	Amount grant or fund supported to students & faculty lead Innovations, Start Ups and IPR	00
8.	No. of Technology Transfer and Commercialization happened	00

**F. Best IIC faculty/Students members and their achievements/rewards for the innovations at different forum.**

**NIL**

**H. Selected start ups established by student/faculties**

**NIL**

**I. Participation of IIC institute in various programs of central and state govt.**

- **Smart India Hackathon**

1. **Name of the Event:** MSME HACKATHON 2.0 (Evaluation of Idea)

- **Date:** December 10, 2022

- **In collaboration with:** MSME



- **Objective:** As the institute is listed in registered Business Incubation Center in Gwalior so the participants who sent the entries in the MSME Hackathon 2.0 were called for the evaluation by the esteemed panelists.
- Evaluation of Idea Hackathon 2.0 concluded at Business Incubation Center Prestige Institute of Management Gwalior.
- Today, on 10 December 2022, the evaluation of Idea Hackathon 2.0 organized by MSME was completed in which the participants shared detailed information related to their idea and answered the questions of the evaluation committee.
- On this occasion Mr. Rajeev Kumar Branch Manager DFO MSME Gwalior, Mr. Colonel Kumar Chief Manager Central Bank of India Gwalior, Entrepreneur Mr. Sudhir Bhadoria and Founder of Commonscool Mr. Krishnakant Chaturvedi were present.
- On this occasion, the director of the institute, Prof. Dr. Nishant Joshi said that Prestige Management Institute is one of the few institutes in the city which is a Business Incubation Center approved by MSME and has always been encouraging entrepreneurs.
- Dr. Navita Nathani, Person in-charge of the Business Incubation Center told about the dimensions of entrepreneurship. Assistant Professor Aakash Gupta performed the role of conducting this program and thanked all the guests and participants at the end.

## 2. IDEA HACKATHON 3.0 (WOMEN)

Organized by: MSME India

Hosted by: Business Incubation Center Prestige Institute of Management and Research, Gwalior.

Date: September 01, 2023

Evaluation of Idea Hackathon 3.0 concluded at Business Incubation Center Prestige Institute of Management and Research, Gwalior.

The evaluation of Idea Hackathon 3.0 organized by MSME concluded today on 1st September 2023 in which women participants shared detailed information related to their idea and answered the questions of the evaluation committee.

It is to be known that this time Hackathon 3.0 has been specially organized for women by MSME.

On this occasion Ms. Rashi Agarwal - Founder Data Deeds Gwalior, Ms. Shikha Sahni- Branch Manager HDFC Bank and Founder of KommonSchool Mr. Krishnakant Chaturvedi were present.

On this occasion, the director of the institute, Dr. Nishant Joshi said that Prestige Institute of Management and Research is one of the pioneer institute in the city which is a business incubation center recognized by MSME and has always been encouraging entrepreneurs. Deputy Director Dr. Tarika Singh was also present during the idea evaluation.

Dr. Navita Nathani, Head of Business Incubation Center explained about the dimensions of entrepreneurship.

Dr. Gaurav Jaiswal performed the role of conducting this program and in the end conveyed thanks to all the guests and participants.

#### **K. Details of Social media & Connections of IIC Institute**

Facebook: <https://www.facebook.com/Prestige.Institute.Gwalior/>

Linkdin: [https://www.linkedin.com/company/prestige-institute-of-management-gwalior?trk=nav\\_account\\_sub\\_nav\\_company\\_admin](https://www.linkedin.com/company/prestige-institute-of-management-gwalior?trk=nav_account_sub_nav_company_admin)

Youtube: <https://www.youtube.com/channel/UC5SrcNr8woEaIHqjIw3lQg>

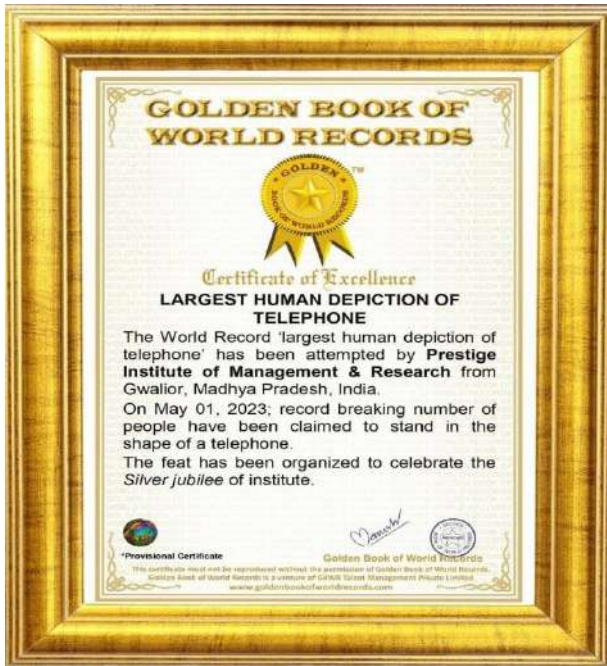
Instagram: [https://www.instagram.com/prestige\\_gwalior/](https://www.instagram.com/prestige_gwalior/)

# **Additional Innovative Initiatives**

# GOLDEN BOOK OF WORLD RECORD: LARGEST HUMAN DEPICTION OF TELEPHONE

**About the Event:** Aims to set a record for the most accurate and entertaining portrayal of the game 'telephone' by a large group of participants, highlighting the quirks and challenges of verbal communication.

**Objective:** The objective is to celebrate communication, promote teamwork, and set a world record for the most accurate and entertaining portrayal of the game 'telephone' by a large group of participants.



**स्वदेश**

अद्भुत, अकल्पनीय, अविस्मरणीय....  
**प्रेस्टीज प्रबंधन एवं शोध संस्थान**  
**ग्वालियर ने रचा इतिहास**

स्वदेश संग्रहालय, ग्वालियर

प्रेस्टीज प्रबंधन एवं शोध संस्थान, ग्वालियर में रजत जयंती समारोह के पहले दिन मानव श्रृंखला टेलीफोन की अनुकृति बनाकर छात्र-छात्राओं ने गोल्डन बुक ऑफ वर्ल्ड रिकॉर्ड में दर्ज कराया अपना नाम। इस अवसर पर गोल्डन बुक ऑफ वर्ल्ड रिकॉर्ड्स की तरफ से श्री आलोक कुमार उपस्थित रहे जिन्होंने छात्र-छात्राओं की संख्या को दर्ज किया। साथ ही साथ उन्होंने संस्थान के शिक्षकगणों, स्टाफ सदस्यों और विशेषकर छात्र-छात्राओं की प्रशंसा की। गोल्डन बुक ऑफ वर्ल्ड रिकॉर्ड में ऐतिहासिक रूप से '1246 छात्र छात्राओं ने' मानव श्रृंखला बनाई। कार्यक्रम के अंत में श्री आलोक कुमार जी द्वारा संस्थान को इस आभार प्रमाण पत्र प्रदान किया गया। इस अवसर पर संस्था के निदेशक डॉ. निशांत जोशी ने सभी शिक्षकगणों, स्टाफ सदस्यों एवं छात्र-छात्राओं को विश्व कीर्तीमान बनाने पर मुक्तकण्ठ से प्रशंसा की एवं सभी को बधाई दी। डॉ. जोशी के कथन अनुसार यह सब टीम वर्क से ही संभव हो सका है। कार्यक्रम के




दौरान, संस्थान की सह-निदेशक डॉ. सारिका सिंह भी मानव श्रृंखला अनुकृति के समय उपस्थित रही और डॉ. सिंह ने इस कार्यक्रम को सफलता का पूरा श्रेय संस्था के छात्र-छात्राओं एवं शिक्षकगण को दिया। समन्वयक डॉ. गरिमा भास्कर ने बताया कि यह वर्ल्ड में पहला मानवीय प्रयास है जो संस्था के छात्र-छात्राओं के द्वारा किया गया। जिसका मुख्य उद्देश्य आज की युवा पीढ़ी को टेलीफोन युग की महलता व नीचे दृष्टिकोण में जो जन संसार क्रांति हुयी उससे भली भाँति परिचय कराना रहा।

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Glimpses of golden book of world record: Largest Human depiction of telephone (01 May 2023)

## Know the Unknown Vlogs

**About the Event:** event is designed to uncover and explore lesser-known or obscure topics, aiming to broaden participants' horizons, spark curiosity, and foster a deeper understanding of the world around them through engaging video content.

