



MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

(A unit of Maharaja Agrasen Technical Education Society)

Affiliated to GGSIP University; Recognized u/s 2(f) of UGC

Recognized by Bar Council of India; ISO 9001: 2015 Certified Institution

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**Under the Aegis of IQAC
Skill Enhancement Certificate Course
Basics of Industrial Research & Analysis
March-August 2021**

Report

Date	:	1st March 2021-31st August 2021
Programme	:	Skill Enhancement Certificate Course
Topic	:	Basics of Industrial Research & Analysis
Convenor	:	Dr. Sanjay Kumar Mangla
Faculty Coordinators:		Ms. Nikita Jain, Ms. Diksha Goel &Dr. Gaurav Aggarwal
Time Period	:	March 01, 2021 – August 31, 2021
Total Hours	:	30
Time	:	3:00 PM to 4:30 PM
Venue	:	GMeet

Number of Beneficiaries : 156

Number of Batches : 2 (100+56)

Research is essential to explore unknowns allows to view the world from different perspective. To groom the research aptitude of our students before they enter the industry as professionals, Department of Economics, Maharaja Agrasen Institute of Management Studies under the aegis of IQAC organized *Skill Enhancement Certificate Course on Basics of Industrial Research and Analysis*.

The Skill Enhancement Certificate Course “Basics of Industrial Research and Analysis” aimed at imparting theoretical and practical knowledge on preparation of an industrial research report which proves to be a useful document for industrialists, policy makers and all other stakeholders to take appropriate decisions. It was a 30 hours training program on industrial research, analysis and report writing. It includes Industrial Data Search and Data Preparation and Presentation for analysis.

The convener of the program was Dr. Sanjay Kumar Mangla Associate Professor & Head, Department of Economics. The Co conveners were Ms. Nikita Jain, Assistant Professor, Department of Economics and Ms. Diksha Goel, Assistant Professor, Department of Economics. The resource person were internal faculties of Department of Economics as well as external speakers were called upon to deliver the lecture. Dr. Satyendra Pratap Singh, Professor, Alliance School of Business, Alliance University delivered few lectures on financial ratios which helps to analyse the performance of industry.

With the blessings of our founder Chairman, Dr. Nand Kishore Garg Inauguration of Skill Enhancement Certificate Course took place on Monday, March 1, 2021, 3:30 PM – 4:30 PM in both online and offline mode. The occasion saw the presence of some esteem dignitaries including Chief Guest - Prof. (Dr.) Neelam Sharma, Director, MAIT, Guest of Honour – Prof. (Dr.) S. S. Deswal, Dean (Academics), MAIT, Prof. (Dr.) S. K. Garg, Director General, MAIMS, Dr. Ravi Kumar Gupta, Director, MAIMS and Dr. Anjali Tandon, Associate Professor, Institute for Studies in Industrial Development, Delhi. The event started with the introductory Remarks by Ms. Diksha Goel followed by presentation by Ms. Nikita Jain about the Course and Profile of Participants.

Hon'ble. Prof. (Dr.) S K Garg joined us on Zoom and welcomed all eminent guests. In his speech he elaborated on importance of industrial research for critical investigation aimed at the acquisition of new knowledge and skills for developing new products, processes or services or for bringing about a significant improvement in existing products, processes or services. Further, Prof. (Dr.) Ravi Kumar Gupta, Director, MAIMS gave a short message extending his warm wishes for successful completion of course and well appreciated the efforts taken by department for offering the course to students.

Moving ahead, our Guest Speaker – Dr. Anjali Tandon, Associate Professor, Institute for Studies in Industrial Development, Delhi address the gathering with her vast experience in Industry. She mentioned that an industry analysis report is a document that evaluates a given industry and the companies involved in it. Often included as part of a business plan and policy document, an industry analysis report seeks to establish how your company can gain an advantage in an industry by understanding the industry’s history, trends, competitors, products, and customer bases. The Programme concluded up with the Vote of thanks by Dr. Gaurav Aggarwal, Associate Professor, MAIMS. In his speech, he urged the participants to take the course with due seriousness and attend all the classes regularly.

In total 156 students registered for the course. They are from different courses like B.A. (H) Economics, BBA and B. Com. All the participants successfully completed the course. Criteria of certification is threefold i.e., Attendance, Feedback form and Completion of two continuous

assessment & industrial report at the end of course. The classes of the course began from April 11, 2021 and continued till August 24, 2021. The content of the course includes:

Module 1: Industry – An essential component of economy

Module 2: Industrial Data Search

Module 3: Data Preparation and Presentation for Analysis

Module 4: Industrial Analysis and Research Report

In the first module, participants were taught the importance of industry as an essential component of economy. It further focused on understanding the classification and importance of an industry in an economy. In second module, the participants were taught to analyse key performance indicators of an industry and extract industrial data from various databases such as International, National and State and Local. In the third module, the participants were able to learn evaluating the industrial data and present it graphically using MS Excel. Finally in last module, students were taught how to write industrial research report by analysing infographics of industry.

The course went in all success with great learning experience for participants as well as for resource persons. Such courses provide expert guidance to students & helps them in building their resume. It gives them an edge over others when it comes to working in the corporate world. It helps the students in acquainting themselves with fundamentals of research and data analysis.

Three toppers of the Course:

- 1. Dev Singhal 35761101720**
- 2. Tushar Sharma 36614701720**
- 3. Divyam Bansal 02861101719**

Zoom Meeting 40-Minutes

Recording...

prasuk jain	Prateek Yadav	Lipika Agrawal	Dr. S P Singh	Tisha Gupta
Malvika Lal	Priyanshu sharma	Tanishka Solanki	Sahil Kukreja	Mayank Singhal
sakshi Vashisht	ASHISH	Pranav Singh ve...	KHUSHI GARG	Mitali Sharma
Diksha Goel	Arya Sharma	Pratham dhawan	Ishan	Saloni Arora
Harshil pratap B...	Divyam Bansal	anshika maggo	Diya bajaj	CHIRAG JAIN

Participants (29)

- Ishhan
- KHUSHI GARG
- Lipika Agrawal
- Mayank Singhal
- Mitali Sharma
- Pranav Singh verma
- prasuk jain
- Prateek Yadav
- Pratham dhawan
- sakshi Vashisht
- Saloni Arora
- Shaifali
- Tisha Gupta
- CHIRAG JAIN

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Zoom Meeting

Recording...

Dr. S P Singh	Nikita Jain	Anu Sharma	Harshil pratap B...	Shaifali
AKSHAT GUPTA	Aman Verma	prasuk jain	Prateek Yadav	Tisha Gupta
Malvika Lal	Priyanshu sharma	Tanishka Solanki	Diya bajaj	Sahil Kukreja
Mayank Singhal	sakshi Vashisht	ASHISH	Pranav Singh ve...	KHUSHI GARG
anshika maggo	Mitali Sharma	Diksha Goel	Arya Sharma	Pratham dhawan

Participants (26)

- Nikita Jain (Host, me)
- Dr. S P Singh
- Diya bajaj
- Harshil pratap BBA.6A
- Malvika Lal
- Priyanshu sharma
- Sahil Kukreja
- Shaifali
- Tanishka Solanki
- AKSHAT GUPTA
- Aman Verma
- anshika maggo
- Anu Sharma
- Arva Sharma

Google Forms 2 Daily Student Attendance Form (BAECO 2nd Semester) April 2021 - July 2021 - Date of Plan *DD16

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