



Professional Education, need of hour : President

Today because of liberalization, privatization, globalization & communication revolution, the whole world has become "A global village". In these conditions of international trade, professional education has become even more important with the end of creating awareness among all the students. Besides playing its role in individual life, professional education has been giving life energy to nation building & business activities.

The impetus to establish IPSA Academy come in the first place from my interaction with students who have always been keenly interested in learning professional education & looking for a suitable college to cater their needs. I hope this academy with 16 colleges & 71 courses goes long way to help them.

IPSA TIMES

We are providing skill based training in our colleges. Department of Mass Comm has started a news paper and I want to congratulate the editorial team of IPSA Times. Students are also taking practical training in studio every Saturday. We are going to launch an electronic news very soon.

Ar. Achal K. Choudhary
President, IPSA



दैनिक भास्कर की कॉफी टेबल बुक 'द लूमिनीज' का सीएम शिवराज सिंह चौहान ने गत माह लोकार्पण किया। इस बुक में हमारे चेयरमैन अचल चौधरी सर को प्रमुख स्थान दिया गया है। मुख्यमंत्री श्री चौहान ने इस अवसर पर अचल सर का सम्मान किया। ब्रिलियंट कन्वेंशन सेंटर में हुए प्रोग्राम में सीएम ने कहा, 'हड़प्पा, मोहनजो दारो के समय से आर्टिस्ट काम कर रहे हैं। खजुराहो के मंदिर, इंदौर का राजबाड़ा सब इन्हीं की देन हैं।'



American expert focus on Cleantech

Rutuja Narvenker
Tannushri Malviya
Ankita Gawde
BAMC, 1st Sem.

An American entrepreneur, Mr. Fred Walti, co-founder of LACI visited the IPS Academy on October 21, 2016 at placement cell auditorium and addressed the faculty members and brought awareness about the work done by LACI towards protection of environment through consumption of green energy source. The programs primary objective is to assist the port of Los Angeles (POLA) in identifying, piloting and deploying new technologies that will enable the

port and its customers to operate cleaner, greener and more efficiently.

Mr Fred said LACI as a five years old non profit based in LOS Angeles, evolved from a single incubation in a bus repair garage to operating four incubators in California and a global network in nine countries. Its mission is to build a huge green economy for Los angeles and connect into the world.

Mr Fred, CEO - LACI, conducted a session on 'Clean Tech entrepreneurship-role that universities can play' for all Directors and Heads of Department of IPS Academy. Mr. Fred is now recognized as one of the premier clean tech

commercialization programs in the world. LACI was awarded the 2014 Startup of the Year by Los Angeles Sustainability Collaboration and Fred was named as one of the most impactful technology leaders in 2014.

What is Cleantech?

A shortened form of clean technologies a term used to describe an investment philosophy used by investors seeking to profit from environmentally friendly companies. Cleantech firms seek to increase performance, productivity and efficiency by minimizing negative effects on the environment.

2000+ Students Grabbed Jobs

Roohan Qureshi, Nikhil Patel and Sanjna Kale
(BAMC 1st Sem)

The Central Placement Cell (CPC) yet again provided what it is known for. In the Academic year of 2015-16 CPC has provided outstanding job opportunities to students of IPSA. Central Placement Cell gave 2039 Selections in year 2015-16. Let's have a glance on the placement record data given by Mr.

216

Companies Visited

2039

No. of Placements



Tech Mahindra Open Campus drive was held at IPSA.

Rajeev Shukla, Director of CPC.