**Objective:** The objective of the "Know the Unknown Vlogs" event is to provide viewers with captivating and informative video content that delves into lesser-known subjects, encouraging curiosity, expanding knowledge, and promoting a deeper understanding of diverse topics.



**Sample Proof Know the Unknown Vlogs (18 January 2023)**

## Learning Accounting Through Movies

**About the Event:** The event "Learning Accounting Through Movies" utilizes cinematic narratives as a medium to impart accounting concepts, aiming to enhance participants' understanding of financial principles, promote critical thinking, and facilitate practical application through engaging storytelling.

**Objective:** The objective is to integrate cinematic storytelling with accounting principles, making the subject engaging and comprehensible, fostering a deeper understanding and practical application of financial concepts in an innovative manner.



**Glimpses of Learning Accounting Through Movies (10 November 2022)**

## **Event: Corporate Story Telling**

**About:** Event is designed to uncover and explore lesser-known or obscure topics, aiming to broaden participants' horizons, spark curiosity, and foster a deeper understanding of the world around them through engaging story content.

**Objective:** To enhance learning experience, presentation skills and critical thinking of the student

### **SAMPLE REPORT:**

## **Corporate Story Telling On (Priya Village Roadshow)**



### **SUBMITTED BY**

Ashish Kumar Shakya (16)  
Atul Tomar (17)  
Bhavna (18)  
Chitrangi Saxena (19)  
D Rakshit Sharma (20)  
**Group No- 04**

### **SUBMITTED TO**

**Prestige Institute of Management  
and Research, Gwalior**

**Prestige Institute of Management**  
Opposite Deendayal Nagar, Bhind Road, Gwalior  
Ph.0751-2470745, Fax-0751-470516  
E-mail: [Prestigegwl@sanchernet.in](mailto:Prestigegwl@sanchernet.in)

## Declaration by the Candidate

We hereby declare that the Storytelling Report entitled “**Priya Village Roadshow**” submitted by me to Prestige Institute of Management and Research, Gwalior is a record of my original work carried out by me under the guidance of **Prof. Simran Rohira I**, further declare that the work reported in this report has not been submitted, and will not be submitted, either in part or in full, for the award of any other degree or diploma of this University or to any other institute or university.

Date:

Place: Gwalior

Signature of the candidate

Ashish Kumar Shakya  
Atul Tomar  
Bhavna  
Chitrangi Saxena  
D Rakshit Sharma



## Certificate from Faculty Guide

This is to certify that **Ashish kumar shakya, Atul tomar, Bhavna, Chitrangi Saxena, D Rakshit Sharma** Student of **MBA (Full Time)** program has completed his/her Storytelling Report entitled “**Priya Village Roadshow**” under my guidance.

His/ her performance during the Report Preparation was excellent.

Date:

(Signature of Faculty Guide.....)

**Prof. Simran Rohira**

## Acknowledgement

We, **Ashish kumar shakya, Atul tomar, Bhavna, Chitrangi Saxena, D Rakshit Sharma** express our sincere gratitude to **Prof. Simran Rohira** giving us the opportunity to work under his guidance on the report entitled “**Priya Village Roadshow**”. We are grateful to The Director of the institute **Dr. Nishant Joshi**, Storytelling coordinator **Asst. Prof. Vivek Shrivastava**, The support & guidance from sir was great help and it was extremely valuable. I also express my sincere thanks to all the people who, directly or indirectly, contributed in time, energy and knowledge to this effort. Faculty Member and other friends for their valuable suggestions in the execution of report preparation.

We are also thankful to other staff that guided and helped us very kindly at each and every step whenever we required.

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# CHAPTER 1

## 1.1 Introduction and Description of the story



The origin of PVR dates back to the late 1970s. Ajay Bijli's (founder of PVR Cinemas) his father owned a theatre named Priya Cinemas since 1978 along with his transportation company. Later, when Ajay Bijli took up the family business in 1988, he rebuilt the business and made it profitable. But a major fire broke out in the transport business in 1994, which shook them financially. He was forced to choose between revamping the transport business or developing the Priya Cinemas, for which he chose the latter.

The name PVR is derived from Ajay Bijli's family theatre business named Priya Cinemas and the Australian company named Village Roadshow. The name originated after they joined hands to establish a multiplex entertainment company.

In 1995, he established a joint venture between his Priya Cinemas and an Australian company named Village Roadshow, thus creating Priya Village Roadshow (PVR) Cinemas. They were the first to introduce the idea of a multiplex in India with their PVR Anupam in Delhi. The company was officially instigated in June 1997.

### **PVR Gold Screen**

PVR's first "Gold Screen" was launched in Indore in 2007.

### **PVR Super plex**

In 2014, PVR Cinemas introduced Super plex format in Noida. The cinema has 15 screens with IMAX, 4DX, Gold Class, a playhouse and mainstream auditoriums. PVR Cinemas has invested ₹48 crores in this new venture.

### **PVR Playhouse**

PVR Playhouse includes a special 49 seater movie auditorium showcasing children's movies/animated content. Along with Customized 3D glasses, it offers bean bags and rubberized seats kids and parents. This format is available only in Bengaluru, Chennai, Delhi, Mumbai and Hyderabad.

### **PVR 4DX**

In 2016, PVR's 4DX became the second movie theater chain in India to introduce 4DX in the country after Cinapolis.

## **1.2 Mission and Vision**

PVR Cinemas has a mission to give the best movie experience to people. They wanted to make themselves accessible to audience everywhere and every time. The company vision is to remain the most preferable and premium entertainment company in India. PVR aims to provide top-quality cinema experiences to its customers.

## CHAPTER 2

### 2.1 Explanation of the Management Concept as reflected in the story

#### 1. Horizontal integration:

Horizontal integration is the process of a company increasing production of goods or services at the same part of the supply chain. A company may do this via internal expansion, acquisition or merger. In this story company merge between his Priya Cinemas and an Australian company named Village Roadshow and also expansion of his cinema company and also expand the company

#### 2. Strategic planning:

Strategic planning is a process in which organizational leaders determine their vision for the future as well as identify their goals and objectives for the organization. In this story He well planned everything in proper way and Arranging all the resources to complete their planning and stablished their objective.

#### 3. STP (Segmentation, Targeting, and Positioning):

STP marketing (**Segmentation, Targeting, and Positioning**) is a three-step marketing framework. With the STP process, you segment your market, target your customers, and position your offering to each segment. In this story PVR cinema

##### **Segments**

Premium Customers – PVR Gold

Urban – PVR Cinemas

Non metro (Tier 2 and 3 cities) – PVR Talkies

##### **Target Group**

Urban and semi urban middle and upper middle class audience

##### **Positioning**

A commitment to deliver the best quality cinema viewing Every Where, Every Time

#### 4.

## CHAPTER 3

### 3.1 Explanation of the Group Perspective as reflected in the story

The story of Mr. Ajay Bijli (founder of PVR Cinemas) is a source of motivation to all the listeners. As, this story reflects that if you have clear thought process and if you are focused towards your goal then you are able to achieve your goal or aim.

This story revolves around various management concepts as mentioned in the previous chapter. Based on their personal understanding every individual group member has identified at least one management concept that they had discovered after the analysis of all the situations.

**The management concepts identified by the group members are as follows:**

#### 1. Planning:

Planning is the primary function of management, which involves deciding beforehand, what is to be done, when is it to be done, how it is to be done and who is going to do it. In this story Mr. Ajay Bijli well planned everything in proper way, predicting all the situation and Arranging all the resources to complete the goals of the company and initiate the further process according to plan.

#### 2. Initiative:

Initiative refers to the first step taken by their self-motivation. **'Initiative'** means to start, to begin or to instruct in a project.

Here Mr. Ajay Bijli took the initiative to rebuilt family business of theatre named Priya Cinemas, he rebuilt the business and made it profitable. That was to take a major decision by quitting his family transport business idea.

Another initiative involved here was the arrangement of funds. They took the initiative to acquisition or merger with ICICI. In order to raise funding for their business.

#### 3. Decision making:

Decision making is the process of making choices by identifying a decision, gathering information, and assessing alternative resolutions. In this story Mr. Ajay Bijli has information about cinemas and he take decision that first to introduce multiplex in India. And he is clear about his objective

#### **4. Opportunities and threats:**

Opportunities and threats are considered external factors of the business management SWOT analysis. A company usually has less control of external factors or a potential merger with another company. In this story PVR cinema grab the market opportunity to be leading company in this sector and

The Opportunities in the SWOT Analysis of PVR cinema:

- Extend relationship with village road shows
- Growing family spending on entertainment
- Venture into business of film distribution
- Expand business by increasing number of screens and targeting wider audience
- Collaborate with networking sites and Franchises

The threats in the SWOT Analysis of PVR cinema:

- Blooming competition from similar multiplexes
- Government's interference with entertainment tax
- Consumer resorting to other ways of entertainment
- Piracy and economic slowdown may affect industry
- Movie playing spoilsport to brand of multiplexes



## CHAPTER 4

### 4.1 Learning of the Group

We have learned various management concepts and principles from this story such as: **planning, directing, initiative, goal oriented, risk taking, and decision making**. There principles that we have learned from this story is **authority and responsibility** and **unity of direction**. Apart from these there are other aspects that we can learn from story. And these learnings can help us in achieving our goals and motives.

From the story

After many attempts and efforts finally Mr. Ajay Bijli (founder of PVR Cinemas) able to achieve his goals. This story reflects that if you **have clear thought process** and if you are focused towards your goal then you are able to achieve your goal or aim.

And even how **family work as a motivating force** behind pushing every individual towards their goals.

Another learning was the **spirit of never giving up**. After 9/11 attack investors of company are step back but Mr. Ajay Bijli clear about his decision and he make it possible by his hard work and dedication towards his goals.

**Never give up** is the attitude that one should carry and live his/her life with, no matter what the situation is. One should keep struggling and fighting with the odds and should wait for the day when he/she will find what he/she has actually been looking for in his/her life.

## **CHAPTER 5**

### **5.1 Conclusion**

In this story Mr. Ajay Bijli (founder of PVR Cinemas) decided to took up his family theatre named Priya Cinemas. His idea was first to introduce multiplex in India and company vision is to remain the most preferable and premium entertainment company in India. PVR aims to provide top-quality cinema experiences to its customers. PVR and other entertainment companies have faced a lot of difficulties, but there is a considerable amount of growth that can be achieved in the near future by these companies. PVR is the industry leader that has good liquidity to support its growth

So, the overall conclusion of this story is that one must always follow their dreams. And with clear mindset and objective they can achieve anything. All the decisions should be taken keeping in mind all the opportunities and threats that can affect their plans and objectives. And with a clear mind set and dedication we can achieve anything.

## REFERENCES:

5. [About PVR Cinemas | Founder | Revenue Model | Growth \(startuptalky.com\)](#)
6. [Inspiring Success Story of Ajay Bijli - Founder, Chairman & MD of PVR Group \(yosuccess.com\)](#)
7. <https://www.mbaskool.com/brandguide/media-and-entertainment/5716-pvr-limited.html>
8. <https://blog.finology.in/business/pvr-cinemas-research-report>

## ATAL FDP on “Design Thinking and Innovative Approaches in Teaching for B-Schools Teachers”

**About the Event:** Aims to enhance teaching skills by integrating design thinking principles and innovative methodologies for faculty members in business schools.

**Objective:** The objective of the Atal FDP is to equip business school faculty with the expertise to integrate design thinking and innovative methodologies into their teaching, thereby enhancing the quality of business education.



  
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WITH UGC NAAC GRADE 'A' AND NBA (AICTE)

 24 YEARS

ONLINE FIVE DAYS  
**FACULTY DEVELOPMENT  
PROGRAMME ON**  
Design Thinking and Innovative  
Approaches in Teaching For B-schools Teachers  
**07-11 DECEMBER, 2021**

 *Sponsored By*  
**All India Council for Technical Education**



**Glimpses of Design Thinking and Innovative Approaches in Teaching for B-Schools Teachers (07 December 2021)**

# प्रेस्टीज में 'फेकल्टी डवलपमेंट प्रोग्राम' का हुआ समापन

ग्वालियर, न.सं.। प्रेस्टीज प्रबंधन एवं शोध संस्थान द्वारा आयोजित किए जा रहे पांच दिवसीय फेकल्टी डवलपमेंट प्रोग्राम का समापन जीवाजी विश्वविद्यालय के रेक्टर प्रो. उमेश होलानी के मुख्य आतिथ्य में हुआ। कार्यक्रम की समन्वयिका डॉ. नविता नथानी ने बताया कि कार्यक्रम का आयोजन आभासीय किया गया। जिसमें 226 प्रतिभागियों ने भारत के विभिन्न क्षेत्रों से प्रतिभागिता दी। कार्यक्रम के दौरान प्रो. नवीन माथुर, जगन्नाथ यूनिवर्सिटी, जयपुर, डॉ. विशाखा मजुमदार, आई.आई.एम. विशाखापट्टनम, प्रो. निमित चौधरी, जामिया मिलिया इस्लामिया नई दिल्ली उपस्थित रहें। वहीं सह-समन्वयिका डॉ. चंदा गुलाटी ने बताया कि सभी प्रतिभागियों को ई-सर्टिफिकेट प्रदान किए गए एवं ऑनलाइन फीडबैक भी प्राप्त किए गए।

## प्रेस्टीज संस्थान में हुआ फेकल्टी डवलपमेंट प्रोग्राम का सफल समापन

ग्वालियर। प्रेस्टीज प्रबंधन एवं शोध संस्थान, ग्वालियर द्वारा 5 दिवसीय फेकल्टी डवलपमेंट प्रोग्राम आयोजित किया गया। जिसका समापन प्रो. उमेश होलानी, रेक्टर, जीवाजी विश्वविद्यालय, ग्वालियर के मुख्य आतिथ्य में सम्पन्न हुआ। प्रेस्टीज प्रबंधन एवं शोध संस्थान के निदेशक डॉ. निशांत जोशी ने बताया कि यह 5 दिवसीय कार्यक्रम एआईसीटीई द्वारा स्पांसर किया गया था। इस एफ.डी.पी. का मुख्य उद्देश्य मैनेजमेंट स्कूल्स के अध्यापकों को शिक्षण की नवीनतम पद्धतियों से अवगत कराना था।

समन्वयिका, डॉ. नविता नथानी ने जानकारी देते हुए कहा कि इसमें 226 प्रतिभागियों ने भारत के विभिन्न क्षेत्रों से प्रतिभागिता दी। कार्यक्रम के दौरान प्रो. नवीन माथुर, जगन्नाथ यूनिवर्सिटी, जयपुर, डॉ. विशाखा मजुमदार, आई.आई.एम. विशाखापट्टनम, प्रो. निमित चौधरी, जामिया मिलिया इस्लामिया नई दिल्ली, अतिथि वक्ताओं के रूप में उपस्थित रहे। सह-समन्वयिका डॉ. चंदा गुलाटी ने बताया कि सभी प्रतिभागियों को ई-सर्टिफिकेट प्रदान किए गए आभार प्रदर्शन डॉ. तारिका सिंह एवं डॉ. गरिमा माथुर द्वारा किया गया।



## Learning Through Innovative Events

**About the Event:** The event focuses on fostering learning through creative and interactive experiences, emphasizing innovative approaches to knowledge acquisition and skill development.