Although providing outstanding placements is the Legacy of CPC & they are proving it. The no. of placements given by CPC is a record in Indore. The Credit goes to the experienced & highly qualified members of CPC. For more updates from CPC you can log on to:- www.ipscentralplacementcell.blogspot.in Or Join Group on Fb:- www.facebook.com/Groups/ipsacentralplacementnews

Touch Art : Sense of Touch or Feel



Gurneet Kaur Chhabra
Student (School of Fine Arts)

because they have their own world of imagination, and their own meaning of forms and colors. These artists go an extra mile to transform their seed of

dreams into tree of reality. So, lets change our perception of transforming the artists of plastic medium from trend followers to trend setters

which is a concept and initiative by Prof Amit Ganjoo, Director, School Of Fine Arts. IPS Academy Indore, assisted by Gunjan

Shah and special thanks for kind support by Ar. Achal K Choudhary, President, IPS Academy Indore and Prof. M.M. Kapoor.

Unlike visual art, touch art is the form of art not made with the sense of sight, but with the sense of touch or feel. It is the art made with the deepest emotions. The touch artists do not consider their blindness as their weakness but their strength that would bring a spark of light in their life. As a result, their pieces of art stand different from ordinary



Editorial



Prof. Amin Qureshi
HOD, Journalism & Mass Comm Department

Why Mass Comm

The mass communication or Media industry holds a prominent position in the society. The scope of mass communication in India is vast. Media is a part and parcel of our daily life. It is one of the booming sectors across the globe. The media industry provides immense scope and opportunities to youngsters. The mass communication industry provides exciting and well-paying job opportunities in ad agencies, print media, broadcasting media, visual media, web media, fashion, film, PR, corporate communications, radio Jockey, screenwriter, sound engineer, video Jockey, art director, editor, event manager, blogger, content writing, jingles writing and social media account manager etc.



The mass communication and the media industry are always on the lookout of hardworking and skilled professionals. As a graduate of mass communication, you are open to an

exhausting range of career options, and the future of the mass communication and media industry seems bright. The biggest advantage which is associated with the mass communication industry is that it gives creatively inclined people a lot of opportunities to explore, and experiment.

In the next five years the Indian media Industry is projected to grow at a compound annual growth of 13% which will increase the demand of media professionals up to one lakh every year in various fields of Mass Communication.

IPSA prepares students to work in twenty-first century media. The Institute prepare its students recognize the role of media as an element of individual and global cultures, with particular emphasis on respect for diversity related to race, gender, religion, ethnicity, and other personal characteristics and orientations.

Youth dating violence



Samiksha Kapoor
BAMC, III-Sem

dominant nature and have a tendency that everybody should obey them. Both boys and girls can be aggressive. The youth is dealing with many pressures and thus this pressure results in violence which not only harms them but it violets the society also.

WHAT CAN INCREASE VIOLENCE IN YOUTH?

- See violence in neighbourhood
- Uses of alcohol or drugs
- Watch violent movies or play violent games.

Preventions

- Make house rules for children
- Create empathy
- Talk to those person who has an aggressive nature.

Nothing is impossible. Violence can be controlled by just simple ways. To acheive this one should keep positive attitude towards everything.

दृष्टिकोण

अंधे को मंदिर आया देख लोग हँसकर बोले - 'मंदिर में दर्शन के लिए आए तो हो, पर क्या भगवान को देख पाओगे?' अंधे ने कहा - 'क्या फर्क पड़ता है, मेरा भगवान तो मुझे देख लेगा।' दृष्टि नहीं दृष्टिकोण सकारात्मक होना चाहिए।

Education itself is life



Roma Rai
BAMC, III-Sem

A college education shows a man how little other people know. Education is not preparation for life, education is life itself. IPS Academy brings in the change to our nation. Every year, it graduates so many students with a broad grin on their faces.

START WITH A DREAM, FINISH WITH A FUTURE

College life is a very important part of every individual's life. We all are at a certain threshold after passing out from school. That's when we have to take a very important decision. That's regarding one's career.

School is a small institution. College broadens one's horizon. It's a bigger place. A broader platform to understand and prove ourselves. It's a place where one is assumed to be an adult. Need to be more responsible automatically come in the way. It's a place where we need to be a little more mature than how we were at school. It's a place where we create a



bigger foundation of our life. It's a place where we find and create ourselves. And for that, IPS academy suits you the best.