**Objective:** The objective of the event "Learning through innovative events" is to promote experiential learning and engagement by incorporating creative and novel activities



AD MAD SHOW- 31-10-2018



Photography Competition- 02-11-2018

**PRESTIGE**  
INSTITUTE OF MANAGEMENT & RESEARCH, GWALIOR

**SPANDAN**  
OCT. 19-22, 2019

# Mukhakriti

## FACE PAINTING

**PRIZES WORTH 10,000/-**

**20 OCT., 2019**  
**09:00 AM**  
**ROOM NO. 5 & 6**

Faculty Coordinator <b>Prof. Hariom Awasthi</b> # 70006-84132	Student Coordinator <b>Taren Pratap</b> # 96309-88624	Naresh Coordinator <b>Harshil Jain</b> # 99938-51153	Core Coordinator <b>Saloni Sharma</b> # 88785-43300
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Airport Road, Opp. DD Nagar, Gwalior. Web.: spandanfest.in, www.prestigegwl.org

MUKHAKRITI- 20-10-2019

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MBA & NAAC 'A' GRADE | AUTONOMOUS

# अल्फ़ाज़-ए-रूह

## الفاظ ع روح

### ALFAAZ-E-ROOH

**07 NOV 2023**  
NCH  
Vikramshila  
09:30 AM

**OPEN MIC**

1<sup>st</sup> PRIZE ₹5000  
2<sup>nd</sup> PRIZE ₹3000  
3<sup>rd</sup> PRIZE ₹2000

SCAN FOR REGISTRATION

Faculty Coordinators  
Ms. Sugandha Muduli # 79784-10491 | Mr. Ajay Jain # 98939-39735

Student Coordinators  
Aditya Sharma # 88788-06575 | Musika Chaudhary # 88152-48624 | Ashna Sharma # 58936-89074 | Kamal Gupta # 53405-75691 | Divyanshi Jain # 6257565916 | Kajar Shukla # 84620-71211

SCAN FOR PAYMENT

Alfaaz-E-Rooh- 07-11-2023



**PRESTIGE**  
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BBA, BBA & GRADUATE DIPLOMA IN MANAGEMENT

**KAUN BANEGA BUSINESS TYCOON**

**04**  
NOVEMBER  
2023

SEMINAR HALL-1  
02:00 PM

**1<sup>ST</sup> PRIZE**  
₹5000

**2<sup>ND</sup> PRIZE**  
₹3000

**3<sup>RD</sup> PRIZE**  
₹2000

Faculty Coordinators:  
Dr. Nishchay Upamanyu # 97521-9929 | Mr. Jibender Prakash Singh # 98119-87855

Student Coordinators:  
Shruti Agarwal # 7806618233 | Pooja Gupta # 53377-62564 | Priyanshu Dhatwal # 76871-03781 | Anshu S. Mishra # 93980-82061

SCAN FOR REGISTRATION

Airport Road, Opp. Deendayal Nagar, Gwalior- 474020

Kaun Banega Business Tycoon- 04-11-2023

**PRESTIGE**  
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BBA, BBA & GRADUATE DIPLOMA IN MANAGEMENT

**PROGRAMMING HUNARBAAZ**  
**STAR DEBUGGER**

**26**  
NOV  
2020  
12:00 PM

**1<sup>ST</sup> PRIZE**  
₹5000

**2<sup>ND</sup> PRIZE**  
₹3000

**3<sup>RD</sup> PRIZE**  
₹2000

Faculty Coordinators:  
Asst. Prof. R.K. Pathak # 79959-63173 | Asst. Prof. Pinky Sothi # 91954-62304 | Dr. Ravendra Babu # 93807-24483

Student Coordinators:  
Savitri Gupta # 89532-37892 | Sneha Rai # 63869-27029 | Bhurnika # 61802-80661

OUR SPONSORS: SBI, PAM

SCAN FOR REGISTRATION

For Details, Log on to: [www.spandanfest2020.in](http://www.spandanfest2020.in) | Airport Road, Opp. Deendayal Nagar, Gwalior, Ph.: 0751-4097051, 4097000, 2470724, 91792-68111

Star Debugger- 26-11-2020

**PRESTIGE**  
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NIRP - NAAC 'A' GRADE - AUTONOMOUS

**06**  
NOVEMBER  
2023

**VIRTUAL SHARE TRADING**  
NAFAA NUKSAAN

**VST**

COMPUTER LAB 1 & 2  
9 AM

EVENT SPONSOR  
**BICYCLE STUDIO**

1<sup>st</sup> PRIZE ₹5000  
2<sup>nd</sup> PRIZE ₹3000  
3<sup>rd</sup> PRIZE ₹2000

**Stock Market**

Faculty Coordinator: **Dr. Amitabha Maheswari** # 96375-93888  
Faculty Co-Coordinator: **Ms. Anika Sharma** # 91797-36158

Student Coordinators:  
Nikhil Jahn # 83487-54905 | Lohika Sharma # 98270-49030  
Anshdeep Bisht # 99917-44611 | Arshi Jain # 91313-77358

Virtual Share Trading- 06-11-2023

**PRESTIGE**  
INSTITUTE OF MANAGEMENT & RESEARCH, GWALIOR  
NIRP - NAAC 'A' GRADE - AUTONOMOUS

**HUMAN SNAKES & LADDERS**

VIKRAMSHILA ROOM NO. 13  
12 PM (ONWARDS)

**04**  
NOVEMBER  
2023

1<sup>st</sup> PRIZE ₹5000  
2<sup>nd</sup> PRIZE ₹3000  
3<sup>rd</sup> PRIZE ₹2000

Faculty Coordinators:  
Ms. Nidhi Jain # 94995-61684 | Ms. Deepanki Rathour # 86922-73814

Student Coordinators:  
Akash Kumar # 90043-88734 | Krishna Gupta # 78039-86100 | Khushi Hinduja # 92854-83027 | Aryan Virale # 93019-14197 | Anshul Tatreja # 78006-71959

Airport Road, Opp. Deendayal Nagar, Gwalior-474020

Human Snakes & Ladders- 04-11-2023

## Workshop On Import Export Documentation

**About the Event:** focuses on educating participants about the intricacies of documentation required for international trade transactions, facilitating better understanding and compliance with import and export regulations.

**Objective:** The workshop aims to equip participants with the necessary knowledge and practical skills for effectively managing import-export documentation to facilitate smooth international trade transactions.



The poster features a dark blue background with a grid pattern. At the top left is the PMR logo and the text 'PRESTIGE INSTITUTE OF MANAGEMENT & RESEARCH, GWALIOR'. At the top right is the slogan 'PRESTIGE IS ABOVE ALL'. The main title 'WORKSHOP ON IMPORT EXPORT DOCUMENTATION' is in large white letters, with 'EXCLUSIVELY FOR MBA INTEGRATED' in yellow and 'ONLINE MODE' in white with a play button icon. A circular portrait of Ms. Manisha Thaker is on the left. Below it, the dates 'JAN. 6-7 2023' and time '03 PM' are shown with calendar and clock icons. The text 'Organized By - MARKETING CLUB PIMR, GWALIOR' is on the right. At the bottom, three student coordinators are listed: Nancy Goswami, Prerna Bhadoriya, and Shiva Rajawat. A QR code is in the bottom right corner, and a registration link is at the bottom left.

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**PRESTIGE**  
IS ABOVE ALL

WORKSHOP ON  
**IMPORT EXPORT DOCUMENTATION**  
EXCLUSIVELY FOR MBA INTEGRATED  
▶ **ONLINE MODE**



Resource Person  
**Ms. Manisha Thaker**

Organized By -  
**MARKETING CLUB  
PIMR, GWALIOR**

**Student Coordinator**

Nancy Goswami # 82260-00149  
Prerna Bhadoriya # 78986-70225  
Shiva Rajawat # 62681-83120

**REGISTRATION LINK** [https://docs.google.com/forms/d/e/1FAIpQLScKPpb9YKki2l8yGgqV2z2w4BnL76vtn1wX\\_pzhMcEYzWrDYw/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLScKPpb9YKki2l8yGgqV2z2w4BnL76vtn1wX_pzhMcEYzWrDYw/viewform?usp=sf_link)

  
SCAN FOR REGISTRATION

**Glimpses of Workshop on Import  
Export Documentation (06 Jan 2023)**

## Workshop on Digital Marketing on Face-Book Advertisement

**About the Event:** The "Workshop on Digital Marketing: Facebook Advertisement" is designed to educate participants on leveraging Facebook's advertising platform for effective digital marketing strategies, focusing specifically on maximizing the potential of Facebook ads.

**Objective:** The workshop aims to empower participants with expertise in leveraging Facebook's advertising platform for creating impactful digital marketing campaigns.

The poster features a dark blue background with a grid pattern. At the top left is the PIMR logo and the text 'PRESTIGE INSTITUTE OF MANAGEMENT & RESEARCH, GWALIOR'. At the top right is the 'PRESTIGE IS ABOVE ALL' logo. The main title 'WORKSHOP OF DIGITAL MARKETING ON FACE-BOOK ADVERTISEMENT' is prominently displayed in white and yellow. A circular portrait of Mr. Akash Rai is on the left. The dates 'DEC. 09-10 2022' and duration '06 HOURS' are shown with calendar and clock icons. The text 'Practical Based Learning Organized by Marketing Club' is at the bottom right. Contact information for student coordinators is provided. A yellow banner at the bottom contains the venue details. At the very bottom, three faculty coordinators are listed: Prof. Navita Nathani, Dr. Nischay Upamannyu, and Dr. Sneha Rajput.

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**PRESTIGE**  
IS ABOVE ALL

WORKSHOP OF  
**DIGITAL  
MARKETING  
ON FACE-BOOK  
ADVERTISEMENT**

**Mr. Akash Rai**  
Expert, Digital Marketing From  
Academy of Digital Marketing Professional

DEC. **09-10**  
2022

**06**  
HOURS

**Practical Based Learning**  
Organized by **Marketing Club**

For Contact Student Coordinator  
Abhi Shrivastava # 90392-94611  
Akshay Sharma # 88890-80949

**Venue: PIMR, GWALIOR**  
Opp. DD Nagar, Airport Road, Gwalior-474020

**Prof. Navita Nathani**  
Deputy Director, (Management)

**Dr. Nischay Upamannyu**  
Faculty Coordinator

**Dr. Sneha Rajput**  
Specialization Coordinator

Glimpses of Workshop on Digital Marketing on Face-Book Advertisement

(09-Dec-22)

## Event: Seminar on Introduction to MCX & Development in the Derivatives Market

**About:** The seminar focused on enhancing understanding of the fundamental terminology used in the MCX market. The event was specifically intended for the MBA full-time batch of 2022-2024.

**Objective:** To enhance the financial skills of students.

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NIRF | NAAC 'A' GRADE | AUTONOMOUS

www.prestigegwl.org

INSTITUTION'S INNOVATION COUNCIL  
(Ministry of HRD Initiative)

### SEMINAR ON INTRODUCTION TO MCX AND DEVELOPMENT IN DERIVATIVES MARKET

16 JUNE, 2023 11:00 AM  
NEW CONVENTION HALL  
VIKRAMSHILA, PIMRG

**Dr. Nishant Jeshi**  
Director, PIMRG  
Coordinator  
**Dr. Amitabha Maheshwari**  
Assoc. Professor, PIMRG

**Dr. Tarika Singh Sikarwar**  
Deputy Director, PIMRG  
Co-Coordinator  
**Ms. Nidhi Jain**  
Asst. Professor, PIMRG

Resource Person  
**Mr. Gaurav Kaushik**  
Assistant Vice President- Business Development, Head MP&CG

Organized By  
Institution's Innovation Council, (Ministry of HRD Initiative) PIMR Gwalior

Poster of Seminar on Introduction to MCX & Development in the Derivatives Market

(16-06-2023)



**Glimpses of Seminar on Introduction to MCX & Development in the Derivatives Market**

**(16-06-2023)**

# **Indian Knowledge System**

## Human Quality development

**About the Event:** focused on enhancing personal and professional skills, fostering holistic growth, and nurturing qualities such as leadership, communication, resilience, and emotional intelligence among participants.

**Objective:** The objective of the "Human Quality Development" event is to facilitate holistic growth by nurturing personal and professional skills, fostering leadership, communication, resilience, and emotional intelligence among participants.



Glimpses of Human Quality development (25-Nov-22)



## International Student Conglomeration (I.C.)

**About the Event:** event aimed at bringing together students from diverse cultural backgrounds to foster cross-cultural understanding, collaboration, and friendship through various activities, workshops, and networking opportunities.

**Objective:** The objective of the "International Student Conglomeration (I.C.)" is to promote cross-cultural understanding and foster international collaboration among students through engaging activities and networking.



Glimpses of International Student Conglomeration (I.C.)

(15-May-22)

## Shri Ganesh Chaturthi

**About the Event:** "Shree Ganesh Chaturthi" is a Hindu festival dedicated to Lord Ganesha, celebrated with rituals, prayers, and the installation of Ganesha idols.

**Objective:** The objective of "Shree Ganesh Chaturthi" is to invoke blessings and foster spiritual devotion to Lord Ganesha, the deity of wisdom and prosperity, through rituals, prayers, and idol installations.



Glimpses of Ganesh Chaturthi (31-Aug-22)

## Shri Ramleela

**About the Event:** "Shree Ramleela" is a dramatic reenactment of the epic Ramayana, portraying the life and adventures of Lord Rama, Sita, and Hanuman, often performed during Hindu festivals like Navaratri or Ram Navami.

**Objective:** The objective of "Shree Ramleela" is to preserve and promote the cultural and religious heritage of the epic Ramayana by engaging audiences through theatrical performances, fostering devotion, and imparting moral values depicted in the epic.





**Glimpses of Shree Ramleela (18-October-2022)**

## Visit to Gurudwara (Data Bandi Chor)

**About the Event:** The event entails a visit to a Gurudwara, specifically commemorating the release of Guru Hargobind Sahib Ji and other prisoners from Gwalior Fort in 1619, emphasizing Sikh history, culture, and principles.

**Objective:** The objective of the "Visit to Gurudwara (Data Bandi Chor)" event is to foster understanding and appreciation of Sikh history, culture, and values, particularly commemorating the release of Guru Hargobind Sahib Ji, promoting principles of equality, service, and community.



Glimpses of Visit to Gurudwara (Data Bandi Chor)

(05-07-2022)



**Glimpses of Visit to Gurudwara (Data Bandi Chor)**

**(05-07-2022)**

## Janmashtami Mahotsav

**About the Event:** "Janmashtami Mahotsav" is a festive celebration honoring the birth anniversary of Lord Krishna, encompassing religious rituals, devotional songs, cultural performances, and reenactments of Krishna's life.

**Objective:** The objective of "Janmashtami Mahotsav" is to celebrate Lord Krishna's birth anniversary, promoting spiritual devotion, cultural unity, and community engagement through religious rituals and cultural performances.



Poster of Janmashtami Mahotsav (18-Aug-22)



**Glimpses of Janmashtmi (18/Aug/2022)**





**Glimpses of Janmashtmi (18/Aug/2022)**

# Open Mic Competition

**About the Event:** event where participants showcase their talents, such as singing, poetry recitation, stand-up comedy, or storytelling, in front of an audience in an informal and supportive environment.

**Objective:** The objective of an "Open Mic Competition" is to provide a platform for individuals to express their talents, build confidence, and foster a sense of community through creative expression and performance in a supportive environment.