YOUR LIFE. YOUR COLLEGE. YOUR WAY

With Excellent studies, IPS Academy brings in the extracurricular activities. Every festival are being celebrated in college campus itself. From Holi to Christmas, irrespective of religions, the college unites and revere the gala. IPS Academy wallow in 71 courses and approx 8500 students. The college atmosphere is pleasant which motivates students to work harder and achieve their goals.

CAMPUS LIFE

Stimulating and inspiring. This is how we describe our campus. Our campus is perpetually in motion. Our students start and join big MNCs, kick-start businesses, run organizations and are

deeply involved with the community.

Our renowned faculty does not only teach. They make discoveries and develop new innovations. Their groundbreaking research and expertise inform policy making and news media coverage around the globe. IPSA is a thriving residential campus and community sitting on 58 acres of foothills and flat lands. Life at IPSA brings surprises and new experiences every day, in an extraordinary community of creative and accomplished people from around the world.

A huge variety of student organizations, activities and events, athletics, exhibitions and performances, and educational opportunities keep campus lively. Each day brings new experiences that allow students to engage their passions.

परिस्थिति

गुरु से शिष्य ने कहा : 'गुरुदेव! एक व्यक्ति ने आश्रम के लिए गाय भेंट की है।'

गुरु ने कहा : 'अच्छ हुआ। दूध पीने को मिलेगा।'

एक सप्ताह बाद शिष्य ने आकर गुरु से कहा : 'गुरुजी! जिस व्यक्ति ने गाय दी थी, आज वह अपनी गाय वापिस ले गया।'

गुरु ने कहा : 'अच्छ हुआ! गोबर उठाने की झंझट से मुक्ति मिली।'

'परिस्थिति' बदले तो अपनी 'मनस्थिति' बदल लो। बस दुःख, सुख में बदल जाएगा।

'सुख-दुःख आखिर दोनों मन के ही तो समीकरण हैं।'

ये संसार 'जरूरत' के नियम पर चलता है,

सर्दियों में जिस 'सूरज' का इंतजार होता है, उसी 'सूरज' का गर्मियों में तिरस्कार भी होता है। आप की कीमत तब तक होगी जब तक आपकी जरूरत होगी।

पति : डार्लिंग..! तुम्हारा नाम हाथ पे लिखूँ या दिल पे...?

पत्नी : इधर-उधर क्याँ लिखते हो..?

अगर सच्चा प्यार करते हो तो सीधे अपनी प्रॉपर्टी के पेपर पे लिखो...!!

सरकार नौकरी देती है या पैसा कमाती है!

किसी भी सरकारी विभाग की वेकेंसी निकलती हैं तो उसकी फार्म फीस 500-700 होती ही हैं। सरकार विद्यार्थियों से पैसा कमाना चाहती है या उन्हें रोजगार देना?

उदाहरण के लिए :-
50 पोस्ट होती हैं। फॉर्म पूरे भारत से भरवाते हैं।

फॉर्म फीस होती हैं 500 रुपये। तकरीबन 50 से 80 लाख विद्यार्थी फॉर्म भरते हैं।

आइये, अब सरकार का फायदा देखते हैं।

500 फॉर्म फीस × 50,00,000 विद्यार्थियों ने फॉर्म भरे =

(कुल आय फॉर्म फीस से) 2 अरब 50 करोड़ रुपये।

नौकरी देना हैं 50 को। सैलेरी 25000 मान लेते हैं। ज्यादा मानी गई हैं इतनी होती नहीं हैं।

25000 × 50 लोग = 12,50,000 रुपये महीना

12,50,000 × 12 महीने = 1 करोड़ 50 लाख रुपये।

चालीस साल की नौकरी करने पर।

1,50,00,000 × 40 साल = 60 करोड़

सरकार की फॉर्म फीस कुल आय

= 2 अरब 50 करोड़ रुपये (-) अपॉइंटेंट लोगों की 40 साल तक की सैलेरी= 60 करोड़ रुपये

2,50,00,00,000 - 60,00,00,000 =

1,90,00,00,000

सरकार की कुल आय = 1 अरब 90 करोड़ रुपये

सवाल : सरकार व विभाग से यह हैं कि आप विद्यार्थियों को नौकरी देना चाहते हैं या पैसा कमाना चाहते हैं?