Poster of Open Mic Competition (31-Dec-22)



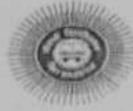
**Glimpses of Open Mic Competition (31-Dec-22)**

# **Creation & Transfer of Knowledge**

# RESEARCH CENTER APPROVAL LETTER

## जीवाजी विश्वविद्यालय, ग्वालियर

उपरोक्त पत्र आदेश कुलसचिव जीवाजी विश्वविद्यालय को भेज रहे हैं किना जाने कि किन्हीं अन्य प्रशासिकों को भेजने से।  
उपरोक्त विषय पर यदि पूर्व में पत्र आदेश हुआ हो तो पत्र क्रमांक एवं दिनांक अथवा विषय वाले विवरण सुविधा से।



आम : यूजीवीसी  
दूरभाष : (0781) 2241896  
(0781) 2442829  
फैक्स : (0781) 2241768

प्रेषक :  
कुलसचिव,  
जीवाजी विश्वविद्यालय  
ग्वालियर  
क्रमांक/एच संख्या: 2018/5313

दिनांक: 20-04-2018

प्रति,

प्राचार्य/प्राचार्या  
प्रोफेसर्स इंस्टीट्यूट ऑफ मैनेजमेंट,  
ग्वालियर

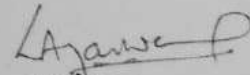
विषय:- प्रबंध विषय हेतु शोध केंद्र बनाये जाने के सम्बन्ध में।

महोदय,

उपरोक्त विषय के सन्दर्भ में सूचित किया जाता है कि कार्यपरिषद् की बैठक दिनांक- 20 मार्च 2017 के पद क्रमांक- 02 एवं स्थायी समिति की बैठक दिनांक-23 सितम्बर, 2017 के पद क्रमांक- 05 पर लिये गए निर्णयानुसार आपके महाविद्यालय को प्रबंध विषय हेतु शोध केंद्र बनाये जाने की अनुशंसा निम्न शर्तों के साथ की गई है :-

The permission of Recognized Research Centers shall be valid for six years with review of the research Center after every two years. The continuation for research center after six years can be given after review by competent Authority of the University. It is mandatory to follow other UGC's rules and regulation prescribed from time to time.

The college having research center need to abide by all rules and regulations given in application form for Recognition as a Research Center.


  
डायरेक्टर

महाविद्यालयीन विकास परिषद

## Research Development Cell

**About:** A Research Development Cell (RDC) is an administrative unit within an academic institution or research organization dedicated to fostering research activities, supporting researchers, and promoting a culture of innovation and scholarly inquiry.

**Objective:** The objectives of a Research Development Cell (RDC) typically revolve around supporting and enhancing the research ecosystem within an academic institution or research organization.

 **PRESTIGE INSTITUTE OF MANAGEMENT & RESEARCH, GWALIOR**  
AN AUTONOMOUS INSTITUTE ACCREDITED WITH UGC NAAC GRADE 'A'

**RESEARCH DEVELOPMENT CELL**


Department: (All Departments)

**Composition of Cell**

Prof. (Dr.) Nishant Joshi, Chairman RD Cell, PIMRG  
Prof. Garima Mathur- Coordinator  
Prof. Navita Nathani- Member  
Prof. Tarika Singh- Member  
Dr. Nitin Paharia- Member

**Functions & Responsibilities**

- **Facilitating usage of antiplagiarism software-** The cell encourages ethical practices through the usage of antiplagiarism software. The cell also organized a workshop on "Identification of Fake/Predatory Journals" to provide insight about the unethical practices going on in the area of publications.
- **Encouraging faculty members for publications-** The faculty members are communicated regarding various publication opportunities.
- **Encouraging other Research Activities-** Faculty members are informed and encouraged for participation in various conferences and workshops. Additionally, they are also encouraged to organize such programs.
- **Reviewing the faculty publications for Payment of Incentives-** Faculty members are required to submit the complete details for publications along with publication links. The members of the cell evaluate the publications and recommend the incentives for all those papers published as per Research Policy Guidelines.

Approved by:   
Prof. (Dr.) Nishant Joshi  
Director

# **Incubation Centre**

# 'Support for Entrepreneurial and Managerial Development of MSMEs through incubator'

विकास आयुक्त का कार्यालय  
(सूक्ष्म, लघु एवं मध्यम उद्यम)  
सूक्ष्म, लघु एवं मध्यम उद्यम मंत्रालय  
(भारत सरकार)

निर्माण भवन, सातवीं मंजिल, मौलाना आजाद रोड,  
नई दिल्ली-110 108



OFFICE OF THE DEVELOPMENT COMMISSIONER  
(MICRO, SMALL & MEDIUM ENTERPRISES)  
MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES  
GOVERNMENT OF INDIA  
Nirman Bhawan, 7<sup>th</sup> Floor, Maulana Azad Road,  
New Delhi-110 108

Ph. EPAX-23063800, 23063802, 23063803, 23063804, 23063805 & 23063806

File No. : 3(10)2019/Inc/2nd PMAC

Date : 21-01-2020

To,

PRESTIGE INSTITUTE OF MANAGEMENT GWALIOR

Sir,

The proposal submitted by your institute for its recognition as Host Institute for implementation of the scheme "Support for Entrepreneurial and Managerial Development of MSMEs through Incubator" has been considered & approved during Meeting of PMAC held on 20/12/2019 at New Delhi.

In view of the above you are requested to upload Undertaking duly signed and stamped as per proforma (Attached). Only after that, your institute will become eligible to submit new innovative idea for getting financial support under the scheme as per guidelines.

Download Undertaking for Utilization of Funds proforma [Click here](#)

Yours faithfully.

(M.  
Director(NMCP)  
E-mail: [incubator-msme@gov.in](mailto:incubator-msme@gov.in)

K.

Saraswat)

This is an automated message, Do not reply.



# MSME IDEA HACKATHON

**About the Event:** Was organized and hosted by the Incubation center of the college.

**Objective:** It was organized to provide financial assistance to brilliant MSME ideas to make the youth self-dependent.



The poster features logos for PMR (Prestige Institute of Management & Research, Gwalior), MSME (Ministry of Small and Medium Enterprises), and the 75th Independence Day (75th Anniversary) of India. The central text reads 'MSME IDEA HACKATHON 2.0 THEME BASED (FUNDING SCHEME)'. Below this, it states that the Ministry of MSME launched the hackathon on October 2, 2022. The poster lists sectors and themes for participation, provides contact information for Prof. (Dr.) Navita Nathani, and includes a registration link and a warning to check the guidelines before applying.

**PRESTIGE**  
INSTITUTE OF MANAGEMENT & RESEARCH, GWALIOR  
AN ISO 9001:2015 CERTIFIED INSTITUTION WITH ISO 27001:2015 & ISO 14001:2015

75  
आज़ादी का  
अमृत महोत्सव

**MSME**  
MINISTRY OF SMALL & MEDIUM ENTERPRISES  
DEVELOPMENT & FACILITATION DIVISION

## MSME IDEA HACKATHON 2.0 THEME BASED (FUNDING SCHEME)

Ministry of MSME launched MSME Idea Hackathon 2.0 on October 2, 2022

Sector/Themes for MSME Idea Hackathon 2.0

**Sector**

- Agriculture
- Healthcare
- Power & renewable energy
- Services & Miscellaneous (as per the scheme guidelines)

**Themes**

- Digital Agriculture
- Organic composting
- Low-cost Indigenous Digital Healthcare System
- Potable Water Solutions
- E-Festival
- E-vehicles
- AVGC (Animation, Visual, Gaming & Comics)
- Cloud Computing
- Supply Chain Management Solutions
- Eco-friendly & Sustainable furniture
- Safety in Transportation & Industry
- Disaster Management
- Alternative Material for Single Use Plastic (SUP)
- Sustainable fashion
- Waste to Wealth creation, Circular solutions & waste management

Last Date for Uploading Idea on Portal **14<sup>th</sup> November, 2022**

For further query or support, please contact  
**Prof. (Dr.) Navita Nathani**  
ON # 0751-4097056  
or Email us at [drnavita@prest.gegwl.org](mailto:drnavita@prest.gegwl.org)

Financial Assistance to innovators/students/MSME for developing the ideas shall be provided up to a maximum of Rs. 15 lakh per idea as per scheme guidelines:

Register in the following link [https://my.msme.gov.in/inc/Hackathon\\_Reg.aspx](https://my.msme.gov.in/inc/Hackathon_Reg.aspx) and then login using registered credentials

Upload idea by clicking Submit Idea and selecting Host Institute/Business Incubator as Business Incubation Centre, Prestige Institute of Management & Research Gwalior