माँ अपने बच्चे को नौ महीने पेट में रखती है जन्म देने के लिए लेकिन पिता पूरी जिन्दगी दिमाग में रखता है उसका भविष्य बनाने के लिए



Students of mass comm at IPSA studio for practical training.

Pix by Gourav Khandelwal

Top Companies will participate in Summit

**Krishna Kanhaiya
Ghan Shyam**
BAMC 1 Sem

IPS Academy is going to organize a two day industrial summit between 25th November – 27th November; this is the first time since inception of college that such mega event will be organized in college premises.

The participants of this summit are companies, NGOs, foundations, IIT, IIM associates and young social entrepreneurs. In this summit many renowned companies will participate like Cipla, Eicher Motors, Tata Foundations, Glan, Shakti Pump and Visa corporate training. Some well known NGOs like Manav Sewa, Utkal, Jeevan Deep, Prerna, Aman, Healthy living society and Neev, Colleges around the city will also participate. The whole summit is divided in



Chief guest of the programme
Commissioner of Indore
Mr. Sanjay Dubey

two session.

- 1- How industry works
- 2- How can youth change social environment

There will be two activities will be held

- Social issue film festival
- Social startup (entrepreneurship)

Purpose of the summit

The purpose of college behind organizing summit together with corporate and social groups is to interact the student with corporate culture

and also make them aware towards their social responsibility in this summit. Some well known personalities of corporate and social field will be invited to express their experience gained by them in their journey to success and share it with students. As we all know that according to amended companies act 2013 (early 1954) CSR is a necessary criteria for profit making organization. After all this event will become more fruitful in the future by this they know and learn new and creative things from the qualified personalities of different fields. The students will know how tackle problems in their life during critical time of their career. They will also understand their responsibility in a better manner towards the society and nation. At last this event will be remembered as a milestone for students during their career building years.

IPSA- an undisputed champion

Rishi Makhijani
BAMC, 5th Sem

Sports are the sources of recreation. They provide relief and a sense relaxation in a life of monotony of routine marked by miseries, hardships and hurdles. In IPSA sports has always been a platform for

the students to showcase their talent and skills. The infrastructure facilities, coaching staff here at IPSA worked hard to bring the best of the students and as a result IPSA proved its mettle in various inter college tournaments.

In the year 2015-2016



IPSA won overall championship at IIT JODHPUR sports fest 16-17. Also secured WINNING positions in cricket and football alongwith Runners up in Table tennis.

IPSA added many feathers in its cap and excelled in at national level as well as state level tournament. Below is the complete list of the various achievements of IPSA.

National level tournaments

1. Volley ball boys team-winner
2. Cricket boys team- winner
3. Football boys team- winner
4. Table tennis girls team-winner

D.A.V.V. inter college tournaments

1. Volleyball boys team-winner
2. Football boys team- winner
3. Table tennis boys team-winner
4. Basketball boys team-winner
5. Volleyball girls team- winner
6. Athletics boys team- 2 gold medals