**Before Applying, don't forget to visit the above link to check the Guidelines of MSME Idea Hackathon 2.0**



Whats App



Instagram



Facebook



Twitter



## प्रेस्टीज संस्थान में आईडिया हेकाथन 2.0 का मूल्यांकन

ग्वालियर। बिजनेस इन्क्यूबेशन सेंटर प्रेस्टीज प्रबंधन एवं शोध संस्थान, ग्वालियर में संपन्न हुआ आईडिया हेकाथन 2.0 का मूल्यांकन। एमएसएमई द्वारा आयोजित आईडिया हेकाथन 2.0 का द्वितीय चरण मूल्यांकन संपन्न हुआ जिसमें प्रतिभागियों ने अपने आईडिया से संबंधित विस्तृत जानकारी साझा की और मूल्यांकन समिति के प्रश्नों के उत्तर दिए। इस अवसर पर राजीव कुमार शाखा प्रबंधक डीएफओ एमएसएमई ग्वालियर, कर्नल कुमार मुख्य प्रबंधक सेंट्रल बैंक ऑफ इंडिया ग्वालियर, उद्यमी सुधीर भदौरिया एवं कॉमन स्कूल के संस्थापक कृष्णकांत चतुर्वेदी उपस्थित रहे। इस अवसर पर संस्थान के निदेशक डॉ निशांत जोशी ने बताया कि प्रेस्टीज प्रबंधन संस्थान शहर के उन चुनिंदा संस्थानों में से है जो एमएसएमई द्वारा मान्य बिजनेस इन्क्यूबेशन सेंटर है और हमेशा ही उद्यमियों को प्रोत्साहित करता रहा है। बिजनेस इन्क्यूबेशन सेंटर की अध्यक्ष डॉ. नविता नथानी ने उद्यमिता के आयामों के बारे में बताया। इस कार्यक्रम के संचालन की भूमिका का निर्वहन सहायक प्राध्यापक आकाश गुप्ता ने किया और अंत में सभी अतिथियों और प्रतिभागियों को धन्यवाद दिया।

Glimpses of MSME Idea Hackathon (14-11-2022)

# EDC REGISTRATION FORMS



# PRESTIGE

INSTITUTE OF MANAGEMENT, GWALIOR  
UGC NAAC ACCREDITED 'A' GRADE INSTITUTE

## ENTREPRENEURSHIP DEVELOPMENT CELL

### REGISTRATION FORM

Student Name : Ankit Singh Sikarwar

Class : MBA - II<sup>nd</sup> Sem<sup>COE</sup> Batch : 2018-2020

Scholar No. : 41110107304



Father's Name : Mr. K. S. Sikarwar

Contact No. : 8962733653 E-mail : anuragss998@gmail.com

Address : Pinto Park, Gayatri Vihar Colony, Gwalior

#### Entrepreneurial details :

Name of Unit/Firm : NH3 Cafe and Restro

Address of Unit/Firm : White House, Infront of the Empire Building, City Centre Gwalior.

Registration detail (if available) : Under shop act R/1514487

Date of established (proof to be enclosed) : 6/06/2019

Contact No. : 8962733653

E-mail/Website : anuragss998@gmail.com

<https://www.facebook.com/cafenhs/>

*Anurag Singh*  
Signature

Forwarded  
to division  
for further approval  
Narish  
12/06/19

## EDC Certificate

# CERTIFICATE

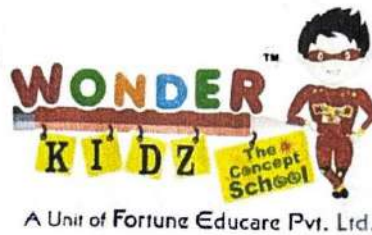
Centre Code : WK/MP/GWL/0175

Valid From : 16/11/2019  
Valid Till : 16/11/2024

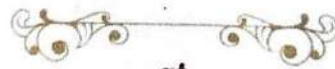
This is to Certify that

*Ms. Shivani Dubey*

has been appointed as UNIT FRANCHISEE of



**WONDER KIDZ "The Concept School"**



at

**KHEDAPATI ROAD, GWALIOR**



C.O. : 30-31, Amaltas, Phase-I, Chuna Bhatti, Kolar Road, Bhopal (M.P)  
Website: [www.wonderkidz.in](http://www.wonderkidz.in) E-mail: [info@wonderkidz.in](mailto:info@wonderkidz.in)

# EDC REGISTRATION FORMS



# PRESTIGE

INSTITUTE OF MANAGEMENT, GWALIOR  
UGC NAAC ACCREDITED 'A' GRADE INSTITUTE

## ENTREPRENEURSHIP DEVELOPMENT CELL

### REGISTRATION FORM

Student Name : ANKIT JOTWANI  
Class : MBA IV C Batch : 2017-19  
Scholar No. :  
Father's Name : MR. HARISH JOTWANI  
Contact No. : 7566344132 E-mail :  
Address : F-201, Sai Laela Apartment, F-BLOCK  
Harishankapuram, GWALIOR

PHOTO

#### Entrepreneurial details :

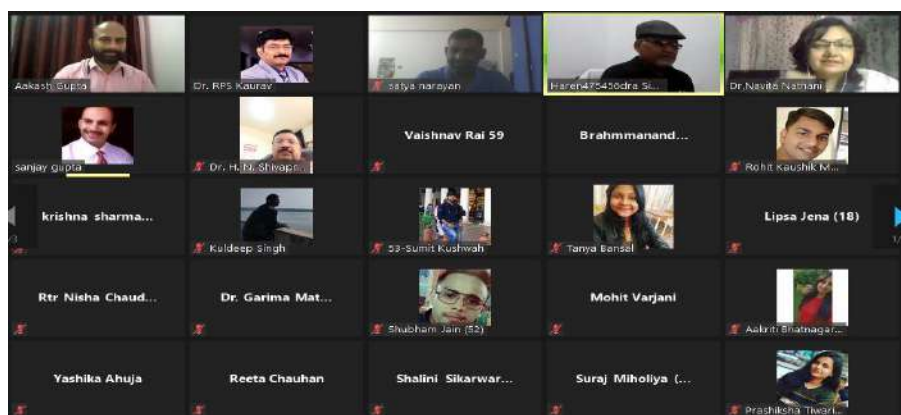
Name of Unit/Firm : CFC - Cluster for Commerce  
Address of Unit/Firm : 133, Panchwati, Vastha Nagar, Roshni  
Ghar, Gwalior  
Registration detail (if available) : Registered under MSME shop  
and establishment Act, 1958 on 15/01/18  
Date of established (proof to be enclosed) : 15/01/18 C/719918  
Contact No. : 7566344132  
E-mail/Website :

Signature

## Vocal for Local: Can India affords self- reliance?

**About the Event:** Online Discussion mainly on the issues related with self-reliance and Vocal for Local Campaign. Attendees asked their relevant queries at the end.

**Objective:** Create awareness about the importance of living in self-reliant India.



Glimpses of “Vocal for Local” event (26-May-2020)

प्रेस्टीज इंस्टीट्यूट में नेशनल वेबिनार

## ग्रामीण स्तर पर लोग बनेंगे आत्मनिर्भर

पत्रिका PLUS रिपोर्टर

ग्वालियर • ग्वालियर. प्रेस्टीज प्रबंधन संस्थान ने बिजनेस इन्व्यूबेशन सेंटर के बैनर तले मंगलवार को वोकल फॉर लोकल आत्मनिर्भरता के पथ पर बढ़ता भारत विषय पर नेशनल वेबिनार का आयोजन किया। अध्यक्षता प्रेस्टीज के डायरेक्टर डॉ. एसएस भाकर ने की। एमएसएमई नई दिल्ली के सहायक निदेशक नीलेश त्रिवेदी ने कहा कि वोकल-फॉर लोकल योजना भारतीय अर्थव्यवस्था को भी मजबूत बनाने में सहायक सिद्ध होगी एवं इससे सूक्ष्म एवं लघु उद्योगों को भी बल मिलेगा तथा ग्रामीण स्तर पर भी लोग आत्मनिर्भर बनेंगे।



प्रमुख वक्ता के रूप में उपस्थित नई दिल्ली से प्रोग्राम हेड डॉ. निखिल राज ने कहा कि कोरोना संक्रमण की इस विषम परिस्थिति में लोकल प्रोडक्ट्स की मदद से ही हम अपने जीवन को पटरी पर से उतरने से बचा पाने में सफल हुए हैं। इसलिए

यदि आज हर भारतवासी अपने लोकल उत्पादों के लिए 'वोकल' बन जाता है, तो यह चीन, जापान, कोरिया, ताइवान एवं अमेरिका जैसे अन्य देशों के लिए एक बड़ी चुनौती होगी, जिनके विभिन्न उत्पादों से आज भारतीय बाजार पट्टे पड़े हैं।

**स्वदेश**

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## वोकल फॉर लोकल योजना भारतीय अर्थव्यवस्था को बनाएगी मजबूत

ग्वालियर, न.सं.

प्रेस्टीज प्रबंधन संस्थान ने बिजनेस इन्व्यूबेशन सेंटर के बैनर तले "वोकल-फॉर लोकल: आत्मनिर्भरता के पथ पर बढ़ता भारत" विषय पर राष्ट्रीय वेबिनार का आयोजन किया। संस्थान के निदेशक डॉ. एस.एस. भाकर ने कहा कि वर्तमान कोरोना संकट को देखते हुए देशवासियों को भारत की आत्मनिर्भरता एवं क्षमताओं के बारे में एक चर्चा के माध्यम से अवगत कराना, इस वेबिनार का मुख्य उद्देश्य था।

प्रमुख वक्ता नीलेश त्रिवेदी (सहायक निदेशक, एम.एस.एम.ई., नई दिल्ली) ने कहा

कि वोकल-फॉर लोकल योजना भारतीय अर्थव्यवस्था को भी मजबूत बनाने में सहायक सिद्ध होगी एवं इससे सूक्ष्म एवं लघु उद्योगों को भी बल मिलेगा तथा ग्रामीण स्तर पर भी लोग आत्मनिर्भर बनेंगे। डॉ. निखिल राज नई दिल्ली ने कहा कि कोरोना संक्रमण की इस विषम परिस्थिति में स्थानीय उत्पादों की मदद से ही हम अपने जीवन को पटरी से उतरने से बचा पाने में सफल हुए हैं। इसलिए यदि आज हर भारतवासी अपने लोकल उत्पादों के लिए 'वोकल' बन जाता है तो यह चीन, जापान, कोरिया, ताइवान एवं अमेरिका जैसे अन्य देशों के लिए एक बड़ी चुनौती होगी।

News Article of "Vocal for Local" event (26-May-2020)

# START-UP FEST

**About:** Start-up club of Entrepreneurship development cell of Prestige Institute of Management, Gwalior, NAAC Accredited A grade autonomous Institution. We organised a national level event "STARTUP FEST" in collaboration with **Confederation of Indian Industries (CII)** in the month of November. The event was planned, and managed by our students. The mega event was spread across two days and it comprised of 3 events. Total gathering of more than 350 students in two days, as there was participation of not just the students of our institute, but also students of other institutes of India. The 3 events, that induced thrill and learning in the same instant include:

**Objective:** Development of entrepreneurial traits in students

**PRESTIGE INSTITUTE OF MANAGEMENT, GWALIOR**  
UGC NAAC ACCREDITED 'A' GRADE AUTONOMOUS INSTITUTE

**STARTUP CLUB OF PIMG**  
in Collaboration with

**CII**  
Confederation of Indian Industry

WELCOME YOU IN  
**STARTUP FEST**  
Nov. 29-30, 2019

**Startup Carnival @ Dome Area**

**OUR EVENTS**

- PANEL DISCUSSION
- SHOOT-E-PRENEUR
- STARTUP MANIA

**OUR SPONSORS**

**ACCOMMODATION PARTNER**

**Speakers:**

- Mr. Ashish Valsheya, Chairman, CII Gwalior Chamber Division
- Mr. Anshaj Jain, Founder, Anshaj Jain
- Prof. Anurag Shrivastava, IIMT
- Sweet Shri Rohith (my friend), Anshaj Jain
- Dr. S.S. Bhatnagar, Director, Prestige Institute of Management, Gwalior
- Mrs. Sparsh Kalshrik, Managing Director, Freshness Kitchen Pvt. Ltd.
- Mr. Arun Gaur, Managing Director, Freshness Kitchen Pvt. Ltd.

Poster of Startup Fest (29-NOV-2020)





Glimpses of Startup Fest (29-NOV-2020)

# छिपी हुई प्रतिभाओं को निखारने का काम करता है संस्थान

ग्वालियर, न.सं.

प्रेस्टीज प्रबंधन संस्थान ग्वालियर के उद्यमिता विकास प्रकोष्ठ के तत्वावधान में दो दिवसीय स्टार्ट-अप फेस्ट का शुभारंभ हुआ। कार्यक्रम के उद्घाटन सत्र में अतिथियों में आशीष वैश्य, चेयरमैन सी.आई.आई. ग्वालियर चम्बल संभाग, अंबुज जैन, मोटिवेशनल स्पीकर एवं स्वामी ऋषभ देव आनंद उपस्थित थे। संस्थान के निदेशक डॉ. एस.एस. भाकर ने बताया कि आज के परिदृश्य में उद्यमिता का विशेष स्थान है। इसी बात को ध्यान में रखते हुए प्रेस्टीज प्रबंधन संस्थान छात्र-छात्राओं को न केवल अच्छे प्लेसमेंट के लिए तैयार कर रहा है, बल्कि उनमें छिपी हुई प्रतिभाओं को पहचानकर उन्हें आवश्यक मार्गदर्शन देकर अपना स्टार्ट-अप शुरू करने के लिए भी प्रेरित करता आया है। इसी उद्देश्य को ध्यान में रखते हुए यह दो दिवसीय फेस्ट राष्ट्रीय स्तर पर आयोजित किया जा रहा है।

उद्यमिता विकास प्रकोष्ठ की समन्वयक डॉ. नविता नथानी ने बताया कि इस दो दिवसीय फेस्ट का मुख्य आकर्षण उद्यमिता विकास एवं संभावनाएं विषय पर आयोजित पैनल डिस्कशन रहा, जिसमें उपस्थित विशेषज्ञों ने उद्यमिता विकास से जुड़े हुए छात्र-छात्राओं के प्रश्नों का उत्तर दिया एवं जिज्ञासाओं का अपने अनुभव के आधार पर समाधान किया। आशीष वैश्य ने फंडिंग एवं वित्त से जुड़े प्रश्नों का उत्तर देते हुए बताया कि आज सरकार द्वारा कई योजनाएं उद्यमियों को प्रोत्साहित करने के लिए चलाई



जा रही हैं। अंबुज जैन ने कहा कि सबसेस एवं फैलियर सिक्के के दो पहलुओं की तरह है, इसलिए पूरे धैर्य के साथ अपने आईडियाज पर काम करे एवं उन्हें पूरी ईमानदारी के साथ सोसाइटी में सर्व किया जाए तो निश्चित ही सफलता प्राप्त होती है। स्वामी ऋषभ देव आनंद ने छात्र-छात्राओं को कृषि एवं पशु पालन से जुड़े हुए बिजनेस आईडियाज के बारे में जानकारी दी। उन्होंने कहा कि शुरू में मुनाफे पर कम ध्यान दे एवं उद्योग को स्थापित करने के लिए कठोर परिश्रम एवं जीवटता से काम करें। सह समन्वयक प्रो. आकाश गुप्ता ने बताया कि इस दो दिवसीय स्टार्ट-फेस्ट का मुख्य आकर्षण छात्र-छात्राओं के लिए लगाया गया फूड एवं गेम कॉर्निवाल है, जिसमें महाविद्यालय के छात्र-छात्राओं द्वारा स्टॉल्स लगाए गए हैं। इस अवसर पर महाविद्यालय के सभी प्राध्यापक, स्टॉफ सदस्य, छात्र-छात्राएं एवं मीडिया प्रभारी डॉ. नंदन बेलणकर उपस्थित रहे।

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