We're on Noah's Ark

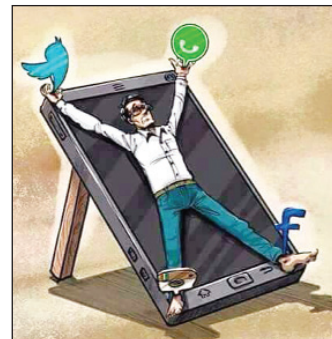


Shruti Sharma
BAMC 3rd Sem

Christian epic book Bible tells us a story which is very interesting and contemporary in the times. In this story the world is near destruction by a flood and the almighty chose a man named Noah to make an ark to save the human and other beings of the planet Earth. And we can relate to this in a ways people using internet and its tools like social networking sites nowadays. Cliché that technology is a boon and curse both is classic. We are on the Noah's Ark at this time whether we can make out of it a free earth and sane human beings otherwise we are all going to become robots with hearts in our body. In this so called digital world, we are in direct arrest of electronic gadgets. The trend of being updated we are overloading brains and in a chaotic manner. People are losing their sight and memory and we think we are going social, but every time I open social networking sites beside some institutional organisation, all going in vain. They are making the youth hungry for gossip and dazzles of lies.

The incidences all over the world marking the red sign of

danger for example the killings through game Pokemon Go and the ill effects of smart phone both physically and psychologically are not hidden. But there is hope if we learn to use it in ways that will set new benchmarks for future generations. There is some hope, because of the people who really wants to socialize themselves and read books through mobile phones. People gain social confidence when they successfully find friends.



There are many online communities where the world is a village, you can talk about culture, art and make peace out of it. Learning through online communities, pages (Facebook), channels (You Tube) and informational blogs is also a good idea. People who want to learn can learn a lot about science and technology through internet and its tools.

Brainwash or brain development; Ark is trembling but we have its wheel is in our hands.

Architecture is Public Art: Prof Gadkari

Priya Yadav
BMMC 3rd Sem

A well known educationist Prof (Ar.) Uday Gadkari has redefined architecture as an "Public Art" and said that "Engineering and architecture are two faces to the same coin". School of architecture conducted a guest lecture of Prof Gadkari, ex president of C.O.A. (Council of Architecture).

He gave his wise thoughts about architecture; and his experience of 20 years in Council of architecture and 40 years of teaching. He addressed all the students from 1st year to 4th year by telling them the introduction & importance of architectural field, his experience of architecture. He also informed students, the importance of Aptitude Test in Architecture (NATA) and why only architecture stream have aptitude test and also, his thought regarding architecture



by saying that architecture is combination of stability, utility and beauty.

He introduced global architecture and digital architecture also the importance of all 55 subjects which are to be studied during the course of architecture (B.Arch). After lecture, Prof (Ar.) Uday Gadkari sir visited college and appreciated the exhibition, "AADHAYA" that has been put on by the students and acknowledged the work and hard work by all the teachers. He guided all the faculties in the direction of teaching and suggested some new techniques and curriculum to be followed during the session with the students.

IPSA Activities



PCSR - IPS Academy celebrated Deepawali with underprivileged children.



IBMR IPS Academy's 23rd MBA batch Induction program held last days. State Minister of Technical Education & Skill Development Mr Deepak Joshi was chief guest. Ar. Achal K. Choudhary, President, IPS Group of Institutions presented Memento to Shri Joshi.



नवरात्रि में आईपीएस एकेडमी कैंपस धर्मिक हो उठा है. नवरात्रि के नौ दिनों तक विद्यार्थियों में उत्साह रहा. एकेडमी में शाम 4 से 6 (सभी विद्यार्थियों के लिए) व रात्रि 8 से 10 हॉस्टल गर्ल्स स्टूडेंट्स के लिए गरबा आयोजित किया गया।



Fire fighter is demonstrating how to control fire. IPS Academy has organized this event.



Students from School of Architecture awarded with two trophies from NASA (National Association Student of Architecture). These students were felicitated by the Management, IPS Academy and the Principal, School of Architecture as seen in the picture.



Birthday celebration of Dr. Vivek Singh Kushwaha, Director, IBMR with Achal Sir, Rajesh Sir, Mrs. Nidhi Jain and registrar R.C. Saxena.



Dussehra celebration at IPSA in the presence of chairman Ar. Achal K. Choudhary, Shri Rajesh Choudhary and Mrs Kumudni Choudhary.



Beautiful rangoli designed by the students of the School of Fine Arts.